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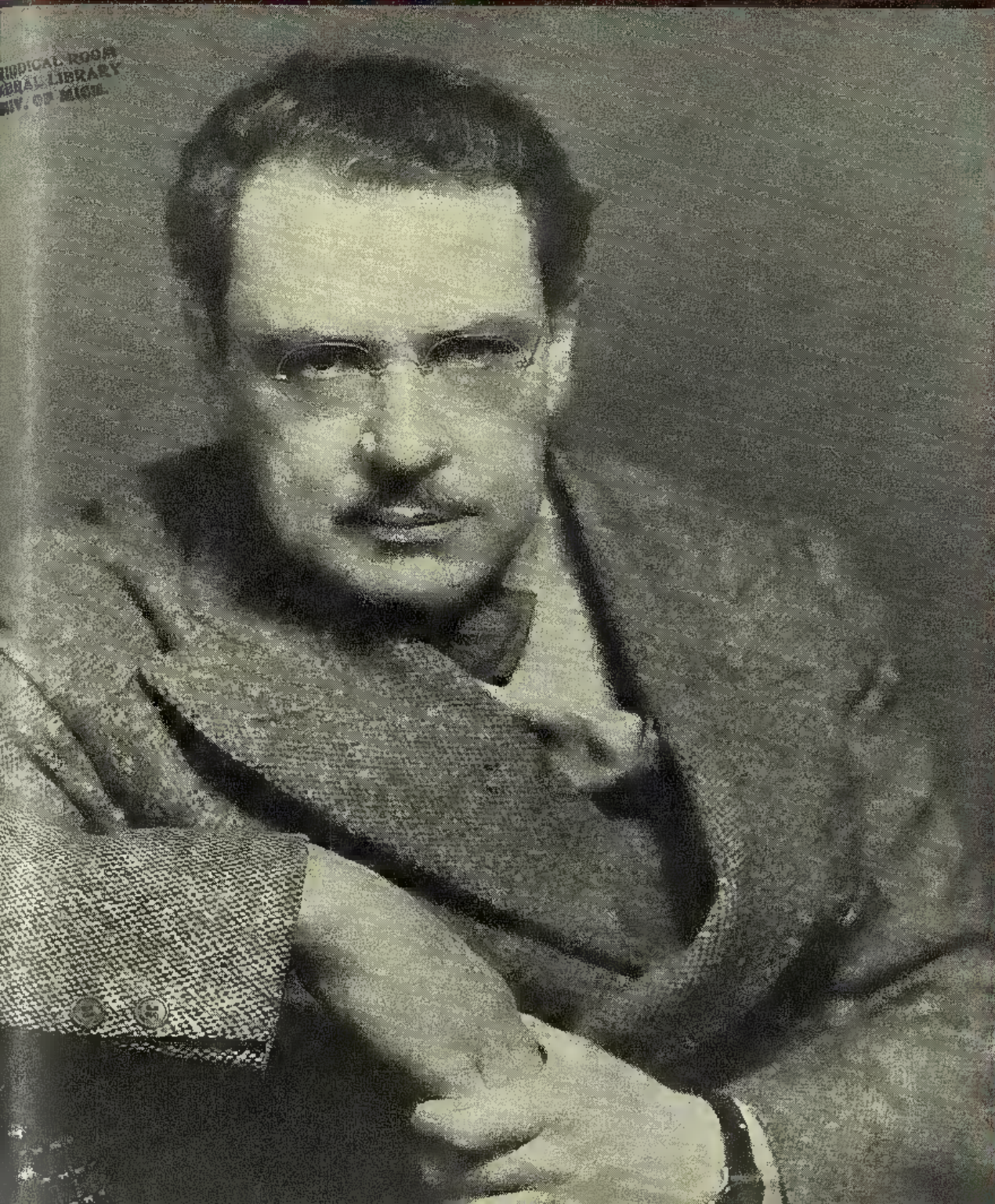
# The Billboard

The World's Foremost Amusement Weekly

AUGUST 24, 1940

15 Cents

Vol. 52. No. 34



MAXWELL  
ANDERSON



**THE ROBERT GRENNER CO.**  
COIN OPERATED PHONOGRAPHS

250 W. 54TH ST., N. Y. C.  
NEW YORK, N. Y.

TELEPHONE  
CIRCLE 7-1381

September 19, 1939

The Billboard  
1564 Broadway  
New York City

Gentlemen:

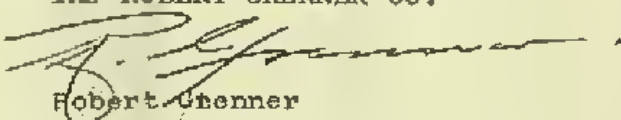
Permit me to extend my heartiest congratulations for finally presenting the Operators with a very intimate contact with all of the recording artists, as displayed in your September 23, 1939 issue.

I don't imagine that The Billboard could possibly have presented a more palatable way for operators to learn of what each individual artist has to offer. Something like this has been wanted for a long time, and it took The Billboard to give it to us.

With kindest personal regards, I remain,

Yours sincerely,

THE ROBERT GRENNER CO.

  
Robert Grenner

RG:BN

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

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

# The Billboard

Vol. 52  
No. 34

The World's Foremost Amusement Weekly

August 24,  
1940

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## NEW NAMES ARE PLENTIFUL

### Air Tie-Up Set For Tab Legits In Pic Houses

NEW YORK, Aug. 17.—Projected radio tie-up with condensed legit productions in motion picture houses is set, according to Ellen Spencer, producer, who quoted Sam Ross, of NBC's Artist Bureau, as having checked the radio script, and listed KDKA, Pittsburgh, as one of the outlets. Program, however, must wait adoption by the picture chains. Ross was out of town today and could not be reached for a statement.

According to Miss Spencer, however, Ross will provide her with daily 15-minute periods on stations with no less than 50,000 watts within a 100-mile radius of the theater wherein the legit condensation is being featured. Company of the legit show will also perform on the radio in a series entitled *The Toppers*, which has been written by Miss Spencer and which will be augmented with fictionalized version of the cast's own experiences. Project hopes to induce commercial sponsors for the program from among business firms within the theater's area.

Starting with September 5 Miss Spencer is presenting a series of legit tryouts on Long Island.

Productions, when condensed to one hour playing time, producer claims, can do into the \$100-125 per day budget required by theater bookers interested in this method of returning flesh to movie houses. Program didn't get too far last year because of high cost of production. On schedule this time are *Leg That Off*, *Comedie of Roaring Camps*, and *Joel Slocum's* version of *Leona Rivers*. Opening is set for Stewart Arms Theater, Huntington, L. I., to be followed, September 5, by the Lyceum, Queens Village, L. I.

### Sneak Thief Gets Roxyettes' Money

TRENTON, N. J., Aug. 17.—The Gun Fuser, Roxyettes (24) left early this week after rehearsing at the State fairgrounds for Skowhegan, Me. But they also left a little puzzle for the police to solve. Girls checked in at a hotel, occupying in four in connecting double rooms with the mystery concerning a room which Isabel Johnson, Rita Gallagher, Bernice Feldman and Margie McCormack shared.

Girls retired at 1:10 a.m., and when they arose nearly nine hours later they found their room had been entered and the purses of Misses Johnson, Gallagher and Feldman missing. Miss McCormack had her money pinned to her pajamas. The mystery is that the door leading to the room was still locked in the morning and the shade at the open window was still drawn to the bottom. This meant the screen was out when they took the room, but a hotel maid insists it was not. Police found it on the roof of an adjoining building. Detectives expressed the opinion a sneak thief climbed the fire escape and entered the room.

### Hennies Shows' Office Safe Robbed of \$1,500 En Route

SPRINGFIELD, Ill., Aug. 17.—A \$1,500 robbery of the office-wagon safe of Hennies Bros' Shows was reported here upon arrival of the carnival to play Illinois State Fair, August 17-23. While the show train was en route from Northern Wisconsin District Fair, Rippena Falls, it was said, entrance had

### Excursion Rehearsals

BOSTON, Aug. 17.—Rehearsals of the floor show at the Mayfair, exclusive Boston supper room, have been held on the excursion boat Yankee Clipper on last two Sundays. Capt. Robert H. Hurtt of the boat reported very good reaction from customers, who were allowed to watch the entire show rehearse in the ballroom of the boat. Shows were staged by Connie Gilbert, of the Mayfair, and were regular rehearsals.

### Many Developed in Music, Legit, Radio, Films, Niteries, Vaude; Band Field Is Highly Productive

NEW YORK, Aug. 17.—Development of new starred and featured players, drawing chiefly from legit and the picture industry's own ranks, but the most sensational rises, as usual during the past few years, occurred in the music field. Here a new and powerful star-making factor has arisen in recent seasons, more potent and quicker acting than the old busy and vaude route—the nation's 400,000 automatic phonographs. Music machines were directly responsible for most of the quick elevations among bands and vocalists during the year and show every evidence of retaining their power for many seasons to come.

### Petrillo Claim on Long-Hairs Rouses Speculation in AAAA

NEW YORK, Aug. 17.—The there has been no official disposition of the dispute over jurisdiction of concert instrumentalists between the American Federation of Musicians and the American Guild of Musical Artists, there is plenty speculation as to the motive and outcome of the issue. In making his demand for the jurisdiction, James C. Petrillo, president of the AFM, stated in effect that the musicians' union had not attempted to organize the long-hair instrumentalists because as a class they were capable of shifting for themselves, but, if they were inclined to associate themselves with a labor union, then their membership will have to be in the AFM.

Back in 1939 Joseph N. Weber, then president of the AFM, had reserved jurisdictional rights over the instrumentalists while giving AGMA permission to seek their co-operation in efforts to achieve contracts with agents and managers.

According to the Petrillo ultimatum, the artists have until September 2 to make the shift. Beyond that date he would have the prerogative of clamp-

ing down on their radio and recording activities by prohibiting his own orchestras from playing with them.

The dispute recalls those between the AFM and the American Federation of Actors over performers who sing and play in night clubs and vaude. AFM had sought also to control such performers on the radio, but thus far the American Federation of Radio Artists has that jurisdiction.

The entire field of noted soloists and their accompanists, now in AGMA, is inconsequential in number compared with the vast membership now in the musicians' union. Petrillo, in his conference with Lawrence Tibbett, president of AGMA, gave no indication that he might back down from his original position. It is reported, however, that there is disension within the AFM board over the move.

AGMA officials denied that the musicians' head had proposed the following rumored compromise: That the AFM take over the jurisdiction of the accompanists, leaving to AGMA the solo instrumentalists, but contracting with (See PETRILLO CLAIM on page 24)

### AGVA Signs Fabiani Ice Revue; \$125 for Principals, \$60 Chorus

PHILADELPHIA, Aug. 17.—American Guild of Variety Artists signed a closed shop agreement Tuesday (13) with Ray Fabiani, director of the Philadelphia Gardens, for his New York Ice Revue and Ballet, which opened Wednesday (14). Agreement with Fabiani was consummated by Leo Travers, member of the local AGVA board; Phil Irving, exec secretary of the New York local, and Hoyt Haddock, national exec secretary. The negotiations marked the first closed shop agreement made by the local AGVA union without the presence of Tom Eally, local exec secretary. The board approved the contract.

Contract calls for a \$125 minimum for principals and \$60 minimum for the 12 chorus boys and girls on six shows a week. Minimum is not, with no commission to be paid out of that amount, and represents an increase of \$10 to 10 chorus girls. No deductions for unpaid out performances. No regulations for rehearsals are stipulated, since the show was already set to go when negotiations started. Contract provides return transportation to the acts.

In addition, Fabiani posted an \$8,000 bond. If the show goes on the road,

tour minimum is fixed \$10.

AGVA will negotiate closed shop agreements with John Harris, head of the Arena Managers' Association, for the Icecapades of 1940, current at Convention Hall, Atlantic City, and with Arthur Wirtz for the show going into New York's Rockefeller Center Theater, Irving is carrying on the negotiations, and it is understood that he is seeking \$5 over the Fabiani minimums for the chorus from Harris, since the Icecapades plays seven days a week.

In its attempt to organize ice shows, AGVA is patterning terms on a model drawn up by a committee of 20 ice performers in New York. They hoped that eventually the following conditions will prevail:

Minimum for principals: \$125 per week.  
Minimum for chorus: \$75 per week on the road; \$85 per week in permanent shows.

Eight shows shall constitute a week's work, with pro rata payment for any shows above that number.

A two weeks' salary guarantee in the form of a bond to be posted with AGVA. Full salary to be paid on a weekly basis regardless of split weeks or layoffs. No chorus skaters shall be required to pay commission to agents or bookers.

Transportation to each artist to be paid from the place hired to the place of rehearsal and a bond posted with (See AGVA Signs Ice Revue on page 24)

The two outstanding clicks in the band field during the past season were Glenn Miller and Orrin Tucker, the latter's sudden emergence in the spotlight due largely to his recital, "Wee Bohndo Baker." Miller hit the top just about a year ago after a steady process of building thru an engagement at Frank Deller's Meadowbrook, Cedar Grove, N. J., one of the country's outstanding swing band mecca, and a following stand last summer at Westchester's Glen Island Casino. Several highly successful records, such as *Little Brass Jug* and *Moonlight Serenade*, complemented one of the most profitable seasons Glen Island has ever had, and with Miller's (See *See Names Plentiful* on page 16)

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# EDITORS RATE NIGHT SPOTS

## Billingsley Tops Ops in Poll; Rose 2d; Ross-Jacobs Lead P. A. Vote; Beachcomber Tops Clubs

By PAUL DENIS

NEW YORK, Aug. 23.—Monte Proser's Beachcomber was voted the best publicized local night spot of the season; Sherman Dillingsley beat Billy Rose as the season's most effectively publicized night club owner, and the Dorothy Ross-Beacon Jacobs combo was named the best night club publicity office, by newspaper men voting in *The Billboard's* Second Annual Night Club Publicity Poll. Rose was acclaimed the best publicized night club owner in last year's poll, but Billingsley forged ahead this season, his 80 points topping Rose's 63 points. Walter Winchell's plugging of Billingsley and Dillingsley's own personality, in particular, are credited by newspaper men for putting Billingsley into the top spot. Proser, who with Walter Hatcher and others runs the local Beachcomber, the Zombie at the World's Fair, and Hollywood and Boston clubs, is the real surprise of the local night-club season, however.

A former press agent, Proser came out to open the Beachcomber in December, after successfully running the LaConga in Hollywood. A smart publicity campaign by Dorothy Kay put him and his club over. He even got a three-issue *Candido* interview in *The Daily Mirror* recently. Knowing the value of publicity, Proser later added Joe Russell, Jack Diamond and a society p. a. to his staff, and when Miles Kay resigned last week he appointed Diamond as his general p. a.

The Beachcomber, in fact, is a fine example of a night club that slipped into the money-making class almost from the night it opened. And it did so because of showmanship and publicity. It sold atmosphere strictly at good prices, since its two orchestras and occasional floor acts were never really played up. Other clubs had better shows and music than the Beachcomber, but the Beachcomber had the publicity, the Tadhon atmos-

phere and the much-publicized Zombie drink. When the Zombie drink had been built up sufficiently, Proser shrewdly cashed in on that name by opening a Zombie night club at the World's Fair and tying in with a Zombie film.

### Hurricane Second

The Hurricane, being the same atmosphere as the Beachcomber, which opened in April as a competitor, was voted second best publicized spot. Joel Rose, who switched from the Famous Door to do publicity for the Hurricane, is credited with a solid p. a. job which included a kidding "scout" with the Beachcomber and good use of George Stett's name (he's a broker of Owner Mario Treatti). Treatti came in seventh as best publicized night club owner. His personal publicity tapered when he left LaConga to take over the site of the old Paradise Restaurant earlier in the year.

Felix Perry's Monte Carlo, catering to the smart set, was given third place by the newspaper men voting in the poll. With no outstanding talent to plug, the press agents (Mary Anita Jones and Marion Strater) had to concentrate on the society columns for the build-up, using the patrons' names to get plugs. The Stork Club, publicized by Chio Farmer, veteran photographer, ran fourth—whereas the Stork Club owner, Billingsley, ran first as best publicized night club owner. Another example of the owner getting more publicity than his own club. Several of the newspaper men, voting, incidentally, remarked that (see *Billingsley Tops Ops* on page 17).

## ICE SHOWS—

FROM SPORTS TO BIG SHOW BUSINESS

By ARTHUR M. WIRTZ

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

This Article Will Appear in the

FALL SPECIAL  
of  
**THE BILLBOARD**  
DATED AUGUST 31

### "Ice Follies" for New York

SAN FRANCISCO, Aug. 17.—*Ice Follies* has signed with Col. John Reed Kirkpatrick, president of Madison Square Garden, New York, for a winter appearance December 2-7. Show has had a profitable run at the Winterland here since May 15 and will definitely close August 31.

Attendance since opening has been around 225,000, which is slightly under that of last year. Oscar Johnson is shaping a tour which begins September 6 at the Pan-Pacific Auditorium, Hollywood.

NEW YORK, Aug. 17.—Three ice shows are scheduled for the Madison Square Garden during the winter. *Ice Follies* is set for December 2-7, the *Scuja Hele* series for January 13-18 and the New York Skating Club some time in March.

## The Broadway Beat

By GEORGE SPELVIN

LOCAL night club and hotel press agents are trying hard to join the war department's intelligence service, hoping it will keep them out of active duty in case of war. So far practically all have been refused. So now the lads are looking at the few women p. a.'s with envy, feeling that some day the girls may have all the jobs. . . . 53d street is having more trouble with the musicians' union. Local 802 is now plucking the Swing Club and the Brown Derby. . . . Ben Seelin, exec. of Associated Music Publishers and Muzak, won that job four some down at Wolf Hollow Country Club, Delaware Water Gap. But Ben isn't telling his score. . . . Announcements of light shows for the coming season may be few, but one thing about them is encouraging. Nobody seems to have noticed, but if the announcements are actually lived up to this will be one of the earliest starting seasons in years. Three shows, no less, are penciled in for the second week in September, which almost brings back memories of the Labor Day floods of a decade ago. Last year the season didn't really get under way until November. . . . Local night club editors, who watch the restaurant-hotel-night club advertising lineups with understandably great interest, say that the Childs Restaurants' advertising campaign saved the r-h-o-d-o space from dropping way down this summer. . . . Thanks to the Richman-Tucker-Lewis bill at the Riviera, various night club operators who rarely see much business at any time have a brand-new excuse for poor turnouts at their own spots. One such, the operator of an almost empty two-by-four, said the other night, "Well, what d'ya expect? They're all over at the Riviera."

ON MRS. Play Broadcast Monday night one of the participants was asked the meaning of "CCC." The gal didn't hesitate for a second; blithely she answered, "Concentration Camp." It may not seem so funny, but the studio audience and the announcer died laughing, with the announcer asking, "What country are you in?" . . . George Raft's pint-sized septa valet had himself a whole of a scene while Raft was playing the Strand. He probably signed more autograph books than his celebrated employer. . . . Power-of-the-Press Dept. Malcolm Johnson in *The Fun* last week remarked that Joe King, owner of the German-American Bathhouse, has a yen for big flashy cars and often buys himself a new gas buggy on the spur of the moment. The next day King was deluged by auto salesmen and he's been driven nuts by them ever since. . . . Dignity in the stranglehold of the Rockefeller: At the Radio City Music Hall George Tappa is billed as George Tappa. . . . An unannounced visitor dropped in at the New York office of *The Billboard* last week. He was a large, bedraggled but merry-hearted half-show, half-sofia pup who followed one of the staff men into the Palace Building elevator, thence into the office, and then proceeded to show off his repertoire of tricks, sitting, lying down and shaking hands at command. Paul Denis, the good Samaritan of the night clubs, took him home. His name is now *Billboard*.

NICK KENNY last week ran a poem by Dorothy Gulman, *To Harry Richman on His Birthday*. Miss Gulman has been Richman's p. a. for the past few years. . . . Stanley Gould, of the light dramas, is back after a summer spent in Toledo, his home town. . . . The former head of an agency who broke up his office reveals as one of his primary reasons the fact that the agents under him never got around to paying their share of the rent or of the \$150 weekly phone bills. . . . Joseph G. Petrillo, new APM president, seems to be enjoying his seasons with the press men. He remarked that there are a lot of papers in New York—and he likes it. . . . Fun Department: Harry Levine, assistant booker at Paramount, told Eddie Smith that a Times Square restaurant was being named after him because of the decision he'd headed down in a recent arbitration in which Smith was involved. The entry is *Toffanetti's*. If you need a blueprint, Tough-on-Eddie.

## Thru Sugar's Domino

### MS Found In RKO Bldg. Basement

"WE HAVE absent Paul Small as the subject of today's lesson, dear children. Please listen carefully. There will be questions about today's lesson in your final examination. I am sure all of you aspire to become important and successful bookers when you grow up."

"Paul Small is a cafe booker. He is connected with one of the great theatrical agencies. It is called the William Morris Agency. It has a fine tradition. It possesses power and influence. It reaches into every nook and cranny of the show business. Paul Small is a very important man in the William Morris Agency. Several years ago he was a very important man. He was a small agent trying in his modest, self-effacing way to get along. He worked hard, never looked at the clock (except to help him keep appointments) and made such great progress that he attracted the attention of the William Morris Agency, which was looking for manpower to stimulate the growth of its new, Repeat-born night club department. Paul Small became a member of the William Morris organization. He continued to grow in stature—both physically and as a booker. Today he is a very important man. Act's got and respect him. Cafe owners are his putty in his manly hands. As a matter of fact, dear children, this Small man is to the cafe-booking business what Irving Berlin is to the songwriting business. Paul Small is THE cafe booking business."

"Paul Small is a man of action despite his natural modesty. He usually gets what he wants. He collects nice bonuses and the William Morris Agency collects nice commissions. The cafe gets acts and the actors get work and everybody is very happy. Perhaps I should say everybody was very happy until *The Billboard*, which is the greatest theatrical trade paper in the world, came along and took the song out of Paul Small's life."

"It seems that *The Billboard* adheres to the principles of old-fashioned journalism. It dedicates itself to the gathering of news and presents this news in unbiased form to its many, many readers—all of whom are engaged in the show business. In recent weeks the wheels of *The Billboard's* news machine ground out stories about Paul Small, being a very important man, it is impossible for Paul Small to keep out of the news; especially in the columns of the only trade paper that covers all of the show business and especially the cafe business. Paul Small happened to be on the receiving end of complaints filed against him with an organization known as the Artists' Representatives' Association, of which Paul Small is a highly esteemed member, and an organization known as the American Guild of Variety Artists, to which many of the actors that Paul Small gives work belong. The *Billboard* reported these events with its usual preference and lack of bias. But it seems that Paul Small didn't like the idea of being publicized on a wholesale scale."

"Now, children, Paul Small can't be blamed. That is, not too much. Even a newspaper as important as *The Billboard* can't very well expect to escape the wrath of God if it permits itself to be employed even in the line of duty towards its news policy; to publicize complaints that have been made against this modest, unassuming tycoon of the cafe booking maid, Paul Small—in case you've forgotten the name. No matter what the cost in integrity and decency to the principles of serving a loyal readership. *The Billboard* should have suppressed the news about Paul Small. (See SUGAR'S DOMINO on page 63.)"

### MAXWELL ANDERSON

(This Week's Cover Subject)

MAXWELL ANDERSON, dramatist and member of the Playwrights' Co., has probably received more major awards for playwrighting than any other American. In 1933 his "Both Your Houses" won the Pulitzer Prize, he was given the first two awards of the New York Drama Critics' Circle for his "Waterloo" and "High Tor," in 1936 and 1937, respectively, and all of his later plays have been important factors in the American drama. He is the one American playwright who has achieved major acclaim thru use of the blank verse form.

He was born in Atlantic City in 1888, and, after graduating from North Dakota University and receiving an M.A. from Stanford, he spent two years teaching school. He then became an editorial writer, working on *The San Francisco Bulletin* and *Chronicle* and *The New Republic* from 1914 to 1918, and on *The Globe* and *The World* in New York from 1918 to 1924. His first play was "The White Desert," produced in 1923, but he did not score his first success until the following year, when "What Price Glory?" on which he collaborated with Laurence Stallings, was produced by Arthur Hopkins. He followed with a number of plays of varying success, most with a social bias, and branched into the blank verse form with "Elizabeth the Queen," which the Theater Guild presented in 1929 with Alfred Lunt and Lynn Fontanne in the leading roles.

Since then, in addition to his prize-winning plays, he has written "Night Deer Taps," "Mary of Scotland," "Wilby Forge," "The Wireless Victory," "The Marriage of Xiphi," "The Star-Woman," book and lyrics for "Knickerbocker Holiday" and book to straight drama with last season's "Key Largo."

With Robert E. Sherwood, S. N. Behrman, Elmer Rice and the late Sidney Howard he formed the Playwrights' Co., producing organization.



# N. Y. Ice Revue OK in Phil Start

PHILADELPHIA, Aug. 17.—Ray Fabiani local sports impresario, made an auspicious bow as ice show producer, in presenting the New York Ice Revue and Ballet at his outdoor Philadelphia gardens Wednesday (14). Original opening, night previous, was rained out. Some 5,000 devotees turned out at 50 cents, 51 and 61.50 plus tax. The \$225,000 center has a 10,000 capacity.

The show carries a Broadway billing, but would have hit a truer mark leaning on Hollywood. The revue emphasizes ballet and chorus formations and striking costumes.

Carnival is set in a Swiss Alps scene. Chorus includes 16 belles and 16 boys, later making their entrance for the opening by way of a miniature ski slide. Betty Lee Bennett and John Kinney, first of the specialists, debuted professionally with ballroomettes in rhythm and tango turns. Four mixed teams stepped out of the line next to click in rendition of *Minstrel Boys*. Vivi-Anne Johnson, co-star of the show, all but made the ice melt with her figurative and the very epitome of glacier grace. Gene Theodor and Ann Taylor, later main sharing the top billing with Miles (See N. Y. ICE REVUE on page 24)

# Stokie-AMA Deal Off; May Book 2 Weeks

PHILADELPHIA, Aug. 17.—The original plan to route Leopold Stokowski and his All-Youth Orchestra among the 44 arena circuits of the Arena Managers Association fell thru, there is a possibility that the conductor may use the arena for two weeks of 131-in dates later in the season. This will be the first time that a symphony has made a circuit tour of the large arenas, the, individually, several of the spots have had symphonic programs.

Original deal offered by the musician asked for a \$5,000 nightly guarantee. Stokowski on his part, however, would not guarantee his own appearance at all bookings. Price was too steep for the arenas, but the conductor would not go in on the percentage basis counterproposal by the AMA.

# Detroit Parking Proposal Fought by Theater Owners

DETROIT, Aug. 17.—Construction of theaters, auditoriums and every type of permanent show center will be threatened by an ordinance introduced in city council this week as part of a zoning plan. Under the ordinance, all such buildings hereafter constructed must provide 200 square feet of parking space—approximately enough for one car—for each 10 seats of capacity. A 12,000-seat auditorium like Olympia or the Coliseum would thus require a lot 150 feet deep by half a mile long.

Opposition of theater men is being enlisted to the proposal, which will be considered at a public hearing in three weeks.

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

# FALL SPECIAL ISSUE OF THE BILLBOARD

DATED AUGUST 31

# Production in Television

By EDWARD SOBOL  
Television Program Director  
National Broadcasting Company

# Network Success Without Name Stars

By ROBERT SCHMID  
Sales Promotion Manager  
Mutual Broadcasting System

# Possibilities

**TRAFFIC SERVICE FEATURES**  
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 RADIO

**MANYA**—talented young coloratura in her middle teens, caught at the Strand Theater, New York, with Phil Spitalny's all-female orchestra. Has a voice that registers beautifully over the loud-speaker system and should register just as beautifully over a mike. Possesses remarkable vocal range, being able to take tricky runs and trills with ease and precision. Her youth should give an added and valuable exploitation angle.

# For LEGIT MUSICAL

**GRACE DRYSDALE**—puppet manipulator who is presenting a novel turn in night clubs and vaude. Moves the puppets on her hands and arms, working in a frame platform to lunch and Judy style—but makes boy and girl dolls do ballroom routines in amazingly realistic style. A neat novelty that could hold down a revue spot in fine fashion.

# Burnt-Cork Vets Meet To Organize

FRIENDSHIP, N. Y., Aug. 17.—A group of old-time minstrel men met here August 1 to organize a permanent minstrel group. George Dunbar was named president, and Eddie Santry, secretary-treasurer. Friendship is the home of Gorton's Famous Minstrels, organized in 1867. Among the surviving members of the Gorton show present at the meeting here were Teddy Middaugh, John J. Kingston, Bobby DeFue, Jack Carey and Bert Vankelick. Members of the old Vreeland Minstrels present included George Dunbar, Ernest Phillips, Homer O. Pitts, R. M. Bower and T. D. Middaugh. The Vreeland spy also originated here.

Other veteran minstrel troupers in attendance included Harry M. Stevenson, Flint, Mich.; Joseph W. Bolan, Hornell, N. Y.; Tommy Madden, Olean, N. Y.; Charlie E. McBride, St. Marys, Pa.; Archie (Billton) Bower, Olean, N. Y.; H. B. McClellan, Bursler, W. W. Slike, Cuba, N. Y., and Jack Dunley, Elmira, N. Y.

The new association is compiling a mailing list of old-time minstrels to keep alive memories of the past and to rekindle the friendships of old.

# English Tax Favors Flesh

LONDON, July 24.—New war budget increases of duties on payments for admission to entertainments show discrimination favorable to flesh and blood fare. In theaters and vaude houses present tax-free 5d sent will pay duty of halfpenny, the shilling seat duty of halfpenny being increased to one penny. On one shilling and sixpenny seats the duty is increased to 2d, on two-shilling seats to 4d; rising thereafter by one penny for every 2s thereafter.

For six houses, a tax of one-halfpenny is levied on admissions from 3d to 5d, with graded increases on seats up to one shilling and sixpence, after which the tax will be twopenny for every further sixpence or part of sixpence.

The new scales come into operation on October 6 and, as far as London West End theaters are concerned, the increases are not likely to be charged to the public.

# 76 Night Spots in L. A. Area; 190 Acts But Few Name Bands; Want Novelty Teams, Magicians

By DEAN OWEN

LOS ANGELES, Aug. 17.—In spite of grumblings by both night club owners and acts, there are 76 night spots in this area doing business, with the take ranging from peanuts up to four figures. While this sector has always been notorious for low pay in night clubs, the local American Guild of Variety Artists has been instrumental in upping some pay checks. It is estimated that AGVA now controls 90 per cent of the clubs in this area and with the newly created Amusement Federation, composed of allied crafts, it is expected the remainder of the spots will come into line in the near future.

Name bands play a comparatively minor role in drawing customers to night spots in this area. Only eight acteries are booking name acts, including the Wil-

shire Bowl, the Beverly Wilshire Hotel, Pierrotine Gardens, Topsy's Casa Matana, Coconut Grove, Victor Hugo's and Earl Carroll's. Two spots, the Palladium and the Palomar, will feature name outfits when they open in the fall and will also feature floor talent, possibly (See 76 NIGHT SPOTS on page 24)

# First Ice Show Goes Over Big in Regina, Sask.

REGINA, Sask., Aug. 17.—The Royal Ice Palace Revue, an innovation for summer entertainments here, played to an estimated 32,000 during its one-week stay.

Showing under canvas, the revue featured Dorothy Benslow, Wally Frost, Marjorie Lee, Harry Douglas and 16 line girls. Nick Nichols accompanied at the Hammond electric organ.

# Pitt May Ban Marquees

PITTSBURGH, Aug. 17.—Theaters may be forced to revise their promotion methods and discard marquees and billboard advertising if proposals made to city and state legislative bodies by several civic organizations are accepted. The Chamber of Commerce this week proposed that the city council ban overhanging signs and other displays extending into or over the streets in the Golden Triangle, downtown business section. If passed as suggested the ruling would force theaters to remove their marquees and displays by 1943 and forbid the installation of any such equipment after next year.

# Terrell to Wash., Bell to N.Y.

WASHINGTON, Aug. 17.—Dan S. Terrell has been named to succeed J. Raymond Bell as publicity chief for Lewis' houses in Washington and will take over his new duties on Monday (19). Bell is being transferred to New York to work with Howard Dietz, MGMT's high priest of press agency.

# Wirtz Signs Busher, Ams for Sonart Iceer

CHICAGO, Aug. 17.—LaVerne Busher has been signed by Arthur Wirtz, Stadium ice-skating impresario, to headline Sonart Productions' skating spectacle to be staged in Rockefeller Center Theater, New York, this fall. Miss Busher has been featured the past five years with the Ice Follies.

Wirtz also has signed four outstanding amateurs of the past five years. The list includes the Gale Sisters, Dorothy and Hazel, of Toronto, Can.; Heddy Steiner, Viennese skater, and Lloyd (Skipper) Baxter, of Oakland, Calif.

Plans for the Sonart Revue are almost completed, Wirtz states. Besides those already mentioned, show will also include the Four Serubowmen and Mary Jane Yoe. Other principals will be signed within a few days. Revue will be directed by Leon Leonidoff and costumed and staged by Norma Bel Geddes.

# Mantle, Carey Judge Twins

SHOWBEGAN, Aug. 17.—The third annual Maine Twin Day was held August 16 at Lakewood, 120 pairs of them spending the day at the famous summer theater resort and many of them attending the theater at night.

Burns Mantle, who is visiting Phil Manning, whose new comedy, Dollars and Herbs Song, was in rehearsal for August the week of August 13, and Harry Carey the movie star, who is to appear the week of the 19th in *43 Widows*, were judges of the prettiest, cutest and neatest twins.

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# JAS. C. PETRILLO IS WILLING

## AFM Prexy Would Arbitrate ASCAP-NAB Fight; Compromise Not Likely, Says NBC's Trammel

NEW YORK, Aug. 17.—James C. Petrillo, president of the American Federation of Musicians and one of the most influential personalities in the amusement industry, stated this week that he would be glad to act as "arbitrator" in the current fight between the American Society of Composers, Authors and Publishers and the radio industry.

Industry has been full of rumors lately to the effect that ASCAP and the radio interests would reach a compromise agreement before the December 31 deadline. The AFM leader, mistaking the situation, agreed that the musicians had a heavy stake in the matter and said, "I would love to be the key man."

Petrillo has shown a facility for quickly settling knotty problems whenever the interests of musicians are at stake, and it has become more and more evident that, in the event the ASCAP-radio fight hangs, the musical will be left holding the bag.

Petrillo, pointing out that as yet he had not given the ASCAP-radio problem close study, nevertheless stated a settlement would be better for all concerned, including radio, ASCAP and the band leaders. Regarding band leaders, the AFM prexy argued that the AFM men built up public libraries over a period of years and might be placed in a position where these libraries would be useless. He also pointed out that in the event musical could not obtain music they wanted, the question of damaged reputations might enter the picture.

In conclusion with this, it was reported last week that band leaders were already preparing two sets of libraries, one for radio and one for non-radio use.

Niles Trammel, NBC president, said this week that he thought no settlement

or arbitration of the ASCAP situation likely. He added, however, that in the event a settlement is reached somehow, "it will be on the terms of the broadcasters."

Trammel, discussing the situation, agreed with other trade opinion that many broadcasters had gone to the NAB convention feeling very skeptical about the possibilities of Broadcast Music, Inc. Showing of hostility at the convention, however, unified the industry even more, according to Trammel.

Trammel indicated that the Society thought it would check the broadcasters' front on various occasions—once when the new contract was unveiled and later when the Society reached an agreement with Ed Geaney, Bufile, Mont., broadcaster who had long fought ASCAP.

Summed up Trammel, "I think we'll go right into January 1 without ASCAP music."

## Philly Stations Gird for Music War; WDAS Tests Listener Taste

PHILADELPHIA, Aug. 17.—Local radio is preparing to meet the inevitable if ASCAP music goes on the verboten list after the first of the year. As a sort of warmer-upper, WDAS is experimenting with a Sunday afternoon program to test the listener reaction to BMI music as compared with the ASCAP folk. Extraneous, just the chorus of the songs are played by number and not title. Listeners are asked to write which songs are considered most noteworthy, most rhythmic and destined for popularity, explanation being made that all songs played are freed from the printing process.

Of some 30 selections played during the past two weeks, score stands 80 percent in favor of BMI, with 40 percent for the ASCAP music, figures signifying an all-round rating. BMI won the title both weeks for song destined for greatest popularity. It is significant, however, that ASCAP tunes were outstanding in they received most votes for being rhythmic—i.e., easy to dance to.

At WIP musical director Joe Frassetto

### Johnson Wax Test

CHICAGO, Aug. 17.—Johnson's Wax Co. named that Needham, Louis & Borby Agency, will test a new show on WBBM, six days a week, beginning September 2, 8:30 a.m., CDST—Mondays thru Fridays. Time will feature Alexander McQueen, strange fact collector, in a program called "A Brighter World." Recordings of Donald Novis, vocalist, will be used, Saturdays, at the same time, another Johnson product will be plugged—Car-Nu, featuring recordings of different celebrities. Show will be called Songs That Made Them Famous. Simultaneously Johnson products will be pushed on 30 stations throughout the country via spot announcements.

### Radio Unit Plays Resorts

PHILADELPHIA, Aug. 17.—Even if employment possibilities are slim for radio acts on the airwaves at this time of the year, there is a market for their performance in personal appearances at the nearby resort spots. LeRoy Miller, who handles the KYW Musical Clock feature, is rounding up a KYW Radio Revue, troupe to show its waxes August 25 at Spring Mountain Hotel, Schwenksville, Pa. On August 25 it will start a spot stand at Hamid's Million-Dollar Pier, Atlantic City. Bill Smith, local agent, is booking the unit. In addition, Jack Steck calls upon local announcers and radio personalities for personals at his Woodside Amusement Park shows on Thursday nights here.

### ASCAP or BMI Music?

DOWNTOWN, Pa., Aug. 17.—John S. and Calvin S. Bloomy, owners of an orchard near here, have given up the old-fashioned scarecrow in favor of a more modern method of keeping birds away from their fruit trees. They have a radio in a storage house and four loud speakers scattered thru the orchard.

The blaring of speeches, music, commercial announcements, etc., etc., works on starlings, martins and crows. But robins, the brothers report, are too modernized themselves to be annoyed.

### Bergman for Allen Show?

NEW YORK, Aug. 17.—Teddy Bergman is reported to have been signed for the Fred Allen-Texaco program debuting in the fall. Buchanan agency, handling the account, stated last this week that "nothing has been set yet."

According to reports, Bergman will be announcer and slogger and will fulfill duties similar to those done by Harry Van Zell on Allen's last program handled by Young & Rubkum.

## ASCAP Friendly To Union Chief

4 million yearly increase called fantastic by Paine—report pool to buy stations

NEW YORK, Aug. 17.—John G. Paine, general manager of the American Society of Composers, Authors and Publishers, queried regarding the possibility of AFM President James C. Petrillo entering the ASCAP-radio picture, stated:

"This has not been called to my attention before, but certainly Mr. Petrillo understands in a positive way the value of the ASCAP repertoire and understands too that ASCAP is a voluntary association of men and women and is for their collective bargaining agency."

"He (Petrillo) would undoubtedly be a very capable person in such a capacity."

### Scores Broadcasters

Paine, discussing the Society's battle with the "chain interests," stated that radio's arguments in the music battle thus far have been "fantastic," particularly with regard to the increase in fees likely to accrue from the new ASCAP contract. Radio has claimed the "B" would mean an additional \$4,000,000 per year, or more than \$8,000,000 as against the \$4,800,000 paid in 1939. The Society's calculators, states Paine, have been able to figure an increase of only between \$750,000 and \$1,000,000. And this increase, according to ASCAP, would come about only if broadcasters' business continues very good.

Paine added that radio insists dogmatically upon box-office talent and is logical in other ways, but when it comes to music radio becomes "emotional" and thinks it can manage with "Joe Decker."

### Report Buying Stations

"Broadway the last few days has been buzzing with reports that ASCAP was anxious to buy a number of radio stations. ASCAP, queried about the matter, stated that it was not itself trying to buy any, but that it had heard that certain interests in the amusement industry were currently raising money for this purpose and would use ASCAP music."

Angle is obvious. If some stations do not sign the Society's contract, those that do might find themselves in a position to sell time very easily. Great sales argument would be that the station has the ASCAP repertoire and could presumably air programs more likely to attract listeners.

## "Quiz Kids" Inked For 5-Year Renewal

CHICAGO, Aug. 17.—Alka-Seltzer has renewed its summer test show, Quiz Kids, for five years, beginning September 4; when show switches from NBC-Red to NBC-Rio, New contract, made with Lou Cowan and Jimmy Parks, provides for a liberal hike in price. With this show added to the Alka-Seltzer schedule it will be the first time this sponsor has had three major network programs on at the same time, the other two being the National Barn Dance and Alec Trappleton Time. First Crossley rating on Quiz Kids was 6.8, which is only 1-10th of a point lower than the median, and hence unusually successful for a summertime beginner.

Motion picture producers are also negotiating to buy the show for a series of short subjects.

## WCAU Extends AFM Pact

PHILADELPHIA, Aug. 17.—In an effort to get more rehearsal time for Joey Kovacs, WCAU musical director, station extended its one-year agreement with the musicians' union to two years, retroactive as of January 17, 1940. Union turned down request for an additional half-hour rehearsal time when the studio band has rehearsal hook-up programs for CBS feeds. However, because the station extended its agreement until 1942, Union is letting the studio band put in an additional half-hour for rehearsals on the purely local stanzas.

## Lovely Lady From Denver

DES MOINES, Ia., Aug. 17.—Chamberlain Sales Corp., Gary L. W. Rainey Agency, will air Chamberlain's Lovely Lady Program over an NBC-Red network of 30 stations west of Chicago, beginning November 10, from 8:30 to 10 p.m., CDST. Program, which will feature an orchestra, singer and prominent women guests, will originate in the KOA studios, Denver. Contract is for 13 weeks.

has prepared himself with a new theme song, commissioning staff arranger Finley Shugart to write an original that would have no performance strings attached to it. Shugart came forward with 610 on the Dial and, instead of waiting until the new year, in case, Frassetto is using the theme already.

At the other local stations it's a standing order that every musical director schedule at least one, and preferably two, BMI songs for each program. All artists have been told to pay greater attention to the BMI tunes instead of the pleadings of local songpluggers for the ASCAP firms.

## Kaster Adds Two

CHICAGO, Aug. 17.—H. W. Kaster & Sons has announced the addition of two members to its executive staff. V. T. Marx, formerly advertising manager of Associated Distributors, has joined the agency as account executive on Brooker & Gumbis business. Effective Thursday (15), Tom Denton, formerly with the W. E. Long Co., of Chicago, became associated in an executive capacity.

## Advertisers, Agencies, Stations

### NEW YORK:

Bill Norris and Earl Mullen, of NBC's press department, have left on two-week vacations—Norris to San Francisco and Mullen to Montana. . . . WNEW's Rhed Diamond treks to New England for a vacation August 23. . . . That Eddie Cantor program will be called Time To Smile. . . . Young & Rubkum's Aldrich Family moved into top spot among half-hour radio programs, according to latest popularity ratings. . . . Y. & R.'s Harry Ackerman and Bob Lee are leaving shortly for Coast to work on fall programs. . . . Jack Sykes, of Y. & R.'s Coast publicity staff, returns to land of sunshine next week. . . . Lou Auerbach-back on WINS with a program titled I Have a Date. . . . Additions at WMCA are Bob Carter, chief announcer, and Charles Capps, operations manager. . . . William Scott and erk have been signed for a commercial over NBC-Rio beginning August 28. . . . Albe Smart, of program division of J. W. Pepper, Inc.'s, radio department, promoted to assistant secretary. . . . Elythe Evans is WINS's new vocalist. . . . Craig Davidson elected vice-president of Compton Agency. . . . WENX has installed a Hammond "Solovox." . . . Maury Holland, producer, flew to the Coast this week for kiddies on the Chase & Sanborn program.

### HOLLYWOOD:

RADIO execs still coming to town after NAB convention. Some of those on hand were Paul White and George Crandall of CBS in New York; L. B. Wyden of WCXY, Cincinnati; Thad Bell, of WATT, Birmingham; and Gene Carr, of WCAP, Cleveland. . . . Helen Phillips and Berne Doughty, of the William Fox New York office, are in town to handle the Biode broadcast, while producer Bill Moore heads for a couple of weeks in New York. . . . Danny Barker, vice-prexy of J. Walter Thompson, played in from Chicago after confab with Wright officials about Gene Autry show. . . . Bob Longenecker, former CBS producer, has taken radio job with Byron Schickel Agency.

### PHILADELPHIA:

TOM MOORE will try to keep the World's Worst Program at WIBG at its usual low level while Rupe Werling vacations. . . . Jim McChinn and Archie Sicker, station's only eligible bachelors, returned from their vacation still eligible. . . . Boake Carter, word has it is delecting to return to the air for Pennsylvania Railroad this fall. . . . J. A. L. Kamp, formerly with Denton & Bowles, joins Donovan-Armstrong here as ad. (See Advertisers, Agencies on page 8)



# Claim Hollywood Still Top Radio Talent Center

HOLLYWOOD, Aug. 17.—Partially dispelling rumors that Hollywood is about washed out as an other production center, CBS has announced that last program of the Forecast series will originate here instead of New York as was originally planned. Switch came at the last minute, with CBS program head, William Lewis, notifying Charles Vanda to take over here. Brewster Morgan, of the New York office, is to arrive by plane to help in the direction.

Now-out of series will be in the nature of a flag-waving hour built around the spirit of a Nation idea. It is reported that the web office here has been given the green light so far as expenditures for talent is concerned.

With much talk of film personalities no longer being the air draws there is a couple of seasons ago, these close to the radio scene here believe that the CBS declaration to stage its final Forecast program from here is indication that this area is still top spot so far as talent is concerned.

While feeling here is that top flicker names who have been commanding heavy coin for mike appearances are definitely out, it is believed film thespians who can deliver something besides their glamour will still have a place on other shows.

# KYW Readies Crop Of Live Programs

PHILADELPHIA, Aug. 17.—Return of Clarence Fuhman's Band to the KYW studio this week finds the program department readying a bumper crop of live talent sustenance for the fall schedule, with at least five instrumental stanzas slated on NBC's Red linkings. Later includes Springs That Sing, five-piece fiddle ensemble featuring Arthur Slinaker at the electric organ; daily at 12:30 p.m.; a Tuesday evening shot for the full complement of the Fuhman, Ork; Radio for Moderns, slated for Fridays at 8:30 p.m., starring vocals by Ronald Baker and Roger Williams; Campus Copers back to its Saturday afternoon slot, with Frances Carroll vocalizing and Albert's organists; and Sundays at noon the singing of Miss Stuart with the piano team of Carlton and Wayne.

For local hearings programs scheduled include Symphonic Melodies with Miss Stuart and baritone Tony Russell daily at 5:30 p.m.; singer Roger Williams daily at noon accompanied by the Springs That Sing ensemble; The Rhythmies on Thursdays; Miss Carroll in a slanza of her own Tuesday and Thursday afternoons; and the Carlton-Wayne pianist each eve at 8:05 with Eve Knight's song strutting.

# Oboler Anthology in October

NEW YORK, Aug. 17.—Random House, Inc., will publish an anthology of Arch Oboler plays. Head *Forty-two Arch Plays*, early in October. This is believed to be the first issue of works by one script writer.

Book will have an introduction by Oboler, titled *The Art of Radio Writing*, and a preface by Lewis Hitterton, manager of National Broadcasting Co.'s script division.

# WMCA-NYU Radio Lab Tie-Up; Novel "Apprentice" Angle; Mull NAB Tie

NEW YORK, Aug. 17.—WMCA has made arrangements with New York University whereby the station will become a laboratory for radio students of NYU's School of Commerce. Plan is elaborate and may develop into a station-personnel employment service with the National Association of Broadcasters acting in an advisory capacity.

Expected to begin functioning September 24, plan calls for employment of 12 NYU students each semester at WMCA, where they will be assigned as juniors or apprentices in the various departments, including publicity, promotion, news, script writing, engineering, production and sales. Students will work some salary station, feeling that the inpatient brain-trusters will be getting inspec-

# The Cinder—Not the Eye

HOLLYWOOD, Aug. 17.—When Joe Bigelow went to Hollywood to take over the writing assignment on the Crosby-Kraft Music Hall program, J. Walter Thompson's John Reber sent along an explanatory note.

After pointing out that Carroll Corroll and Dick Mack were both sick, Reber added, "We are editing 'You Bigelow, who has nothing worse than a cinder in his eye.'"

"P.S.: It was removed the day before he left."

# Commercial Baptism For Quaker Network

PHILADELPHIA, Aug. 17.—Quaker Network, regional conceived in 1936 for political purposes by Roger W. Clipp, WML general manager, gets its commercial baptism on Monday (18) when Fels Nabbits Soap Co. takes in seven Eastern Pennsylvania Quaker links for its *Golden Days of Melody*, local WFL show featuring the singing and stories of Rauna Lloyd with Mel Spooner at the organ. It's a live show, airing three weeks for a quarter hour, and started in May, at which time WFL started feeding it to WSNJ, Bridgeton, N. J., as well. Contract, calling for a 52-week ride, was set directly by Clipp, with Cyril G. Fox, Fels sales and advertising manager here. Regional network expansion, in addition to the originating WFL and WSNJ, will take in WQAL, Lancaster; WBSN, Allentown; WRBW, Reading; WEST, Easton; WAZL, Hazleton; WKBO, Harrisburg, and WORK, York. Full Quaker complement includes 16 stations, WFL acting as sales agent and Clipp co-ordinator.

# WXYZ Steps Up News

DETROIT, Aug. 17.—Sponsored news broadcasts strike an all-time high at WXYZ Monday when a new contract for Manhattan Soap Co. (Sweetheart Soap) goes into effect. This covers two daily 15-minute periods, one on the station alone and another going over the Michigan network of eight stations, daily except Saturday and Sunday. Account was placed by Franklin Bruck of New York City.

News periods under sponsorship at WXYZ now total 53 per week, most of them also going over the Michigan net.

# Cooper P. A. for KDKA

BOSTON, Aug. 17.—John Cooper, formerly news editor of WBZ-WBZA, has been made director of publicity, news and special events for the Pittsburgh Westinghouse station, KDKA. Appointment was made by John Holman, general manager of KDKA.

Cooper joined the WBZ-WBZA staff last February from The Boston Transcript. He has held various positions on newspapers and handled publicity. Cooper left Boston last week to take over his new job.

# "Wilderness" for Radio

NEW YORK, Aug. 17.—Radio rights to Eugene O'Neill's *Oh, Wilderness* have been assigned to Cheryl Crawford and John Wildberg. The play will be cut into half hour weekly scripts, with Harry Carey and Frankie Thomas playing the leads. Edith Meiser will do the writing.

# Radio Talent New York By JERRY LESSER

PHYLLIS GREORE, radio actress and singer, is appearing twice weekly on CBS's *Hollywood Denoms*. . . . Four years ago WYNN MURRAY opened in *Babes in Arms* at \$60 per week. This week WYNN kings the lead from Jobs in the St. Louis mull opera revival at a reported salary of \$1,200 for the week. . . . CHARLES STARK, CBS announcer, re-signed on *Stinger* at \$1 seems for 13 weeks. . . . JAMES MONKS has been appearing frequently on *Short Short Story*. . . . JERRY LAWRENCE, who produces and reads poetry on MBS's *Vapourland Trail*, has the announcing job on the *17 Never Forget* series. . . . GUYDO DELLA-GIOPPA, of the production staff of *Aunt Jenny*, will be a married man August 24. . . . ALAN DRAKE is playing the old-time rambler, Prof. Oscar Q. Duffie, in *My Son and I*. . . . BARRY WOOD is conducting a search for a girl with light blue hair.

When *Lik* program returns September 6 opening sessions will probably be by My Favorite Wife, with CARY GRANT and IRENE DUNNE, and *Fifth Avenue Girl*, with GINGER ROGERS. . . . BEN GRADLER, to Quakerland for his vacation. . . . HALPH EDWARDS threw a alidid at the Dorset Hotel Saturday (17), celebrating the start of the radio program and also his first wedding anniversary.

HELENE DUMAS has entered Young Dr. Malone cast in the role of Vespevia. . . . TESS SHERMAN, as Penny of the same series, returns to the air after a script absence of almost a year. . . . Court of Missing Heirs unscripted six missing heirs in as many weeks. . . . DOROTHY LOWELL, has recently returned from a Caribbean cruise. Says that the officials wouldn't let her get within a mile of the Panama Canal. . . . GEORGE GRIFFIN, NBC baritone, is in the Broadway musical, *Higher and Higher*. Arrangements have been made for Griffin to continue with his air work during the running of the show. . . . Being a garden enthusiast myself (living-room type), I get a great kick out of *The Old Bird-Dobber*, CBS's garden expert. . . . BELENA BOYLE returned to New York after spending a three-week

vacation with her husband, EARL LARIMORE, at Lake Champlain. . . . ALBERT HAYES, Jim Jackson of *Woman of Courage*, is assuming his own name again. From now on it is ALBERT HECHT, even on checks.

ARA GERALD, Mrs. Sheldon of CBS's *A Big Sister*, is convinced that the dear old days of Heratio Alger are not dead. Right after graduation this June her son, MARTEN CLARKE, and his school friend, DICK HAYNES, wrote a song, calling it *Loveably Yours*. The Irving Berlin office liked it well enough to make a recording of it, and then HARRY JAMES, the old leader, heard it and gave both young men a job. At present Dick is vocalist and Marten is arranger and fiddler for the band. . . . PROFESSOR QUIZ was in an auto accident the other night. No one was severely hurt. . . . Evidently the sponsor of the *Contented Hour* program is not contented. Auditions featuring a change of format are the tip-off. . . . Albo the time and network have not been arranged. *Confessors of America* is set for a fall return.

IS IT true that JANE CRUBINBERG is very close to selling Mary Martin to a flicker company? . . . that DEANNA DURBIN will fence with EDGAR BERGEN'S fall, Charlie McCarthy, when the program resumes September 17. . . . That BRIAN AHERNE and BASK LOUGHANE are cooking up a radio deal?

THE big push will be on for a radio Scarlett O'Hara if the quest for a sponsor of *Gone With the Wind* succeeds. . . . Network plans to cover the trial of former French Army and political leaders by the Petain government have come to naught because of the government's refusal to co-operate with American broadcasters. . . . OLIE BARBOUR and JACK TYLER have returned from making a commercial picture in Detroit for director ALLAN FOREST. . . . Have you been listening to that new government series of one-minute spots? They were written by GEORGE LOWTHER, of NBC.

# Chicago

By NORMAN MOELL

HUGH STUDEBAKER passed thru town en route to New York, where he will take a role on BESS FLYNN'S *Matine Wedder*. . . . The DUNNING SISTERS are on the Chicago Theater stage this week. . . . NOEL GERSON is plauding enlarged quarters for the WGN Talent Division. . . . WIL ROBARP went to Louisville to write and produce a benefit show for the war babies. . . . PHIL LORD heads for the west this week. . . . SCATTERGOOD BAINE was found 40 pounds too light for the movie role in C. R. KELLANDER's *Amour* story. . . . ARCH OBOLER was forced to remain in Hollywood to rewrite scenes on *Escape* while his wife vacationed alone to Hawaii. . . . Next Thursday (22), in *Chicago Tonight*, will offer the ultimate in contrast, with the RITZ BROTHERS, RAYMOND SCOTT and CORRENA MORA.

MAURBY LOWELL, onetime NBC producer, visited here this week. . . . LORRETTA PILBRANDT was added to the cast of *Lone Journey* in the role of Sydney Sherwood. . . . Crossly rating on this show has jumped to 4, to the great satisfaction of BOY WINSON and TED MACLURRAY. . . . Cost-additions to *177* show: BETTY ARNOLD and LOUIS KRUGMAN. . . . LILLIAN WHITE is sandwiching a studio shot in-between broadcasts. . . . DON QUINN and CECIL UNDERWOOD, writer and producer of the *Fiber McGee* and *Molly* broadcast, are expected in town soon to confer with JACK LOUIS, sponsor, on plans for the fall show. . . . New assistant continuity editor at NBC is LESLEY EDGELEY, author of *No Birds Sing*. . . . RAY JONES is in New York negotiating for the new sustaining contract.

# Hollywood

By DEAN OWEN

GARY BRECHNER, unofficial "mayor" of Catalina, takes the *Quiz Court* to the island for one broadcast. . . . NORMAN WATSON having a time trying to imitate gravel-voiced ANDY DEVINE on *Reddy Hopper's* program. . . . JOYCE MOFF, who won the Minneapolis Aquatic Queen of the Lakes contest, was guest of GENE AUBRY on his show Sunday. . . . AL PEARCE got an airline beacon mixed up with the Balboa harbor light and took his cruiser 15 miles off the coast before he found out his mistake. . . . THE MUSIC MAIDS, who appear on the KFI show, have been signed for a Universal short. . . . BETTY BURBIDGE, who has the distinction of being Hollywood's only feminine Western story actor, gets interview spot on George McGee's *Man About Hollywood*. . . . BETTY LOU GERSON heads for Chicago this week to rehearse *Grand Hotel* role. . . . BOB CROSBY has signed the *Bob-o-Links*

Quartet for the Camel show. . . . AL HERMAN gets guest spot on KNOX MANNING'S *Where and When* show. . . . HARVEY HELM, who recently took over scripting assignment on AL PEARCE show, is in Good Samaritan Hospital suffering from a cold. . . . Ken Higgins, KFI-KDKA announcer, has launched his own program, *Reporter Without Borders*. . . . STELLING HOLLOWAY played in from Kansas City for flicker role. . . . FOREST BARNES is heading for his Idaho farm for a couple of weeks of good loafing. . . . BOB HOPE has been signed for a couple of appearances at the State Fair at Sacramento.

# Here and There:

DIXIE DABBLES: Al Cochrin, broadcast at WWL, New Orleans, does a postman's holiday on a vacation trip to New York by appearing on quiz hour. (See HERE AND THERE on page 10)



# Martin Block "Not Panicky" Over ASCAP Fracas; Will Write for BMI

NEW YORK, Aug. 17.—Martin Block, whose *Make Believe Ballroom* on WNEW is regarded as the top recorded program in the business, stated this week that he saw no reason for getting "panicky" over the impending crisis between the American Society of Composers, Authors and Publishers and the radio industry. Block, who has completed arrangements to write music for the NAB's branch, Broadcast Music, Inc., feels a compromise is likely but figures recorded programs like his own could manage without the Society's catalog in the event of a showdown.

Block pointed out that WNEW has long been the "guinea pig" in radio-music troubles and has always managed to surmount them. He added that when WNEW was forced to discontinue use of Decca records some months back the station found substitutes for the Decca artists.

Voicing the opinion of others in the business, Block agreed that as far as music is concerned "the public has a short mind."

He elaborated the thesis by drawing an analogy with the Warner-ASCAP clash some years back. When the Warner catalog was pulled, said Block, "the stations felt the end of the world had come." But they soon found they could

not only do without it, but wondered if it was advisable to put it back when Warners entered the fold again."

Trade execs claim, of course, that analogy between Warner's case and present ASCAP situation is in some ways fallacious, Warner's Harms, Renick and Witmark libraries being only one block, albeit a hefty one, of the Society's general reservoir. But Block's general theory—that recorded programs will bridge the ASCAP gap somehow if the necessity arises—is in line with comment voiced thus far by all agencies and other users of ASCAP music.

## Acme White Lead on NBC

CHICAGO, Aug. 17.—Acme White Lead and Color Works of Detroit, thru Bert Hurst & McDonald, has contracted for 30 Saturdays, beginning September 7, from 10:45 to 11 a.m. CDST on 30 NBC-Red stations. For the first four weeks show will have a repeat for the Pacific Coast at 12:30 p.m. CDST. Program will feature Smiling Ed McConnell.

## Pit Stations Active

PITTSBURGH, Aug. 17.—All stations are brewing new programs for potential sponsors, and all keeping their secret, in the keenest sales rivalry in years. Four new local commercials are reported to be already set for fall on the three major network outlets, WCAE, KDKA and WSAE.

Being planned as a sustainer, with spots for an eventual sponsor, is a circus show over KDKA, produced by George Hold, new program manager.

## Swayze to KMBC

KANSAS CITY, Mo., Aug. 17.—John Cameron Swayze, amusement editor of *The Kansas City Journal*, will leave August 25 to join the news staff of KMBC here as an announcer. The addition of Swayze augments KMBC's news department, which is headed by Eric Smith, KMBC news editor and newscaster, and also includes John Farmer and Harold Ardington. Swayze formerly broadcast on local WHB and KCMO. He became radio editor of *The Journal* in 1932.

## Young, Bingham Get Call

NEW YORK, Aug. 17.—Victor Young and Frank Bingham replace Peter Van Stetten and Harry Von Zell, respectively, when Abbott and Costello program travels to the Coast this week. Von Zell and Van Stetten have other commitments. Benny Venuta stays with the Abbott and Costello line-up.

Cost production will be handled by George McFarret and Bob Welch.

## Friday's 25¢ Campaign

NEW YORK, Aug. 17.—Friday magazine, thru the H. C. Morris Agency, will start a spot announcement campaign covering 42 stations in 27 markets, beginning September 9. Cost will be approximately \$25,000. Campaign, designed to boost circulation, comes as a result of a successful test already tried.

## WABC News Sponsored

NEW YORK, Aug. 17.—WABC's 15-minute war news periods will be sponsored by the Manufacturers' Trust Co. and Litch's cough drops. Litch will take the Monday, Wednesday and Friday nights beginning September 17, with the MTC taking the Tuesday and Thursday programs, starting October 7. McCann-Erickson handles MTC, and J. M. Mathes is the Litch agency.

## New KFOX Announcers

LONG BEACH, Calif., Aug. 17.—Leonard Lake, formerly of KFL Los Angeles, Richard Crawford, formerly with KROW, Oakland, and Charles Wellman, radio entertainer, have been added to the KFOX announcing staff.

## Porterfield to WGN

CHICAGO, Aug. 17.—Chester Porterfield has been appointed talent salesman in the newly created talent office of WGN. Formerly of Kansas City, he worked as a writer, producer and salesman on KMEC.

# Program Reviews

EDST Unless Otherwise Indicated

## "Original Yankee Swapper"

Reviewed Friday, 8-8:15 p.m. Style—Interviews. Sponsor—H. P. Hood & Sons, dairies. Agency—Harold Cabot. Station—WEEI (Boston).

Based on sampling column in *Yankee Magazine*, show presents swappers who, in course of an interview, tell what they have or would like to have, for swapping. Swap lists are distributed free thru some 5,000 Hood dealers in New England, and persons interested in making swaps can communicate either with station or magazine.

Intended to appeal to the Yankee's inherent horse-trading instinct, program falls below par as entertainment because of method of approach. Forced banter during the interviews gives show a drabgy aspect.

Carl Moore tried hard with hand swapper task, assisted by Ray Girardin and Art King, who handles the plugs. Commentaries are tied up with the program to the extent that when you buy a Hood product you're swapping money for value. The plugs are too direct and come too often.

Show might be made to click if interviews could be made more interesting without attempting to push the humor. There should be some interesting material for bits in some of the swaps that have been made.

## "Song Stories"

Reviewed Friday, 11:45-12 a.m. Style—Contest. Sponsored by Copeland's Army Stores. Agency—Direct. Station—KCKN (Kansas City).

This is one of the most unusual record programs to be presented in this area, and as a result enjoyed only a short life as a sustainer. Plugs occur only twice, at the beginning and end of the program, and are mostly generalized, calling attention to the merits of the sponsor as a whole and not immediately trying to sell anything. The records used consist of the best offerings by one top-notch band only to a program. On day caught, Hal Kemp's crew provided the music, most of the disks featuring the New Wynns vocals and sweet style.

Contest called Song Stories is run concurrently with the show, consisting of offerings of prizes to daytime listeners who can think up a story which might be told, caption style, by a string of song titles. Contest is easy to win, no qualifications being necessary, and prizes are tickets to local shows, swim pools or ballrooms. As a result, the program offers publicity also to the establishment donating the prizes.

Unlike the usual dreary run of record programs to be found in this area, this quarter-hour session does offer novelty and listenability. Locke.

## "Dramatic Laboratory"

Reviewed Tuesday, 10-10:30 p.m. Style—Dramatic. Station—Sustaining on WFIL (Philadelphia) and WSNJ (Bridgeport, N. J.).

The amusement industry has had its trying period with mechanical music, but now comes a serious and noteworthy attempt to apply mechanization to the drama. Rather than on electronics, emphasis is placed on sound effects and incidental music to convey the desired dramatic force. It's admittedly an experiment in radio dramatization, and the impression to the avid legit lover undoubtedly must be the same as listening to the hot jive and "out of this world" music for the sped-in-chesics music patron. Yet it all makes for entertaining and in spite of the triteness of theme of the operatic and its total disregard for the essentials of good play acting or play writing.

Tuned in for its second experiment, script was Requiem for a Flipping page of a diary to tell the pathetic story of middle matter Robert Schuman, who slowly but surely goes mad listening to a one-tone concert of the musical note "A." It's a morbid and tragic portrait, painted with sound effects, of the composer's anguish. Very tense throughout, with action bit, it must have been just as trying on the listeners who couldn't make believe they didn't hear the one-note "A" concerto. Yet, the idea itself is intriguing and will have to grow on

listeners, if at all. At least, it's an off-the-beaten-track departure.

The "Laboratory" is the conception of Harry Kessler, Yale workshop grad, who is prepared to supply a fresh script for each session. Don Martin handles production. Cast of characters leads off with Art Witt, sound effects expert, and Mel Spooner for the all-important organ incidents. Mayer handling the script intelligently includes Jason Johnson, Jean McGee, Jane King, John Muller and Jean Caldwell. A weekly sustainer, station feeding the experimental fodder to its Quaker network affiliate, WENR, Cranford, N. J.

## "In This Corner, the Ladies"

Reviewed Monday and Tuesday, 11:5-4:30 p.m. Style—Sports columnist. Sponsor—Sustaining. Station—WMCA (New York).

To give this show the benefit of no doubt, this reviewer listened in two successive days. The conclusion is that the formula seems hardly capable of achieving its announced aims.

Women who have any interest in sports are not the logical audience for this. The column is naive, if not silly. Women who have not the slightest interest in sports, either as participants or as spectators, cannot be expected to become converted by the program. It needs to grow up. It might have proved a hit among readers of *Godoy's Ladies' Book*, but this in 1940 and the world has undergone great changes.

Miss Brewer's own and don'ts for women attending a baseball game were ludicrous. Miss Brewer's formula thus far comprises interviews with a baseball player and his wife, a showgirl whose wife-crack made a Broadway newspaper column, and a Broadway hat-check girl who expressed interest in learning how to read a sports page. Miss Brewer tried, also, to work up audience enthusiasm over a petty disagreement with a newspaper man's view on women in sports. The trivia seems a direct result of too circumscribed a view of women.

Wels.

## "Civic Forum"

Reviewed Wednesday, 8:15-8:30 p.m. Style—Discussion. Station—Sustaining over KQV (Pittsburgh).

Intended to instruct, the Forum succeeds in informing intelligently and indisputably, but ineffectually. Its producers forget that an audience wants more than mere facts and colorless voices as inducements for listening.

Presented as one of the three weekly programs nominally under aegis of Mayor Cornelius Scrully as his means of informing the voters about official city policy and practices, Forum is edited spinach. The period caught featured four women from the Western Pennsylvania Legislative Council. They talked about registration. They tried to stimulate spontaneity. Unfortunately, they failed. The script was acceptable, but could have been even better if some of the longer speeches had been cut. Director of the show for the Mayor is William Robinson. Frank.

## ADVERTISERS, AGENCIES

(Continued from page 5)  
count exec. . . . Fred H. Anderson, also from E. & B., joins Ivey & Ellington as head of the media department. . . . Joe Praxello, WIP music director, on leave of absence for a month to make a scheduled tour of Atlantic seashore resorts and ballrooms. . . . KTW has equipped its guides and elevator operators in smart new uniforms up to Rocky standards. . . . WIP covering Army maneuvers at Paterburg, N. Y., by transcription, Major Edward A. Davis, station's vice-pres., being in active Army duty there. . . . Mack Dawson starts a new daily series on WCAT for his baritone singing with Doris Brown at the console. . . . A. W. Dannenbaum Sr., WMAZ proxy, back to his Maine camp to escape hay fever time here.

## Pit. Kid Show Sponsored

PITTSBURGH, Aug. 17.—Peter Paul, Inc., has undertaken sponsorship of the Enright Theater Kiddies Show, broadcast over WWSW Saturday mornings from the stage, bought by Platt-Forbes, Inc., the half-hour program, called "the world's largest kiddies show" because it usually plays before a house of 4,000 customers, features emcee Walter Farmer, organist Johnny Mitchell, community singing, an amateur show and a jingle contest.

Earl Bothwell has bought a series of five-minute programs on furs for the Frank & Sedor department store over the same station, and the Walker & Downing agency has renewed a news program for 13 weeks for Spear & Co., also over WWSW.

## Pit. Station Changes

PITTSBURGH, Aug. 17.—WJRD Schroeder, formerly staff salesman, has been appointed WCAE sales manager by General Manager Leonard Kappeler. Tom Tumb, formerly salesman with the Sun Oil Co., fills Schroeder's staff spot. Pierre Phulin and Robert Merryman, formerly of WWSW, have become KDKA announcers. Alden Fitzpatrick, formerly with KDKA, has become a WWSW announcer.

George Held, formerly operetta singer and operator of a recording studio here, has been named program manager of KDKA, and supervises production, assisted by Donald Dixon.

## WJJD Gets Chicago Bears

CHICAGO, Aug. 17.—Exclusive broadcast rights on the Chicago Bears have been bought by WJJD for the third consecutive year. Sponsorship for the nine games this season will be shared by the following: Walgreen Drug Co. (Sawbwiner & Scott), American Safety Razor Co. for Gem Blades (Federal Advertising Agency), P. Lombard Co. for Old Gold Cigarettes (Lagden & Mitchell) and Weco Products for Dr. West Tooth Brushes (J. Walter Thompson).

## "Playhouse" Auditions

CHICAGO, Aug. 17.—H. W. Eastler & Sons are auditioning talent for Kitcher-Boeker Playhouse for Proctor & Gamble. Robert Jennings, radio director of the agency, said that final decision concerning purchase of this show had not as yet been made, another vehicle also being under consideration. If show goes on it will be in slightly different format, and also on NBC instead of CBS, its former outlet.

## LEE THOMAS

Western Singer and Songwriter  
New as artist. Three years' experience radio and stage. Under radio work, has recorded 60-70. Artist price as low as \$1000. Possibility of co-ownership. Free permanent location if possible. Please write letter.  
LEE THOMAS, c/o B. Killiany, Conn.



# VICTOR LABEL PRICE CUT

## WB-Philly Impasse Upsets Premier of James Roosevelt Pic

PHILADELPHIA, Aug. 17.—While the local musicians' union can make no headway in its nine-month-old feud with the Warner Brothers theater circuit here, the union scored a moral victory in getting James Roosevelt to cancel temporarily the proposed world premiere of his Pastor Hall pic, scheduled for August 23 at Warner's Aldine.

Last week A. Rex Riccardi, union secretary, wrote Mrs. Franklin D. Roosevelt, calling attention to the fact that, since she was listed as guest of honor at the pic press, he would not embarrass her by making her walk thru a picket line around the theater. While he asked her to cancel the date in view of the labor strike against the theater circuit, Riccardi said he would agree to call off the strike during Mrs. Roosevelt's stay.

Gesture had the desired effect. James Roosevelt, on the West Coast, had the Los Angeles musicians' union ask Riccardi which houses agreeable to the union would be available for his flicker.

Truce of the matter is that the Aldine, now operated by the Blacklisted WB, is owned by United Artists, which is distributing the Roosevelt pic.

## Nichols Must Remain With FB, Says AFM

NEW YORK, Aug. 17.—Dispute which flared up in the past few weeks between Red Nichols and the Frederick Bros. Music Corp. over the maestro's insistence that the office refrain from looking him up for a few months and the American Federation of Musicians ruling that Nichols is still under contract to Frederick for the next four years and must abide by the agreement.

It was declared that Nichols became disaffected with Frederick Bros. while working in Detroit at a reported salary of \$4,000 a week, and wired Bill Frederick here not to book him any longer, unless he could get him locations in or around New York for a minimum of at least eight weeks and with network remote time.

Matter was dumped in the lap of the AFM, which called Nichols, Howard Simons, his road manager, and Frederick in for a going-over of the contract. Nichols was informed that his contract, which has four more years to go before expiring, must be lived up to, and that if Nichols took any time off from the band business, such time would be added on when he started again.

Frederick, head of the New York office of the agency, said that the entire thing was based on misunderstanding and that things were straightened out amicably.

## Glen Gray Garner \$1,500

MONTGOMERY, Ala., Aug. 17.—A \$1,500 fine was assessed for Dr. Joe July 29 by Glen Gray's work at the City Auditorium. Earl Adolph, CBI Sigma Chi committeeman (sponsor of the dance), said that 1,100 dancers took the floor at \$1.85 per advance, and \$1.50 at the gate.

## Yoo-Hoo!

WILFRED-BARRE, Pa., Aug. 17.—Six local musicians have been taking an awful ribbing since Major Bowes' 1940 Price Winner unit played at the Prince Theater last week. In the ad-vice publicity for the show it was announced that Jean Rose and her all-girl band would be featured. Come the day of the show, and members of the pit orchestra were found arguing the girls on the stage, taking a 10-piece orchestra.

The girls taking the verbal beating are Mack Burns, George Moore, Turk Merrell, Fritz Blumham, Leo Cummings and Lemmy Malzer. It seems the decision to put the lads and gals together on the stage was made just prior to the opening show.

## Cycle

SAN FRANCISCO, Aug. 17.—The Mark Hopkins Hotel here will be the scene of a band procession that has all the earmarks of a coincidence, a family reunion, or something. Ekinny Ennis goes into the hospital after Labor Day for a couple of weeks, to be followed by Claude Thornhill, who used to arrange for Ennis, September 23. Thornhill, whose band is about 20 a year old, has been re-signed by MCA.

The Ennis-Thornhill connection finds a topper in the possibility that Hal Kemp may follow Claude at the Mark Hopkins. Ennis was once featured vocalist with Kemp.

## Stabile Holding Bag In Va. for \$1,350

NEW YORK, Aug. 17.—Dick Stabile, concluding what he thought was a successful two-week engagement at the Terrace Beach Club, Virginia Beach, Va., August 9, found that he was left holding the bag for \$1,350, representing a week's pay, after the spot had closed when he finished the date. He was paid for the first week.

When the Stabile management forces blew into New York an immediate complaint was registered with the American Federation of Musicians, while Stabile went on to Atlantic City to complete a disputed week at the Renault Tavern there.

The Norfolk (Va.) local of the AFM was notified, but no word has been forthcoming here as yet.

## Levant and Manager Split; MCA Handling Band Direct

KANSAS CITY, Mo., Aug. 17.—Phil Levant and his manager, Bert Knighton, have come to a friendly parting of the ways. It was announced here where Levant played a one-night stand at John Tambling's Fairland Park Ballroom August 10. Henceforth all business concerning the band will be transacted between Levant and MCA direct, with Levant handling his own road affairs.

Knighton will manage Les Hinson's band, an unknown novelty dance band which he discovered playing at the Shadowlax Ballroom in Noel, Mo. The band measures 10 men, Hagan and a girl vocalist.

## Donahue and Teagarden Weak at Lake Compounce

BRISTOL, Conn., Aug. 17.—Hot weather militated against good profits for two bands at the Lake Compounce Ballroom here, with Al Donahue on August 4 and Jack Teagarden on the 11th the sufferers.

Donahue drew a poor 400 dancers at 75 cents per, according to Manager J. H. Norton, while Teagarden attracted a little better crowd at a lower price, 540 plunking down 65 cents for the date.

## British Leaders Find Plenty Of Work Despite Conditions

LONDON, Aug. 18.—Despite the full prosecution of the war in Great Britain, London night life is still running full steam ahead, with musicians blasting away in 17 major night spots in city area, giving employment to most of the known bands in England. There is much less a shortage of work than there is a drain of musicians, many of whom were called to the colors some months ago.

Result was that bands which were formerly full-sized had to cut down to smaller units, but the amount of work a band can do in London is persistently high, with the technicians working on percentage arrangements as in the past.

Some of the musical working at the major spots include Lew Stone at the Dorchester House, Sydney Lipton at the Grosvenor House, Harry Roy at the Cafe Anglia, Louis Simmonds at Frascetti's, Arthur Young's Swinget at Hatchell's,

## 75-Cent Pop Records Reduced To 50 Cents To Meet Columbia Competish; Classics Also Cut

NEW YORK, Aug. 17.—The last stronghold of the 75-cent popular record, RCA Victor, has finally capitulated to the increasing competition of other warworks and is abandoning the 75-cent price of the Victor label in favor of a new 50-cent price on all its pop bands and artists.

The slash goes into effect officially September 15, although it is more than likely that most RCA dealers will make the change immediately. Dealers were notified of Victor's decision in a letter which went out to them yesterday (16), which stipulated September 15 as the date for the price reduction to protect them of their current stock. Expectations are, however, that many dealers will sell at the new price without waiting for its official debut.

Ever since the introduction of the Columbia pop label a year ago, when CBS took over the Brunswick seal and switched all pop artists who had been recording under it at 75 cents to the revived Columbia name for marketing at 60 cents, rumors have been rife at intervals that Victor would make some move to offset the growing competition. It has been no secret in the trade that it was a tough proposition to sell bands or singers, no matter how much name value they possessed, at 75 cents when artists of equal commercial value were retailing at 35 and 50 cents. This has been particularly true in the music machine field, where operators can get such

names as Glenn Miller on Bluebird, RCA's 35-cent label, Bing Crosby on the Decca 35-centers, and Dick Jurgens on the similarly priced Okeh disks.

With the cut to 50 cents Victor now puts its name—such as Tommy Dorsey, Larry Clinton, Duke Ellington, Artie Shaw, Hal Kemp, Xavier Cugat, Wayne King, Louis Armstrong, Ben Wall, Kenny Baker, Leo Reisman and Ray Kinney—into full competition with the entire record field, and particularly with Columbia attractions such as Kay Kyser, Horace Heidt, Benny Goodman and Kate Smith, who market for half a dollar. It also puts two of its own artists, Dorsey and Clinton, into easier competition with themselves, since each records on both the Victor and the Bluebird labels.

No changes other than the reduced prices are included in the new Victor set-up. Unlike Columbia, which introduced a new label, there will be no altered physical appearance in the label or any additional or deletions of artists. The new price affects all past Victor product as well as future releases, with a disk originally priced at 75 cents a month or a year ago now able to be purchased for half a buck.

## Classics Slashed

Along with the price cut on the Victor Pop output comes a sharp reduction on the company's entire line of classical recordings, both the 10-inch Victor Red Seal disks as well as the black and 10 and 12-inch symphonic platters. Twelve-inch Red Seals, sold previously for 65 cents, come down to 45; \$1.50 pressings take a 50-cent cut to one buck. Symphonic conductor and classical singers affected include Toscanini, Stokowski, Koussevitzky, Meinhart, Flanagan, Heifetz and Paderewski. Ten-inch Red Seals, formerly \$1.50, will now sell for 75 cents, as will the 10 disks in this series; latter included light concert pressings of Jeanette MacDonald and Allan Jones, among others. Twelve-inch black label comes down from a buck to six bits.

Albums also come in for a bit of cutting, the black label 10-inch follow now 25 cents over the record price, as against the previous 50 cents. Red Seal albums make it a flat half dollar on all 12-inch groupings.

Victor's price lowering follows by a couple of weeks the slash instituted by Columbia on all its classical product, which took a 50 per cent cut. Victor lists, both pop and classical, are now on an equal price footing with Columbia, which promises an intense battle which will probably take the form of a mad scramble to better release lists with the best and most names available. Victor pop label shift is of course meeting with general approval and enthusiasm from the artists and bands affected, since most of them have long realized the difficulty of competing with RCA's of equal strength who retail at so much lower prices.

## Miller Shatters Lakewood Park Record With 5,000

MAHANAY CITY, Pa., Aug. 17.—The attendance record at the Lakewood Park Ballroom here was broken again this summer when Glenn Miller drew 5,000 dancers for his one-night stand August 12. Ray Kiser shattered the mark earlier in the summer with a gate of 4,000.

With the ballroom packed, hundreds of additional dancers jammed the lawn outside. Admission was \$1.10 per person.

## Bredley's \$926 in Erie

ERIE, Pa., Aug. 17.—Wm Bredley played the Rainbow Ballroom in Waldenmer Park here August 5, with showers showing up the gate somewhat, but with 926 persons paying as many dollars for the dance, according to W. J. Hansen, park booker.

## Weems' Turupike Profit

LINCOLN, Neb., Aug. 17.—Ted Weems last week gave the Turupike Casino here its first money-making stand in a month, the first date to net Manager R. H. Pauley a profit since Glenn Miller's stand at this spot early in July. Gross was \$850 for Weems, at 85 cents advance and \$1.10 at the door.

## Hall Leaves Morris Agency

NEW YORK, Aug. 17.—George Hall, completing his vacation here after a six-month tour of one-nighters, terminated his management affiliation with the William Morris Agency this week. He had been with the office approximately a year after leaving MCA.

While he isn't seeking any management tie, he wouldn't divulge his future plans as yet.

## God Bless Tin Pan Alley

PHILADELPHIA, Aug. 17.—It was inevitable, considering that God Bless America started a new song cycle.

Johnny Henninger, at WJMG here, hits the 10th degree of something with an opus titled The Columbia Flea Mine, and Johnny Shaw agrees that he hit on something that'll make a hit with his If Every Man Is as True to His Country as He Is to His Wife, God Save the U. S. A.



Serves Him Right

NEW YORK, Aug. 17.—Bob Knight, maestro at the Cafe Pierre, is a recent casualty of the war of nerves, after submitting to an "air-raid alarm" (for the benefit of the new-rooms) in New York's only bomb-proof shelter.

Petrillo Delivers Sign or Else Edict To Boston Symphony

NEW YORK, Aug. 17.—In a sweeping drive to bring long-hair recalcitrants into the American Federation of Musicians, prey James C. Petrillo is closing the doors on recordings and radio to the non-union Boston Symphony Orchestra if it does not join up by Labor Day (September 2).

Petrillo notified Victor Recording Corp., which makes the symphony, that it is to refrain from any more recording sessions with the Boston group if it does not fall in line on the deadline set by the union.

Boston Symphony, believed to be the only major classical orchestra whose members are not in the AFM, did not have its contract renewed with RCA-Victor because of the expected trouble when the Petrillo regime was ushered into office.

Glen Island To Have Another Try At Winter Season

NEW ROCHELLE, N. Y., Aug. 17.—Glen Island Casino, one of the most famed hotbeds of name bands and one of the most beautiful summer night spots in the New York suburban area, is set to make another attempt to remain open all winter, carrying its summer name on a policy thru the cold months.

Altho Glen Island has made a name for one of the top band showcases in the country, having developed on its stand such names as the Dorsey brothers, Larry Clinton, Glen Gray and Glenn Miller (whose success was clinched by his terrific clinic here last summer), a number of tries at staying open past the warm months has failed.

Current band-stand occupant is Bobby Byrne, who closes the beginning of next month. Michel De Zutter, owner of the spot, is casting around for the follow-up band. Prices will be reduced for the new winter policy, no minimum (customarily \$1.50 week nights, \$2 Saturdays) on Tuesdays, Wednesdays and Thursdays, and the 25-cent parking charge eliminated.

BOB WILLER and his Triplets of Rhythm opened at the Hollywood Restaurant, Bridgeport, Conn., last week for an indefinite engagement, following Peter Marston's Ork, here for the past six months.

FOR SALE

Large and popular ballroom in New Haven, Conn. Situated near beautiful lake. Wonderful summer spot. Long beach.

Orchestra Notes

By DAN RICHMAN

Broadway Band Stand

THE line-up of bands at the Fiesta Luncheonette, which would have carried the spot thru until December, has collapsed with the apparent refusal of CHARLIE BARNET to play there as expected.

U. S. bands in every summer from now on. . . . EDDY BRANDT draws an extension till mid-September on his contract at the Summit Club, Baltimore. . . . LOUIS FRIMA, with Lillian Carroll for the warbling, opens a three-week engagement at the Chatterbox, Mountaineer, N. J., tonight (17). . . . also seeing off this evening at Michael Todd's Dancing Campus at the New York World's Fair are BOB GRESTER and LES BROWN, making it continuous dancing at the spot. . . . O. played havoc with JACK WARDLAW and his band. . . . the boys (and girls) in the band lost instruments and clothes, and according to Wardlaw, everyone was lucky to escape with his life. . . . GENE LEONARD'S Ork holds over indefinitely at the Youth Garden on Lake Ontario, Rochester, N. Y.

Penn-Jersey Palooza

CLEM WILLIAMS, sociable maestro of Spread-Eagle Inn, Stratford, Pa., going under BU Dufsharme's wing for OLA. . . . ELMER HOFMAN, Williams' song seller, will wag his own baton, organizing a band around RAY SMYTH, blind pianist, and managed by JOHNNY COOMBE, who once managed Williams. . . . JIMMY McGUIRE'S RHYTHMMAJES riding at Wilson's, Trenton, N. J., with ART LEGGIE and the Royal Arcadians making the week-end music at Rudy's in the same town. . . . ELSIE NAX and her all-dame dancepartners rest at Mountain Creek Lodge, Hirschburg, Pa., for the rest of the season. . . . ROGER CORTLAND, Philadelphia maestro, who has been working as a model all summer, returns to the stick September 8 at the Swimming Association's ball. . . . TONY WAGNER gets a hold-over at Tony's Black Horse Inn, Mt. Ephraim, N. J. . . . JOE ROBERTS locates at Gypsy Camp, Trenton, N. J., which goes under the new management of Stephen Coleman. . . . New Lido Cafe, Camden, N. J., lights up with RUSSELL MURDOCK. . . . Studio Ballroom, Philadelphia, gets an early start on the new season with MORRIS MOSELEY teeing off for the twice-weekly dance seasons.

Midwestern Murrins

RAY NOBLE stay at the Palmer House in Chicago has been extended for four weeks. . . . This automatically postpones the opening date of MATTY MALNECK'S engagement until September 26. . . . Negotiations are going on to get a week of the Chicago Theater for Noble. . . . EMIL COLEMAN is set to follow Ted Lewis into Chicago's Chez Paree, beginning August 30, along with a new floor show. . . . RUDY BUNDY begins a two-weeker Tuesday (20) at Lake Lawn, Detroit, Wis. . . . the CONTINENTALS, now in their 33d week at the Monte Carlo, Chicago, have a new singer, KAY DARE, replacing Gloria Knight. . . . still on the distar side, PENNY CALDWELL writes in that she did not walk out on the Ace Brigade Band, as recently reported, but that she turned in her notice to Bigoda three days before he hired the local girl who replaced her. . . . GENEY GERARD is current at the Al-Way Cafe, nitery opposite the airport in Cleveland. . . . moving father west, BILLY CARLSEN makes it a return to Ely's Gardens in Denver on the 22d to close the season. . . . and trekking about as far west as it's possible to go within national boundaries, DUDLEY BROOKS, young West Coast straggler, has been signed as chief staff arranger for Count Basie, and will join the Basie boys in Los Angeles when the Count does a Paramount Theater stop there August 29.

Of Maestri and Men

TOMMY DORSEY gets the call to open the new \$1,500,000 Palladium Ballroom, Los Angeles, in October. . . . LIONEL HAMPTON is currently organizing a full-size band out on the Coast, but he'll continue to record for the Victor label with his small combination. . . . HAL KEMP takes in a pair of weeks at the Peabody Hotel, Memphis, beginning September 8, before he starts for the Coast. . . . JACK COPPEY, with his MCA band of eight men and three gals, replaces Lee Conley at Lightnin' Fall-Way House near Darin, Conn., after Labor Day. . . . the spot will have a wife for the first time when Casey goes in. . . . RALPH BARLOW has clicked of the Esplanade Beach Club in San Juan, Puerto Rico, to the point where he gets a two-week hold-over, and where he has the management of the spot vowing to bring

McCoy Falls \$396 Despite Miniature Flood at Val-Air

DES MOINES, Aug. 17.—Operator Tom Archer was considering calling his Val-Air Ballroom "Archer's Beach" after a cloud-burst August 8. Left his outdoor ballroom a virtual island surrounded by water.

Clyde McCoy, however, drew 600 dancers who braved the rain at 60 cents each. It was the second rain-out in the two-year history of the Val-Air, the other coming only two weeks ago with Ben Bernie.

IF YOU ARE A BANDELEADER, A BAND BOOKER OR A BALLROOM OWNER—Don't Miss

The Billboard's Symposium of Ballroom Owners

What Leading Ballroom Operators Think of Bands and Bookers—and What Reforms They Would Like To See.

MUSIC PUBLISHERS MAY BELIEVE THEY KNOW WHAT MUSIC THE PUBLIC WANTS—BUT WAIT UNTIL THEY READ

"So You Think You Know What They Want,"

an article dealing with oddities in song popularity.

BOTH IN NEXT WEEK'S ISSUE

FALL SPECIAL (DATED AUG. 31)

Now It's a Trend

PHILADELPHIA, Aug. 17.—Not to be outdone by the current trend that finds every band leader dedicating an opus to his particular job, Joe Frattino, studio maestro at WIP here, carries it over to the radio field.

When his bass player, Finley Spigard, turned up at rehearsal with a fresh manuscript on an untitled tune, Frattino immediately marked down 610 on the dial for the title. That's the position of the station on dial.

Music Items

PUBLISHERS AND PEOPLE

NAT DEBIN, of the Leeds contact ranks, is now over on the Roman Ring line, Mickey Goldson, general manager of the Leeds firm, and Alie Brackman, of Robbins, are enjoying a week's cruise on their "yacht."

BMI joined the patriotic song bandwagon, acquiring the rights to We're All Americans (All True Blue) from Bell Music Co., Chicago. James T. Mangano, of Mills Novelty Co., did the writing.

Dave Bernie has joined the Pelet song-plugging crew, while Billy Chandler and Jerry Vogel are again campaigning George M. Cohan's contributions to flag-waving with his latest, This Is Our Side of the Ocean.

Maestro Francisco Mastern adds another tune to his Tin Pan Alley roster with Thru Your Heart in the Ring. Eddy Ross, young Hawaiian maestro at the Hurricane Club, New York, has signed an exclusive writing contract with Robbins.

Key and Son Warner are out with a new ballad, "My Heart, My Life, My Love." Home publishing. . . . Ted Felter is doing the lyrics for "Power Toss" (another Frankie Marner special for Robbins. . . . Louis Herscher and Andy Ross (long) have placed two island songs with Leeds, including "Mahalo" and "Woozie Hula." . . . Ernest Ford, Rock, Tex., recently, with the aid of Bob Eckhart, composed "Love" on a "Shoehorn."

SONGS AND SEEN

NAT SEGAL, who operates Philadelphia's Downtown rendezvous and who is a former musician, feels that he expresses the spirit of all local history in whipping together a tune with newspaper columnist Gil Rabbitt titled Distribution.

Alma Somerville, pianist at Ferd McGettigan's, Philadelphia, has the publishers bending an ear to her As Long as You Live.

Robert (Duke) Morgan, who claims to have the greatest number of publisher rejection slips in the country, finally has Dave Blake Publishers saying "yes" to his Hawaiian, From Honolulu. And now that the demand has been created, he is digging out drumsticks for a Gobbler, You Teach Me To Love, I Sit Stars and Flowers and Gony Room, all assigned for publication and a plattering.

HERE AND THERE

(Continued from page 7)

ELMO ISRAEL, Alhambra's latest addition to staff of WBE, Atlanta, acting as publicity director. . . . WDSU and WWL, New Orleans, gave over their full facilities early in August to devoted storm-area of Louisiana and Texas. WWL took its makes to strike area and interviewed victims and those in charge in an appeal for help. . . . LAM and Abner making personal appearances in Arkansas this month, launching a series of premieres on their fleets.

DREAMING OUT LOUD. . . . WWL has installed a permanent recording machine at the New Orleans Airport, where a man is available throaty day to interview air visitors to the city.

KANSAS CITY, ANNE HAYES, home economist, is broadcasting a 15-minute program on marketing and food over KOMO on weekdays now. . . . BILL MORGAN, doing an amateur program over KITE Sunday mornings, in which he offers talent culled from V. P. winners and members' families. . . . TOMMY TIDWETS has joined WDAF as a singer with the DIPLOMATS, Orchestra-replacing BETTY BLACK, who is vacationing. . . . BRAD CRANDALL, Kansas City dramatic editor, has started a series of programs over WDAF.





WEEK ENDING AUGUST 16

# MUSIC POPULARITY CHART

## Records Most Popular on MUSIC MACHINES

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 50 most important phonograph operating centers in the country.

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

### GOING STRONG

- WHERE WAS I (11th Week) Charlie Barnet, Ben Svett.
  - THE BREEZE AND I (15th Week) Jimmy Dorsey, Charlie Dorset, Frankie Masters.
  - SIERRA SUE (5th Week) Bing Crosby, Glenn Miller.
  - I'LL NEVER SMILE AGAIN (4th Week) Tommy Dorsey.
  - FOOLS RUSH IN (3rd Week) Glenn Miller, Tommy Dorsey.
- ### COMING UP
- WHEN THE SWALLOWS COME BACK TO CAPISTRANO, Glenn Miller, Ink Spots, Dick Todd.
  - I'M NOBODY'S BABY, Judy Garland, Tommy Tucker.
  - GOD BLESS AMERICA, Kate Smith, Bing Crosby.
  - TENNESSEE FISH FRY, Kay Kyser, Shep Fields, Jimmy Dorsey.
  - BLUEBERRY HILL, Glenn Miller, Kay Kyser, Johnny Messner.
  - I AM AN AMERICAN, Gray Gordon.
  - WHO'S YEHOODI? Kay Kyser.
  - I'M STEPPING OUT WITH A MEMORY TONIGHT, Glenn Miller.

## National and Regional List of BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Zenler Music Store; Triocentals Music Shop; Liberty Records Shop; Vandy Music Shop. Boston: Boston Music Co.; The Midway Shop; Another Record Co., Inc. Buffalo: Whitman Song Store; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwin Bros., Inc. Philadelphia: K. Meyer Smith Co.; Weyman Co.; Co-Operative Music Co.; Washington; Oregan's Radio Co., Inc. Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. G. M. L. Record Dept. Portland, Ore.: Melior and Frank Co.; Inc.; Sherman May & Co. Los Angeles: Ruzick. Richmond: Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey. Record Music Co. Chicago: Beka; Rybeck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Charlie Lyle Shop; Goldblatt Bros. Cincinnati: Milton Music Shop; Song Shop; White Music Co.; Wurlitzer; Schreiber's, Inc. Milwaukee: Schuster's; Record Library 134 Draper; Broadway House of Music. St. Paul: Ford Piano Co.; Dea Mohr; Dea Molins Music House; Davidson Co. Detroit: Wurlitzer's; Orinwell Bros. Kansas City, Mo.: Music Box. St. Louis: Acadian Co.; of Music; Parsons & Barr. St. Paul, W. J. Dyer and Sons; Mayflower Novelty Co. Cleveland: Miller Bros. Co. Birmingham: Nole's Radio Record Shop; R. K. Fisher & Sons; Monarch Sales Co.; Louis Plets Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James T. Thibaut; C. H. Stephenson Music Co. Miami: Richards Home God Records, Inc. New Orleans: Terry Brunswick Co.; E. J. G. Schirmer, Inc.; Fort Worth, Tex.: McDuffy's; Klemke Bros. Furniture Co. San Antonio: Thomas Acuffe; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. I'LL NEVER SMILE AGAIN — TOMMY DORSEY	1	1. I'LL NEVER SMILE AGAIN — Tommy Dorsey	1	1. I'LL NEVER SMILE AGAIN — Tommy Dorsey
2	2. THE BREEZE AND I — JIMMY DORSEY	2	2. THE BREEZE AND I — Jimmy Dorsey	5	2. Sierra Sue — Bing Crosby
3	3. FOOLS RUSH IN — GLENN MILLER	3	3. PENNSYLVANIA 6-3000 — Glenn Miller	3	3. Fools Rush In — Glenn Miller
4	4. SIERRA SUE — BING CROSBY	4	4. GOD BLESS AMERICA — Kate Smith	4	4. Blueberry Hill — Glenn Miller
5	5. GOD BLESS AMERICA — KATE SMITH	5	5. WHEN THE SWALLOWS COME BACK TO CAPISTRANO — Ink Spots	6	5. I'm Nobody's Baby — Judy Garland
6	6. BLUEBERRY HILL — GLENN MILLER	6	6. MAKE BELIEVE ISLAND — Glenn Miller	7	6. I'm Nobody's Baby — Judy Garland
7	7. WHEN THE SWALLOWS COME BACK TO CAPISTRANO — INK SPOTS	7	7. THE NEARNESS OF YOU — Glenn Miller	8	7. SIERRA SUE — Bing Crosby
8	8. I'M NOBODY'S BABY — JUDY GARLAND	8	8. NEARNESS OF YOU — Glenn Miller	9	8. ALL THIS AND HEAVEN TOO — Ink Spots
9	9. MAKE BELIEVE ISLAND — GLENN MILLER	9	9. WHEN THE SWALLOWS COME BACK TO CAPISTRANO — Ink Spots	10	9. NEARNESS OF YOU — Glenn Miller
10	10. PENNSYLVANIA 6-3000 — GLENN MILLER	10	10. ALL THIS AND HEAVEN TOO — Jimmy Dorsey		

## National and Regional List of SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealer's Service, Inc.; Abbey Music Supply Co. Pittsburgh: Volkwin Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Bryman, Gray & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Blaine Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc. Omaha: King's Music Co. A. G. McHugh, Jr. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Orinwell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Abel Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cible Music Co. Phoenix: Arino Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.	POSITION	Last This Wk. Wk.
1	1. I'LL NEVER SMILE AGAIN	1	1. I'LL NEVER SMILE AGAIN	1	1. I'LL NEVER SMILE AGAIN
2	2. SIERRA SUE	2	2. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	2	2. THE BREEZE AND I
3	3. I'M NOBODY'S BABY	3	3. SIERRA SUE	3	3. GOD BLESS AMERICA
4	4. THE BREEZE AND I	4	4. I'M NOBODY'S BABY	4	4. SIERRA SUE
5	5. GOD BLESS AMERICA	5	5. FOOLS RUSH IN WHERE ANGELS FEAR TO TREAD	5	5. THE NEARNESS OF YOU
6	6. FOOLS RUSH IN	6	6. GOD BLESS AMERICA	6	6. FOOLS RUSH IN WHERE ANGELS FEAR TO TREAD
7	7. MAKE BELIEVE ISLAND	7	7. WHEN THE SWALLOWS COME BACK TO CAPISTRANO	7	7. I'M NOBODY'S BABY
8	8. THE NEARNESS OF YOU	8	8. I'M NOBODY'S BABY	8	8. MAKE BELIEVE ISLAND
9	9. BLUEBERRY HILL	9	9. MAKE BELIEVE ISLAND	9	9. PLAYMATES
10	10. I'M STEPPING OUT WITH A MEMORY TONIGHT	10	10. I'M STEPPING OUT WITH A MEMORY TONIGHT	10	10. ALL THIS AND HEAVEN TOO
11	11. THE NEARNESS OF YOU	11	11. THE NEARNESS OF YOU	11	11. I'M STEPPING OUT WITH A MEMORY TONIGHT
12	12. BLUEBERRY HILL	12	12. THE NEARNESS OF YOU	12	12. I'M STEPPING OUT WITH A MEMORY TONIGHT
13	13. IMAGINATION	13	13. IMAGINATION	13	13. IMAGINATION
14	14. SIX LESSONS FROM MADAM LA ZONGA	14	14. SIX LESSONS FROM MADAM LA ZONGA	14	14. SIX LESSONS FROM MADAM LA ZONGA

## List of Songs With MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WAKB) between 5 p.m. and 8 a.m. and 8 a.m. and 1 p.m. Sundays for the week ending Friday, August 14. Independent plugs are those recorded on WOL, WNEW, WFLA and WFLX. Film titles are designated as "F." musical production numbers as "M." This compilation is based upon data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
16	1. BLUEBERRY HILL	Chappell	36 14
7	2. I'LL NEVER SMILE AGAIN	Sam	31 33
10	3. I'M NOBODY'S BABY IF	Fair	29 16
16	4. PRACTICE MAKES PERFECT	EMI	27 4
13	5. ORCHIDS FOR REMINISCENCE	Warner	24 12
7	6. ALL THIS AND HEAVEN TOO	Parloak	23 24
	6. I CAN'T GET INDIANA OFF MY MIND	Santly, I. & S.	23 14
11	7. I'M STEPPING OUT WITH A MEMORY	Robbins	22 8
5	8. WHEN THE SWALLOWS COME BACK	Witmark	21 20
9	8. MADAME LA ZONGA	Dreyfus, V. & C.	21 15
6	9. NEARNESS OF YOU	Famous	20 16
2	10. SIERRA SUE	Shapiro-Barnstein	19 6
4	11. MISTY MEADOWLARK	Marcus	18 17
4	12. FOOLS RUSH IN	Begman, V. & C.	17 25
	13. CALL OF THE CANYON	Shapiro-Barnstein	16 2
1	14. YOU'RE LOVELY AND I'M LOVELY (M)	Berlin	15 11
8	15. THE BREEZE AND I	Marks	14 23
15	15. I CAN'T RESIST YOU	Acad	14 16
16	15. SAME OLD STORY	GMS	14 3
14	16. YOU THINK OF EVERYTHING (M)	Robbins	13 9
	17. MAYBE	Robbins	12 13
	19. MOON WON'T TALK	Regent	11 7
13	20. I CAN'T LOVE YOU ANY MORE	Orman	10 7
15	20. GET THE MOON OUT OF YOUR EYES	Paramount	10 3
16	20. DANNY BOY	MGM	10 3



# On the Records

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

Key: FT—For Toot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

## BING CROSBY (Decca)

Billed For Americans—V. Two-Record Album.

The commercialism of this four-sided album is undeniable. Billed has received the benefit of a great amount of publicity, publicity and favorable word-of-mouth comment, and its patriotic theme and message have a timeliness that will attract more and more people. The addition of Crosby to all that spells sales in no uncertain terms. Naturally, Bing's interpretation is as different from the Paul Robeson version as night from day, and in its own style every bit as good. Aided by the Ken Darby Singers and the Decca-Concert Orchestra under Victor Young's baton, he treats it with the proper respect, and still manages to insert a number of those lightning touches that have made him a great performer. Altho the music machines may not be attracted much to the realistic and broken melody pattern of these disks, they ought to be, and undoubtedly will be, snapped up by everyone with a phonograph and a living room.

## HORACE HEIDT (Columbia)

Columbia, the Gem of the Ocean—FT; VC. America, the Beautiful—FT; VC.

Horace Heidt and the Musical Knights are the latest to do their bit for the national flag-waving campaign engulfing the country at the moment. Heidt lights up a couple of the best songs available for the purpose, but the treatment they got is far from what it should be. The straight for-foam tempo, the conventional melody of the drum and tin passage on Columbia, and the rather purple "I pledge allegiance" speech in the middle of America all lower the dignity with which these two classics of musical Americana should be treated. These disks have commercial value far above their artistic value.

## RAY KINNEY (Victor)

Mareelsa Waikoa—FT; VC. Song of the Islands—FT; VC.

After languishing for some time on the Decca label, Kinney brings his Hawaiian melodies and rhythms to the Victor seal, and debuts on that label with an unusual item and a typical number paired back to back. Mareelsa is an interesting blend of native beats and slight swing rhythms, highly listenable vocally and musically. Islands is conventional grass-skirt stuff, better than most because Kinney knows how to do it better than most.

## MARIE GREENE AND HER MERRY MEN (Okeh)

Disco Medley—V. Sempre Libera—V.

A nice wax debut comes from this Coast choral swing group, which reveals something a little bit different in the way of vocal combinations. Marie Greene has a style not unlike Mary Martin's, particularly notable in Sempre Libera (from La Traviata) wherein she goes from operatic to swing. Backed by a good vocal outfit, Marie Greene boasts a voice that can take flights of classicalism with little effort and much listenability. This disk has good possibilities for those record enthusiasts who get a little tired of the same old swing or sweet, altho it offers little to music machine operators.

## VIRGINIA O'BRIEN (Columbia)

Clear Out of This World—V. Two in a Tux—V.

Both tapes plus Miss O'Brien come from the Broadway musical of a couple of months ago, *Keep Off the Grass*. Miss O'Brien's contribution to that production was the handling of her numbers in a serio-comic vein that at first had audiences guessing as to whether she was serious or not. Her initial record release is going to pose the same question with those who hear it, but that's to the credit of the girl's satire and dry humor, which amusingly debunks the accepted style of singing a romantic ballad. If the satire is lost on a listener, he is going to want no part of the disk, because taken straight Miss O'Brien's interpretations are pretty bad. But that's the idea. The platter has little commercial value, but it's novel and amusing.

## MOYLAN SISTERS (Decca)

A Long Jack-a-Daisy Melody—V. Little Sweetheart of the Valley—V.

The week's debuts continue with little vocal recording; this time one with better-than-average possibilities for home sales. The Moylans are the two kids, aged about five and seven, who have made a hit on network airwaves with their unsteady ability to deliver a song despite their tender years. Decca offers them here on a couple of songs that are right for them, and the little girls do their usual amazing job of correct tone-carrying, not easy for voices so young. The disk is a good bet for all those radio dialers who have heard and marveled at the youngsters on the air.

## FRANKIE CARLE (Columbia)

At the Piano—Piano Solo. Four-Record Album.

Carle has made a name for himself as the composer of *Sunrise Serenade* and as featured pianist with Horace Heidt. Here he plays several standards, several classical works in for-foam tempo, and a couple of his own numbers in his usual fluid, listenable piano style. His imaginative interpretations are nicely packaged in one of the most attractive Columbia albums to date.

## MITCHELL AYRES (Bluebird)

You Go to My Head—FT. Deep in My Heart, Dear—FT.

Side A is Ayres' theme song, delivered here in his radio style of "Fashions in Music," with an introduction in rumba, waltz and swing tempo. Band plays both sides beautifully, displaying some excellent shading. *Head* is fine for the machine, especially since Ayres' disks are becoming increasingly popular thereon.

## BERNIE CUMMINS (Bluebird)

So Deep Is the Night—FT; VC. Raptune Cowboy Joe—FT; VC.

A good studio highlights a fair version of a fair number on the A side. Joe gets the corniest treatment imaginable, but it's done deliberately, and adds up to an amusing position of a basically amusing novelty ditty. Latter side is 90 per cent vocal.

(See ON THE RECORDS on page 72)

# On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present as well as its musical quality.

## Manny Strand

(Reviewed at Earl Carroll's Theater Restaurant, Hollywood.)

PLAYING a tough Carroll show and turning around to provide danceable music bands Strand with a good legit crew but with an outfit that is short on temp appeal. However, this is not the fault of the band, but the result of too much pit work. Strand apparently is content to take his dance session in stride, peddling nothing but straight stuff, minus the customary embellishments.

Bright spot in the band is Jean Tigue, who steps out to deliver first-rate waltzing. She has looks and a pleasing voice.

Band uses three sax, two brass, four rhythm and four strings. The outfit is not lacking in musicianship, producing plenty of music. Without the handicap of playing a long show, it would undoubtedly loosen up and deliver a more acceptable brand of dance stuff.

Owen.

## Herbie Kay

(Reviewed at the Blackhawk Restaurant, Chicago.)

DANCERS like Kay because he doesn't pretend to do more than make music. No frills, no exhibitions of swing madness, no concerted attempt to make his men do double duty by putting on a show in addition to playing music. Which is just as well, since Kay's men are particularly adept at making monkeyshines, if the one merely number rendered when caught is any criterion.

Okeh has a four-four-three instrumentation, being light on the rhythm. A strong bass gives the band a good, laborable beat. Sax and brass sections are equally important, both being smooth and co-operative and possessed of good tonal quality. Output is melody style, tho the boys can get hot when the occasion demands. One sax, Ray Winter, not only doubles clarinet but trumpet as well and also makes most of the arrangements.

Vocalists with the band are Ellen Conner and Ken Realy. Both sing well but do not deliver with enough class.

Model.

## Sol Bobrov

(Reviewed at Southern, Kansas, Kansas City, Mo.)

THIS band leader has been readying to do a Jan Savitt for some time, stretching from laughable to jive. Bobrov, a dodder, was former first violinist and concertmaster for the Kansas City

# On the Air

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

By SOL ZATT

## Cecil Golly

(Donahue's Mountain View, N. J., NBC-Red Network, Tuesday 121, 7:30-7:45 p.m.)

GOLLY'S air shot last week didn't inch up to the standards he has set on past remotes. His smooth introduction and tag line ending, plugging the band at each turn, went for naught with a weak musical offering. The contributions of the sidemen on the vocals could also have been done without. In fact, it was they who messed up the works with insipid chirping.

The band is definitely commercial, and for the most part carries the quality to the airwaves. But not last week. The arrangements, if they could be called such, sagged in the middle, and the sax man lacking a song. At a Dixie Roadside Diner, was really from Dixie. It was a generally poor shot.

Golly should know better, because he has done much better in the past. His tone and balance range is swell. Mildred Stanley polishes the vocals nicely and

the crew really has a dance hit. He ought to get it back in running order.

## Ted Lewis

(Ches Pares, Chicago, NBC-Red Network, Thursday 125, 11:30-12 a.m.)

TED LEWIS is Brit. Brit and always a snowman. It's really surprising that this unusual performer, who has stayed on the top when so many of the others who surrounded him have fallen, has never been on a radio commercial. For, of all of the remotes that clog the airwaves, very few have the commercial entertainment appeal of Ted Piper Lewis.

From the first drip of corn from the Lewis tongue until the half hour is at an end, it doesn't lose its ginger for a minute. In addition to the magical showmanship of Lewis, who doesn't sound like Bing Crosby but sells himself equally well in his own style, the program is embellished with competent vocalists and a choral group that adds to the fun. Song selection is centered around pops and some of the old blues standards that Lewis goes to town on.

Philharmonic Orchestra before starting out as a dance band maestro. He still plays neat open violin solos on the pop, showing a fluidity of style rarely found in dance band violinists.

The band measures four rhythms, four sax and trumpet. However, trumpeter George Brodenthal is one of the town's few remaining star brass men, and plays a great number of solo stunts, riffs, which are balanced neatly by the reeds. Rhythm section is generally subdued, with occasional bass solos, since the general style of the band tends toward sweetness. Vibes are also used in a few numbers, being played against piano.

Entay Lee, former chairp with Herbie Kay and Dick Stabile, handles most of the lyrics neatly, with appropriate Vernon Denton and Ken Smith relieving on the ditty.

It's an oken super crew, which needs polishing and a lot of hard work, however, before stepping out. The orchestra, for one thing needs show numbers, plenty of novelties and an enlarged brass section, the present set-up being somewhat unbalanced. So far, tho, it's on the right track.

## Ben Bernie

(Reviewed Turquoise Casino, Lincoln, Neb.)

BERNIE, the much at ease gallus-snapper of the music business, is now repeating over a territory in the Midwest which in the era of Chas. Century of Progress laid down terrific money to see him. This time around it is too hot and outside of the oldsters who enjoy his commercial arm-chair style, his following is limited.

No better master of the easy-does-it school of entertainment toire today than Bernie, and his chummy charm radiates off the rostrum nicely. Besides himself, he entertains with the Halley Hatch harmony duo, Donald Saxton, baritone, and Johnny Ryan, Irish tenor. Every body is big league, yet informal. Given a better time of year for personal appearance it's was 196 success outside and warmer inside when caught. Bernie is still which would be surefire. He's no different than he was at his best, and neither is his company.

Max McGarrity, trombone; Nick Brod-ett, drums, and all of his trumpets, Bunny Snyder, Joe Bauer and Charles Finkle, are the instrumental highlights. Bernie Scherer, guitarist, doubles business manager. Set-up of the band is six brass, four axes and four rhythm.

Field for Bernie in the summer should be the big convention gatherings, hot-coming picnics, fairs and other stumps, to call the people together who hurt him and remember they loved him when.

Goldfield.

## Ella Fitzgerald

(Reviewed at the Rainbow Ballroom, Detroit)

CHUCK WEBB would be mighty proud of the solid bending of his old outfit, for under the banner of Ella Fitzgerald the boys leave little wanting in good solid jive. Ella herself is a terrific sell, and whether it be hot or sweet her renditions are definitely pleasing, and she tackles other situations with experienced handling. Teddy Macrae handles the musical end of the band, and his work with the boys shows the desired results. Babe Wallace fronts, and altho he chatters little, he does everything from tap routines to hand-springs to his fronting.

Instrumentation of five brass, four reed and four rhythm keeps a steady beat going at all times. Most numbers are jivey, but sweet is offered now and then to break the routine. To William Brown falls the difficult job of filling Chuck's place at the skins, and the boy does an admirable job with a steady rhythm and some nice fills of his own.

Richard Vance, Earl Jordan and Wallace handle the male vocalizing. Vance leans toward the crooner side, Wallace favors jive and Jordan does the ballads. Simmons and Macrae take turns as tenor sax soloists and each has some fine talking licks.

Trackman.



# 40 WEEKS LAW SEPTEMBER 15

## Miller Hits Celeron Park All-Time High; Promoter Profit 2Gs

JACKSONVILLE, N. Y., Aug. 17.—With the summer proming the most profitable season he has ever achieved at the Pier Ballroom in Celeron Park here, J. C. Campbell may continue his theme band promotions after Labor Day. Latest in the list of band attractions to shatter records here this year was Glenn Miller, who topped Guy Lombardo's 2,000 persons and \$2,833 gross earlier this season by a substantial margin August 10 to capture the all-time high for attendance, gross and profit in this vicinity.

A crowd of 3,800 dancers and side-liners almost split the walls of the large dancehall. Far above capacity, the crowd hung around the premises for a glimpse of the band and a chance to get inside the hall, despite the arduous-heat conditions. Total receipts on the date mounted to a terrific \$8,500, with Campbell's profit estimated at well over \$2,000.

Advance was heavy, despite upped admission of \$2.50 per couple. One thousand bargain hunters contributed \$1,500, with 900 plunking down 85 a couple at the gate. Glennie Barnett is in tonight (17), with Jan Savitt set for the 24th, and Sammy Kaye on the 31st.

## Ennis Draws 1,250

SPOKANE, Wash., Aug. 17.—Glimmy Ennis drew 1,250 customers to Natatorium Park August 5. Duets scaled 35 cents, including 15 cents tax. The Vogelz, Louis and his son Lloyd, were well pleased considering that their dance patronage has dropped off approximately 10 per cent since the 10 per cent defense tax took effect July 1.

## Savitt Big With \$1,704

BRIDGEPORT, Conn., Aug. 17.—Gladdening the heart of Director Perry Rodman of Pleasure Beach Ballroom here, Jan Savitt came in for a one-nighter last Sunday (13) and drew the second largest crowd of the season, when 1,722

## Rugged Individualists

WILKES-BARRE, Pa., Aug. 17.—Outraged clear across Pennsylvania, God Bless America, which has become the musical theme song for many public gatherings in recent months, will be replaced by The Star-Spangled Banner here at the Young Democrats of Pennsylvania convention next week.

A mail poll was taken regarding the opening song for the convention dinner and the national anthem won, 257 to 26.

## Blackhawk, Chi Jive Spot, Alters Policy

CHICAGO, Aug. 17.—Otto Roth's Blackhawk Cafe here, long a stronghold of swing bands, which served to showcase the existing popularity of Kay Kyser and Bob Crosby, among others, succumbed to the changing tastes of the jitterbugs and altered its policy this week to headline name acts as the drawing card instead of name bands as in the past.

The band stand gives way next Friday (23) to a four-week engagement of the Ink Spots, supplemented on the podium by Dick Shannon's Ork. This marks the passing of a Windy City live landmark which enjoyed a virtual monopoly on the jitterbug trade until last year when the Royal Bluebirds decided to do something about its dormant College Inn.

Revamping the latter room and the policy, including a change of name to the Panther Room and booking the best bands in the country, dipped into the Blackhawk's trade. Sherman flat held out as well a no-cover, no-minimum price policy. Since then, however, a profitable following has been established, and a minimum has been set up.

persons filed past the turnstiles. Duets were priced at 50 cents, with the gross \$1,704.76. Only other band to surpass this attendance this season was Glenn Miller, who drew 2,750 persons. George Hall in next tomorrow (18).

## New AFM Standard Band-Office Contract Form Also in Works

NEW YORK, Aug. 17.—All booking agencies and personal managers holding American Federation of Musicians booking licenses will be informed this week that beginning September 15 changes will have to be made, affecting contractual relations between bands and offices, to specify that if a band is not employed 40 weeks out of 52 it will be privileged to cancel its contract with the agency. This is the outgrowth of a resolution passed at the June convention of the AFM.

Of equal importance is the standard contract form between offices and bands, which has caused more trade speculation than any other resolution passed at the convention. Coming as a surprise was the revelation made by an AFM official this week that the new standard form, which is now in the process of completion, will have no restrictions whatsoever on agency and booking commissions.

When the announcement was made last June that the Federation was taking its first steps governing the conduct of band booking, embodying all of the new rules in a standard contract form, agents, bookers and personal managers were of the opinion that dark days were ahead because of the feeling that commissions would be standardized instead of the sliding scale that many offices now have with their bands.

The standard contract, however, will not be available until legal details have been ironed out. Communication to go out this week, tho' points out that in accordance with another resolution passed at the June convention, bookers and agents who contract for band employment under a single contract for a fee will be prohibited in the future from collecting a commission from the band.

## All Contracts Affected

Agencies have declined to take the 40 weeks' work clause seriously because they felt it would apply only to future properties signed up by the offices, but another turn was taken when they were informed that the mandate would apply to present as well as future pacts between bands and offices.

The letter, informing the offices of the provisions of the new clause and the date on which they go into effect, states that "all contracts between agents and members must contain a clause that

during the first and second half of the first year of the contract, the agent must procure at least 20 weeks' employment for the member in each such half year and furthermore, during every other of the following year or years of the contract, he must secure at least 40 weeks' employment for the member each year."

The notification reads, "A member shall have the right to cancel a contract with an agent who does not strictly conform to this rule, but such cancellation must be made directly after the expiration of the half year or year, as the case may be."

New contracts will have to be drawn up for all bands for the term of expiration. This was given to mean that there will be a greater migration of bands from one office to another next spring than there has ever been before. Many bands which have been dissatisfied with present agency affiliations have already declared that they would make direct switches to other offices which they felt could do a better job.

Some agency execs feel that the ruling is a good one because it would break the stranglehold offices have on properties which they feel could be sold by them, but are not being sold by the others. Others just shrug their shoulders and feel confident that, if the bands get a reasonable amount of employment, they will stick regardless of the permission given by the AFM to cancel their contracts if the specified work isn't forthcoming.

## Council Waives Fee For Ballroom Ops

JANESVILLE, Wis., Aug. 17.—The Council voted to suspend the inspection requirements at the Unique Ballroom, operated by Earl Gregory, until December 1, thereby saving Gregory a \$3 nightly inspection fee.

Gregory protested the fee unsuccessfully in the past, maintaining that 10 other places here which run private dances pay no such fees. The Unique is Janesville's only licensed public dance hall.

## Killary Gets Charter

ALBANY, N. Y., Aug. 17.—FRANK KILLARY, Inc., a newly organized theatrical booking agency of New York City, was granted a charter of incorporation today to represent and book orchestras. Company has a capitalization of \$50,000. The promoters and stockholders are Frank Killary, Kay Downs and Cecil Downs.

## Louisville Op's Deficit

LOUISVILLE, Aug. 17.—Admissions at Inequus Amphitheater for six weeks just closed show total attendance 74,493 and receipts \$43,783, according to figures made known by Yeager and White, auditor of Louisville Park Theatrical Association.

Operating expenses for the season was \$77,593, consisting of six shows six weeks under direction of J. J. Shubert and also local expenses from January 1 to August 1.

The 1940 deficit of \$13,800 was caused by cold and unsettled weather the first four weeks of operation. The association plans to open much later in the summer of 1941.

## Roumanian Rug-Cutter

PHILADELPHIA, Aug. 17.—WDAS is investigating "fifth column" activities in its recording department.

During a recent broadcast of classical music the Roumanian Rhapsody was announced as the next collection. It's played in two records. However, when the second record was placed on the turntable and played it turned out to be a modern selection known to rug-cutters as Sewed Me, Jackson, as waxed by Pete Walker. The culprit had performed a workmanlike job of switching labels.

# Selling the Band

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

## Lucky Lass Gets Larry

LARRY CLINTON turned glamour boy for the Atlantic City beauty during his stay at the Steel Pier stand ended Friday (16). Clinton was made party to a pier promotion for which he acted as host for an afternoon and evening to the girls who best expressed the most appealing reasons for having such a treat.

The "Date for a Day," stunt, a throw-back to the "king" and "queen" for a day promotions in other social circles, was arranged by Frank T. Grassart, pier managing director. Clinton enjoyed the benefit of newspaper ads and bally, in addition to the regular pier publicizing, in the search for a "date." Contest was open to any gal above the 16-year age mark ability to sing wasn't a factor in the choice, merely an added chance to appear on the stage as vocalist with the band, and selection was made on the basis of letters, restricted to 100 words, setting forth reasons for wanting to have a date with Larry Clinton.

In addition to the "lucky lady," a spot dance to the pier to dance to Clinton's music was awarded to the next 10.

Los Breeze, who opened Sunday (18) for a week at Hamid's Million-Dollar Pier in Atlantic City, sent along a reminder to the press agency for "Breeding Along with Los Breeze and His Deery Rhythmic Orchestra." That legend was inscribed on the background of an electric fan. Giveaway was blossomed by the Hamid William capitalists.

Platter Sales Promotion  
ALTHO there are still plenty of shopping days before Christmas, RCA-

Victor has already started work on holiday sales aids, which spells increased record sales for the music merchants. Emphasizing the slogan, "Say Merry Christmas With Victor Records," an idea that was successfully launched last year, the aids are all designed for consumer appeal.

Most attractive item is a two-column floor display. This merchandiser, of sturdy construction with a fine wood-grain finish, shows eight record albums off to advantage at one time. It stops the eye with a large revolving Victor record on the top of the stand. The display is flexible, in that the dual pillars may be used in several different ways to meet individual store requirements. The lettering and panels are illuminated.

Sales aids also include the Hello Santa Claus figure that uses an actual record as his mid-section; album hang-on; miniature gift certificate albums for record gifts; gift selection booklets; Christmas record stickers; window streamers and electric sign; a proof book of a series of holiday co-operative ads, and three mats of personalized Christmas cards and post-card mailings.

In addition to the 150 Loew theaters and the 350 independent houses throughout the country lined up by Gray Gordon to use his "I Am an American" blitter at the show breaks, the maestro has added 364 RKO picture palaces and 12 Trambore neoreel houses, making a potential audience of 5,000,000 moviegoers daily. With such a build-up, little wonder that the life for music is going to cash in further by making a movie short based on the number. Gordon has started "I Am an American" clubs among fans, and even has rockfalls named after the tune.

## 7 Bands in Two Weeks for Denver

DENVER, Aug. 17.—Practically every type of tarp taste here could have been satisfied recently, with seven bands, name and otherwise, coming and going. At El Patio Ballroom, Lakeside Park, Ted Weems wound up a 22-day engagement July 31 with a farewell party that drew 2,401 dancers to the park. This is the second such party at Lakeside; the first was for Jimmie Orler. Weems holds the park record, broken this year.

Art Kassel occupied the Lakeside stand until August 9, when Glimmy Ennis took over. According to Manager Erneser, Kassel, who last appeared at the park in 1931, is drawing far beyond expectations. On Monday (6) Kassel gave way to a Bob Crosby one-nighter, which drew 3,618 dancers, establishing a new record for a one-nighter. Prices were scaled at 35 cents over normal. This is the first time this season the admission was scaled over the regular admission of 40 cents for gentlemen, 30 cents for ladies.

Ella Fitzgerald did a race dance at Rainbow Gardens, which closed for the summer Thursday (1). At a 65-cent over-all take-per person the grots hit the \$2,000 mark.

At the Trocadero Ballroom at Hitch's Gardens George Olsen wound up a 21-day engagement July 31 with a battle of bands. Income was Clyde Lucas, who drew an attendance of 2,000. Prices remained at the regular season policy of 40 cents for men, 20 cents for ladies.







Summer Theater Tryout

"Not in Our Stars"

(Casino Theater) NEWPORT, R. I.

A play by Reginald Lawrence, Cast: Norma Terris, Anthony Ross, James Todd, Robert Gaidreth, Halvay Kate, Perry Wilson, Gene Kern, Michelele Kuzant, Dorothy Sands, Kenneth Trascider, Edmund Franz, Pauls Cecelia de Vise, John F. Roche, Emory Lou Cosper, Staged by Edward Massey, Settings by Genevieve Clark Roche.

Reginald Lawrence has done considerable reworking of his show, We Three, first premiered last season at East Rock, Mass., and now, under a new title, again tries out in the able hands of the Newport Casino group.

Its heavy "triangle" drama that Mr. Lawrence gives us—and to this corner it would seem that in the present state of the world this gives the show two strikes against it at the outset. This is no reflection on the author's work nor the excellence of the players at Newport.

Indeed, except for a third act that needs trimming and a weak final curtain, Mr. Lawrence has done a commendable job. And the Casino troupe, under the direction of Edward Massey, from Norma Terris and her main supporting players, Anthony Ross and James Todd, down to the briefest bit player, all give minimal and effective performance. Gene Kern's tuna fisherman bit is particularly impressive.

In plot, Not in Our Stars concerns a Michigan college professor and his wife of eight years who, in Brittany on a summer vacation, cross paths with a skirt-chasing, bragging, blarneying and well-to-do young Irishman who loves the woman and women—and particularly women.

He immediately wins the college man's favor, but not so the wife's. She snubs him at their first meeting, so the Irishman, his aide injured, wagers with his friend and traveling companion that he will "make" her within three days. He wins his bet, their souls off into a storm as the wife prays: "God, let him drown."

Two years and one act later he turns up in Michigan at the home of the professor and his mate, who are no longer happy, tho still married. It is in this third act that the play falters, with the wife threatening suicide as a way out of not having to disclose her secret to her husband. He thwarts the plan and tells her he has known all along. Embrace and—curtain!

Norma Terris as the wife and Ross as the Irishman carry most of the show's burden, tho Todd's professor is as important and well-played part. Genevieve Clark Roche's acts and Massey's direction are far above the usual summer-theater standard. C. A. Doss-Nam.

Dickens Romance

BOSTON, Aug. 17.—The romantic side of Charles Dickens' life will be depicted in a new play written by a Boston bibliophile, Henry R. Harper, retired publisher, has written a new play, Romance Mr. Dickens, as a result of some letters written by the famous English author, Harper came into possession of the letters some time ago and collabed with his wife on the play. Piece is expected to open in Boston this fall before a Broadway appearance.

Irving Place Not First Co-Op; Equity Calls It Owner-Management

NEW YORK, Aug. 17.—Actors' Equity approval of the theatrical venture which will be conducted at the old Irving Place Theater is not the sanctioning of a first co-operative, as was rumored last week. Instead, the project represents an owner-management set-up which is subject to the regular rules and contracts of Equity, with the exception of the posting of security by the owner-managers for themselves.

Equity is still opposed to co-operatives unless everyone, including authors and stagehands, make the same sacrifices assumed by the actors. A plan by which co-operatives might operate is being worked on by a special Equity and Dramatists' Guild committee, but no definite schedule has been completed, let alone adopted by the councils of the respective organizations.

The Irving Place Theater group, headed by Robert Drees, comprises six

actors who have financial investments in the enterprise. All are supposed to operate under Equity minimums and standards. If they chose to renege their salaries, Equity will have no objection; so the salaries may be merely a bookkeeping entry. If other actors are taken on, they must become investors and therefore owner-managers, or else the group will have to post security for them.

Even this represents some concession on the part of Equity, which claims that such a plan would not be allowed in a Broadway house. The stagehands promise "concessions" by way of reducing the minimum staffs. Stagehand competition does not permit co-operatives.

Leonard Leley, radio writer, joined the group this week. Bernard Zelnikow is p. s. of the project, which thus far has a half dozen plays on its schedule.

From Out Front

By EUGENE BURR

ABOUT a year ago this corner, taking its courage and its ancient ideals in the palm of its hand, trekked to the Museum of Modern Art to see a screening of The Last Laugh, which it had remembered fondly as the greatest silent film ever produced, complete with a magnificent character portrayal by Emil Jannings. The results were shattering. The Last Laugh remained in mind as an important but not very entertaining advance in the technique of the cinema, and Mr. Jannings remained as a crumpled idol imposed somewhat esthetically on unsecured ham.

After a year of convalescence this corner again collected its courage and its ancient ideals for another bout with the foserer-talking ghosts of the silver screen, and so returned to the Museum to witness Mickey, that super-super comedy special of 1918 in which Mabel Normand was what I had hitherto considered undying fame. It's a sad morning-after thought that the fame of old film idols lies in direct ratio to the size of their vehicles.

Mickey, in cold fact, has to be seen to be believed. I could spend sheets of copy paper intended for better use in telling you of the howling unbelievable series of fantastic non sequiturs that it calls its plot, of its high-blown morals and fly-blown pretensions, of its acutely painful attempts at comedy and neatly comic attempts at melodrama, of the mechanical owl used to give smash effect to a love scene, of the costumes and lighting and scenery, of Miss Normand's far-heralded genius that in these unregenerate days has about the same effect as a slightly used gumpdrop, of her histrionic powers that remind one of the grimaces of an awkward imbecile, of her much-discussed beauty that seems by present standards the embarrassingly questionable charm of a turned-down applicant for a burlesque chorus. I could spend sheets telling you all these things, and you'd still have no faint idea of the reality.

The quality of the old films is sometimes surprisingly good; but more often it is so bad that only seeing can possibly bring belief. This reporter will continue seeing them whenever possible. A catharsis of old idols is surprisingly good for the soul.

ALSO included in the entrance fee at the Museum is permission to walk thru the galleries of new masters in painting and sculpture there assembled—new masters that are almost as funny as old movies to this militantly lowbrow reporter. From a cursory glance at the variegated exhibits now on display, the United States emerges with an unhappy feeling that modern American art is all perpetrated by a group of badly trained little boys with diseased minds. The old bibbobbobos of beauty and symmetry, of power and dignity and glowing artistic truth, are gloriously overthrown by our moderns in a series of sculptures that look like fumbled tree-trunks and paintings that seem dishes of distorted fried eggs. The tree-trunks and fried eggs are doubtless very subtle and very imaginative, and very, very artistic; but one does long for just a small taste or two of old-fashioned, discredited beauty.

In the lobby of the film auditorium is an exhibit that seems particularly ripe. It includes, among other items, a painting called Night Windows that shows the outside of a dingy house and, thru the windows, the silk-and-buttocks of a woman in the throes of undressing; a painting called Feary Power, that reveals a particularly unlovely lady clad in a shift writhing within a picture-frame on the floor; another unlovely lady engaged in shucking her shift, a man eagerly offering another picture frame to a cowering and also unlovely lady who has no shift to shuck, and a parcel of ordinarily clothed people viewing all this thru a sky-light with understandable surprise; a detailed painting of a bowling alley that needs only the addition of some advertising matter to make it seem like a miniature 1930 alley; and a dash called Mother and Child, which looks like blobs of pink amoeba swimming thru sickly green seas of primordial slime.

These masterworks are all, of course, far more artistic than the work of dshbera who have merely managed to achieve places in the Metropolitan Museum of Art.

MISCELLANY: Richard Watts Jr., of The Herald-Tribune, in his last Sunday piece frankly admitted that, with the world afloat, the only things he can read are newspapers and melodrama, preferably the former. This is a commendably honest statement, but it betrays ill for the plays that may pass before Mr. Watts' eyes in the fall—unless, of course, they all concern themselves with current problems. . . . On the other side of the fence is Thomas Job, playwright, who said during the week that the time is now ripe as never before for dramatic poetry. With Mr. Job this column is more disposed to agree. The events that thunder and wall ahead today are monumental and vast and tragic and demand a magnificence of treatment beyond the powers of any living playwright I can call to mind. Melodrama would seem to be a pip-squeak way of approaching a tragedy of nations. . . . In the course of the almost brainily uneven volume that he calls A Book of Minutes Ken Kesel has probably the greatest analysis of the motion picture industry that has ever been written. It bites and tears and cuts; but Mr. Kesel's frenzy of satirical dissection manages to uncover the very bones of an industry that is one of the most fascinating and bewildering phenomena of modern times. . . . Since last week's column was written Noel Coward has at last announced that he returned to the United States on official business for an alien warring power, but the status of the theatrical group that Coward helped to form, the group that is expending every effort to pour our American liberties and defenses and blood in a foreign cause, still remains unannounced. In many cases its members are even more effective than Mr. Coward as agents of an alien power.

OUT-OF-TOWN OPENINGS "The Little Dog Laughed"

(Garden Pier Theater) ATLANTIC CITY

Musical comedy presented by Eddie Dowling; book by Joseph Schrank; music and lyrics by Harold J. Rome; Choreography by Chester Hale. Setting by Jo Meisler. Costumes designed by Mollie de Mold. Lehman Engel, musical director.

Cast includes Paul Draper, Bill Monti, Philip Loeb, Arthur Hennessee, Ralph Bunker, Tess Gardell, Dennis Moore, Joseph Vitale, Loretta Sayers, Patricia Augustin, Edmond Eric Roberts, Gordon Glyford, L. Arnold Grayson Jr., Louis Hightower, Marjorie Bell.

Eddie Dowling, with several dramatic successes under his belt, returned to his first love last Tuesday (13), offering a gayly caparisoned, plentifully peeped and surprisingly staged excursion into an fabulous Hillerland as Lewis Carroll or Walt Disney might have imagined. He not only put his heart into The Little Dog Laughed, but his pocketbook as well. But while this fairy tale with social and political significance is definitely on the hit side, he'll have to take a plenty of edging before it goes to Broadway. None the less, it ran remarkably smooth for a premiere night.

From the staid and settled atmosphere of the usual Brooklyn household, the Princess from 35th avenue wishes that her Prince Charming, temporarily in the wool business, would be more romantic and more hot from dragons and giants. No sooner uttered than thru Meisler's settings, exquisite ballets, sliding scenes, moving scenery and other tricks of stagecraft, the audience is transported to the domain of the diminutive No. 1. The kid dictator, 11-year-old Eric Roberts, the unbreakable beach bear. He wears a Napoleon hat and cape, and has his subject's hair him with the wig of the hitch-hiking thumb.

The tyrant, however, seems to be stoned solely in red-heads, and he blames them for the world's ills, including sand in spinach and bad weather. Coward, as mentioned, the press in imitation and love probably craves. For the show's best comedy Philip Loeb portrays a discontented row turned into the bowdler from a political expert by the dictator because he missed saving a prince.

THRU it all "Prince" Paul Draper dances with delightful grace, assisted by an accomplished ensemble. The heroine, Bill Monti, a port miss, while selling short of vocal requirements, as do most of the cast, makes up for it in dancing and personality. Dennis Moore enhances the comedy relief as the daffy prince. Aunt Jeannine plays the part of the brainy indulgent mother with no less relish, and Arthur Hennessee adds unobtrusively mirth to his role of a man assigned to the task of finding a Princess every so often to be thrown to a fearsome dragon. Loretta Sayers is a provocative Wicked Witch. In addition, skilful contributions are made by Marjorie Bell and Louis Hightower (Dante's Snow White and Prince Charming voices).

It has singing and dancing galore, and thru it all librettist Joseph Schrank tries to get across his message. He doesn't like the squalling tyrannies of the saluting big shots and finally ends by inflicting the most distressing punishment of all—an old-fashioned spanking. A little comedienne coming to this, but no more than most musical books.

Harold J. Rome provides it all with a melodious, sunny, romantic and topical musical setting. Undoubtedly the radio will soon be booming away with his I Want Romance, Happily Ever After, A Friend of Mine, A Hero, and the finale, Of the People Stomp. Better voices would give the score a much better change.

There's no denying that Dowling has an eye-filling spectacle, but its sheer size tends to subdue its spontaneity and spirit, tho the cast, chorus and ballet were well rehearsed and needed no prodding to do their best.

Following its week here the show goes to Boston for a fortnight and then heads for a Broadway unveiling. While Dowling will be working plenty waltzing it into shape, perhaps he can also find the spark to make for the click which it still lacks. M. H. Oradenker.

"Lady" Clicks at Marblehead

MARBLEHEAD, Mass., Aug. 17.—Aided by good word of mouth, the North Shore Players experienced one of the best weeks of the season this week with Grace George in Lady. Near capacity houses were reported all week. Place drew raves from all critics.

THE NEW YORK SEASON

OF 1939-'40

ITS STORY

AND

ITS STATISTICS

Will Be Reviewed in the

FALL SPECIAL ISSUE

of

THE BILLBOARD

(DATED AUGUST 31)



# Rash of Stock Co. Plans in Detroit

DETROIT, Aug. 17.—Move for a permanent local stock company, something unknown for five or six years back—with the exception of the WPA Theater, which was killed off over a year ago—is developing the proportions of a trend here, with at least three downtown groups currently working along this line.

Monte Carlo Studios, which recently presented some productions in up-State towns, is developing plans for a permanent company, presumably to operate on a sort of rotary or touring basis, probably playing up-State dates as well as Detroit.

Cosmetra Guild Playhouse, under the direction of Bennett Ste. Claire, with headquarters in the Adams Theater Building, is planning a stock company designed to play under sponsorship, for clubs and other organizations—a following of the type of sponsored booking tried by the WPA Theater locally. Ed A. Ferguson, formerly head of the Ferguson Brothers Stock Company, is director. The Cosmetra outfit played one performance of *Petroleum Fever* at Gratiot Inn, at Fort Huron, Mich.

Third plan is that of the Stageplayers, directed by Jean DeJardines, to use the Cass Theater this winter on weeks when the house, only local legit theater at present, would otherwise be dark.

Viability of the plans' survival is decreased by the fact that the Cass itself has been dark nearly half of the past two seasons.

BROADWAY RUNS	
<i>The Wild Weather (Empire)</i> —Nov. 8	226
<i>Man Who Came to Dinner</i>	
<i>The Music Box</i> —Oct. 14	222
<i>Reveries (Playhouse)</i> —Mar. 23	120
<i>Topaze (Broad)</i> —Nov. 4	232
<i>Musical Comedy</i>	
<i>Boys Will Be Boys</i> —Dec. 6	224
<i>Flower and Isaac (Grand)</i>	
<i>Strand (Grand)</i> —Aug. 6	38
<i>Louise (Broad)</i> —May 28	85
<i>New Hellzapoppin (Winter)</i>	
<i>Gladiol</i> —Dec. 11	228

New York Paramount Theater and the Famous Door. Dick Jurgens also followed the music machine pattern in making his name mean something in a nation-wide way, several of his records coming out of the Chicago area to establish the band.

One of the greatest single successes in the music business was scored recently by a girl songwriter, Ruth Lowe. Her first published song is the country's current No. 1 tune, *I'll Never Smile Again*, which was taken by Tommy Dorsey from this Toronto girl (who at one time played piano in Les Bay Hutson's ex-all girl act) for publication by his Sun Music Co. and for recording by the Dorsey band. Both the disk and the number hit resoundingly, with Miss Lowe given national prominence thru newspaper feature stories, etc.

Frankie Carls is another tunesmith who hit the jackpot this year, his *Swanee Serenade*, on top just about 12 months ago, being responsible for taking him off an unknown band stand at the Brown Cabinet Inn, New Milford, Conn., where he was theater for a small band, and putting him at the piano of the *Harold Lloyd* act, with featured billing as soloist and composer. Carls followed up his first hit with a couple of succeeding ones and a couple of weeks ago reached the point of prominence where his pianistic were released in album form by Columbia Records under the title *At the Piano*. . . . Frankie Carls.

Another Frankie—established himself thru another song—*Frankie Masters and Scatterbrains*. Albin Masters has fronted his hand on many a stand for a long time, it wasn't until that enormously popular novelty ditty elicited that the Masters name and orchestra took on added lustre. Dinah Shore, is still another whose name and fame are exceedingly greater currently than they were a twelvemonth ago. Miss Shore's Bluebird records, sustaining radio shows and a couple of appearances on commercial programs built her up to a position where she was able to cop the coveted singing spot on the now-in-preparation Eddie Cantor commercial show starting in the fall.

### Radio

Radio has not seen the rise of many outstanding performers during the past year. This is not an unusual situation, the radio industry having always been accused of failing to develop talent. Lucky Strike's *Hit Parade*, however, came thru with two vocalists who became outstanding radio favorites during the year. These are Ben Wein, formerly Larry Clinton's vocalist, and Kenny Baker. Among newcasters, Raymond Gram Scanlon was catapulted into prominence thru his war comment programs. In the field of drama, Ezra Stone, as a result of his *Aldrich Family* programs, attained prominence. Other dramatic artists who reached high rank during the year are Joan Blaine, star of *Volstead Lady*; Jay Kostyn, of *District Attorney*; and Agnes Moorhead, of *Cocacade of America*.

Among the comics, Rochester, as Jack Benny's sidekick, showed terrific strength and cracked films. Jerry Colonna, Bob Hopps' stooge, also developed strongly, as did Barbara Jo Allen, the Vera Vogue of the Chase & Sanborn program.

Henry Green (High Windows) elicited as a top radio talent.

### Night Clubs-Vaude

The night club-vaude field did not develop much great talent during the year. There was not enough vaude time to give rising talent a continuous build-

# Cowbarn Notes

### Teschan Resigns

Walter Teschan, business manager of the Plymouth Theater, Milford, Conn., has resigned, due to ill health, and has been succeeded by Harriett Cooper, house manager. . . . Managing Director Frank Grant of the Players' Guild, Milford, Conn., is making his first stage appearance of the season in *Russ the Boys Goodbye*. . . . A peculiar coincidence in the playing of *Macaula* for Errol last week at the Plymouth Theater, Milford, Conn., was that the handoffs, used by Marshall Jamison as Officer Finkelfield, borrowed from the Milford Police Department, were made in Germany. . . . The Cowbarn Players at the Playhouse, Duxton, Conn., are closing their season this week with *Private Lives*. . . . Althea the Community Playhouse, Stamford, Conn., is under lease to Henry Proser and Walter Batchelor for several weeks more, the house closed Saturday, August 10, because of an announced death of the new plays. . . . Howard Leeds, of the Westport Country Playhouse, Westport, Conn., is the youngest summer theater press agent in Connecticut. . . . John Haggott, co-operator of the Westport Country Playhouse, will leave shortly for New York to direct the new road company of *Yours and Mine*, and then go on tour as stage manager with *Listen Hayes* in the Guild's production of *Twelfth Night*. . . . The Westport Country Playhouse had its biggest business of the season with Paul Robeson in *Emperor Jones*, with audiences at every performance. If not for previous bookings, it would have been a holdover. . . . Sabin Carr, former champion vaulting star at Yale, is now associated as co-producer with his brother Phil Carr at the New England Playhouse, Ridgefield, Conn. . . . Helen Howe, monologist, made her stage debut this week (12) in *Kind Lady* with Grace George at Marblehead, Mass., where the North Shore Players are holding forth. . . . Cowbarn actress Ruth Sherrill and Stage Manager Bob Hall were married at Chatham, Mass., last week. . . . Forbes-Street Theater at Gloucester, Mass., now known as Forbes Theater, with Marj Forbes doing all the work

after a split-up with Gory Breet. . . . Possibility that two stock companies, drawn from fans of the cowbarn, will settle in Boston for winter.

### Contradictory Trend

Contradictory trend in summer theater business is noted in Deerfield Theater at Harrison, Mass., eliminating one matinee a week for the remainder of the season and, at the same time, adding Joe Brown over for a second week. This is the first time a one-week guest star has been accorded this honor, and yet, evidently the week's draw is not sufficient to adhere to the original scheduling of three matinees and six nights. Brown replaces Ruth Gordon. No announcement yet whether she will be at Deerfield later or not. . . . Barn Playhouse at Madison-on-the-Lake, O., offered *Monkey Wrenches*, original play by Jean and Donald Schneider, August 8-11. . . . Studio Summer Theater at Parker's Ranch, North Olmsted, O., offered *Commodore Square*, by Chester Wray, Ohio University senior, during same period. Group has promising material of experimental sort. . . . At Willwood, N. J., the Willwood Great Players on Great Pier are offering *The Bru*, to be followed by a second company of the Cape Theater from Cape May near by in *Knicker*. . . . The Mac Desmond Players are moving into the Venture (N. J.) School Auditorium after *Brigitted the Pier*. Also offering *The Late Christopher Bean*. . . . Henley Dear Late Theater near Reading, Pa., highlights Buddy Eason in *The Poor Man*, featuring Pert Kelton and Earl O'Leary. . . . The Near-by Green Hills Playhouse is reviving *The Ghost Train*. . . . Berkeley Players at Haubert Theater, Newfoundland, Pa., carry on with *Alfano*. . . . Cowbark Players at Yardley, Pa., during the cowbark of East Lyane. . . . McCarter Theater, Princeton, N. J., has Paul Robeson current in *The Emperor Jones*. . . . Peggy Wood returns to Bucks County Playhouse, New Hope, Pa., staging and starring in *Candide*. . . . Louis Colman at New Hope rehearsing *The Late Christopher Bean*, in which Pauline Lord stars the current week at Maplewood, N. J. . . . Community Playhouse, Spring Lake, N. J., premieres *Remembrance* by Mrs. Dickens, with Robert Keith and Edin O'Brien-Moore.

### Hedgerow Line-Up

Hedgerow Theater, Moylan, Pa., has lined up *The Emperor Jones*, *Remembrance*, *Major Barbara*, *Direct*, *Arms and the Man* and *The American Age*. . . . Willow Grove (Pa.) Amusement Park has the Roxborough Players in *Parasol Appearance*, with the Emile Morris Krider Players taking over next week for *Prince of Denmark*. . . . Gretna Players, Mt. Gretna, Pa., offer *Just Married* and *Junior Bright Home the Bacon*. . . . Robin Hood Theater, Arden, Del., revives *The Guardsmen*, with Frank Raymond and Mary Leona in the leads. . . . Jane Cowell will appear in a revised version of *Madame X* at the Casino Civic Theater, Newport, R. I., beginning August 20. The cast will include Nicholas, Joy, Dorothy Sands, Silvano Baggio, Owen Lamon, Edward Frank, Edgar Kent, James Todd, Gene Kern, Hale Norcross, Perry Wilson, Hubert Ray, William Watkins and John F. Roche. Edward Massey will direct. . . . The bill at the Lakeside Theater, Lake Placid, N. Y., is *The Night of January 16*, featuring Peter McCann, Dorothy Eaton and George Palmer, and directed by Kathleen Burnett. Next week, *What a Life*, with Robert Bardwell and Phyllis For. . . . On August 24 the final performance of *The Merchant of Venice* will ring down the curtain on the 21st season of the Gloucester School of the Theater. . . . The Greenbush Summer Theater in Blauvelt, N. Y., which wanted to put on a new play, is having its difficulties. No suitable script has been found as yet, with the result, whatever it eventually turns out to be, postponed until the end of the season. Meanwhile, *Fly Away Home* and *End of Summer* are the bills. . . . The Cape Theater, Cape May, N. J., will present *Stage Door* August 20, with Julie Hayden, Hugh Reine and Edna Archer Crawford in the leads. . . . Beginning Monday (19), Stella Barrett will bring her intimate revue, *Crash with the Bear*, to the Cedarhurst (L. I.) Playhouse. It's been touring the cowbarns and, if reception warrants, it will open in more elaborate form on Broadway in November.

# Red Charge Denied

LOS ANGELES, Aug. 17.—Screen actors' Guild and the Producers' Association came to the defense of their constituents late this week by issuing denials to accusations which labeled film personalities Communists. Charges had been made public by the Los Angeles County Grand Jury, which had rejected on the testimony of John Lewis Leach, former Communist organizer. Actors and directors, butt of the attacks, made personal denials of charges that they had aided or were sympathetic to the Communist cause.

Leach's testimony was turned in during investigation of the slaying 11th years ago of John Rhee, a seaman. None of the persons charged with Communism were linked with the murder. Data was supposed to be "background."

# Philly Starts August 27

PHILADELPHIA, Aug. 17.—For the first time in many years, local legit season gets a pre-Labor Day start, with Al Johnson bringing his *Hold on to Your Nuts* to the Forrest Theater August 27 for two weeks. However, after that there's nothing on the boards until September 16, when Ed Ryan brings his *Boys and Girls Together* to the same house. Locust St. Theater is still shopping around for a curtain-raiser, with all other attractions promised for the town still marked in pencil.

# NEW NAMES PLENTIFUL

(Continued from page 3)  
radio commercial debut on the Chesterfield show and his stand at the Hotel Pennsylvania here last winter the band vaulted into the top band spot of the year. . . . The nation's 400,000 automatic phonographs, which had contributed so largely to Miller's success, were also responsible to no small degree in making Tucker and Miss Baker. The one instantaneous click was the now practically immortal Oh, Johnny, Oh, which set the band and its baby-voiced singer on the top of the heap, to the point where Tucker is now getting \$10,000 a week on a current theater tour, along with a percentage. . . . The ink spots also arrived in a large way the past season after still another music-machine click with their warring of *If I Didn't Care*. Theater and night-club dates were the reward for this popie foursome, dates including the

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About Ross-Jacobs and Sobol-Hartman Combos

DOROTHY ROSS and SEAMON JACOBS-rated tops as New York night club press agents during the past season. Miss Ross is a pretty New Yorker who married George Ross, drama editor of The New York World-Telegram, seven years ago, and has spent some time to be a mother despite her active p. a.-ing for seven years. Jacobs is another youngster, 28 to be exact. He comes from Kingston, N. Y., and a Syracuse University education. Because a press agent five years ago, working first for Hal Boone's Mickey Mouse Magazine, then for a couple of night club press agents, and then joined Miss Ross a couple of years ago.

HARRY SOBOI and TED HARTMAN—vocal record best night club p. a.'s in New York. They are handling 82 accounts at the moment, including summer stock companies, commercial firms and night clubs. Sobol's father was an actor, one of whose sons, Louis, became a successful syndicated columnist, and another, Harry, a newspaper man and later a successful press agent. Harry is a New Havenite who has been p. a.-ing in New York the past seven years. His partner, whose real name is Ferris Hartman Jr., used to be a stock company agent. He later joined the Gilbert Miller office and switched to Sobol five years ago. Sobol made him a partner a year ago. Hartman's father founded the San Francisco Opera Co. and his brother, Paul, is that fine dance artist (the Hartmanns).

Rand Unit Opens 2 Brandt Houses; 4 Open Last Year

NEW YORK, Aug. 17.—Eddy Rand and her unit will provide the opening stage bill of the Brandt theaters here. Miss Rand will play the Flatbush, Brooklyn, end of September 12, followed by a week at the Windsor, Bronx, on a 50-50 split and percentage.

This year the Brandt time has been cut to two weeks, compared to three and a half last year. The Carlton, Jamaica, and the Audubon, New York, will be on a straight-pie policy this year.

Arthur Miller is again booking the houses.

Another Nitery Fire

HOUSTON, Aug. 17.—The Plantation, one of the largest night spots in the Deep South, was destroyed by fire last Saturday (16), entailing a loss of close to \$50,000. Dick Wheeler, one of the club's owners, said that rebuilding will start at once. Cause of the fire was undetermined. The club was closed at the time.

Wheeler said the loss was mostly covered by insurance. The club seated 2,500. George Hamilton and his orchestra directed the engagement at the spot the night before the fire and Freddy Martin and his crew were scheduled to open that night.

Dance Instruction Giveaway

MILWAUKEE, Aug. 17.—B. J. Weisfeld's Riverside Theater is conducting a flimbo-conga school on the stage Thursday nights. Lessons are free, with Arthur Murray dance instructions. Cash awards are given winners, with prizes for all participants. The grand prize is a complete course in dancing at the Arthur Murray Studio.

Two More Ballots In

Two more newspaper writers sent in ballots for the Night Clubs-Hotel Poll this week:

Alice Hapthen, New York Post syndicated columnist.

Bob Dana, New York Herald-Tribune night club editor.

Their answers, naturally, were not included in the hotel installment of the poll, printed in last week's issue. But their replies are included in this week's night club installment, and will be included in next week's section on what the newspaper method is wrong with night club and hotel publicity methods.

Billingsley Tops Ops in Poll; Rose 2d; Ross-Jacobs Lead P. A. Vote; Beachcomber Tops Clubs

(Continued from page 4)

BILLINGSLEY's prominence is due to his own efforts rather than that of a press agent. Like all smart set spots, the Stork Club depends basically on the society columns and, to a lesser extent, the Broadway columns for publicity.

LaConga ran fifth, which is natural, considering that it is now being run by two press agents, Milt Rubin and Irving Zuckman, who have been buying liberal advertising space and plugging their spot consistently. Right behind came La

They Read The Billboard

Barbara Sample, publicity director of the El Regio Hotel, has been getting a lot of calls from musicians since last week's Billboard mentioned she "enjoyed the company of musicians."

She was a bit let down, however, when one handsome band leader dropped in—but only to try to persuade her to get in a plug for a phillist he wanted to book into the hotel.

Marlinique, which had a wobbly start but definitely caught on, when smart-booking brought in Danny Kaye, Jerry Lester, Yvette and other promising young talent. Ed Dukoff did a good job.

Hurricanes Seventh

The Diamond Horseshoe, rated best publicized spot in town in last year's Billboard public poll, ran seventh this season. Sydney Spier, its p. a., passed on in November, and was succeeded by Gloria Sater, who has had the tough job of publicizing a show that runs an entire season with few changes of any kind.

Leonard MacLellan's consistent plugging of Versailles as a smart set spot brought it up to eighth place, even tho it did not win as many big names this past season as the one before. Close behind came Fiesta Dancoberia, a night club-hallroom hybrid, which probably lost some votes because many newspaper men don't consider it a night club. Spencer Hare has been publicizing it from the start and piled up terrific publicity line-ups. His Miss Cafeteria Society stunts was probably the most effective night club publicity item of the season.

Carl Ebb's did his usual slick job on the Riviera, but his personal rating was not as high as it might have been because he splits his season-between the Riviera and Miami each year.

The other spots listed as winners represent good, solid publicity jobs. All local p. a.'s, in fact, had to work doubly hard this past season due to war conditions crowding newspaper space, and also due to bad-business conditions which forced lower advertising budgets.

Club Vote

Table with 2 columns: Club Name and Points. Includes entries like Night Clubs, Beachcomber, Hurricane, etc.

One point each went to Kilt Kat, p. a. by Curt Weisberg; Viva's, which changed p. a.'s during the season; Leon and Eddie's, handled by Dorothy Gullman, who succeeded a long run by Harry Parker; Village Barn, handled by Felix Torres; Spivy's Roof and the Algonquin Supper Club, both p. a.'d by Dorothy Ross and Seamon Jacobs; Castolham Restaurant, handled by Edward Weiner.

Vote on Owners Point score of answer to "Whom do

you consider the most effectively publicized night club owner or manager?"

Table with 2 columns: Owner or Manager and Total Points. Includes entries like Sherman Billingsley, Billy Rose, etc.

Armando, owner of Armando's, East Side spot; Jack Silverman, owner of Old Romanian, press agent by Sid Heller, and George Duggan, of Long Island, each drew a vote as best publicized night club man.

The poll proves that Ebbson and Davis are still 52d street's best-known night club owners and Jack White is No. 2 on 52d street.

Dorothy Kay's campaign on El Chico and its owner, Benito Galinda, has made

Gabriel's Horn Would Help

Ira Wolfert, who covers night clubs and Broadway for the North American Newspaper Alliance, cast a vote in the poll, too.

Only he has his own individual ideas. To the question "What New York night club p. a. meets your editorial demands most effectively, Wolfert says, "A. Toxin Worm, W. Kingsley and H. E. Thaw (for job on Madison Square Garden roof)."

The best publicized New York hotel managers are "Col. J. J. Astor, Waxey Gordon and E. W. Mills," he says.

The best publicity build-up of the season went to hotels Cadillac, Belmont and Old Waldorf. And the hotels least effectively publicized were "New Waldorf, Grand Union and Marie Therese."

"What are your pet peeves against night club and hotel spot publicity methods?" To which Wolfert replies, "They're all dead."

"Any suggestions for reform," we ask. And he answers, "Gabriel's Horn."

him Greenwich Village's best publicized night club personality, with Barney Chalfant and Meyer Horowitz (Village Barn) his runners-up.

P. A. Vote

The point score on leading local night club press agents:

Table with 3 columns: Press Agent, First Places, Total Points. Includes entries like Dorothy Ross and Seamon Jacobs, Harry Sobol and Ted Hartman, etc.

Joe Russell, who worked on the ill-fated French Casino revival and is now p. a.ing the Zombie at the Paris El Duque, who did a lively job on LaMarlinique; Irving Zuckman, who is co-owner of the LaConga Club and still p. a.'s other night clubs, and Bill Lun-

Night Club Publicity

One of the reasons for this rather elaborate analysis of New York night club publicity methods and results is to dramatize the need for more and better publicity for night clubs—not only in New York City, but everywhere.

In many cities newspapers still refuse to take night club ads or run night club publicity. In other cities the papers take the ads but refuse to run publicity. In many cities night clubs are still frowned upon by newspapers—and newspapers usually help not communally prejudiced. It's a bad situation.

The answer, obviously, is more lobbying by night club owners' associations and also more effective publicity methods.

This poll spotlighted New York City night club publicity—the owners, the press agents, the problems, the results.

Each drew one point.

The running order of winning p. a.'s indicates that teams are better than singles. Two contact men apparently are better than one. Also, offices that have several accounts are apparently able to service newspaper men better than press agents giving all their time to a single account. The team of Ross and Jacobs, first in this section of the poll, also took bows in last week's issue for helping Frank Crane, of the Algonquin Hotel, to the top as most publicized hotel owner.

The Sobol-Hartman combo made a strong runner-up, even tho they lost their biggest account when the Cotton Club folded recently. Edward Seay, of the Rainbow Room had Rainbow Grill, is tops among p. a.'s employed exclusively by one organization.

Tough Spot

There are more than 1,200 year-round night spots in this city, ranging from one-man saloons up. About 100 spots employ press agents all or part of the year. And there are more than 200 press agents scrambling for the jobs. It's a tough situation, especially for those p. a.'s handling clubs that don't advertise in local papers.

Local newspaper men consider El Morocco the spot that makes the least of its exploitation possibilities, even tho they voted its owner, John Perona the fifth best publicized night club man. This spot, which gets big band and playboy trade, did not get a single vote as a well-publicized club—compared with the Monte Carlo and the Stork, its competitors, which ran third and fourth in that division. Press agent for the El Morocco is Jerome Zerbo, who has built himself a name as a society photographer.

Several spots, now closed, were named, naturally enough, in the poll as having been poorly publicized. Among them were City's of London, Fannies Door, Hollywood Restaurant and Fox and Hounds.

Other spots mentioned as not being properly publicized are LaRue's, Claremont Inn, Celebrity Room, Sam's Paradise, Glass Hat and practically every other local club. In fact, about the only club that escaped being accused of poor publicity was the Beachcomber.

Night Club Publicity Poll Dedicated to Sydney Spier

This section of The Billboard's Second Annual Night Club and Hotel Publicity Poll is dedicated to the memory of Sydney Spier, the 27-year-old press agent for Billy Rose's enterprises who ran away with every first place possible in the Billboard's first annual poll last year.

Spier passed away suddenly after a brief illness November 14, 1932, leaving behind a vivid memory of four amazingly successful years as a Broadway-night club press agent.

When he won The Billboard's poll he was persuaded to drop his usual reticence and outline what he believed a good night club press agent should and should not do:

- 1. He should not underestimate a newspaper man's intelligence;
2. He should not waste a newspaper man's time;
3. He should make himself available and of service to the press; and
4. He should always avoid pretension.



Colosimo's, Chicago

Talent policy: Dance and show band; floor show at 8:15, 11, 1:30 and 4. Management: Dan Barone; George Pro-

Now show hits the spot. It offers plenty of girls with plenty of a. A line

Ann Mack, acro dancer, offers a very agile performance. Rulsan, Dorah and

Featured is Violet Carlson, who hits it off on all cylinders. Her act includes

Yvette Hugel fills the large dining room with a too-lusty voice. She sings well but pops should be used for balance.

Frank Quartell provides good musical accompaniment as usual.

Norman Modell.

Colony Surf Club, West End, New Jersey

Talent policy: Dance band, vocal acts added Saturday nights. Management: Harry and Anne Richeri; Roy Carey, press agent. Prices: a la carte; \$1.75 admission Saturday nights.

This elaborate sun and surf club is an example of the trend of similar places in this section which have taken to name

On the night caught (Saturday, August 10), George Jozel, accompanied by Jay Mills and his orchestra, played to a capacity audience of more than 1,600.

Jozel, a favorite among the New York trade, to whom this spot caters, was strictly in the groove, prop phone and all. He sang Let There Be Love and a medley of oldtimers, all of which were received enthusiastically. Finished with

My Mother's Eyes and took four caecore. Jay Mills, fronting the band which has played the spot for the past two seasons, has built up a solid following. Mills plays no instrument, but gives out plenty of personality from the podium.

Despite the huge crowd, service was spot-on.

Spot has had a terrific build-up, especially during the past three seasons, under the guidance of Ray Caffery, who manages to grab off considerable space not only in hotels in this area but in New York and Philadelphia as well.

George Zuckerman.

Irvin Wolf's Rendezvous, Hotel Senator, Philadelphia

Talent policy: Continuous entertainment from 11 p.m. Management: Irvin Wolf, proprietor-manager. Prices: Food is a carte; drinks from 40 cents; no minimum, no cover.

Usually darkened in August, this spot is keeping things blaring through the summer. Interest is centered in the hotel's Muesel Bar, all the design being on the raised platform behind the bar posts. Spot is a favorite of showfolk, with the result that greatest activity is centered in the late-evening hours.

Baby Hines, formerly of Blackbirds, making her local nitery debut here, in a partly songstress. Arrests attention with blues songs and ballads in a smooth singing style. Cliff Conrad offers vocal and piano specialties in the romancy pattern, making the proper change of pace.

M. H. Orndorfer.

Belmont Club, Miami Beach, Florida

Talent policy: Dance and show band; roller band; floor shows at 9, 12 and 5. Management: George J. Shelton, Owner; Noel Sherman, in charge of production. Prices: Dinners from \$1; minimum charge, \$1; drinks from 80 cents.

Billy Vase, capable clown, is held over, coming up with even more new material.

Wino, here for three weeks, rarely did two shows alike. The chubby fellow is a great mugger, pantomimist and does a terrific job of kidding the ring-side tables—ever going so far as asking a baldy to change his seat because the light reflection annoyed Wino. The waiters, too, are laying even money that Wino gets hit with a table sooner or later when he pokes on that wrong guy.

New canary is Dorothy Blaine, a beautiful and exotic looking girl who sings along, waxy stuff well.

Freda Sullivan, petite-hot dancer, combines a cute personality with a bongo strut and clever acrobatics to stop the show. Her music is heavy five, such as One o'Clock Jump, Shoo! the Meat Ball to Me, Doin' the Slog and Night Side, all of which add a zesty zing to the show.

The Rowlands, dance team, caper and cavort in versatile fashion. They waltz, then slow up, then do novelty.

Six-girl line is pretty and talented. Leo Simmonds.

Cogan's, Erie, Pa.

Talent policy: Band for season; floor show changed weekly; three shows nightly; closed Sundays. Management: Joe Cogan. Prices: Drinks from 25 cents; no cover, no minimum.

Known as the night clubber's stop between Cleveland and Buffalo, Cogan's catches transients and features a fast floor show, with competition is practically nil.

Pat Dennis worked a smooth patter, a parody on Thanks for the Memories and a tap routine into a three-number show featuring Countess Ariel and her Babes of Beach with a 12-foot python the night caught.

Show opened with a lively but comparatively unoriginal tap-acro routine by Marge Anthony, well received. Marge Lopez, billed as a protégée of Martha Raye, turned out a well-rounded mimick- ing of her teacher while singing Old King Cole, Am I Blue, Honeysuckle Rose and Ricker Tangle. She worked the last two numbers too hard. Marge Anthony looked good in a bolero that made customers edge their seats.

Real blood number was Countess Ariel's sithering with the 67-poued python. She herself weighs a little over 100 but gracefully imitates a jungle's sacrificial dance which offers a beautiful maiden to the huge python. The Countess performed with adhesive tape binding a fractured rib.

Band is Carl Wolf's four-piece combo, set here for the season.

Sultry weather thinned attendance on night caught, but usual crowd numbers between four and five hundred, according to Cogan. Walter Rudolph.

Hotel Pennsylvania, New York

Talent policy: Dance band, no floor show. Management: James McCabe, manager; Frank Krizan, publicity director. Prices: Dinners from \$1.50; drinks from 50 cents; cover charge, 75 cents.

Russ Morgan settled himself down to a long run, the first location date of his new William Morde office management contract in the hotel's sky-cooled roof Thursday (8). Morgan succeeded Everett Hoagland, who came in for only a week's intermission run between Jimmy Dorsey, who unshuttered the roof, and Morgan.

Morgan, his 17 musicians and vocalist Carol Kay, will have to do a lot of improving in showmanship technique if he expects to compete with his predecessors at the hotel, namely Olena Miller and J. Dorsey. As it stands Morgan has a smooth, solid dance band, and chirper Carol can dist off a neat tune, but there still isn't enough of that band-stand personality stuff which the Pennsy like things have become accustomed to.

Sol Zeit.

Chez Paree, Denver

Talent policy: Dance and show band; floor shows at 9:30, 11:30, 1:30. Management: Tom Romala, manager; Marv Norris, host; Jack Blue, booker. Prices: A la carte.

This is probably the best show this spot has had in its several months of operation, and the customers are going for it to the tune of a packed house nightly. With Hartzell's five-piece combo grows in popularity each week, and Hartzell's style is a natural for the club's intimate atmosphere. Not in a Newaar, who just finished a year at the Lobby in Juarez, Old Mexico, has taken

over emcee duties, and the boy is a terrific act.

Band opens the show with a special arrangement of Song of India, which gives pianist-arranger Art Gow a chance to do some fine ivory sizzling. Max Williams, with a fine set of pipes, does a medley of Stormy Weather and My Man and encores with The Got You Under My Skin. The gal works her range for everything it has and, knowing how to sell this range, keeps the customers asking for more. Myra Sawyer does a single, a Spanish tango a la castaneta. Displaying some fancy footwork and a fetching frame, she encores with a Barcelona which offered nice contrast.

Emcee Nissar takes the spot in sheik get-up to do a take-off on I'm an Old Cowhand and follows with an audience participation, hand-clapping tap to Les Chaissons. The boy is plenty smooth on an ad lib, does some nice tap work and knows where to place his comedy. The band follows with a Hawaiian duet, My Poi, featuring Frank Wheaton, who does some mighty sweet sizzling via the electric steel guitar. Rose Gordon comes thru with a show-stopper in her cowgirl get-up and Jewish dialect. Using the phone gag and a yin of ad lib, she drew constant belly laughs.

The show sells from start to finish. Has variety, balance and plenty of sock. Herb Trackman.

Paddock Club, Miami Beach, Florida

Talent policy: First show at 11:30, last at 4 a.m.; two bands. Management: Tom Williams. Prices: No cover, no minimum.

The complete show is now in action, what with girl singer finally joining the cast. Two canaries had been booked, Lee Bariel and then Gloria Shayne, with later reported to be in auto accident (not serious) on way down. New girl is Gloria Whitney, dark-haired beauty who could be Betty Lamarr's first cousin. Voice is okay, with selling personality and arrangements excellent.

Emcee is Cliff Winchill, who, like whisky, gets better with the years. Cliff's look is a venture act in which he sings and hits a high something over a high something. It really tears down the cash customers. Also knocks out a swell gag about the war: "If we were into last time, would you catch our act in this one." Patrons think a minute and then clap like mad. Winchill has good and powerful voice, which he uses smartly.

One of the best choruses ever to hit town is Ed-MAR dancers, who combine the usual fittings with cute magic, golf, etc. Ideas. Magic number, especially, is a honey.

Three Ex-Gentlemen, comedy sing trio, are holdovers. Boys have plenty of material and know how to peddle it.

Bands are Tony Lopez, for show and dance, and John Pineda's conga crew. Lopez continues to do splendid show job with only five men. Leo Simmonds.

Spread-Eagle Inn, Stranford, Pa.

Talent policy: Dance band, 7-9 and 10-1. Management: Dick McClain and Warren Polonette, proprietors-managers; John Ferro, captain; Bill Shapiro, press agent. Prices: Dinners from \$1.25; drinks from 50 cents; \$1 minimum; no cover.

After a late season start because of inclement weather, this inn finally fashioned an outdoor terrace. McClain and Polonette, who also operate the 20th Century Tavern, Philadelphia, are just

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# Joe Pursent Amazed at the Fair; So He's Building Up Cheesey May

Dear Paul Denis: Well, I was just out to the World's Fair and I'm really amazed at the crummy shows they got out there. You can see plain as the fancy letters on my letter-headers that a lot of fast-talking agents sold those conceptions a lot of cheap stuff. For weeks I had been reading The Billboard and sending cards to the conceptions-telling them about the big attractions I had under personal, exclusive management. I told them about the Extra Attractions I could deliver, and even offered Extra Added Attractions—and still those guys wouldn't bite. Well, now they're getting what they deserved!

It just shows how unappreciative show business is to agents like myself who go out and dig new talent. Here I've been developing Cheesey May into a classy strip dancer for years—and Nick Romano has the nerve to offer \$42.50 a week for her to play his Casino de Crum.

I picked her up when she was plain Mae Gordon, scratchy dancer. I liked her from the start and told her I'd make a star out of her. She was getting \$30 a week then and I worked her salary right up to \$55 in only six years. And now Nick offers \$42.50! What does he think she is? One of those flash-act proteges?

I spent hundreds—well, at least \$32.50—building Mae into an exotic dancer. I had to get her Oriental make-up, new photos and a new O-string. I had to take her to Chinese restaurants for a whole year so that she could learn a few Chinese words. (One year of show meins; how I suffered!)

And now, finally, when I've built her up as a Chinese princess, and she can speak four Chinese words almost fluently, and she wears a O-string with real Chinese words embroidered on it (I got them copied from my laundry tickets)—Nick has the colossal (you know what I mean) nerve to offer \$42.50 for her!

P.S.—Well, I just worked the offer up to \$43.75 and I won't open the date unless it goes to \$44. I'm independent, I am.

numbers, and adds Russell Swann, magician, the Reading Twins, dancers, and Lathrop Brothers and Lee, dance trio.

Show is more than entertaining, with the aid of Russell Swann's gift painter as emcee. Swann's main contribution is not so much his bag of tricks, some of which are very smooth, but his technique of enlisting the co-operation of the audience and kidding the patrons. Good bit of slapstick he pulls uses a paper cobra, affectionately called Max, which he pretends to coax out of a wicker basket by playing on an Oriental instrument.

The Reading Twins ender themselves more with each performance. Clever dancers, using a ballet style, their animated faces not only add meaning to their dance routines but also serve to hold the attention of the dancers. These girls, only 15, know how to sell themselves. Lathrop Brothers and Virginia Lee offer an entirely different type of dancing but go over just as big. Costumed formally, they go into various tap routines, all ultra in sophistication.

The name attraction, Jane Froman, supports her end commendably. A sure-fire draw for audience appreciation, her beautiful voice is no little abetted by a very attractive appearance and vibrant personality. Songs peddled are *Louise's Purchase*, *Where Was I*, *Love, Come Back to Me*, *Begin the Beguine* and *More Than You Know*.

Production numbers are not particularly outstanding or original but the executed skillfully by a good line. One number, using an old-trick, phosphorescent wardrobes, is effective.

Band stand continues to feature Abe Lyman, always a big draw. Alternate band is Dan Sterling's Dukes and the Duchess.

## Hurricane, New York

Talent policy: Flow show at 8, 12 and 2:30; Hamilton show and dance band; Latin dance band; Management: Merv Froehl, owner; Hy Gardner, promotion man; Joel Rose, press agent. Prices: Dinner from \$1.25; supper minimum \$2; no cover.

Marie's new presentation is an interesting-holding variety bill that was still jumpy opening night (14), but that should smooth out nicely as it goes along. Rene Vincent, a fat fellow who shifts gear on his massive bay window to punctuate his songs, is still featured and does a strong job with special material songs. But he is weak at enacting, giving the other acts straight introductions that don't really build the show. A breeder emcee style, possibly a couple of informal bits with other acts, would give the show more continuity and punch.

Vincent himself did 23 minutes and could have done more opening night. His *Half of Me Wants to Be Good* ditty is amusing, but it won't until he got to *Taxi* that he really had the crowd. He got out up with *I Am an American*, revealing his really good baritone style. Richards and Carlson open the show with their fast, keen tapping in street clothes. They work hard and fast, high-lighting their runs with spins and looping lurches. Their *Alma* number breaks

up the routine nicely. Made a solid impression. Young, good looking couple.

Jerry Kruger, brunet with fetching eyes, did all right with swing songs. She's not habitual with going songs straight, but really sells when swinging. Her rhythm version of *Hotchkiss's Rose* was her best. Le! Lahn, who was in South of Pepsie Page, according to a program note, is a cute, well-formed gal who sways arms and hips in traditional Tahitian style. She is the only act in this show, incidentally, that really fits in with the Tahitian atmosphere. Apparently the club has found American talent more desirable than native-born stuff.

Jane Moore and Billy Bevel, on Broadway for the first time in two years, are presenting both new and revamped numbers. They are still fine comedy ballroom dancers, but are handicapped by the fact that comedy ballroom routines have become so familiar nowadays and have worn thin almost every trick and idea possible. Nevertheless, they danced highly, and had to do several encores.

Eddie Bush and Society Islanders, here since the club opened 17 weeks ago, played the show well except for a stand-out trumpet clinch during Moore and Bevel's turn. Bush and his boys mix a lot of high voice singing into the Hawaiian tunes and do a competent cabaret-style job.

Chiquita (and not Chiquita, as in the program) leads the new band here, coming over from five years at the El Morocco. His conga-rumba band is good, lively and thoroughly danceable.

## Loss License on Jungle Dance

BUFFALO, Aug. 17.—State Liquor Authority has revoked the restaurant liquor permit for a roadhouse in Portville, N. Y., on Route 16, operated by Rudolph and August De Angelo. Reason given was the State inspectors had complained about the jungle dance in floor show, and also the emcee's remarks. The Three Star Inn is only roadhouse in that vicinity.

**Did They Get Sick?**  
CAMDEN, N. J., Aug. 17.—Alfred McCourt, who runs a local cafe, is a law-abiding citizen, but he's bothered with rats that prefer paste to cheese. So he asked authorities what to do about four barrels of beer in his basement which are without the necessary tax stamps, obtaining the requisite stamps.  
The authorities advised that he buy a batch of poison.

## Ties In With Beauty Contest

ST. JOHN, N. B., Aug. 17.—"Miss New Brunswick" competition is being promoted at the suburban Hawtree Pavilion. The winner will be sent to an all-Canada competition to be held in Ontario in mid-August.  
This is the first time such a contest with national participation as a lure has been sponsored by a ritzy in New Brunswick.

## Running Hartford Club

HARTFORD, Conn., Aug. 17.—Sam and Mae Triana have resumed proprietorship of the Lobster, the only air-conditioned local nightery.

With Leo Stone on the stand, a return to floor shows is contemplated, with novelty nights and other stunts calculated to comply with the Connecticut law forbidding employment of women in clubs after 10 p.m.

Triana may remodel the building into a hotel. Hotels, under the law, are permitted to hire female entertainers after 10 p.m.

## 'Language' Loses License

WILMINGTON, Del., Aug. 17.—Joe's Casino at the Back Cat, on the State Road seven miles south of this city, is remaining closed from August 22 to August 25, due to suspension of its liquor and beer license by the Delaware Liquor Commission.

The suspension was made on the charge the floor show violated a regulation of the commission. A representative of the commission declined to amplify the complaint beyond the word "language" as being the reason for the crackdown.

## Haddock Seeks Kelly Ouster

NEW YORK, Aug. 17.—Boyd S. Haddock, executive secretary of the American Guild of Variety Artists, will make another trip to Philadelphia Tuesday (20). Purpose is believed to be the removal of Thomas E. Kelly from his post as executive secretary of the Philly AGVA local.

Haddock will probably attempt to get the Philly local board to vote Kelly's ouster, a move which he admits may not be successful. Haddock may, after that, take steps to remove Kelly on charges of incompetence.

## Minnesota City Club Gains

MINNESOTA CITY, Minn., Aug. 17.—The Oaks Club here has dropped cover and minimum charges and J. B. Myers, operator of the spot, claims business is better.

## Cobb's Mill Inn, Weston, Connecticut

Talent policy: Dance band. Management: Jacques de Wolfe, operator; Mr. and Mrs. Fecteler, managers; Harry Sobel and Ted Hartman, press agents. Prices: Dinner from \$1.25; Wednesday and Saturdays from \$2; Sundays from \$1.50.  
Built on the site of an ancient grist mill overlooking the Saugatuck River, the spot has all that is necessary in the way of picturesque and novelty. The place is situated in beautiful countryside and aims to attract a heavy motor-traffic.

Decor dining terraces on the river, a cocktail bar facing a waterfall, and a smoking room with walls constructed from planks of old barns gathered from the countryside. The outdoor terrace dines can watch a flock of swans on the river. Hurricane lamps on the tables heighten the atmospheric effect.

Entertainment is by George Henricks band, a combo made up of Henricks at the piano, three saxes (baritone and two tenors), trumpet, bass and drum. Low tone of the sax section gives the act a sleek rounded sound. The outfit is ideally suited for an outdoor dining spot, the red section carrying especially well and helping to overcome occasional chirps of crickets and the noise of the waterfall. Henricks does nicely by frequent piano solos.

Repertoire is varied, the crowd carrying a nice assortment of fox trots, rumbas and waltzes. The sweet arrangements and subdued tone are in keeping with the peaceful surroundings of the spot. The addition of a femme vocalist or perhaps occasional piping of one of the handmen would show off the band to better effect.

Food and service are excellent. Joe Cohen.

## Leighton's Halfway House, Darien, Conn.

Talent policy: Dance band. Management: Hugh Leighton Jr., operator; Andrew, maitre d'hotel; Harry Sobel and Ted Hartman, press agents. Prices: Dinner from \$1.25; Saturdays, \$2; drinks from 35 cents.

This picturesque spot, located midway between Stamford and Darien, is in the favorable position of being able to get the morning diners from New York as well as the Yale student body from New Haven. The place gets a good dinner trade, having built a reputation on fine food.

Atmosphere of Colonial village, like sherry along the foyer and the Clock Bar. The latter has early American timepieces covering most of the wall space. The surroundings offer a fine occasion for the family trade, while the dance band is geared to attract the younger element for the supper activities.

Sole entertainment is provided by Lee Coma, who keeps both listeners and dancers interested. outfit has Coma at the fiddle and also accordion, sax, bass, drum and piano. Arrangements are all in street swing, the handmen rarely letting loose. Although the outfit occasionally does a rumba for variation, the tempo is mostly on an even keel. A little mixing would provide additional effect.

Library consists of current faves and sides, all of them done effectively. The oak plays in a shell, which helps in the projection of the music. Joe Cohen.

## Bon Air, Wheeling, W.

Talent policy: Dance and show band, day relief band; floor show at 9 and 11:10. Management: Sammy Ross, promoter; Chuck De Val, publicity. Prices: Minimum, \$2.50 week nights, \$3.50 Saturdays; drinks from 60 cents.

The final show of the summer season, running for only two weeks, it retains part of the previous show, that is Jane Froman and some of the production

Honor where honor is due . . .

# Oscar DE LA ROSA

and His Orchestra

Have Been Selected To Play at the Finals

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Sponsored by the New York Daily News at Madison Square Garden, New York City, August 28.

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# Vaudefilm Grosses

## Spitalny, "Hawk" Big Strand 49G; M. H. 101G Great; All Houses Gain

NEW YORK.—Cooler weather and stronger shows brought out the long-coming smiles on the faces of the Broadway vaudefilm house managers. Grosses last week were substantially higher, with prospects for the following weeks also such.

The Paramount's second week of Boys from Syracuse and Allan Jones, Irene Harvey, Ray Bolger and Xavier Cugat pulled quite a nice \$33,000 for the week ended Tuesday (13). First week of the layout scored a hefty \$31,000. New bill Wednesday (14) with Cab Calloway's band, Avis Andrews and Stump and Sammy and film, The Great McGuffin, should pull about \$40,000, with most of the draw credited to the film. (Previous bill with Louis Armstrong, Ethel Waters and Unlamed, grossed \$23,000.)

Improvement continued at Loew's State for week ended Wednesday (14) with a bill including Lou Holtz, Diana Costello, Jackie Heller and Geo. Susan and God, pulling a peachy \$24,000. New layout Thursday (15) consisting of Adrian Rollins Trio, Joe Jones, Oak, Mildred Baller, Al Trahan and St. Clair and Day, together with The Great Breakers, which was exhausted by a big three-week run at the Paramount, may bring the tally down to \$20,000. (Previous week's bill with Harry Richman, Georges

and Jains and The Moral Storm brought \$20,000.)

A super gross was made at the Middle Hall for week ended Wednesday (14). The first week of Pride and Prejudice on the screen and stage bill with George Tappas and Jan Peerce brought in a whizbang \$101,000. Naturally, the layout stays two more weeks and perhaps a fourth. Second week should bring around \$87,000. (Previous bill, the single week of South of Pape-Pago, Jan Peerce and the Abreito, brought in a flop \$59,000.)

The Strand's show, Phil Spitalny's former work and The Sea Hawk, got a beautiful \$40,000 week ended Thursday (15). Second week looks like \$29,000. Bill stays four weeks. (Previous two weeks of Ocean Raft, Will Osborn's Band and They Drive by Night totaled \$31,000.)

The Roxy also did nicely for week ended Thursday (15). The Return of Frank James and a stage bill with Johnny Woods, the Sylvia Proussens and Alice Dudley and Kenneth Bostock brought a big \$37,000. The bill remains for a second week. (Previous layout, with Dennis Day and film, The Man I Married, brought in \$34,000.)

## Chicago Houses Show Up Strong; Ritz Brothers Big 40G; S-L & Oriental 16½G

CHICAGO, Aug. 17.—Oriental Theater was the bright star in the vaude firmament the past week, Eddy Howard being the main reason why the bill passed the 200 mark. Management held him over a second week with the Shooting High unit. Comparatively, the Chicago houses less well with the pic Ad This and Hearen Too' turning for the second week. Tony Martin was the main attraction. Gross around 250. Count Laile at the State-Lake drew an average 14G. This week the Ritz Brothers at the Chicago should register \$40,000 with the

aid of rural vacationers who will help fill the bill. Ostin de Havilland pic, My Love Came Back, won't hurt the take. Eddy Howard's second week at the Oriental will be greatly bolstered by an unusual first-run Warner Baxter pic, Earthbound, and should grab a very satisfactory 16½G. The State-Lake should do as well with "Slippy Maxie" Rosenblum, a good stage show and a run-of-the-mill pic, Girls of the Road.

## Kaye's Big 18G At Orph, Omaha

OMAHA.—Eddy Kaye's Band brought a terrific \$18,000 to the Orpheum Theater for week ended Thursday (15). Figure is one of the biggest the house has reached in recent months.

House plugged Kaye's So You Want To Lead a Band idea and opening night had specialties as well as j-bugs wielding a baton on stage.

Pic was My Love Came Back (MGMS).

## Clyde McCoy Big 9G At Tower, Kaycee

KANSAS CITY.—Clyde McCoy and his Sugar Blues Ork pulled a hefty \$9,000 at the Tower Theater week ended August 8. Bill had strong competition from other houses in town. House average is around \$6,000.

Film was Love, Honor and Oh Baby.

## Vaude Good in S'd.

SPRINGFIELD, Mass.—Four vaude acts and the screen show, The Men with Nine Lives, did good business at the Court Square Theater for the three days ended Saturday (10).

On the stage were Rex and Betty Powers, Marcy Brothers and Beatrice, Betty Austin, and Mory and Helen.

# Club Talent

### New York:

MAURICE AND CORDOBA start Monday (19) at the Rainbow Room for a week. MCA booked. Their opening here made it necessary to set back their Saratoga date.

GUIDO AND DREME (Guido Ziliani and Vera Vokanau) are a new combo for ballroom dancing highlighted by staidio tricks. He is formerly of Guido and Eva and she was a musical comedy ballet girl.

LEWIS BELLIN, pianist-singer, is the band entertainer at Gus and Andy's Bonquet Restaurant now.

### Chicago:

MERRIEL ABBOTT has taken Dick Barstow and Valerio Thon out of the Palmer House show. The three have gone to Hollywood, where Miss Abbott will put her Hollywood unit in the Jack Benny-Fred Allen picture, Love Thy Neighbor. Barstow will aid in staging the dance numbers as well as take part in them himself. Miss Thon is negotiating a picture contract. Taking Miss Thon's place in the Empire Room is Rita Hooper.

LUCILLE BALLANTINE, of the Billy Diamond office, booked the Cascades Festival at 1940 in Jackson, Mich., August 20 for eight days. Will Martin went up to

produce it. Also booked the Debonnair, who played the St. Louis Moni-Opera all summer, for September 22 opening at the Palmer House. . . . JANE FROMAN has been held over for the final show at the Bon Air, beginning August 18. Other acts booked are Russell Swan, Readings, Twins and Lathrop Brothers and Virginia.

### Philadelphia:

BETIE CHALLIS back at Broctown Casino, where she stayed the last time two years. . . . BERT GILBERT heads the Lew Spock Club show. . . . RAY DUCKLEY, the 1938 Miss Philadelphia, makes her bow at Jack Lynch's. . . . MARIE SCHAEFFER, who recalled for Pennsylvania Television in the early days, reddyding a fling at local theaters in Marie Starr under Harry Dobbs' tutorage.

### Atlantic City:

RUDY VALLEE next in at Phil Barr's 600 Club. . . . GEORGE MOORE new enure at Hazel and Fred's Novelty Wonder Bar. . . . ROY SEDLEY and the Toppers added starters at Renault Tavern. . . . CRAWFORD AND CASKEY return to Stratosphere Room at Hotel Tray. (See CLUB TALENT on page 27)

## White's "Scandals" A 16G in Buffalo; Bernie Soeko 17G

BUFFALO.—Current week opened fairly well. Century features a Vaude show with a 20-to-30 picture, Ann of Windy Poplars, and will have to credit the flesh bill for most of the draw. Heading the line-up are Orla Dunbar and the Fair Rhythmaters, of whom Manager Kemper expects no more than \$12,000. Don Elee and Co., the Screen Predecessors, Carol Rhodes, Ten Synopsators and "Bugs" complete the show. House average is \$8,000.

Week ended August 15 saw George White's Scandals' gross a neat \$16,000. Featured were Ella Logan, Ben Blue, Billy Hayes, Craig Matthews, Kim Lee Simeza, Ross Wye, Jr., Katha Sisten, June Mann, Christina Forsythe, Fred Manutt, Fran English, Lella Hayes, Olga Gores, Elmer Coates and Alexis Dunalop. Picture was Beyond Tomorrow.

Buffalo opened well this week with a strong picture attraction, I Love You Zipsa. On the stage D'Arzaga conducts the house ensemble in his farewell week, headed by Vincent Martini, the Harmonettes, Americo Bone and the Peerless Quartet. Take is expected to reach \$14,000. House average runs around \$12,000.

Last week house had Ben Bernth's ork and Henry Armatia heading the attractions. Gross was a juicy \$17,800, one of the best this summer. Talent array included Holly Sisters, Donald Saxton, Johnny Brown, Johnny Bessie and the Three Arnolds. Picture was We Who Are Young.

## Washington Houses Look for Fair Biz

WASHINGTON.—Warner's Paris, for week ending August 22, They Drive by Night on screen and stage show expected to gross a big \$16,500. Stage includes Jimmy Lee, Eddie White, Music Masters, Ames and Arno, Sherrill Sisters, Gene Austin and the Noxyettes. Earle last week for helioper of My Love Came Back, did a fair \$12,500.

Loew's Capitol, for week ending August 22, is showing South of Pape-Pago, with Jack Dignan headlining stage. Other acts include Fugate Springsman, Ken Harvey, Jack Cole and Rhythmic Rackets. Expected to do a little better than \$15,000. Last week's Great McGuffin flopped in with a low \$14,500.

# Vaudeville Notes

GENE AUSTRY reopens the Towers Theater, Camden, N. J., Friday (23). House will stick to a week-end policy until cool weather sets in. . . . SOLLIE CHILDS' unit now in rehearsal is slated to make its bow September 1, with 10 weeks of Midwestern time already set. Childs plans two other units later. . . . CHARLES V. TURNER, former manager of Burns & Foden Attractions, has returned to the St. Louis Amusement Co., St. Louis, after a month in Florida, accompanied by his wife and son.

DORN BROTHERS and MARY were slated for the Chicago this week but had to cancel because Charley Dorn broke his wrist.

PHIL REGAN starts at Loew's Capitol, Washington, August 30. . . . FLOYD CURTIS will have on the same bill. . . . ANN CORBO opens at Fara, Philadelphia, September 12. . . . JOE FAYE has filed a voluntary petition in bankruptcy in New York, listing liabilities at \$3,191 with no assets. . . . NANCY HEALY has completed eight weeks at the St. Louis Municipal Opera. She opens September 6 at the Brown Hotel, Louisville. . . . SUNSET VANITIES have completed a Western

tour. Acts with the unit include Rosita and Peres, Willis Dee, Udeln triplets, Toyok, Bill Ickes, Dr. Lewis and Harry Barry. . . . MERRIEL ABBOTT has assigned seven dancers to Paramount for the pic, Love Thy Neighbor. . . . XAVIER OUGAT has been booked for a return date at the Paramount, New York, for next summer.

## 4 Acts in 6-Week Cross-Country Tour For Nash Dealers

NEW YORK, Aug. 17.—Buster and Nulle Burnell, dancers; Lynn and Marlanna, two-act singing team; a roller-skating unit and a comedy acrobatic act compose the unit that will make the New Coast-to-Coast Tour. Earl Jones placed the acts for the Murray Phillips office.

Acts will do only 12 performances during the six-week tour that opens August (See Ads for Nash Dealers page 28)

## Wilkes-Barre Fair

WILKES-BARRE, Pa.—Vaude at Irving and Penn theaters, both Comstock houses, did fair business week-end of August 6 to 10, despite the heat. Irving, which has been running three-day shows the past year, had slight drop in business, while Irving's 1930 Price Winters unit boosted take at Penn.

Irving show featured Wally Ward and Jenn Darling. Pic was Pop-Alucy Pejo. Pic at Penn was Sandy Was a Lady.

## Rand Will Play or Pay Tomack-Reis In \$5,000 Dispute

NEW YORK, Aug. 17.—Final settlement has been reached between Holly Rand and Sid Tomack and the Reis Brothers, who were contracted to play on the Rand bill at the Coconut Grove of the Park Central Hotel. The pact is awaiting Miss Rand's signature.

The agreement calls for Miss Rand's hiding the trio for two weeks of Grand time, starting September 12 at \$750 per week, the payment of \$1,000 for the two weeks in which the trio reported no work at the Grove but were not allowed to go on, and the balance to be paid out of Miss Rand's earnings at the Club Ball, Philadelphia, at the rate of \$200 weekly. The trio's earnings during the 11 weeks in which their stand contract is in force will be deducted from the total amount due them, \$5,000. The boys have a contract to play Loew's State for one week at \$900.

The dispute started with the dropping of the trio from the Rand unit at the Park Central after the first week despite their 11-week contract. The American Guild of Variety Artists, together with I. Robert Broder, counsel for Tomack and the Reis Brothers, effected the settlement.

EDDY HOWARD did so well at the Oriental, Chicago, last week that the management is holding him over, and may keep him for the third.



Paramount, New York

(Reviewed Thursday Afternoon, Aug. 15)

Minnie's doing plenty of mooching this week. Hending the stage show here, Cab Calloway scores a terrific sock with the swing-mad element of the house, and the show is further bolstered by the terrific receptions accorded Arts Andrews and Stump and Stumpy. The all-sepia layout is sold through for more than an hour of running time.

The band is, of course, the backbone. With 15 men—four rhythm, five reed and six brass—Cab blows out the rafters and the customers follow suit. The band, tho, doesn't stick exclusively to swing; there are a couple of sweet numbers but, tho they're given excellent rendition, they seem like just change-walls to this crew, which reaches its top effort in the terrific arrangement on St. Louis Blues, Cal., of course, fronts superbly, tho with not quite the same spontaneity as some years ago, and sings both hot and sweet to excellent effect. Benny Payne steps down from piano to warble one sweet number, and the next-to-closing sock is delivered by Cory Cole, the drummer, a one-man madhouse in rhythm.

Mike Andrews show-stopped when caught, singing Yours is My Heart Alone, The Men I Love and Deezee Come Back to Me in her familiar style and tearing down the house. Also scoring heavily were Stump and Stumpy, with their comedy and eccentric dancing, which had the mob handing all the way. A half dozen lads called the Six Cotton Club Boys tap in uniforms and uniform, doing a swell job, and five of the band boys, billed as the Gro Jivers, tear back home in Indiana apart and put it back together again. The finale is a conga affair with everyone participating and the customers pounding hard.

House was packed the second show second day, and not much of it can be attributed to the film. The Great McGinty (Param.) Eugene Bull.

Lyric, Indianapolis

(Reviewed Friday Afternoon, August 15)

The old and new trend side-by-side in the Lyric's show; the old in the form of Clyde McCoy's familiar trumpeting of Sugar Blues and the new in the form of Dean Murphy's startlingly realistic impersonations.

It was obviously McCoy who jam-packed the theater for the first show. The first wall from his horn brought cheers and thereafter it was a question whether the McCoy fans would get enough of their idol in one short week. McCoy showed that he has lost none of his masterful touch of lip in such pieces as Tear It Down, Basin Street Blues and I Want My Mama and Sugar Blues as it should be played. The maestro, who stayed on the stage every minute from opening to closing, had everything under control, even the "kiss-off" on the choruses sounding more delectable than usual. The orchestra, meanwhile, was not idle. It had a spot of its own in Smile, in a heavy-rhythm arrangement that showed to advantage the rhythmic section and the brasses. The Six Whirlwinds, sextet of roller skaters, performed like something more violent than a whirlwind. Their hazardous stunts in a small space clicked swell. The Three Bennett Sisters have added dancing to their repertoire since their last visit here. The girls sing Ma, He's Making Eyes of Me and Six Lessons From Madame La Zoupa, and later have a tap spot. They are capable entertainers.

More than just capable are Walton and

Princess and Baby YVONNE "PSYCHIC WONDERS" SENECAVILLE OFFICE: 343 DOC. W. IRVING SENSATION 433 Raceway Bldg., Hills Pa.

VIRGINIA VAUGHAN "Tunes With Toes" Booked for Theatres and Fairs Up Until October 21. Thanks to MR. & MRS. GEORGE A. HAMID to Rockefeller Plaza, N. Y.

O'Rourke with their puppets that include two skeletons doing the rumba, two clowns ringing bells, a provocative striptease artist and a colored singer and pianist. The two men are tops in their class. Excellent stage work is contributed by Mariello and Mignon, who stopped the show with their sensational stunts.

The show was brought to a complete standstill by young Donn Murphy. He gives an extraordinarily large number of excellent impersonations, his mimicry of Mrs. Eleanor Roosevelt's addressing some Girl Scouts led up the show in knots.

Wayne Gregg, the band's male vocalist, offers The Blues and I and I'll Never Smile Again.

Lower floor had standees and balcony was practically full at first show. Pic was Girl From Avenue A. H. Kenney Jr.

Chicago, Chicago

(Reviewed Friday Afternoon, August 15)

Show this week falls short of what it could be, considering the talent billed. It bills up to a big name climax—the Rita Brothers, who are still terrific. They draw gales of laughter from the summer vacationers but register a little flat to the seasoned rabid patron, whose appetite for hitting has become jaded by top off-repeated routines. Fresh material would give them everything they need.

Yoyo, the Wonder Horse, presented by Capt. William Hoyer, is a good act. Horse is trained to use his feet contrary to nature's will, and does some admirable prancing in time to different tempos of dance music.

The Dining Sisters, of riddle fame, offer five numbers, selling best Six Lessons From Madame La Zoupa, Summer-time and South American Way. Arrangements are effective. Staging could be improved with more subdued lighting.

Charles Newman's manipulation of the harmonica is competent. In fact, sometimes brilliant. Good number is the Bolero, tapping out the rhythm on a conga drum with the fingers of his left hand and with the right hand playing the instrument. The Dorothy Hild habit gives him a good intro, the entire line playing harmonica. Norman Modell.

Earle, Washington

(Reviewed Friday Afternoon, August 15)

It must have been sultry Ann Southern who packed them in at the show tonight, as the movie they Drive By Night is nothing to rave about. The stage bill hasn't any homes to build up the h. o. but it's good enough to send the customers away pleased.

Royalties open with a fast routine written around chop suey tunes, which gives the girls a chance to chorus words of Confucious, Say. Pair of gals head Jimmy Rae onto center stage and the pace of the show starts with his acrobatics. Audience gave the dancer a good hand and waited for Eddie White to bustle out his Yiddish gags and song parodies. White's lines on South American Way drew a good round of applause.

The most polished act on the bill was a newer one, The Music Makers. This trio of buffoons does a swell job on musical imitations with the aid of human voices. Mimics of Henry Buze and Sugar Blues McCoy were good but best was given for Wayne King. Boys gave Martha for an encore. Crowd registered heavily for this act.

Ames and Arns followed and their comedy kept even with the show's pace. The girl contributes a heavy portion to their slap-stick antics and with a few good gags the team could be terrific.

Final spot is given over to Odeo Austin and the Sherrill Sisters. Unfortunately they are unable to close the show with the promised smash. The pace had been too fast and it seemed an anticlimax to have Austin and the Sisters conclude by comparison. Efforts in succeeding shows to step up the act were only moderately successful. Austin still sings in his old style but the girls are a revelation. They don't have the voice or anything else to justify more than ornamental status. One of the girls has a hair for tapping but it isn't sufficient to give the act a lift. Edgar Jones.

Century, Buffalo

(Reviewed Friday Evening, August 16)

While the presentation here this week is enjoyable and fairly well paced, the starring of Dixie Dumber is decidedly a mistake, as her number is about the

weakest link in the line-up. Coming on at the end of the hour, she is a definite letdown after the build-up provided by a hard-working crew.

Show opens with the Ten Synchronizers, who provide a melody in a busy, brass-band type of rhythm, which is rather hard to take. Fortunately, however, they soften up some as the show gets under way.

Don Rice and Co. are a hard-working comic bunch, who sell themselves thru their trying-to-please attitude. Rice works tirelessly as emcee, rattling off innumerable gags, jokes and stunts. In various spots he and his stogees score with assorted comedy antics. Impersonations are Rice's forte and he knocks himself out trying to amuse patrons. The some of his stuff is slight, but they're cute it across. Special bit of composing pictures on giant frames by using vari-colored rays is clever.

An act which proves entirely fascinating and comes on rather early in the show is the feathered and acrobatic turn of the Seven Fredzons. Early the most spectacular part of the show, the lads dish out many thrills with their daring and neatly executed somersaults, spins and finishes teamwork. Some well-placed comedy injections greatly help the appeal and applause was copious during and after performance. Hing up a show-stop.

Carol Rheders' talk-song style is only fair, but while she doesn't have much voice she gets around the audience with her gesticulations, shape, good looks and good wardrobe. Selections are Give It Back to the Indians, I'll Never Smile Again, a French city, and as an encore, an O. Johnny comedy take-off. Poor accompaniment by bandiers hurt her undoubtably.

Dixie Dumber and her Four Rhythmaires open in top hat and tails and formed attitude doing a nice tap routine, which is, however, nothing at all outstanding. Disappointing Dixie is taken with her dance version, Come Love, from Vokal Say. However, one wonders just what extra dancing ability she's got over the average run of gals. Finish makes most of belabored taps which are best part of Dumber's doings. Her awnings provide a good setting and do much on the footing. Sentimental speech by the little lady at end fell flat.

Picture, Ann of Winds Poplars, provided very meager entertainment. Eva M. Warner.

State-Lake, Chicago

(Reviewed Friday Afternoon, August 15)

According to the billing, highlight of this show is "Slappy Maxie" Bostelmann, but audience reaction differs greatly and awards honors to Gene Sheldon, assisted by Lovetta Fischer. Sheldon is a little comedian who rarely changes his act but still has the patrons howling in the aisles. Socks on his comic pantomime, he ought to think up some new business.

But "Slappy Maxie" he might have been funny in the fight ring, but on the stage he chuckles. He has possibilities. He looks funny. Given a singing voice, a delivery and something to do he might become more than a name inflated by publicity. Given the time to mellow he might acquire the oomph he now lacks. Parody on I, I Only Had a Brain is okeh.

An old act that always goes over is Paul Kirkland and Company. His balancing on a step ladder and his trick of balancing a burning paper cone on the tip of his nose are seasoned with just the right amount of tomfoolery. The Three Moods, a pretty trio of pleasant voices, peddle their numbers well, especially Where Do I Go From You? and Six Lessons From Madame La Zoupa. Arrangements are not sensational.

Don Julian and Marjorie have a conventional dance act. Carl has plenty of eye appeal. Best number is a waltzer dance with black and white satin copes. Effective, Jeanne Blanche, dance specialty, is received well. Jack Waldron, who emcees the show, gets off some good comedy lines, tho he would do well to stop apologizing for eggs the audience might not have known he laid. Norman Modell.

Carman, Philadelphia

(Reviewed Friday Evening, August 16)

House Manager Frank O. Ackley is still proving that this is a flesh-hungry town. When the folk ordinarily would be trekking to the seashore resorts, there are still enough around to pack the late

supper show at a house that gives top billing to a stage show. Screen rates hardly any credit for the draw, Sporting Blood being devoid of b-o-o, burlesque, Not to the emphasis on any single act, a well-rounded set of five standards bearing nothing to be desired in the way of wholesome entertainment.

Louis Marston Louis Ball, who also handles the act introduction, has his hand out of the pit for a carefully mounted setting on the stage. Running order means nothing here, each turn running in a show-stopping trick.

Overture brings on the Del Elos, two males and a single gal, for sensational list and balance acrobatics. Show is aroused to cheering for the finish in a three-all hand-to-hand balance that approximated a human crane. Act is smart looking, males working in 1930, and each thrill is built up to the nth degree.

Jerry and Lillian, youthful boy-belle team, give socks to the second act. Gal is a terrific number with plenty on the personality ball, which counts more than their musical tapping. Oh for only two turns, their jittersbagging antics taking them off to rousing returns. In deference to another act on the bill, two-socks skipped their standard pageant.

But Bert brings an equal amount of spark to the very spot, telling deep down in the asophagus with his merry juggling and pantomimic gestures, first with three and five balls, then with three clubs and finally with as many tambourines.

Cynda Glenn, seen for the first time on local boards, brings a occupational star to next-to-shut. A carrot-topped comedienne, carrying her own piano accompanist, she catches her own unaware with smart song characterizations more in harmony with music-halls and supper clubs than the killings of the family trade here. Just about warmed 'em up with No Glamour, her Hollywood caricatures enhancing the song story, wips them to her side while squatting on the Reatrice Little side of a French character, and finally gets in the home groove with her suggestive arm contortions in giving her impression of a cafe society glamour gal after the champagne buckets are filled too high. In all, builds big.

The Middlemen, male-glee club of eight, ring down the rag, with the resultant force on the smash side. Open with a nautical medley, blend their pipes for Old Man River, add gestures to a medley of Gay Dog tune, and go into the last lap with potpourri of collect songs, topping it off with the G. of P. rouser, which never misses on some grounds. M. H. Grodenker.

Jail and Hospital After Candid Shots of Stripper

CLEVELAND, O., Aug. 17.—One man in the hospital and another in jail is the result of an attempt of Paul Ludlow, musician and candid photographer, to take pictures of Doris Miller, strip tease known as Doreen, at the Cowled Thursday night.

Ludlow and Melvin Emerson, orchestra leader, took candid shots of the act but gave films to Doreen on request. His friends believed a substitution had been made. Emerson and Ludlow went to Hotel Carter, where Doreen and "Four or five men" allegedly met upon them. Ludlow went to hospital with possible skull fracture. No charge has yet been filed.

Conga Dancers Wanted (But by the Opposition)

WILLOW, N. J., Aug. 17.—Dancer teams adept in building conga chains among patrons are much in demand here. One night club propositioned a team playing opposite the other day.

He would pay them \$50 a week to stay at their present jobs. The only requirement is that, once they get all the customers running around the room in a conga chain, they parade them outside and across the street into the opposition spot.

Nitery Tries Burly Acts

SOUTHGATE, CALIF., Aug. 17.—What is believed to be the first local attempt at hooking burly talent into a night club is being tried at Teju's nitery. Management has booked in show headed by Betty Rowland, stripper.

Show is being emceed by Parker Galt, with acts including Nelson and Nora Miller and Reading and Lyndie London. Gee and Miss Rowland were formerly at the Palladium Theater in Los Angeles.



### Denver Niteries Low on Talent

DENVER, Aug. 17.—Of the top hotels, only the Brown Palace, which has Jules and Webb, a guitar-ho-ho duo, and the Albany, which has Clarence Hoagland at the organ, are employing any talent.

The Chez Paree and the Embassy, the town's top niteries, are still running their own presentations. Willie Bartzell Orchestra looks like an indefinite go at the Chez Paree, a couple of acts also used in the show. The Embassy is still using a variety bill and of late has been mixing local acts with imported talent.

The other spots offer little more than coffee and for entertainers. Many are non-unions and pay for entertainers and musicians anywhere from 50 cents to \$2 a night. One particular spot pays its entertainers two-bits an hour without meals.

The outlook in the surrounding resort territory is not as bright as last year. Very few resort spots go in for other than dance music.

### William Morris Drops Riverside, Milwaukee

CHICAGO, Aug. 17.—Morris Silver, manager of the William Morris office here, stated this week that the Morris office is dropping from its books the Riverside Theater, Milwaukee. A bit-terness or split commission is apparently under way in the Morris office, as the dumping of the Riverside follows similar action in the case of the Tower Theater, Kansas City, Mo., which was written off the books last week.

Ed Helafeldt, Riverside manager, had in recent weeks booked only a part of his show thru the Morris office. This situation proved unprofitable, the booking outfit claims.

Riverside bookings have been placed in the hands of Columbia Artists, Inc. The contract was made with Columbia's New York office, bookings will be placed thru Max Elliott, Chicago representative.

Silver denied that he would refuse to sell acts to the Riverside in the future, but "in the case of all houses," he said, "talent will be sold on a net basis only."

### The Barn, Cincy, Reopens

CINCINNATI, Aug. 17.—The Barn night club has reopened under management of Harry A. Schneider. Last to give the spot a whirl was Frenchy Bordsagary, outsider with the Kansas City Blues, who shuttered it two months ago when he filed a petition in bankruptcy. Schneider is giving 'em two acts and baby home twice nightly. The jazz festers, colored combo, are featured.

### W-B Club Loses License

WILKES-BARRE, Pa., Aug. 17.—The liquor license held by James Aquilino, of the Club Colonial night club, has been revoked by the State Liquor Control Board.

### In Party Requiescat

PHILADELPHIA, Aug. 17.—When the National Association of Coroners convenes here next week they'll have to do their limbing at a regular night club, Coroner Charles Hensch here was indignant when he discovered that the official convention program lists a cocktail party to be held at the local morgue. "What do they think our morgue is, a night club?" he stormed.

"And, too," added Coroner Hensch, after quaffing Wadsworth about the honored living, the honored dead, "suppose someone got hold of some embalming fluid."

### Sheriff Trouble for Lake Charles Spots

LAKE CHARLES, La., Aug. 17.—Twenty-two night spots of Calcasieu Parish are obeying an order by Sheriff Henry Reid to close by Act 42 of 1934, which provides that "no concert hall or saloon owner shall employ . . . any female to . . . appear among the audience . . . for distributing . . . spirituous liquors."

Sheriff Reid, however, said he will allow girls to go back to "real night clubs."

### Youngstown Spots Rejected

YOUNGSTOWN, O., Aug. 17.—Remodeling of the main floor mezzanine and Tallyho night club at the Ohio Hotel here, at a cost of \$50,000 will be started immediately under the direction of Harold Peterson, Design, Inc., of St. Louis, has the contract. Tallyho Room will be done a section at a time, so it will not have to close. Spot will be ready for official fall opening September 20. More pretentious talent and band policy is planned.

### New Columbus Club

COLUMBUS, O., Aug. 17.—The Catacombs, newest night spot here, far north on the Cincinnati Road, has opened. The club carries out the catacomb motif in a modernistic manner. Aged entertainment is provided in the Greasy Spoon Club, with 14 45-year-old fixtures. At the end of the Arcade is a Nut House. Pick Mansfield's Artscrotes provide the music. Booking waters are present.

### Alexandria Spot Reopens

ALEXANDRIA, La., Aug. 17.—The Hollywood Club has been reopened with Billie Walker Oak and two-act floor show. Spot has inaugurated Saturday night charge of \$1.50 and a week-night admittance of 40 cents per couple.

### NEW NAMES PLENTIFUL

(Continued from page 16)

them performers. It was, of course, the rise of William Saroyan, the Armenian Mash, who had his first Broadway effort, a controversial one-acter, produced a year ago last spring, and who, during last season, had two full-length plays produced, to hysterical critical acclaim, with one of them taking both the Pulitzer Prize in drama and the Critics' Circle Award. This is the first time in Stage history that one play has topped both major giveaways. Show is question was, of course, *The Time of Your Life*. Other Saroyan effort, *Love's Old Sweet Song*, aroused a bit less hysteria. The galloping dramatist has three or more plays already written for possible presentation during the season coming up.

Outstanding new chick among performers in legit was, of course, the sensational entrance of Carol Bruce into the musical comedy field via Louie King Purchase, probably even more sensational than Mary Martin's chick the season before in *Leave It to Me*. Also hitting directly into top brackets was Judy Canova, via *Yokel Boy*. Miss Canova had headlined vaude, but her legit smash took her into top rating and out to the Coast, where she made her first picture, *Scotty and the Band*, which is now garnering a crop of good notices. Also reaching top heights in musicals were Gracie MacDonnell, with *Forgive Them for Me*, and Ann Miller, who made more of a name for herself by her outstanding work in the scandals than she had in picture assignments.

Molly Picon, a world-wide star in vaude and Jewish musical comedies, made herself a top luminary in an en-

hly new field, Broadway drama, thru her work in *Morning Star*, and Doris Dudley was catapulted into top rating partly because of her outstanding work in *My Dear Children* and partly because of the resiliant publicity when Elaine Barrie Barrymore took her job.

Also coming out of nowhere to score one of the greatest personal triumphs and widest publicity windfalls in recent history was Shariley, the *Higher and Higher* star.

**Films**

In films a large number of players advanced to stardom or featured spots on the offbeat company rolls, but not all of those were developments of the year, some getting recognition after years of top work, others moving ready-made from other amusement fields, and still others getting the billing officially but still failing to impress the public as genuine spotlight personalities.

Without doubt the greatest personal smash of the year was scored by Vivien Leigh in *Gone With the Wind*. The answer to a much-publicized and seemingly endless search, Miss Leigh shined acidly on her own merits in the film, established herself firmly as one of the top names in pictures, and built a reputation that wasn't marred even by an unfortunate leg appearance of Juliet toward the end of the season.

Also established during the year among the top-raters, largely by virtue of her marriage to Artie Shaw and much publicity, was Lana Turner. Another new Hollywood topflighter, thanks to Mr. Chips and her current chickie *Bride and Prejudice*, is Greer Garson. Ann Sheridan, whose health had got going on all cylinders the previous season, clinched a top place during the year, and Jeffrey Lynn also established himself solidly. Same was the case with William Holden, the golden boy of *Golden Boy*. Betty Field, who had been coming up fast as a legit ingenue, went to films and established herself as a solid name not only in her new field but in legit also; while Patricia Morrison, who had gone to Paramount after a single Broadway appearance that raised her mention in *The Billboard's* Possibilities column, is being consistently built up and now rates star billing. Gene Tierney, an ingenue with no particular legit rating, went out to films during the year and is now being established as a personality by 20th Century-Fox while Betty Grable set herself more solidly than before thru her appearance in *DuBarry Was a Lady*, legit musical.

Among others reaching or approaching the upper brackets during the year were Ida Lupino, who staged a sensational comeback; June Pretzer, young vaude and legit dancer who is clicking solidly in her film appearances; Ray Milland; Geraldine Fitzgerald, another from legit who received a Hollywood build-up; Eddie Bracken, legit comedian who played his stock on Broadway in *Too Many Girls* and then went back to the Coast; John Howard; Ellen Drew; Carol Landis, who is being established as a personality chiefly thru heavy publicity and one featured appearance; Brian Donkey, long a top actor who received recognition in the widely heralded *The Great McGinty*; Mary Beth Hughes, placed opposite John Barrymore in *The Great Profile*; Brenda Joyce and Linda Darnell.

### Jessel Heads Starlets Unit Asking \$8,500

NEW YORK, Aug. 17.—A unit headed by George Jessel and including his wife, Lois Andrews, Jean Parker, Stella Dunn, Lyla Lys and Betty Jane Cooper will open at the Oriental Theater, Chicago, week of September 13, with the Fox, Detroit, September 20. Ten additional weeks are tentatively set.

Charlie Yates, of CMA Artists, Ltd., is handling the outfit.

The unit is being submitted at \$8,500, plus a percentage.

### Talent Agencies

BILL SMITH, Philadelphia, rounding up a local radio revue headed by LeRoy (KZY) Miller, breaking in Friday (23) at Spring Mountain house, Schwenkville, Pa., and set for August 25 week at Hamid's Milton-Dollar Ploz, Atlantic City. . . . MAMIE SAGES, Music Corp. of America, moving his desk to the Fitz-Caslon, Atlantic City, week-ends.

RAY S. KNEZELAND, Buffalo, is booking 100 acts for Cicero Beach Park. Edzo Railroad, outing at Crystal Beach, is again using 10 Kherland acts. . . . WALTER J. GLUCK, Buffalo, reports Gloria Love and Nadine White and Elmer Whyte into Frank's Casa Nova; Carl Pearson into Ocea Park, Williamsville, N. Y.; Glenauer Gays into Mary Rogers; Volter Griller; Torchy Conroy into Hotel Badley, Eastman, N. Y.; and Millie Wayne and Ray Melville into Al Mercier's Nuthouse, Pittsburg.

GLENN SCHMIDT, of the Beverly Hills Country Club, is in New York in conference with Miles Ingalls on talent. . . . HARRY KEANE, formerly of the Anthony Phillips office, New York, has joined Al Regal. . . . GEORGE CARPENTER has sold his interests in the Hoops Booking Agency, Valdosta, N. C., to George Squillante. . . . SOL SHAPIRO, of the William Morris Agency, New York, left to vacation in Havana and Florida. . . . HARRY PUCK and HARA MILDRED STRAUSS have formed a partnership and will do dance production work in New York.

SAM ROSEY AGENCY, San Francisco, has booked Jack Marshall, comic, and the Hackers, comedy dance team, into the State Line Country Club, Lake Tahoe, Calif., for the season ending Labor Day. Marshall opens at the 303 Club, San Francisco, September 12, for six weeks.

MOAG'S NEW YORK office is waiting for the first cigar passed out by Johnny Dugan since he became a father. He doesn't smoke, but the others do. . . . NAT HALGHEIM, of the William Morris office, has returned from a short trip, as has CHARLIE YATES, of CMA.

HENRY OINE, dancer, formerly of Gine, DeQuincy and Lewis, is now managing talent in New York. Raining 18 acts, mostly Latin, and booked all of the acts now at La Conga, New York.

### WATCH—In Fall Special

(Dated Aug. 31)

DESIGN FOR LATIN AMERICAN ENTERTAINMENT ON BROADWAY

By SERGIO ORTA  
Producer of the Havana-Madrid Night Club, New York

HOW THE DE WITT HOTEL CHAIR SELECTS ITS TALENT

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

CASTING CHORUS ENSEMBLES IS PASSE

By MERRIELL ABBOTT  
Producer of shows for the Palmer (Heuro, Chicago)

Dance Schools Demanding Line Producing and Training Girls From Totes Up to First Unit Job

# NINA ORLA

Just Completed  
Two Weeks as the  
SURPRISE HIT on the  
XAVIER CUGAT PROGRAM  
at the  
PARAMOUNT  
THEATRE  
New York

Possibilities  
For LEGIT—Musical

NINA ORLA—Attractive Spanish rumba and canga exponent—attractions in both looks and voice—who performs with an abundance of showmanship. Caught at the Paramount Theater, New York, in a Latin singing and dancing specialty in which she scored heavily, and also at the Stork Club, New York, where she fronts a rumba orchestra. Could be used to great advantage in a musical revue. Particularly in Latin American production numbers.—THE BILLBOARD, August 17, 1940.



# Fingerprinting of N. Y. Nitery People Ordered; Unions Object

NEW YORK, Aug. 17.—With the announcement that Police Commissioner Valentine will request that all those connected with night clubs, whether they be owners, stockholders, concessioners, waiters, busboys or entertainers, have their fingerprints recorded brought on varied reactions in the trade.

Press agents were first to take advantage. They immediately called tip the public to proclaim their accounts will be glad to comply. The result was that pictures of several famous entertainers made the news pages. The owners of several night clubs also broke into print with their endorsement of the Valentine move.

Among them were spokesmen for Billy Rose, who said that when clubs were operated by burglars there was no such regulations. Now that men like John D. Rockefeller were in the business, the authorities are clamping down on them. Anyhow, he would be glad to comply.

The reaction at the American Guild of Variety Artists differed. Phil Irving, local executive secretary, issued a blunt order, saying that if present regu-

lations on entertainers mixing with the customers were enforced fingerprinting would be unnecessary. He said the order was an insult to the profession.

Hoyt B. Hedcock, national AGVA executive secretary, on the other hand, will wait for the police hearing to be held Wednesday (21) before giving out a statement.

Officially, the reason given for the order is a result of law violation in and near night clubs. However, it is believed that the underlying motive of the order may be the alleged presence of spies and fifth columnists in the night club field.

Entertainers who remain at one spot for more than 30 days will be asked to dip their digits on the inkpad.

The order may also apply to hotels which operate rooms with entertainers.

The AFL waiters' unions here published objections to the rule yesterday.

## 76 NIGHT SPOTS

(Continued from page 5)

16-girl lines in addition to four or five acts.

Night club owners claim novelty dance teams are going best at this time, with magicians who can talk and straight talking acts next. Hardest thing to book here now are straight tap dancers.

## 190 Acts Working

Survey showed that 190 acts are working this area, from 33 a night in non-union spots up to the \$150 per week and occasionally four figures. A majority of the acts booked into local clubs are working on the AGVA \$5 per night for singles minimum.

After-dark business has shifted here during the past several years. The Washington Boulevard and Venice area, which was the night club center during prohibition, now supports only one major spot, the Casa Manana, formerly the Cotton Club, Venice, which formerly supported such clubs as the old Ship Cafe, now practically dead. Only spot there is Party-Niners.

The Sunset Strip has been rapidly losing ground as a night club center, with nighties such as the Trocadero and Beethoven shuttering.

Newest area for after-dark biz is in the old Mexican quarter of downtown Los Angeles, which has come into popularity since the completion of the new rail terminal. Olvera street, a tourist spot for some years, now has competition from new Chinatown and the new Latin Quarter. There are a half dozen first-class nighties in this area. So far, the play is heavily on the Latin side, with the Chinese spots being content to get by with a piano player and occasionally a warbler.

## Riviera May Start Soon

The opening of the new Riviera down here may start a big club boom. This spot booked five acts, changed every two weeks. An old spot in this area still getting a big play in the Park Inn.

There are seven Hawaiian nighties, all spots using Latin acts and only one all-colored show. South Sea and Hawaiian night spots are not quite as popular as they were a couple of years ago.

However, Latin nighties are holding their own, with most of these centered in the Mexican quarter.

Clubs in the Latin Quarter are the Heanda Club, booking four acts and a small dance combo; the Riviera, five acts with no dance band; Club Caliente, a 14-piece band and a top act; and Park Inn, four acts with eight singing waiters and a 12-piece dance orchestra.

Downtown Los Angeles supports few big clubs. Billmore Bowl gets heaviest play. This spot uses four or five acts and a band. Club LaValle lines up four acts and an all-girl dance orchestra. The Waldorf-Corley uses four acts and a seven-piece dance band. Italian Village uses three acts and a dance band. The Breakers has two acts and a dance band. Oads only uses a singer and piano player and a dance crew. Dave Meyer's spot features a pair of warblers only. At the Montezuma there is a small dance band and two acts. Randall's features a pair of acts, with dancing to piano and accordion. The Latin Quarter features Art Tatum and a pair of acts, Lake Shore Club, opposite Westlake Park, has a six-piece female band and one singer. Lema Club has a pair of warblers only. Coronet Grove in the Ambassador Hotel usually features four or five acts and a band. 13 Terrace is strictly a Latin spot with a dance band and one act. Town House Zebra Room goes for first-

class talent; features small novelty bands and a warbler.

## Carroll's, Florentine Important

Big talent users in Hollywood are Earl Carroll's and the Florentine Gardens. Carroll's has a name band, a line of 23 girls and 30 principals, in addition to a rumba combo. The Florentine usually has from four to six acts, a full-sized dance band and a line of 16. Ann Cain, on the edge of Hollywood, has five acts and a five-piece dance orchestra. Bittingham's, next to CBS, has piano player and warbler. The Tropics has three acts and band. Jada Club a piano player and singer only. At the "31" Cafe there is only a dance-orch. Melrose Tavern features a singer, with organ and piano. The Jade, on Hollywood Boulevard, has four acts and a three-piece entertaining band. Club 17 has two acts with a dance band and a couple of singers. Maxie Rosebloom's spot has four acts and a dance band. The Band Box uses three singers and a piano only. The Hollywood Cafe uses two and three acts with a small dance combo. Torch Club books two singers and a piano player only.

Only five spots are operating on the Sunset Strip. Cafe International uses a piano player and singer. Menthof's has a dance band and two acts. Cafe La Mare goes for a dance band and a warbler. Bell and the Spring Club each use piano player and entertainer.

North Hollywood area supports four nighties. Cafe Indigo has three singers and a piano player. The Bamboo uses singer and piano player only. Joe's Bar goes for one act. Grace Hayes Lodge gets the biggest play in this sector and uses four acts and a four-piece dance combo.

## West Los Angeles Good

West Los Angeles has seven nighties. Leslie's Frontier uses a dance band only. Fordon's has four warblers and a piano player. House of Murphy has four acts and a piano player. Club Circle features noisemaker and a fiddler, along with a pair of warblers. Wilshire Bowl goes for name bands and a warbler. Barry O'Day's spot uses a band only.

Beverly Hills has Victor Hugo's, using five acts Sundays and a name band. Beverly Wilshire Hotel uses a dance team and a name band. Lita Hut has a pair of acts and a Hawaiian dance combo.

The Casa Manana in Culver City is using one act at present, and a name band. In Venice only spot doing biz is Party-Niners, using three acts.

San Pedro has three spots, with nearest by Wilmington having one. Cabrillo's uses three acts and a dance band; Shughall Red's has band and three acts, and Goodfellows uses two warblers, a piano player and a dance band. Kasel's Town Tavern in Wilmington goes for three acts and a dance band.

South Gate has two spots. Topy's and Humphrey's. Topy's uses five acts and a name band. Humphrey's uses a dance combo and three acts. Only colored nitery doing biz around here is Bill Tabarin in Gardena, which has six acts. Colored revue and dance band. The town of Bell, in the same area, has Andrews Cafe, using two acts and a dance band.

## 15 in South Side

The South Side of Los Angeles supports 15 nighties. The Shangri La has a dance crew and two acts. McDonald's Party House uses two acts and a dance orchestra. Harlow's Lake Club has two acts and a dance crew. Bud Taylor's spot has three acts and a dance orchestra. The Hawaiian Village uses three acts and a native dance crew. McCoy's books only a warbler and piano player. The Dew Drop Inn has two acts and a dance band. The Broadway Ace has two acts and a piano player. Hatfield's has two spots, both using one act and a pianist. The Duck Inn uses two acts and a dance band. The Zamboango has three acts and a dance band. Ross' Cafe uses dance band and two acts. The South Seas has a small dance combo and three acts. One act and a dance band are used at the Wheel. The Rustic Inn has two acts and a dance band.

Night clubs have taken in their share of the dough in this area and, barring unexpected complications, business should pick up in the fall.

## N. Y. ICE REVUE

(Continued from page 5)

Hatten, followed with a bolero dance. The gala chorus enhanced the setting, but specialty was marred some by the act missing out on cues.

Maribel Vinson accounted for the first real show-stopping with her classical jazz interpretation of Park Avenue Fan-

# Material Protection Bureau



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Any, one of the finest technical acts exhibitions seen on local ice.

Most protentionists attempt at ice production is Carolee's, named gem. Number used the complete chorus, and called out again the youthful Bennett and Kinney, Gale Strone and Bobby Duffy, and Marion Peig and Gordon Lowy. Bobby Hester, in clown get-up, increased his barrel-burding to eight; while Luke Tromatore, in exaggerated ballerina costume, heightened the buffoonery. However, slow and sagged running stilled the impression desired. Saving grace is Henry Lee, still-skater, who was seen in covering the rink on a single skate. For the final-eleker, he eye-bags it in and about 13 candles placed on the lot, first in slow motion and then at terrific speed.

First real comic relief came from Zig and Zag (Charles Slagle and Tommy Lee) in tramp get-up. Their eccentricities were a welcome relief. First-class nitery is utterly kick-light stuff. Miss Fulton, assisted by Gordon Lark, Howard Russell, Bobby Duffy, James Wright and the chorus, made the Strasser Waltz a symphony on ice.

Second actants started with the Chorus in a martial mood for Military Melodicy. Guy Owen followed with his fancy The Genouze.

Miss Fulton then showcased her ballet routines in The Puppet Show, a musical fantasy from Pinochello. Single act Lee and Clarke-Simone assisted.

Theald and Taylor returned to better advantage as exponents of the lift and carry ballet in Meditation From Thak, the show's most striking specialty. Miss Fulton sparked again for the Beach change from Samson and Delilah, with Bobby Duffy and the chorus adding to the choreography. Guy Owen teamed with Miss Vinson for fancy pair skating. The entire cast came on for a hot Harlem finish set to the Boogie-Woogie.

Show ran 110 minutes, an hour for the first act. Tightening theout; especially in eliminating the lulls between numbers and with the act following the skaters instead of the printed page, should easily put the New York Ice Revue and Ballet in the must-see class. Only real deficiency is in the comedy vein. Eric White, originally cast, had to cancel because of an arm injury. Bob Boyls, a newcomer, came in from Vancouver to fill.

Pat Patterson is assistant to Lovel Hugo Quinn, casting director. Jack Pfeiffer, musical director. Sid K. Stanley, manager of the local Fay's Theater, stage manager. Charles P. Carroll and Charlie Wagner handle publicity.

M. H. Orsdanken

## Halpern Ice Bankruptcy

LOS ANGELES, Aug. 17.—Dave Halpern and the D. Halpern Ice Production filed a voluntary petition in bankruptcy in the U. S. District Court here recently. Listing total liabilities of \$4,553.07, which \$1,100 is back salaries due members of the ice show he produced at the Club Moderne, San Francisco. Unliquidated assets of \$3,175 include a breach of contract claim against the night club.

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# Magic

By BILL SACHS

(Communications to Cincinnati Office)

**DUON MILLER** is president of the new magic club, the Heptagons, in Dayton, O. With membership limited to the original seven members, the group will extend honorary membership to those who have contributed to magic by their outstanding work in the field. Other members of the new body are Harry Israel, vice-president; Robert Falout (Mr. Ro-Bar), secretary and publisher; Ralph Hoffmann, treasurer and historian; Thomas Eburn, Joe Keller and Lee Zelig. Purpose of the Heptagons is to promote the profession and to bring a new and high standard to magic. . . . **ONE OF THE FEATURES** of the seventh annual get-together of magicians to be staged by Percy Abbott at Colon, Mich., September 7 will be the dedication of the magic theater in the new Abbott House of Magic. More than 300 magicians and guests are expected to attend the event. Dedication ceremonies will take place just before the Night Before Party on Friday, September 6. . . . **LORING AND KATHERINE CAMPBELL**, after leaving their Burbank, Calif., home on June 20, have made 6,000 miles thru 15 States, mostly in the south, playing universal-theatrical colleges. For the last two weeks they have been playing fair, celebration and Chattanooga dates thru Illinois and this week head into Indiana and Ohio for two weeks, then to Colon, Mich., for the Percy Abbott shindig September 6 and 7. From there they jump south again. . . . **W. C. BENNETT'S** Greater Sensation, featuring Hajah the Magician and Lutz Isabelle, mentalist, has just concluded a tour of Georgia and Florida theaters and nightclubs and on September 1 moves under canvas for a tour of west Georgia territory. The show, which has been on the road since 1927, carries eight people and travels on a two-and-a-half truck, horse trailer and two cars. . . . **MORNING** (T. B. Williams) is current at The Palm, Fort Worth, Tex., until for an indefinite stay, doubling from there on convention and banquet dates in the area. . . . **PAUL ROSSINI** was a visitor at the magic desk last Friday (16), after spending six or seven days at Jimmy Brink's Lookout House, Corbin, Ky. He departed Saturday for Chicago.

**DR. ARTHUR MARCUS**, the "mad magician," is regaling 'em with his double cab, comedy and intimate magic at the Catacombs, newest night in Columbus, O. . . . **BILL NEFF**, of Indiana, Pa., is now in Los Angeles, having played his way across country on a combined vacation and magic tour, before taking in the various magic conventions recently. Bill says he recently spent a few days with that prince of entertainers, Max Terhune. Neff heads back east soon after a few more Coast dates. . . . **DELMA RICHARDS**, after a season around Baltimore and Philadelphia with her magic and contortion team, is working Midwestern clubs for the Fall season at the Wonder Bar, Mansfield, O., last week. . . . **THE GREAT LA MOLETTE** typewriter to correct a line which we set down here recently in writing of Dante's forthcoming opening on Broadway. "I read with much interest your item about Dante opening on Broadway," peeks out La Polletta. "He should be a decided success, as he is a great showman and clever magician. However, I must take exception to the line which says that it will be the first magic show to appear on Broadway since Carter played the Holopent. Thomson did six weeks at the Globe on Broadway after Carter, and you must remember that Hajah Babad and I played 13 weeks on Broadway at the Belmont and Eltinge theaters at a 23-top. Magic needs an outstanding performer like Dante with a full show touring the country." . . . **CARL STONE** is making a name on the inside of the big Hudson show on Bantley-All-American Shows midway. . . . **FIFTY-THREE MEMBERS** and guests of the Magic Hobby Club, Columbus, O., attended the group's annual hot fry and magic feet at Bob Nelson's cottage at Buckeye Lake, O., Saturday, August 10. . . . **PRINCESS ZELLA**, mentalist, is enjoying her fourth holdover week at the Bay Shore Club, Norfolk, Va. . . . **OTIS MANNING** info that he joined the ranks of Benedetti July 31 with his marriage at Akron, O., to Jean Ellis, radio singer. "I believe that proves that Jean Fol-

# Portland Left 1 Vaude and 2 Burly Theaters

PORTLAND, Ore., Aug. 17.—This city's largest vaude house, the Orpheum, has closed indefinitely. Its last show was August 7.

The Broadway Theater, operated by John Dana's Sterling Circuit, was in business less than one year. The house reopened September 1, 1939, after many years as a first-run Grand Opera house for Hamrick-Evergreen Theaters. The 1,800 capacity spot was formerly in the Pentagon and RKO circuits.

Dana opened the house with much fanfare, Jackie Souder's 10-piece orchestra was with the show for several months. Occasionally units, including Major Bowes unit, played the house. Hamrick-Evergreen Theaters, managed locally by Al Pinkstein, is dickering for Dana's lease.

The Rivoli, formerly the Pix, another vaude house which folded shortly before Dana opened here, has taken the Orpheum Theater rights to first-run Grand Opera pictures. Rivoli is operated by Hamrick-Evergreen.

Portland is now left with one second-rate vaude house, the Capitol, which sometimes has shows which approach the burly side.

Two houses, the Gaiety and the Star, are consistently burly.

# Midwest Managers Prepare for Fall

CHICAGO, Aug. 17.—Midwest Managers' Association met Monday (12) at the Eltinge Theater to make preparations for the fall season. Fifteen theaters and shows were met. Several applications from other towns are being considered. Circuit may operate its own wardrobe shops and scenic studios and rent to the individual theaters.

Managers in attendance were N. S. Barger, Eltinge; Max Michaels, Boston; Curston Allen, Toronto; George Katz and Al Liebowitz, representing three new Eastern theaters; Arthur Glanz, the Avenue in Detroit, Grand Opera House in St. Louis, Fox in Indianapolis and Gaiety in Cincinnati; George Young, the RKO, Cleveland, and the Grand; Canton; Harry Hirsch, the Alvin, Minneapolis; Bill Collins, Toledo, and Charles Fox, Milwaukee.

# Canton Burly Probable

CANTON, O., Aug. 17.—Warren Irons, of Cleveland, is negotiating for the old Grand Opera House here for a run of stock burlesque. He plans to use Midwest Circuit attractions, operating at least six days a week. Run would open shortly after Labor Day.

Irons and associates last winter sponsored 12 weeks of Midwest-burly attractions at the local theater, but dropped during last few weeks to Fridays to Sundays.

# Denver Nitry Reopens

DENVER, Aug. 17.—Baby Doe night club in the Windsor Hotel, which was closed June and July, reopened August 12 under new management. Now called the Windsor night club, the spot, which seats 200, is featuring George Morrison Orchestra (colored). Floor shows are planned in the fall.

Mrs. Agathe M. Mann, Jergel woman owner of night in Colorado, who operates the hotel, has taken over club management.

The atmosphere and furnishings of the old hotel are incorporated into the club.

# Ferriday Club Opens

FERRIDAY, La., Aug. 17.—Gremy's Sycamore Inn, three miles south on the Vidalia Highway 65, opened July 27.

Harry King Barth and band from Natchez, Miss., featuring Barth on bass violin and Pauline Ware, singer, opened the new club.

The Pittsburgh wizard, isn't the only guy with charm? posits Ota, Manning and his new bride are working on single sets, but on the same bill. They have just concluded a holdover engagement at the Villa Supper Club, Toledo, O., and are heading outwards.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

AMY FONG opened at the Globe, Atlantic City, August 18, following a vacation in Miami, Fla., where she and her sister, she bought ground on Little River with a view to building a permanent home and raising chickens. . . . **GEORGE JAFFE**, operator of the Casino, Pittsburgh, was in town August 13 to see the Comm-Buster fight, but left the cabby day when the bout was called off. . . . **KENNETH ROBERTS**, back August 13 from vacation, is again producing at the Eltinge. . . . **PIL BLENNER**, backstage chief at the Republic, threw a party for Johnny Cook, straight man, and Ann Powell, strip principal, at the Commodore Hotel, Swan Lake, N. Y., August 8. Johnny and Ann were wedded the day before. . . . **JOYCE BRAZELLE** opens on the Midwest Circuit after four weeks at the Eltinge. . . . **MIDGE TODD** moved from the Gaiety to the Eltinge August 23. . . . **MARJORIE ROFF** returns to the Gaiety August 20 after two weeks of vacation. Contracted for an indefinite stay as stock taker with intermittent strips. . . . **HONEY BE; KILLER**, Dione Johnson, Tony Mitchell and Dorothy Henry, and her milk both opened at the Republic August 16.

**MYRNA DEAN**, while playing the Casino, Toronto, was honored by the RCAF boys with the title "Sweetheart of the Flyers" and gifted with gold wings emblem of the flying squadrons. In the finale of one of the shows she was featured in the new song hit, "There Will Always Be an England." . . . **JUNE TAYLOR** flew back from Hawaii, where she was on a vacation cruise, on a hurry call to open at a Philadelphia Alvin August 18. . . . **TERRY KING**, another new principal in the East, along with "Blitz" Taylor and Ermine Parker, opened at the Eltinge August 8. . . . **HARRY POPKIN**, of Popkin & Rieger, burly theater ops in Los Angeles and San Francisco, together with Jo Ann Ellison, are Manhattan visitors. . . . **MURRAY LEONARD**, Doc LaVon and Gretchen have shifted their vacation spot to Martha's Vineyard, Oak Bluffs, Mass., where Murray plans to purchase land for a permanent home. . . . **TRIXIE LAMONTE** returned from the Howdy Club, Greenwich Village, to Steamboat Folies in Coney Island, where Murray's stock has increased his cut to six pieces and where Babe King's birthday party July 10 was featured by a cake donated by Trixie.

**ANN CORIO**, upon conclusion of her week at the Eltinge August 15, went to Harvard University's Brasilo Hall, where she returned to legit acting in The Barker and White Cargo in the local dramatic stock company. . . . **SAM RAYNOR** and Jean Fandit Bayner have returned from Florida, the former recovered from his recent illness and both ready to resume work. . . . **RAYNE** and her pet scottie, Kola, left the Eltinge August 8 and opened at the Globe, Atlantic City, August 11 for two weeks; then to the Troc, Philadelphia, for two weeks, and then to the Eltinge Circuit. . . . **HARRY LEVINE** and Irving Selig are the new comics at the Republic, beginning August 23, when Al Pharr joins the Eltinge stock. . . . **VIROUNA JONES**, Jerrle McCauley, Bubbles Yvonne, Peggy Reynolds and Jane Vitale are among the rowing and punning playing vacationists at Lake Hopatcong, N. J. . . . **MARCELLA MANN** and Jean Lawson, who for the first time met each other as showgirls at the Republic, have learned they were raised 38 miles apart in Nebraska; Marcella in Edgely and Jenn in Hastings. Also that they attended the University of Nebraska and that they lived across the way from each other in society houses and that they both studied under the same music and history professor.

**LOIS DeFEE** celebrated a birthday August 8 and played diligent hostess to over 200 burly, legit and night club friends from 5 p.m. to early morn at the St. Morris. Following her Eltinge engagement, she went to the Palace, Buffalo, opening August 18. . . . **DAVE BELL**, Republic's executive, is vacationing in Colorado Springs, Colo. . . . **GILL DeVISE** replaced Jess Wadd at the Republic August 2. . . . **HARRY LANDEL**, former featured comedian on the Columbia Wheel and one of the Lander Brothers, is now exploiting the White Way Casino, Flushing Fair, which now features Tizza and her wife bath. . . . **SALLY KEITH**, following a vacation in Old Orchard, Me., opens at the Palace, Buffalo, Me.

**CHICAGO:**  
**FIRST THEATER** to open the fall season for the Midwest Circuit will be the Grand Opera House, St. Louis, which opens August 20 under management of H. K. Minsky. Cast will include Jack Greenman; Seiler and West; Johnny Moloney; Ginger O'Dara, Vic Plant, Mac Reed, Myrna Dean and also four vaude acts. . . . **THE GLOBE**, Boston, opens the following week (20) with Mary Joyce featured; Bob Carney, Al Golden Jr., Joanne Brady, Beryl Williams, Curney Gils and Lucille Webb. . . . **LOUISE MILLER** is enjoying a four-week vacation in Los Angeles. . . . **SAM BIEDER**, who was a Chicago visitor, may open a new theater in St. Louis with stock. . . . **BOBBY PEORAH** will leave the studio shortly to produce at the Alvin Theater, Minneapolis. Ida Rose is returning. . . . **MARTIN JACOB**, theater and outdoor concessioner, attended the meeting of the Midwest Managers' Association.

**FROM ALL AROUND:**  
**BOBBY MORRIS** hangs for a third week at Globe, Atlantic City, heading the new show which includes Max Purman, with Elford. . . . **VICKIE WALKER** heads Jack Montgomery's new show at the Troc, Philadelphia.

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# Philly Spots "Hell Holes"

PHILADELPHIA, Aug. 17.—Legal locks were placed on two hot spots by Common Pleas Court judge this week. Upholding rulings of the State Liquor Board, The Reg and Glenwood Hotel were ordered closed.

Jurists characterized the hot spots as "hell holes" and "moral plagues."



Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

### Harley Sadler Is Back With Smaller Tenter

SWEETWATER, Tex., Aug. 17.—Unity Sadler, possibly the best known of all tent show operators of the past and present, is returning to the field after an extended absence, during which time he engineered the vote-getting campaign for his cousin, Jerry Sadler, State Railroad Commissioner, who ran for governor at the recent election.

Altho Harley's candidate was defeated in the race for governor, neither he or Jerry Sadler were seriously upset by the returns, their feeling being that in such cases someone must lose. Jerry Sadler still has four more years to run in his present office.

Blay since the election in getting the loose ends gathered up, Harley is now making preparations to launch another tent in his established territory, opening early in September. While the show will not be as large as some of his previous attractions, it will be a flashy and attractive layout, Sadler announces.

Show will play one and two-night stands, carrying 35 people, including an eight-piece orchestra. Special scenery will be used and vaudeville will be used between the acts. Harley plans to put the show in a Texas city for a stock run at the conclusion of the circus season.

### Drummond "Father" To Tour Michigan

GRAND RAPIDS, Mich., Aug. 17.—Donald Drummond, producing comedian, is in Grand Rapids preparing for the opening of his one-night stand show of *Bringing Up Father*, slated to begin a limited engagement at the Bannock Park Theater here August 25 before beginning a tour of the Michigan resort areas. In the fall Drummond plans to take the tent into theaters and auditoriums.

Company will travel by auto, with the show's equipment transported on a large semi-trailer truck. An advertising car with a p.a. system will follow up the advance.

Drummond will serve as company manager and also play the part of Dirty Moore. Rest of the staff will include: Irma DeWitt, director; Albert F. Smith, stage manager; Grace MacDonald, secretary-treasurer; Miss MacDonald, candy concessioner. Company will total 16 people, including an orchestra, Drummond says.

### Marlowe Players Resume on Aug. 29

PORTLAND, Ind., Aug. 17.—Donald Marlowe Players are in the throes of reorganization and are slated to resume their tour here August 29. Troupe will play five-night stands under auspices thru Indiana, Pennsylvania and Upper New York State. Bash Howder and Harvey Dawson will "look" after the advance.

In the cast will be Irene Pinckell, ingenue; Peggy Morris, general business; Richard Travers, juve leads; Clara Gatewood, character; Thelma Williams, leads; Ralph Shaddick, character; Wallace Grant, general business, and Donald Marlowe, leads.

Company's repertoire will include *I Stand Condemned*, *Part One of Rodney's*, *The Phantom Three*, *Too Many Brides* and *The Return of Dracula*.

CINCINNATI, Aug. 17.—Elihu Calvert (Calvert the Magician), who recently moved his Egyptian Façades under canvas, opening in Illinois, has discarded the canvas idea after several weeks to mediocre business. He now has his combination mystery-gimmick revue playing Midwestern fairs.

**WANTED FOR SILAS GREEN SHOW**  
Solely Thea Perry, Harlowe Player, singing Deanna Aris, Novelty Act, Chroma Gels, Experience with scenery and lighting. Long season, 1939-40 with SILAS GREEN'S SILAS GREEN SHOW, Howell, N.J., Aug. 10-15; Canton, O., 17-21; Columbus, 22-26; Anderson, Ala., 27-30; in home address, 610 E. Gilmore, St. Louis, Mo.

### WANTED AT ONCE

Famous Vaudeville Acts, Novelty, Accordionist that have not played West Texas. Mention if you do play a double orchestra, leading man. This is a one-night-stand tent show. Make your salary reasonable; you get it. I pay gas and oil after joining. Write—don't win. Tell everything in detail. Name lowest salary if you expect an answer. Best Comedian Art Powell, who, Billie Charley Bruck, who. Show opens in early September. Address: HARLEY SADLER, SWEETWATER, TEXAS

### Rep Ripples

CLARENCE ROSEINGOS has jumped into Galesburg, Ill., after winding up as agent for the George O. Robertson Players. THE TENT REP FIELD lost one of its veteran and best known members in the passing, July 27, of Jessie Colton, of Orion, Ill. After touring for a time in stock, Miss Colton, with her late husband, James B. Richardson, launched the first canvas opy in the State of Illinois, long before electric lights and dramatic ends were popular.

She toured Illinois with her tent show for 25 years, retiring some five years ago. Further details of her death will be found in the Final Curtain this issue. . . .

MAT CRIDDER, former Billroyan and late of the ill-fated Gene Austin tent opy, is playing valets in the Columbus, O., area. . . .

THOMAS FUN SHOW reports plenty of hot weather but fair business in Beaver County, Oklahoma. . . .

FRANK AND ALMA FISHER, former rep troupers in the Southwestern States who have been giving school shows on the Pacific Coast, will present educational pictures appraised by talks at schools in that section the coming season, booked by a San Francisco office. The Fishers do an Impersonation with. . . .

FRANK (RED) FLETCHER postals from Miami, Fla., that he has sold his interest in the Ollie Hamilton Tent Show to Manager Hamilton and that he has decided to just jump around and visit places this season. . . .

FORREST BROWN, of Billroy's Comedian advance staff, scribbles that he recently enjoyed visits with One Knight and family on the Russell Bros. Circus, Clara and George Bishop, well-known tent-show operators, and Henry (Pop) Barrett, of Saranac Lake, N. Y., formerly in vaudeville as one of the Juggling Barretts. . . .

BYRON COHEN postals from Union, W. Va., that business has been top-notch for his opy in recent weeks. In fact, he reports that the last three Saturdays were better than the last three weeks in May. "That," says Cohen, "indicates that the law of averages will take care of any show that can survive the elements in the spring."

### Gilt Vaude-Pic Combo Finds Wisconsin Okeh

CINCINNATI, Aug. 17.—Gilt's Vaudeville & Picture Show is playing the lake resort section in Door County, Wisconsin, and reports satisfactory business. . . .

Troupe is presenting a crime show short-act bill as an after-show to its regular picture program. The flesh bill, called *Rockets*, was written by E. P. Hansen, as a short dramatic play. . . .

The Gilt players have had the show made into a picture and by presenting the flesh first and the film afterwards they are allowing the patrons to judge

### Bryant Showboat Finds Biz Tops

CINCINNATI, Aug. 17.—Despite much early season rain and the terrifically hot spell of the last several weeks, the Bryant Showboat, now playing 14 13th consecutive summer at the foot of Lawrence street here, is enjoying one of its best seasons in its history, according to Billy Bryant, manager. . . .

Having been an annual visitor here the last 11 years, Manager Billy was looking for Cincinnatians to tire of the steady showboat fare this summer, but the anticipated slump failed to materialize. The boat troups still sells itself on the novelty rather than the entertainment angle. Week nights generally are given over to the various local civic and fraternal organizations, with the various groups buying out the boat for those occasions. Saturdays and Sundays the Bryants take for themselves, with more seats being placed on attracting the general public. The showboat attracts an unusually high-class clientele, a fact that can readily be gauged by the many high-priced cars that crowd the showboat wharf each night. . . .

The boat's spring season also was considerably above par, Bryant reports. Leaving its headquarters at Point Pleasant, W. Va., around the middle of April, the Bryant craft showed the various Ohio River towns en route here, playing engagements of a week or longer in such spots as Charleston, W. Va.; Huntington, W. Va.; Ironton, O.; Ashland, O., and Portsmouth, O. The boat opened here early in June and will remain here as long as the weather permits. . . .

After several weeks of Cincinnati to good returns, the Bryant players begin an indefinite showing at Uncle Tom's Cabin tomorrow, John Eury, veteran actor, who once played with Babebe Bates in *The Girl of the Golden West*, was to have joined the Bryant troupe for the "Tour" engagement, but has been forced out by illness. He is now recuperating at the home of the Little Sisters of the Poor here. . . .

Billy Bryant announced last week that the Bryant showboaters will sponsor a benefit performance of *Gene With the Brace* on the boat October 14, the proceeds to go to the Little Sisters of the Poor. The announcement brought Bryant a surge in *The Cincinnati Post*, including a two-column shot showing Eury and Bryant lowering thru a copy of *The Billboard*. . . .

In the Bryant Showboat roster are Billy and Josephina Bryant, Betty Bryant, Sam and Violet Bryant, Benny Walkotte, Gordon Ray and Carl Adamson. . . .

The merits of the two presentations. The picture takes 18 minutes to show, while the short bill in flesh runs 45 minutes.

### ACTS FOR NASH DEALERS

(Continued from page 21)  
32 in Detroit, followed by Cleveland, August 26; Boston, August 28; New York (Astor Hotel), August 30; Cincinnati, September 3; Chicago, September 5; Minneapolis, September 7; Kansas City, September 11; Seattle, September 13; Los Angeles, September 20; Dallas, September 24, and Atlanta, September 27. . . .

All shows will be held in class hotels, with auto dealers and distributors as audience. Del Delbridge, Detroit band, will engage and provide the music. Acts are getting Pullman fare and meals thruout the trip.

### Harry Howard Plans 2 New Vaude Units

NEW YORK, Aug. 17.—Harry Howard is back at vaude-unit producing after a legit try this past winter. He is readying two units, *Hollywood Hotel Revue* and *World Fairies*, two hits he has used before. . . .

Howard is negotiating with Simon Simon, and plans a film name for each unit; also a girl troupe and standard acts. George Cahin is associated with him on both shows.

### From Village Cafes to A Film Contract—Quick

NEW YORK, Aug. 17.—Nina Oria, who until about a year and a half ago was playing small Greenwich Village cafes, has been signed to a Universal contract. She stepped into prominence with a dip at the Versailles and later at the Sweet Club. . . .

Miss Oria was recommended to Universal by Allyn Jones, who was on the same bill at the Paramount Theater. She left Wednesday (14) for the Coast, immediately after the conclusion of her Paramount date.

### Darien Club Will Use Name Bands, Name Acts

DARIEN, Conn., Aug. 17.—Halway House barn will begin a name band policy in early September, with nine acts one night weekly. . . .

Current band there is that of Lee Conan, Attilio Perry, accordionist, does the hits.

### Wheeling Club Reopens

WHEELING, W. Va., Aug. 17.—Club Fuddock, swank club, has reopened with a band and show policy. Club has been redecorated and a cocktail room installed. Dorothy and Hudson, dance team, top the floor show bill, and Freddie Kravitz band is providing the Cossie music. . . .

September 24 show we were married in Carl Randa's Grand Forks, N. D., show and we are still very happy."

SUE COLLINS letters from Chicago that she saw Jack Murray recently and, according to Sue, Jack is contemplating nothing up to the altar, with an engagement to the Bell Telephone Co. in the prairie of the Bell Telephone Co. in the Windy City. Sue says Jack has quit the endurance field and is figuring on settling in Chi.

NOTICED SEVERAL prominent endurance names in the Letter List. Better take a squint and see if yours is there.

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### 19 Teams in S. L. Walkie

ST. LOUIS, Aug. 17.—Playing under canvas at Pennsylvania avenue between St. Charles road and Page boulevard and sponsored by American Legion, Post 132, the walkie which opened here August 7 with 31 couples is down to 18 acts at this writing. They are Poppye Thomason and Rose Miller, Bob Wanda and Billie Schaeffer, Billy Willis and Ruthie Carroll, Earl Harrington and Ellen Hoback, Johnny McGee and Flossie Perry, Jack Olsen and Helen Caldwell, Jimmie Stone and Ann Fisher, Lloyd Hacker and Nadine Simmons, Stanley West and Marge Bright, Joe Nally and Clara Weems, George and Leona Bernstein, Art Robertson and Mary Phlegay, Bill and Mary McLaughlin, Red Quibber and Janette West, Billy Ryan and Jo Jo Hill, Tony Bruno and Louie Ward, Jimmie Fox and Lucille Pannington and Jimmie Carlinson and Jean West, King Brady,

Chuck Payne and Moon Mullins are emcees.

LAVERNE HUNDLEY, at home and working in Louisville, queries as to the whereabouts of Chuck Peyton, Leon and Kay Peyton, Grace and Jerry Owen, Ted and Joe Evans, Dot Alard and other former Seltzer contestants. Laverne says she is considering walking again this winter, provided she can find the right partner.

JACKIE ANDERSON letters that she is working clubs in Los Angeles and doing very well. Jackie would like to read notes on Phil Palmer, Tillie and Daffy and other friends.

"ANNKIOUS," of Chicago, wonders what has happened to Jip Cuffey.

JULES (SKEET) BLADE, 42-year-old endurance vet, and Etta Boone, as partner, danced 23 miles between Lumberton, Miss., and Hattenburg, Miss., Monday, August 12, in 10 hours and 10 minutes, included in the time were 14 stops of 5 to 30 minutes. A string orchestra, four judges, a timekeeper and spectators followed in cars and trucks.

HENRY (HANK) LEWIS cards that he is back in Stockton, Calif., after four weeks in Reno as emcee at the Dog House. "No, I didn't go there to divorce Della," says Hank. "It will be five years

**BUTTE, MONT.**  
24 HOURS PER DAY  
**DERBY SHOW**  
STARTS THURSDAY,  
AUGUST 29th  
UP TO  
**\$1500.00 IN CASH PRIZES**  
To the Five Winning Teams  
NOTE—Butte and its suburbs have 65,000 people with a million-dollar payroll per month and is considered the liveliest town in America today. This is a strictly virgin spot. Our publicity man has twelve sponsors already lined up. Couples selected to be high and for two contests already booked to follow in vicinity. **HAL J. ROSS**, care Hotel Elmer, Butte, Mont.  
Under the Direction of  
**HAL J. ROSS**







ANTRAM—Charles W. 73, postler for many years in the operation of the old Lyric Theater, Alliance, O., August 4 at his home in North Georgetown, O., after several months' illness. He retired five years ago. Services and burial in North Georgetown.

IN MEMORY OF OUR OLD BOSS HARRY C. BAKER RAY OVIATT, JES. BRAMBUI, DOROTHY MULLOON

RASSETT—Harvey Lewis, 81, tenor, August 8 at his home in Eyrin, O. In 1890 he joined the Schubert Quartet of Chicago and toured with the group several seasons. A sister survives. Services in Oberlin, with burial in Evergreen Cemetery, South Amherst, O.

BAUDUC—Julius J., 49, orchestra leader for many years, recently at his home in Houston after a brief illness. Deceased, a brother of Ray Bauduc, drummer of Bob Crosby's orchestra, retired from the band business recently to become a drug salesman. Survived by his widow, mother and two other brothers.

IN LOVING MEMORY OF MY DEAR HUSBAND HARRY C. BAKER Who Passed Away August 23, 1933. Gone but not lost in thought. Mrs. HARRY C. BAKER

BEESON—Herbert Hampton, 49, Columbus, O., public relations agent for A. Beekling Co., operator of Cedar Point, O., on Lake Erie, August 13 in Hines Hospital, Chicago. He became ill three weeks ago at Cedar Point. His widow, Alice, survives. Remains were taken to Columbus for services in Berkman G. Jones Funeral Home. Burial in Athens, O.

IN LOVING MEMORY OF MY DEAR HUSBAND Sir Victor Bedini Who Passed on Aug. 20th, 1938. MADAM BEDINI I miss you more at the days of by.

BOCCI—Alessandro, 70, noted Italian tenor, August 6 in Milan, Italy. His debut was made at the Teatro in Parma as Fante in Falstaff in 1890. Subsequently he sang successfully at St. Petersburg, Vienna, Berlin, Moscow, Madrid and London. Seeking a tenor for competition against Caruso, Oscar Hammerstein engaged Bucci for his company at the Manhattan Opera House in New York, where he debuted December 3, 1906. In 1911 he joined the Metropolitan Opera Co., but left for Europe in 1908. In the season of 1910-11 he toured America in recitals. Bucci sang with the Chicago Opera Co. seasons of 1919 and 1921. Among his great successes were the tenor role in Don Giovanni, Rodolfo in La Bohème and the Duke in Rigoletto.

BYRON—Arthur J. (Buddy), 43, son of Arthur Byron, actor and former president of Actors' Equity Association, drowned near his summer home on Lake Waccamaw, Me., August 15. Byron, who was crippled when he was seven, had allegedly been unable to save himself when his feet caught in the housing of a boat motor. Both an actor and writer, he recently had been writing radio scripts and teamed with Philo Keyser on 'The World's Stage.' He also leaves his mother, known on the stage as Kathryn Keyser, and two sisters, Elaine and Katie. The last named is the wife of Willie Clarke, film actor.

CAHN—Emmie, 55, mother of Irving Cahn, New York dramatic critic, August 9 at Medical Center, New York, of pneumonia.

CARLEN—Jack, member of St. Paul Local No. 45, International Alliance of Bill Posters and Billers, August 11 in Veterans Hospital, St. Paul. Burial in Broken Bow, Neb.

GOLTON—Jesta (Mrs. James D. Richardson), one of the oldest repertoire actresses and tent show operators in the Middle West, in Orion, Ill., July 27. She and her late husband opened the first dramatic tent company under canvas in Illinois, producing such hits as 'Fanchon the Croaker' and 'Up Van Winkle' and playing the same territory for 25 years.

# The Final Curtain

During her time she trouped with such performers as Guy Hübner, Claude Gilinger and Maude Atkinson. Her six children were all members of her show, which disbanded five years ago. They were Isaac and Phyllis Chappell of Chicago; Lottie and George Richardson, Orion; Bertha Bayer, Cincinnati, and Jessie Bell Richardson, deceased.

COOK—W. J., 46, magician and builder of illusions, August 13 in Richmond, Ind. Deceased had been inactive for several years due to ill health. Burial in Karthum Cemetery, Richmond.

DAVIS—Benish, 43, organist and former teacher at the Cincinnati Conservatory of Music, August 10 in Spokane. She became ill on a train August 16 while on her way to California. Survived by her parents and two brothers.

DELFENDANT—Andrew, 21, drummer who had played with a number of well-known bands in Cincinnati vicinity, including those of Ace Briggs, Jack Spring and Duke Moffet, at his home in Cincinnati August 9 of a heart attack. At one time he had his own orchestra, the Cotton Kings. He was a member of the Cincinnati Musicians' Union. Survived by his widow, Helen; his parents and a brother. Burial in Vine Street Hill Cemetery, Cincinnati.

FILMAN—John Harmon (Jack Filman), 43, radio sports commentator, August 12 at Sydenham Hospital, New York, of pneumonia. For the past 15 years Filman was editor of the Madison Square Garden hockey program and had broadcast professional hockey games since 1925.

FLEMING—Mrs. Eugene, 59, niece of Mr. and Mrs. E. B. Braden, of the Art Lewis Shows, and herself well known to showfolk in Columbia, Tenn., July 26.

FRENCH—George, 53, former pianist and member of the Jerome May orchestra and the Orpheus orchestra, recently in Bridgeport, Conn.

GINSBERG—Mrs. Rebecca, 67, mother of A. Louis Ginsburg, manager of the Majestic Theater, Paterson, N. J., in Memorial Hospital, Albany, N. Y., after a long illness. She leaves three sons, two daughters and a sister.

HAINES—Kenneth H. (Doc), 30, former circus and minstrel musician, in University Hospital, Syracuse, N. Y., August 5 after several weeks' illness. Haines played with the John R. Van Arman minstrel show band for nine years and during of seasons had played with Sparks, Kingling, Rosenback-Wallace, Kay Eras, and other circus bands. He was a graduate of the Chicago University Dental College. A native of Dexter, Mo., Haines had resided in Syracuse four years, where he was a drummer in the WPA symphony orchestra, a member of the American Legion Band and a member of the Musical Protective Association. Survived by his widow, Daisy; his mother, Mrs. Susan Haines, of Yonkers, and a brother, G. F., of Dexter. Services in Syracuse August 7, with burial in Dexter.

HENNEMAN—William G., 43, formerly clarinetist with several Cincinnati bands, at his home in that city August 15 after a long illness. Henneinan had played with the Weber, Timmer, Brulotte and Philmore bands. The past six years he had been a salesman for the Seybold Paper Co., Cincinnati. He was a member of the Musicians' Union, Local No. 1. Survived by his widow, Agnes R.; his mother, Ada; two sisters, Mrs. Ruth Haiding and Ada Heitman, and four brothers, Edgar, Lester, Nelson and Ralph. Services in Cincinnati August 17, with burial in Rest Haven Memorial Park there.

HERTZBERG—Raty, 56, attorney, philanthropist, civic leader and past president of the Circus Fairs' Association, in Santa Rosa Hospital, San Antonio, Tex., August 12 of a heart ailment after a 10-day illness. Out of courtesy to him the Circus Fairs held their national convention there in 1932. He was life president of the Alfreda Cedeno Tent, local branch of the organization, and for many years was furnished the seat of honor at all circuses which played San Antonio, and stars of the shows were his guests when they played there. His collection of literature on circuses, including over 35,000 items, was recognized as one of the best and largest in this country, and is best known for its Tom Thumb material.

HERZBERG, who was a concert violinist, was instrumental in bringing to San Antonio many of the stars of the concert stage. He was a director of the Fiesta de San Jacinto Association and a past president of the San Antonio Zoological Society, of which he was a director for many years. Burial in Beth-El Cemetery, San Antonio, August 14.

HERSBERG—George, 42, widely known in outdoor show circles and secretary of West's World's Wonder Shows, of a heart attack August 14 in Greenup, Ill., while on duty in the show's office. Starting his career in show business at an early age, his first connections were with Benny Krause, J. J. Page, Bruce Greiner and other shows. For 10 years prior to this season he had been secretary of Gettin' & Wilson Shows. Survived by his widow, the former June English, his mother and a brother and sister.

HONES—W. Steacy, 67, musician, August 13 in Grace Hospital, Detroit, after several months' illness. He organized a band for the Studebaker Corp. during the World War and later taught music and directed bands in Detroit. Burial in Grandview Cemetery, that city.

KELLER—T. L., operator of a roller rink at Santa Monica, Calif., recently of a heart attack. He formerly operated rinks in Eugene and Salem, Ore. Survived by his widow and two daughters.

LANDAU—Louis, 64, St. Louis theater operator and manager for 35 years, recently in that city of a heart attack while driving in his machine. At the time of death he was manager of the Lemay and Southway theaters for the South 5360 Amusement Co., St. Louis. Survived by his widow, Lillian; his mother, Mrs. Gus Aronson; two sisters, Pearl and Mrs. Henry Freed, and two brothers, Morris and Jacob. Burial in Mount Olive Cemetery, St. Louis.

LAW—Walter, 64, veteran screen actor and former stage player, in Hollywood August 8. In early film days Law played with such stars as Theda Bara, William Farnum and Geraldine Farrar. He toured for several seasons in the playlet 'The Seal of Agnes' and was seen on the stage in the original 'Sign of the Cross' company. His last screen appearance was in an Eddie Galt picture. Survived by his widow.

LINSON—John Morgan, 77, former trouper, August 7 at his home in Independence, Mo. For many years prior to the World War Linson and his sons composed the Four Flying Deadens, aerial tripe act. At one time he headed the American Amusement Co. He retired from the amusement field in 1928. Survived by his widow, Martha; six sons, Edgar, Ernest J., Clarence H., Herman N., Floyd and Lloyd L.; five daughters, Mrs. Inez Baldwin, Mrs. Isabel Wittig, Mrs. Ada Olson, Mrs. Eugeinia Walker and Mrs. Norma Hanley, and a brother, Edward D.

PEARCE—George O., 75, actor for more than half a century, in Cedars of Lebanon Hospital, Los Angeles, August 12. Earlier played with many of the country's earliest stock companies, including those of Charles Frohman. He appeared in a number of Gilbert and Sullivan productions, creating the role of Nanki Poo in the New York presentation of 'The Mikado.' His motion picture work began in the days of the old Biograph Studios. Survived by his widow, a son and a daughter.

RAYNOR—Sam, 47, burlesque comedian, one time featured comic on the old Columbia Wheel, at Bates College, New York, August 17 of a heart attack. Survived by his widow, Jean Fardon. Burial in Mt. Lebanon Cemetery, Brooklyn.

RIAL—Louise, 50, actress, August 10 at her home in New York. She made her stage debut in 1876 in Uncle Tom's Cabin. Deceased also appeared in 'Fortune's Fool,' 'Taken From Life,' 'My, the Peasant,' 'The New York Cook' and 'A Woman's Way.' She retired in 1917. Survived by a daughter.

ROGERS—Dr. Francis Edgar, 42, tenor-bassist in the old Poll Theater orchestra and former soloist in Arthur Pryor's Band, in Wilkes-Barre, Pa., August 14. He leaves two sisters and a brother. Burial in Mount Greenwood Cemetery, Shavertown, Pa.

SCHIAPPACABESSE—Louis, formerly of Dorman and Krause shows, found dead

recently in a New York hotel. Death was attributed to a heart attack.

SCHINE—Mrs. Anna Krleger, widow of David Schine and mother of J. Myer Schine and Lewis W. Schine, Oloversville, N. Y., owners and operators of a Western New York chain of motion picture houses, August 9 at her home in Buffalo. Services and burial in Buffalo August 11.

WESTON—Peter, 61, well-known Boston band leader, August 13 at City Hospital, that city. He organized the band of the Weymouth American Legion Post which won a world championship at Paris, and more recently had been instructor of the Boston Junior Police Band, of the St. Joseph's Drum Corps and of the St. Francis de Sales Band in Charlestown. Survived by his widow, four children and eight brothers, all his brothers being musicians.

WATSON—William, 55, stage manager for the Edmonton (Alta.) Exhibition's grandstand performances for the past 15 years and well known in Edmonton theater circles, in that city August 7. He was stage manager of the old Fantages during early theatrical days in Edmonton and when the premises were taken over by the Strand Theater he took over the stage duties at the Empire. Watson designed and painted many of the sets used in Edmonton stage productions. Survived by his widow, two sons and two daughters. Burial in Edmonton.

WILLIAMS—Frank, 58, former theater manager and vaudeville performer, suddenly August 12 at his home in Milwaukee. A native of London, Williams managed theaters in Green Bay, Appleton and Marinette, Wis., and Calumet, Mich., a number of years ago, and toured the country in vaudeville for 13 years. Services in Milwaukee, with burial in Parkview Cemetery there. Survived by his widow.

ZAFFINO—Pasquale, 46, leader of the WPA band of Stamford, Conn., since 1930, in that city August 7 of a heart attack. He was prominent in Stamford musical circles for the past 20 years.

## Births

A seven-pound son, Joe C., to Mr. and Mrs. Lemmy Steadman July 4. Father is a coachhouse operator, formerly with the Clark Greater and Metal shops.

A daughter to Mr. and Mrs. D. D. Oliver in Manchester (Conn.) Hospital August 13. Father is the high diver known as Dare-Devil Oliver.

A son, John Edward, to Mr. and Mrs. Jimmy Ladden at St. Elizabeth Hospital, Lima, O., July 27. Father is well known in the repertoire and tabloid fields as a piano leader.

A 7½-pound boy, Maynard Laurence, to Mr. and Mrs. Maynard L. Hunter, August 12 at Yonkers General Hospital, Yonkers, N. Y. Father is a member of the New York staff of The Billboard.

## Marriages

ALLEGORSTTI-GARBER—Joseph Allegoritti, manager of the Midway Theater, Dearborn, Mich., and Elizabeth Garber, Monroe, August 10.

BLAIR-NYEANON—Singleton (Dorothy) Blair, concessioner with Doc Lodge's Pampus Show, and Agnodda (Snookie) Nyeanon, film show worker with the same organization, in Northwood, Ia., August 12.

GAWLE-RIEBE—Walter F. Gawle, artist, of Webster, Mass., known as Prof. Howard, and Kathlene Riebe, musician, of St. Louis, known as Madame Blah, both with the Blue Ribbon Show, in Springfield, Ky., August 14.

TENNINO-ZETTIC—Bill Tennino, former roller skating star and technician at Riverview Roller Rink, Chicago, and Myrtle Zettic, nonpro, August 10 in Chicago.

LAWRENCE-HOLSHOE—George H. Lawrence, announcer at Station WJLB, Regina, Sask., and Margaret Muriel Holshoe, nonpro, in Regina August 12.

MULROY-LOFTIS—Bertrand C. Mulroy, announcer at Station WJLB, Mulroyn, and Irene Loftis, August 19 in that city.

ROWE-HALL—Edward C. Rowe, nonpro, and Kathale Hall, musical comedy (See MARRIAGES on page 59)



MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

- Carlin, J. E. 100
Carlin, J. E. 100
Carlin, J. E. 100
Carlin, J. E. 100
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Carlin, J. E. 100
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Carlin, J. E. 100

Women

- Abbott, Mrs.
Abbott, Mrs.
Abbott, Mrs.
Abbott, Mrs.
Abbott, Mrs.
Abbott, Mrs.
Abbott, Mrs.
Abbott, Mrs.
Abbott, Mrs.
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- McNabb, Mrs.
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McNabb, Mrs.



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.

- Smith, Mrs.
Smith, Mrs.
Smith, Mrs.
Smith, Mrs.
Smith, Mrs.
Smith, Mrs.
Smith, Mrs.
Smith, Mrs.
Smith, Mrs.
Smith, Mrs.

- Boyer, Mrs.
Boyer, Mrs.
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Boyer, Mrs.
Boyer, Mrs.
Boyer, Mrs.
Boyer, Mrs.

Men

- Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.
Adams, Mr.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



# 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



## New Free Acts Given Spotlight

NEW YORK, Aug. 17.—A new non-holiday weekday attendance record, excluding Friday, July 5, which was normally a holiday, was set last Wednesday with 120,010. Special feature was a series of events to aid the Free Milk Fund for Babies, sponsored by Mrs. William Randolph Hearst. Free acts had the spotlight, with the management bringing in Sol Solomon, high fire diver; Eugene Troupe, aerial bar performer; Great Cahill, cloud swing, and Four of Hearts, high leader act, to appear in Jubilee Circle of Thrills directly in front of the fair-operated American Jubilee. In addition to Betty and Benny Fox, high-pole artists. Up at the other end of the amusement area, the Gateway to the Midway Concessioners' Association held over Capt. Driscoll Faidle, torch diver, for another week to attract customers to Chibbetown, formerly the Children's World. It is understood the fair plans to spend between \$30,000 and \$40,000 for Jubilee Circle performers during remaining weeks of the run.

Acts in Jubilee Circle of Thrills are being bought by a committee named by Harvey D. Gibson, chairman of the board, and includes Al Shaffer, B. H. McFarland and Frank Buck. This group works in co-operation with Joseph Upchurch, manager of American Jubilee, and is reported to have been given carte blanche in making its selections. Frank Wirth Booking Association, Inc., has the

(See NEW FREE ACTS on page 54)

## Out in the Open



Leonard Traube

### Pinch-Hitting for Himself

HAVING taken a 12-hour busman's holiday during legal vacation and visited Mr. Gibson's manicured marauder, an expedition which took us from that Arctic wasteland known as Rockaway Park—an area where wonderfully aromatic herring lives side by side with the beautiful knookies of the succulent pig—we are privileged to offer the following words and music about one departmental episode of the Queens clam bake. The fair, with characteristic lack of savvy, in keeping the four newly booked free acts a most skillfully hidden secret otherwise known as the unconscious playground. They were tactically buried in deep, dark obscurity, at any rate, up to the time of this corner's inspection.

Thrill attractions, it seems to us, have to be sold to the public with a greater arsenal of publicity weapons than run-of-mill entertainment as that in the reason the bomb-babblers are engaged in the first place.

The mere fact of such booking, aimed to give the expo's second leg of the forty run a shot in the exit, while a profound testimonial to the value of novelty acts, suggests that the shot must be delivered to the very ones for whom they were bought and the only ones whom the missile is supposed to excite to the point of shelling out their money at the gate—that is the good old pepul.

Did anyone happen to notice any widespread layout on Sol Solomon, the Bob Eugene Troupe, the Four of Hearts and last, but emphatically not least, the great Mike Cahill when one of Hemphill (See OUT IN THE OPEN on page 53)

### Paid Attendance

(14th Week)

Saturday, August 10	126,260
Sunday, August 11	137,884
Monday, August 12	76,037
Tuesday, August 13	70,100
Wednesday, August 14	126,018
Thursday, August 15	80,332
Friday, August 16	71,405

Total ..... 880,820  
Previously reported ..... 8,268,484

Grand total, first 14 weeks 8,884,210\*  
First 14 weeks, 1939 12,423,207\*\*  
1040 decrease 3,603,897  
\*Daily average 630,644  
\*\*Weekly average 834,234  
\*The period May 11-August 16 drew 12,920,081

## Showmen 3-Sheet Harvey D. Gibson At Ultra Dinner

NEW YORK, Aug. 17.—Showmen of the World's Fair paid a tribute to the expo boss, Harvey D. Gibson, Tuesday evening at a testimonial dinner (picture on page 37) in his honor on the strictly class P. L. E. Roof of the Petroleum Industry Exhibit. Event, sponsored by the NYWP Concessioners' Association, drew about 100, representing the cream of Great White Way operators, with entry limited to paid-up members. A rule was temporarily waived to permit participation by the trade press, this fact being emphasized by the association president, Frank Buck, in his clasp of welcome to the fair's popular board chairman, universally recognized as a "regular guy."

The bats were let down for two other "outsiders," George P. Smith Jr. and Frank D. Shean, co-directors of amusements, abandonment of whose names brought resounding applause.

After a de luxe feed, including star billing to pinup boys, punctuated by champagne and a repertoire of other liquid refreshments, Gibson became the object of an unusual succession of praise words. Beneath the familiar billing satire of Tex O'Rourke, toastmaster, could be clearly reflected the esteem in which the honor guest is held by the show fraternity at large. Extending interruptions by Joe (Life of the Party) Rogers only served to make this fact the more visible.

Flanking the honor guest at the main table were J. L. (Larry) Mott, Norman S. Alexander, B. H. (Dick) McIntosh, Frank (See GIBSON DINNER on page 64)

## On the Flushing Front

By SAM ABBOTT

NEW YORK, Aug. 17.—While the weather man hasn't been as good as he might have been in flushing out his product to World's Fair concessioners, the last few weeks have been fairly good. The days that were good showed up on the ledger and in the boys' spirits. With only a few more weeks to run, it is hoped that the person entrusted with fair weather and rain will take the fair into consideration.

Living Magazine Covers will charge 20 cents admission. This point was decided after several tabs had been given a trial. Results really showed up the past few days. Stanley Richards said his take had been increased about 20 per cent by the new policy. The first few days of this week also found business good. Raldy Harmon, who lays claim to winning honors at the six-day bicycle races, is at (See FLUSHING FRONT on page 64)

## Over a 5,000,000 Gate Likely; Daily Average Tops '39

SAN FRANCISCO, Aug. 17.—Expo's biggest Sunday, August 11, and third biggest day of the year, registered 66,100 gross admissions, topped daily by opening day with 123,368 and fourth of July with 120,541. Sunday's figure, combined with last Saturday's 63,134 and increasing steadily during the week brought the total to midnight Wednesday (82 operating days) to 3,887,953 gross attendance, or a daily average of 47,414. Some period last year registered daily attendance of 41,488.

At the present rate officials said they could anticipate 5,211,564 more before closing to make expected total attendance 9,099,517, with Admission Day and Labor Day to come. Fair was budgeted for 4,000,000 attendance.

### Many Books Holdouts

No expo official can explain why only about half of the \$250 package tickets sold before the fair's opening have been used. 200,000 of these tickets having gone on sale during months previous to opening. Each book included one admission to grounds and to five attractions, value \$4.50. To date the expo reports having redeemed 170,000 admissions to Ross's Aqueduct, 164,000 to Hixley's Odditorium, 80,000 to Cavalcade, 70,000 to Fine Arts Palace and 74,000 to Salsola's Puppetry. Attendance at these shows averages about 1.8 per cent coupon ticket revenue.

Horses and cattle used on the set of Cavalcade will be auctioned, according to producer A. L. Vollman. Stock includes 100 horses and 55 head of cattle, valued at \$25,000, and saddles and equipment.

Sam Miller, who has the hot dog and hamburger concession, is said to be 61 (See OVER 5,000,000 GATE on page 52)

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 17.—A most unusual attraction and one that has never been part of the exposition will be a modern whaling ship which will be moored to the old East ferry docks at the end of the Gateway. It is a modern factory for whale products and will be in full operation for remainder of the expo. Whales will be captured off Point Reyes, about 80 miles north of San Francisco, towed to the ship and processed. It is asserted that there will be no odors and that the ship will be kept scrupulously clean. Admission charge will be nominal. George Hixley in his new cocktail lounge is doing twice the business he did with his Honda Voo restaurant with a third of the weekly expense. Cliff and Freda Wilson made no mistake when they turned over their Monster Show to Gie and her husband for this year's operation. They open with the milkman and close when the Gateway sweeping machine obliterates the show with dust. Tex Cameron and wife are playing California fairs, where they have many permanent barbecue restaurants. All of their Treasure Island operations are okay. Sid Weiler's new bicycle wheel is getting a great play. Hollywood show still on the pro. Nell Hamilton flew to Hollywood to try to raise funds necessary to re-equip this big show. It is a question whether it would be profitable at this late date to reopen.

Per capita spending is going down. Crowds are holding up far beyond expectations but they appear pretty well spent out, at least as far as the Gateway is concerned. Since the Lite-a-Line game was moved to a new location on the old Midway Village front seats are usually at a premium from 4 p.m. until

### Gross Attendance

Thursday, Aug. 8	35,730
Friday, Aug. 9	33,290
Saturday, Aug. 10	62,134
Sunday, Aug. 11	66,100
Monday, Aug. 12	33,254
Tuesday, Aug. 13	45,045
Wednesday, Aug. 14	42,105
Twelfth week total 374,920	
Previously reported 3,330,570	
Grand total 42 days 3,687,532	
First 82 days 1939 2,768,394	
1940 increase 920,418	

## Special Days for Showmen's Clubs

SAN FRANCISCO, Aug. 17.—Labor Day week is to be observed by the exposition as a tribute to showmen, with special days September 4, 5, 6 and 7. Committee working on plans have been assured full fair support.

Exposition announced it would donate 2,100 tickets for public sale, each to cost \$1, the price including admission to the grounds, a ticket to Cavalcade and Aqueduct, as well as admissions to a number of midway attractions. Full value of the ticket would be \$5.

Eddie Brown and Walter K. Sibley are co-chairman of the committee which includes Mack Bybee, Max Schwartz, Al Mulligan, Herman Rudick, George Hixley, Benny Levine, Fred Weddleton, Dave Smith, George Jue and Julian Harvey. Nate Miller and Sammy Sheridan are co-treasurers.

Proceeds will be turned over to the benefit funds of the Showmen's League and Pacific Coast Showmen's Association.

## Injunction for Ice Show

SAN FRANCISCO, Aug. 17.—Ice Frolics, now playing here, won a permanent injunction prohibiting use of the Ice Frolics name, an expo attraction, because of the similarity in names. Injunction was asked in a suit against operators of the Ice Frolics to protect title of the show owned by Eddie and Roy Shipstad and Oscar Johnson, which is soon to leave here on tour.

midnight. Max Schwartz's new photo gallery opened in the old Lite-a-Line building on August 16 and surprised everybody by the way people took to it. "Red" Kearns has taken over management of the Lost World, succeeding Benny Rogers, resigned. Elmer Rose, recovered from a recent illness, spends most of his time at the Donut shop in Los Angeles, which he is trying to pick back on its feet. One of the most consistent and best concessioners on the Gateway is the barn and wagon wheel. Glen Whitehead is manager, assisted by John Dobbers, James McPherson and Emmett Hartman. It does more than a ton of meat weekly. Paulson de la Guerra had its biggest week-end, playing to about 7 per cent of the gate, according to one who should know. Sammy Sheridan's weekly broadcasts from the Gateway office are considered one of the best radio programs emanating from Treasure Island. Bob Sandberg, operator of the concessions in Casa Mexicana, was called to Chicago on business and Bob Jr. is looking after his father's interests. Louis Levy, co-owner of the Glass Blowers of the World and the Hollywood show with Tom Wolfe, is operating a jewelry and souvenir concession in one of the Palaces. Herman Rudick's concessions in the buildings are doing unusually good business. Mrs. Rudick assisting Hartman.

Frumen are flying as it goes to which Treasure Island will be put after the expo closes. One day it's the army has it the next day the navy. The understanding is that all useless buildings will be (See GLEANINGS on page 61)



### Circuses Must Register in Va.; \$500 Bond Asked

RICHMOND, Va., Aug. 17.—Under the recent law passed in this State, circuses are required to register with the State and pay \$5 for a certificate of registration and also required to post a \$500 bond by a reputable bonding company before they will comply with all laws and honor all obligations while in the State.

### Gilmore Sponsors Combo Show on Coast

LOS ANGELES, Aug. 17.—Earl Gilmore, president of the Gilmore Oil Co. and the Gilmore Stadium, was the sponsor of the combination show presented at the stadium August 11. Gene Doyle was business manager; Abe Letton, showman; stock was supplied by Andy Juaregui; and Jo Eren handled the added acts.

An afternoon and night show were given and attendance was much below that anticipated. The edge seems to be off on the coast, perhaps due largely to prevailing much the same program that has been offered many times before. There was a large turnout of movie folk at the matinee.

The program, headed by Buck Jones, was imposing, large mounted bodies being the L. A. County Sheriff's posse, Victor McLaglen's Civil Cavalry and the Boots and Saddles Club, Frank Darnell and Gordon Jones did trick and fancy riding; Pina Troupe, acrobatic and jesterboard act; Keene Twins had Vic and La Marr, acrobats; McLaglen's girl troupe; Blambo, table rock; Jack Starry, trick rider; Hank Durnell, rapping and trick riding; Buff Jones, trick riding; Bruno Weiss Trio, high perch; Dixie Lee; Freshand Brothers, shoulder perch; Dixie Lee and Bev Hendricks, manage; McFarland and Brown, acrobats; Johnson-Schaller Troupe, trampolines; Chicks Iron Eyes, Big Tree and 20 Indians in tribal ceremonies; wild horse race; Buffalo Bill Burkhardt, and the attack on the stage coach; Ike Lewin and comedy mules; cowboy relay race; Romas standing bar; Six Aces, leaping over five horses; Tom Thorpe, Indian athlete; Campbell and Stokes, horizontal bars; Pat Jones, Walt Sibley and Homer Petrell, characterists. Gene Bros' Orchestra played the show.

#### Rodeo Contestants

The rodeo contestants were Shorty Frisco, Harry Logan, Joe Edwards, Owen Perkins, Kenny Baker, Lee Dooty, Andy Juaregui, Bud Cook, Gene Rambo, Carl McFarland, Pete Travis, Bull Jones, Tex Cooper, Tom Perkins, Gordon Jones, Jim Young, Ralph Ingalls, Wirth Cousins, Ervin Collins, John Mendez, Durward Ryan, Jackie Cooper, Ed Juaregui, Eddie Osborne, Joe Russell, Loren Fredericksen, R. M. McClure, Harold Mueller, John McFarland, Bob Juaregui, Neal Wagner, Chuck Haas, Howard Dennis, Jimmie Maher, Smokey Snyder, Walt Stewart, Bill Richardson, W. J. Folker, Zack McWright, Bud Brown, John Westford, Hugh Erickson, Juan Fuent, Bill Kennon, Ford Nichols, Lewis Fore, Frankie Schneider, Junata Rogers, Ray Koltra, John Bortman, Ed Rogers, Allen Dewley, George Parr, Art Perkins, Joe Buttner, Fox O'Callahan and Frank Perryman.

The results: Calf roping—Buster Wolf, Andy Juaregui, Gene Rambo, Babeback Brooks—Pete Travis, Chuck Haas, Bud Cook and Gene Rambo split third. Saddle broncs—Ed Rogers, Gene Rambo, Harry Logan, Bull-dogging—Wirth Cousins, Ray Ingles, Shorty Cisco, Branna Bull Riding—Joe Russell, Durward Ryan, Pete Travis. Andy Juaregui was arena director; Joe Edwards, assistant.

### Y-P Has Fair Attendance At San Gabriel, Calif.

SAN GABRIEL, Calif., Aug. 17.—The Yacobe-Patterson Circus had only fair attendance at its recent date here, which was sponsored by the Kiwanis Club. The show's rental department is furnishing, the 20th Century-Fox studios with circus equipment for the filming of Walter D. Ramond's Red Wheels Rollin, a circus story told in the Mohawk Valley in 1936. It also rented equipment to the RKO and Monogram picture studios and to the American Legion and Los Angeles police recent circuses.



PICTURED here are circus folk, snapped on the Gayway at the Golden Gate International Exposition, San Francisco. Left to right: Stella Cronin, formerly with Stella Matis, Hagenbeck-Wallace and other shows, now playing in Cavalcade of America; Charles Luckey, well-known circus bandleader, and his daughter, Alice, who was performing in San Francisco when photo was taken.

### Klein Unit Opens At Mt. Vernon Fair

MOUNT VERNON, O., Aug. 17.—C. A. Klein's circus unit, framed to play Eastern Ohio and Western Pennsylvania fairs, bowed here August 7 as the grandstand attraction of the annual Knox County Fair. Program ran slightly less than an hour, and a halt was accorded a hearty reception. Klein emceed the show and Claude Myers' Band contributed much toward the successful presentation of the show.

Kotch Brothers opened show with their comedy bar turn. Arnesen Brothers were next with their "long shirt" clown gag. Lillian Strook offered a difficult acrobatic control routine. Robert's dogs held down the next spots well-routine turn, with the canines doing difficult and amusing tricks. Kotch strong man novelty followed; then Carman and Crowley, comedy acrobats; Robert's four military ponies in a pleasing routine; comedy mule; Barney Arnesen, 63-year-old equilibrist on the tight wire; Lillian Strook, soloist on high apparatus, well-presented routine and closing with a series of muscle grinds; Robert's taximeter comedy turn; Miss Strook in the finale.

Klein said the unit has 10 to 12 weeks of country fairs, some weeks the unit playing as many as four events. In some spots the unit will be augmented by an eight-girl line under direction of Beatrice Cassidy and other circus acts and thrill bars. At several fairs both the circus unit and the Rhythm Revue will be used on alternating days with the circus band playing for the unit and Jimmy Harrison's Ork providing the musical accompaniment for the revue. Mrs. Margaret Klein is also assisting in presentation of the two units.

### Polack at Auburn, Neb., Fair

AUBURN, Neb., Aug. 17.—Polack Bros' Circus hit this territory for the first time in four years. The Nemaha County Fair here August 8 and 9 handed out a nice break by allowing the mortgage to be put on display at the front entrance of the fair. The Landes Shows also made the fair, business so-so.

## Alfred Court After Mountain Lions; Is Planning New Act

COLORADO SPRINGS, Colo., Aug. 17.—Alfred Court, famous animal trainer, who has three acts with the Ringling-Barnum circus, is heading an expedition into the mountains in the vicinity of Steamboat Springs in the hope of capturing several specimens of mountain lions. He is accompanied by E. W. Clark, superintendent of the Cheyenne Mountain Zoo, and several old-time trappers in the Steamboat Springs district. Court arrived here last week and went immediately to the zoo, where he conferred with Clark on the possibility of obtaining several mountain lions for an animal act which he plans to stage, using only animals found in the Americas. He will spend about a month in this region and will then go to Central and South America, where he hopes to capture several specimens of jaguars, recognized as among the hardest of beasts to capture and train. He will make his headquarters at the Ringling quarters in Sarasota, Fla., during the winter.

### Circus Not Dying

HARTFORD, Conn., Aug. 17.—Hope for the future of the circus is embodied in the following excerpts from the review of Russell Bros' Circus by Julian B. Tushnet, assistant city editor of The Hartford Times, appearing in that paper following the recent appearance of Russell Bros. here:

"Many of the performers appear to be extremely youthful, and their careers indeed look bright. The Russell Bros' Circus is, if nothing else, proof that when some of the old favorites of the big top have passed to their reward there will be newcomers to take their places. There is no evidence that the circus is 'dying out' as some people have feared it might in competition with the radio, the talkies and other modern amusements. . . .

"It was all very colorful and delightful, with both young and old drinking it in. Neatly arranged and programmed, the Russell show is presented in a more intimate manner than some of the larger circuses that have played here, contributing much to its charm.

"Hartford will welcome the show another year."

### Russell Has Banner Day at Bridgeport

BRIDGEPORT, Conn., Aug. 17.—Living up to its reputation as an unfailingly good show town, this city gave Russell Bros' Circus its banner day of the season August 9, both for the big and side shows. This was the first season for the Russell show in the larger cities of Connecticut, and the show was given an unusually friendly reception by the press.

The New Haven Register carried a half-page spread in its Sunday edition preceding the show's appearance in New Haven. At Bridgeport, Fred Russell, "circus editor" of The Post and Telegram, came in for some kidding from his associates over "his" show.

The Ray Family ran into a little difficulty at Bridgeport with the authorities because of a State law which forbids children under 16 from appearing in any kind of contest or gymnastic exhibition. It is understood that several of the children with the act are under 16. They were allowed to participate in the tournaments, but not allowed to do their stunts. Show also ran into some difficulties in New Haven.

### Wood, Thornton Produce Show at Venice, Calif.

VENICE, Calif., Aug. 17.—Venice held its March Grand August 8-11, and Jimmie Wood was a very active member of its general committee. As chairman of the entertainment committee, he and Bob and Eva Thornton produced a combination vaudeville and circus performance on Windward avenue. This street was closed to traffic and a large stage was built on its south side and grandstand seats were erected on the north side. Those who stood on the sidewalk viewed the show free. A small fee was charged for the grandstand seats.

King Neptune and his royal court sat on the end of the stage. Wood acted as emcee. Two performances were given each day. Very fine newspaper publicity in the Los Angeles papers brought out large crowds to Venice. Wood also furnished aerial acts on the end of the Venice Pier.

PAJOR AND LEWETT, unicyclists, are playing fair gates for Klein's Attractions, reports G. A. Klein.

## J. C. Harlacker To Produce Show At New Bedford

NEW BEDFORD, Mass., Aug. 17.—The Kiwanis Club will present its third annual circus August 19 to 24 at Bargeet Field, with J. C. Harlacker as producer.

A campaign for the sale of tickets has been in progress the past four weeks, with reports to date far in advance at the same time last year. The park can accommodate 10,000 persons, including 5,000 in the grandstand. William Zerkow, local merchant, is chairman of the Kiwanis committee.

A band of 15 pieces will play for the two shows nightly. Acts, booked by Al Martin, include the Four O'Hearis, Eddie Nelson's elephants, Two Monarchs, Bob Eugene Troupe, Harold Volney's Flying Act, Four Sensations, Herb Taylor's clown and the Carter Sisters.

A free show for 8,000 kids will be given Tuesday afternoon, the only matinee of the week. Costless and rides will be spotted on the field.

The Evening Standard and Morning Mercury have been generous and as a result, the advertising budget has been upped. Station WNEB has been equally co-operative. American Fireworks Co. has contracted for a patriotic pyrotechnic show for extra night, August 26. Harlacker's organization is handling the press and radio.

## Biz Holding Up for Kelley-Miller Show

SHELBY, Neb., Aug. 17.—Business with the Al O. Kelley-Miller Bros' Circus in Nebraska has been holding up. The side show, managed by Ted LaVella, and the Wild West concert are getting their share. Show will be out until late in November, after which LaVella will open his own side show, under contract, in the South and will remain out all winter. His wife, Freda, does ring construction and implement acts in the kid show.

H. W. Darr is contracting agent and show plays all staple dates. Circus shows on Sundays and but three have been missed since early in April.

The Woods Troupe has left to play fairs, but will return after eight weeks. At Howell, Neb., an early morning cloud-burst followed by a steady downpour on a soft night made it impossible to get up in time for the matinee, but showed to standing capacity at night.

Al Bailey has the concert and features his young son, Cody Bailey, and Oklahoma Shorty. A new feature of the big show is the Blue Bird, a three-girl ring act—Milkie Black, Ima Miller and Miss Snyder.

## Strong Advance Sale For Siegrist at Du Bois

DU BOIS, Pa., Aug. 17.—The Charles Siegrist Circus, which opens its advance dates here under the Eagle Club, reports a strong advance ticket sale. The show will play the new city baseball park. The concrete section, holding 4,000 people, will be used as reserved seats, with circus bleachers around the sides. The show will use two rings and an elevated platform stage.

Acts already booked for this date include the Flying Charles Troupe, featuring Charles Siegrist; the Illinois Troupe; O'Connors Family; Minchum, wife Walker; Phil Wirth's Under Water Show; Silver Johnson will be producing clown and Burne's Kilties Band will furnish the music. Show will also carry a Jive show and Gerald Barker's cookshow. Running time of show will be two hours and 15 minutes.

Frankie Inland is handling the press and advance tickets and Harry Logan the book and banner. The Coronation of the Circus Queen will be held on the final night. The Eagle's badge in the radius of 50 miles are co-operating. The circus has been booked here for the next three years, under the same auspices.

### "Crockery Circuit"

NEW BRUNSWICK, N. J., Aug. 17.—Russell Bros' Circus is about to play what a wag with the show terms as "the crockery circuit" in Pennsylvania. Within a week the show will play in Pottstown, Pottsville and Chambersburg.





# With the Circus Fans

By THE RINGMASTER

President: WILLYS H. JUDD, 25 Murray St., New Britain, Conn.  
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gilets Park, Conn.  
Organized by WALTER FORBES APTON, Editor "The White Tents," 2141 Holbrook Avenue, Chicago, Illinois, Ill.)

ROCHESTER, N. Y., Aug. 17.—Circus Fans from all sections of Connecticut turned out the past 10 days to see shows at Hunt Bros. and Russell Bros. circuses, which rang down the curtain for the 1940 season in that State. Hunt left at New Canaan August 9 and Russell at Bridgeport on the 9th. There was much backyard visiting, informal parties, shooting skills and movies, showing movies, etc. Perfect circus weather greeted the shows at practically all stands and business was satisfactory on the whole. At Clinton the following Fans caught the Hunt show: President and Mrs. W. E. Judd, Samuel M. Prantles, State chairman; Mr. and Mrs. G. L. Conklin and daughter Barbara; Jim Hoye, Joe and Wally Deach and Charles Davitt of Springfield, Mass. At New Canaan, Bill Montague, of Hartford, was the only Fan to catch the Hunt show. It was Charles Hunt Jr.'s birthday anniversary and a turkey dinner was served in the cookhouse to celebrate the event. Bill was a guest of the Hunt family for dinner.

When Russell Bros. showed Hartford, Madame Bedini had as her luncheon guests in her house eat. Freddie Dupree and Jim Hoye, Charlie Nye, old-time trapper, was on the lot renewing acquaintances with his many friends on the show. Following the evening performance there was an informal party at "The Lobster" in downtown Hartford. In the group were Madame Bedini, Freddie Dupree, Mr. and Mrs. Snyder, Mr. and Mrs. Church, Joe and Beach and Wally, Charlie Davitt, Bill Day, Charlie Davis, John Hoye and Bill Montague.

At New Britain, the home town of Judd, the Russell show came in for a lot of visiting on the part of the Fans. Judd headed a large group that came in for the night show, which included Mrs. Judd and their daughter Jane, Mr. and Mrs. W. H. Judd Jr., Bill Day, Dr. Henry Martin, Charley Davis, Jim Hoye, Mr. and Mrs. G. L. Conklin and daughter Barbara, Joe Beach and Charley Davitt. Following the show, most of the personnel and the Fans gathered in the backyard to watch two hours of circus movies taken by Judd. The Judds again caught the show at New Haven.

Edgar S. Swan, Montato, Conn., CPA, writes that the Ringling-Barnum circus had a big crowd there August 4. Local paper gave the attendance as 27,000 for the two shows.

National Secretary Walter M. Buckingham writes: "The wife and I spent August 5 at Manchester, Conn., with Russell Bros. Circus, attending evening performance. Had a movie show in the back-

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# Dressing Room Gossip

COLE BROS.—At Colorado Springs, Colo., show played day and date with Pease Bros. Circus and the show had a steady stream of visitors all day. Mr. and Mrs. Ruben Galanter were on the lot all day. Others were Pease and Mrs. Marjorie Pease, Peggy McNeill, Theresa Micalles, Bill troupe of acrobats, Jimmy Hamster, Irving Polack and Frank Asher, Caslang and John Smith went back 30 years, putting it up and taking it down. An addition to the Cole program is a 10-horse hitch, driven by Clarence Canary in a very stunning costume. Alva Evans joined at Colorado Springs. He is in clown alley and was formerly with the Polack show. Harold Hall and Jack Kippel were on the sick list.

Alfred Coart, noted wild animal trainer, was the guest of Zack Terrell for a few days. The writer worked for him and his father in Europe. Malec Burkhardt was on for a short visit with her husband, Marlon (Dutch) Burkhardt, head ticket seller. Anna and Marlon Sutton are practicing their juggling act every day. Richard Prays was with the show a few days. Visiting. He is a Circus Fan from Canyon City, Colo. Mr. and Mrs. Joe La Forme, of the Flying La Forme, were with show at Salt Lake City. They saw the afternoon show. John White and family also were visitors. White had animal acts with the Al-G-Barner show. White, Clarry Bruce and Jimmy Bettschach had quite a petrow. **FREDDIE FREEMAN.**

LEWIS BROS.—Professor Maxie left the show in Burlington to return to his home in Rochester, N. Y. Conrad Kirkendall has returned to his home and will re-enter the University of Tennessee. Kenny Smith has been on the sick list the past few days. Stuart Goldfarb has returned to his home in Jackson, Mich. He will attend Junior College. George Singleton gets the big top up and down in good time and doors are always ready to open on scheduled time. Louis Watson purchased a new Chevrolet at Hartford. Wls. Max Buck Reger is serving her friends coffee and. George Adams, of Bailey Bros. Circus, was a visitor in Burlington. Chuck Gooden, from Geneva, visited with the Lewises last week. Gooden formerly was superintendent on Lewis Bros. Al and Bill Lindemann are frequent visitors. Buck Reger is assisting John Deach on front door. Frank Rooney, of Madison, and P. D. McFarland, of Chicago, visited George Singleton at Burlington, Wis.

Recent visitors: Editor Howe, of Ripon, Wis., in West Bond; Alfred T. Schutte, of Baraboo; Mr. and Mrs. Clarence A. Kachel in Whitewater; Edgar H. Wilson, attorney of Hartford, in Burlington and Whitewater; Mrs. Nedwig E. Gehl in Hartford; Mr. and Mrs. S. O.

yard after the show and showed pictures of the Russell circus taken at Norwich in July. Spent the afternoon of August 7 at New Britain in the backyard of the Russell show and were supper guests of the Ray family. Margaret Boncke and Edmund Smith were with us. Had a call from Mark Anthony, acrobatic clown, on the afternoon of the 9th, at our Gales Ferry home.

Ed Frye and Frank Friedmann, of St. Paul, Minn.; and Sumner Peterson, of Atwater, paid a final visit to the Big Show at St. Cloud. P. E. Loxley, of Orono, R. I., caught the K. of C. Circus at Woonsocket, R. I., August 5.

George Duff, of Ft. Miss, N. Y., entertained Tom Mix when he and his troupe showed at Smalley's Theater, Miss. invited to the Duff's home at midnight, accompanied by Capt. Daniel Fox and Sergeant Scout Marsh, of the Ordway barracks.

The members of the CPA were shocked to learn of the death of Past President Harry Hertzberg, of San Antonio, Tex., on August 12, after 10 days' illness. He was an ardent member of the association, with the welfare of the circus all ways at heart. His familiar saying, "We Fight Anything That Fights the Circus" is one of the slogans which the association practices, and which is printed in each issue of White Tents. His advice was eagerly sought by circus executives and circus Fans, and his place in the association will be difficult to fill. A familiar figure on many circus lots, he will be missed by many who deemed it an honor to call him "friend."

Emmett in Whitewater and Wausau, Wis. Dr. and Mrs. Tom Torney, of Madison; Mr. and Mrs. W. L. Jackson, Madison; George Armbrust, formerly of Sells Bros.; Roy D. Buttes, of Madison, in Whitewater; Roy N. Henderson, of Whitewater. When show was in Whitewater Mr. and Mrs. Clarence Kachel entertained in their home Karyl DeMotte for luncheon. Mr. and Mrs. A. Lee Hinckley for dinner and Mr. and Mrs. Bert Dearo for lunch after the night performance. Mr. and Mrs. Kachel have a wonderful collection of circus pictures, posters and letterheads. Their miniature circus, Kachel's Three-Ring Circus, is one of the best the writer has ever seen. **EVA HINCKLEY.**

## Two Old Circus Horses

By DR. L. C. HOLLAND

Down on the farm in an atmosphere of charm  
Dwelt circus horses—Charlie and Bess,  
They had been with the show, and this  
I do know,  
Had earned well this haven of rest.

For many a year and all with good cheer  
They hauled between lot and train,  
Hitch-of-night they made, a bit on  
parade,  
Their sunshine and days of rain.

The often they nuzzled and dreamed  
how they plodded,  
Many miles in moving the show,  
They frequently debated and often  
related  
Their thoughts to the colt, Little Bo.

How nice it would be once more to see  
The old show all spread on the lot,  
When on a morning clear a night meat  
dear—  
The circus—Believe it or not."

Little Bo cocked his head, neighed quietly  
and said—  
"Stop your dreaming. Look! Charlie  
and Bess,  
It's time your outfit, and I'll bet a  
two-bit  
A bunch of old friends, is my guess."

Charlie nuzzled a drink, said—"Old  
lady, what you think?  
Let's go over and have a good look."  
"Not your life we will go, and see if it's  
so.  
Then we'd better meander back to the  
brook."

"Our days are about done, and rest we  
have won,  
Let the youngsters now move the show,  
We'll sit and dream of when we were a  
good team,  
And send in our stead Little Bo."

Little Bo had a look, his keen eyes took  
in the changes time had wrought,  
"I can plainly see there's no chance  
for me  
Against the caterpillars they have  
bought."

Much disappointed, his mind became  
haunted  
With desire to exterminate the pest,  
Caterpillars to him meant an enemy to  
trim,  
Forthwith he set out in quest.

He snoozed thru the bars that early  
morn  
For a weapon to fight the foe,  
Said "Insecticide" will change the side;  
Quite resourceful was Little Bo.

"Was good horse sense, the slightly  
dense,  
Excusable in Little Bo,  
Only a colt, ready to bolt,  
Characteristic of youth, you know,

Sad to relate, unhappy fate  
Displayed its hand that night,  
After the show there was a "blow,"  
Much to Little Bo's delight.

The wagon gay, bogged in the clay,  
They stuck and caterpillars, too,  
They chugged and signed, and finally  
"died,"  
Leaving only one thing to do.

So Little Bo, with "I told you so,  
Now's our chance, Charlie and Bess;  
We'll move the show, like old times,  
You know,  
And leave the caterpillars in the 'meas.'"

Like Charlie and Bess, many lose their  
rest  
After years of carrying on;  
And Little Bo and those with the show  
Find many old customs gone.

## Satisfactory Biz For the Cole Show

LOS ANGELES, Aug. 17.—Jake Newman, general agent of Cole Bros. Circus, is in town. The show is making a rather close coverage of spots in Washington and Oregon to reported satisfactory business. Newman stated the show would play the usual number of days on the Washington and Hill streets; lot in L. A. with a new lot dug up in Hollywood and another lot in metropolitan Los Angeles. Asked as to report that show would winter on the West Coast, he stated this was not likely as some very lucrative contracts for winter dates would not, in his opinion, permit wintering in Southern California.

## 24,000 Attend H.M. Show in Erie

ERIE, Pa., Aug. 17.—Season's best weekly attendance for the Shriners-sponsored Hamid-Merton Circus was reported by George W. Reicher, ticket manager here. Seven weeks of good promotional work by Howard L. Sory, according to Reicher, brought 24,000 people to the show here August 7-10.

Grassie, as yet unofficially tabulated, vote for the benefit of orphans, underprivileged children and other Shriners Temple activities. Promotional efforts included entertaining crippled children at the Zion Zion Hospital in Erie, visited by Baron Novak, midjet, and clown Clyde Beatty, with the splitting up of the attractions after the Erie stand, took his act to Rochester, N. Y.

FOLLOWING played the New Haven, Conn., Democratic picnic July 26: Hughie Fitz and company, clown, entertainer Joe Edmondson, Will Stanley, Tommy Bell and Danny Della, clowns, and Phil Dyer's animals. Bill also had 10 vaudeville acts.

## OVER 5,000,000 GATE

(Continued from page 39)  
ganizing a group of midway ops to negotiate for concession rights at new Albany race track, about 15 miles from San Francisco. Tex Cameron, who operates the Oakwood Barbecue, was reported to have refused a concession offer from the track operators.

Brown Plans Banoffs  
Harry Martin left the management of Sally Rand's Nuda Ranch, Sally's mother had been installed as personnel director of the girls and Martin has been succeeded by Charlie Moran.

Jack Harrison, who has been with Terrell Jacobs' Jungland since it opened, is now managing the camp, having replaced Jack Sanders. Benay Rogers has left the Lost World, which Ed Kearns is now managing.  
E. C. Bonderson, expo entertainment director, is said to be negotiating for home lands.

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# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

**JOHNNIE AOKER**, once chief of cowboys on the Tom Mix Circus, is now working with Gene Aulry, of Republic pictures, in Hollywood, Calif.

**CLOWN TWINS**, Harold and Howard Owell, have been booked to clown the annual Sheridan County Fair and Rodeo at Gordon, Neb., with their mules and cow.

**MORE THAN 2300** was awarded at the recent two-day Old Fort Wallace Rodeo in Sharon Springs, Kan. New pens were erected and grounds were flooded daily to eliminate dust.

**FORMER** Ben Benito, Tex. cowboy, Chiggy Gough, is now with the National Fairmen's Association at New York World's Fair. He plans to open a Texas-style bar and ranch house in the Pennsylvania mountains this winter.

**COWBOYS** already in New York awaiting start of the rodeo in Madison Square Garden include Jimmie Dewitt, Joe Daly, Cecil Tamm, Chip Gough, John Broderick, Emilio Avery, Jack Van Ryder, Buford Cole and Fred Tripp.

**AIX RODEO** CO. wound up a five-day engagement in Phillips, W. Va., on August 4, under Elwinia Club auspices to good results, according to reports from that section. Red Davis was chairman of the event, which drew some 5000.

**GLE WATTS** is general chairman of the six-day rodeo to be held at the Fifth and Penn. arenas circus lot, Pittsburgh, under auspices of Fraternal Order of Police and John Griffin. Mayor Cornelius D. Smith heads the executive committee.

**THOMAS P. BROWN**, who closed with the advance of K. Bar X. Rodeo recently, has joined the advance staff of the A & Z Rodeo Co., which has been playing Pennsylvania, Indiana and Illinois territory so reported good results.

**FORMERLY** IN CHARGE of the contest on Cole Bros. Circus, Jimmy Foster and wife, Alice, are presenting their trick riding and roping act on Mabel Baker's circus unit currently playing Nations Ohio and Western Pennsylvania fairs.

**JOE PRONE** is in Henderson, Ia., recovering from injuries to his arm and side sustained at the opening performance of the recent three-day rodeo there. Attendance at opening was said by officials to have been the largest in arena's three-year history.

**TWO WOMEN** were knocked down and injured by a bucking horse that plunged into a crowd at the Woodland Park Rodeo, Colorado Springs, Colo., August 2. K. Koser, which had been declared an outlaw by rodeo officials, dashed away while being manured by Rex Doyle in a field near the rodeo grounds.

**BILL ADAMS** and his group of rodeo performers held successful rodeos on Saturday and Sunday, the nights of July 27 and 28, at Bill Reitzman's Ranch, South Park, near Pittsburgh, letters C. Schroeder from Slupsky Rock, Pa. "Adams has some good looking stock and crowds seemed to like the show."

**THE 17TH ANNUAL** three-day Phillipsburg (Kan.) Rodeo got under way August 15 with Herschel Ross as arena director and Dean Buchner filling in the rodeo spot with his educated horse. John Lindsay is clowning the show. Two additional cowboy events are on the program this year.

**OFFICIALS** of the P. P. A. Harvest Show in Pierce City, Mo., are considering tentative plans to stage a rodeo there in connection with the event, reports Robert Hayward, president. Pay fairs has been placed in charge of contact work to determine what arrangements can be made.

**ALL PROCEEDS** over and above expenses at Crossfield (Ala.) Stampede were donated to the Canadian Red Cross. Despite bad weather nearly 700 attended. Winners were: Saddle Brank Riding, Sykes Robinson, Bud Vey, Jessa Powerless, Barback Riding, Harry Thompson, Ben Suddalton, Bob Davidson, Carl Hocking, Cecil Bushard, George Leach, David Leach, Steer Riding, Harry

Thompson, Roy Tompney, Cecil Bushard, Boys' Steer Riding, Doug Rogers, Richard Handson, Billy Johnson, Jimmy Wigg, Jackie Cook, Wild Cow Milking, Cecil Bushard, Ben Suddalton.

**ROY KING**, of Elk City, Okla., bronk rider and steer wrestler with Rangers Rodeo Co., is in city hospital, Warren, O., for treatment of a collarbone fracture sustained when he was bucked from a horse during the final performance at annual Transbail County Fair on August 6.

**ROY KNAPP'S** Rough Riders left Kansas City, Mo., recently on a trip scheduled to take them thru seven states, and on which they will perform at several rodeos and fairs. Knapp recently was appointed chief commissioner of the National Mounted Troops of America, an organization of junior riders, with headquarters in Tulsa, Okla.

**A 20-FOOT FALL** resulted in a badly fractured hip for I. T. McMillin, trapeze performer, with the Wild West Rodeo and Tull Circus at Nampa, Idaho, during a performance on August 4. Ropes by which he hung by his feet above the arena gave way, and he crashed, landing on his side. Rushed to Mercy Hospital, Nampa, X-rays showed the fracture. No internal injuries were reported.

**TWO-DAY BOYT RODEO** at Liberty, Tex., August 3-4 drew some 10,000 for three performances. Cecil Boyt, producer, reported. Show also formally dedicated a new \$10,000 rodeo plant at the county fairgrounds. Lucile Richards, Cheyenne cowboy, sustained slight leg injuries. Joe Colter sprained back and neck injuries when a steer threw him and rodeo Cameron was trampled by a bull, but not badly hurt.

**APPLICATION** for a charter has been filed by the newly formed Red River Circus Future Farmers' Exposition and Rodeo Association, a non-profit organization comprising sponsors of an FFA fair and rodeo to be held annually in Clarksville, Tex. New group will affiliate with Southwestern Rodeo Association and be governed by a board of 12 members. Sam Becker is first president; J. N. Green, vice-president, and C. V. Stewart, secretary-treasurer.

**THE ATTENDANCE** was slightly off from last year, over 2500 turned out for the annual fair and stampede staged by Donalto (Alta.) Agricultural Society. First day money went to Pat Swain, with Frank Brown second and Jack Swain, third. Don Thompson took first in both bareback and steer riding. Lane Broeze was first in saddle brank riding the second day, finalist of which was won by Frank Brown. Wally Lindstrom was second.

**TROGAN INDIANS**, in full regalia, were a feature at the recent Castle River (Alta.) Stampede. Event drew some 3,000, with Pete Lagrange directing the arena, and Eddie Burton, Jimmy Menard and Bert Connelly as judges. Winners were: Saddle Brank Riding, Frank McDonald, Joe Warrior, Bill Clark, Barback Brank Riding, Roy Baird, Jim Robinson, Wally Lindstrom, Steer Riding, Jim Robinson, W. Lindstrom, Roy Baird, Carl Roping, B. Atkins, Frank Montgomery, W. Frank, Wild Cow Milking, Dick Jackson, Ed Burton, W. Lindstrom, Wild Horse Race, Harold Becker, Frank Valley, Best Bucking Horse, Pete Lagrange's Buster, Relay Race, Jack Grumbson, Philip Big Swan, Snake Race, Ed Burton, Carl Smith.

**A RECORD CROWD** attended this year's Six-Hill Stampede, July 31-August 2, at Monte Vista, Colo., where Governor Ralph Carr led a three-mile parade on opening day. Another highlight was the appearance of William H. (Bully) Adams, who was known as Colorado's cowboy governor during his tenure of office. San Luis Valley Pioneer Day on August 3 was successful. Champions were: High Bennett, bulldogging; Earl Moore, calf roping; Fritz Truan; bucking horse riding; Paul Crain, steer riding; Frankie Burns won all major horse races, including the half mile, Roman Standing and consolation. Day money results: July 31, Brank Riding—Gene Pruitt, Fritz Truan, Paul Carney, Jim Lika; Bulldogging—Felix Doyle, Homer Pettigrew, Everett Bowman; Calf Roping—Earl Moore, Jim Snively, Allen Molder, Burk Serrell; August 1, Bulldogging—Buck Serrell, Paul Carney, Hugh Bennett; Brank Riding—Fritz Truan, Don Aber; Bill Serrel and Tom Wilson, split third; Calf Roping—Senky Hancock, Cecil Owsley, Alben Helder.

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

**BOB EUGENE** troupe is repeating at the New York World's Fair, opening August 12.

**MRS. AND MRS. JAKE POSEY**, of Baldwin Park, Calif., celebrated their 60th wedding anniversary on August 10.

**THE CUBAN MACKS**, with Russell Bros. Circus, will be one of feature attractions at the Chicago Stadium Rodeo with their Snake act.

**ROBERT WELSH** cards that Wallace Bros. Circus, at Uniontown, Pa., August 20, is the first circus to play in Fayette County this season.

**Entertainment of the finest kind** is offered by the Big Tops.

**HILL KOPFORD** and F. A. Norton, former circus billposters and lithographers, are operating concessions on the Convention Shows.

**THE CLARKS** completed a three-week engagement at the San Francisco fair and are now playing fair dates on the West Coast.

**MRS. WALTER GOLLMAR** and son, Walter, who are spending the summer at their home in Wisconsin, will go west in January for the winter.

**WHEN RUSSELL BROS.** Circus left Connecticut for New York State August 10 it had been in New England territory only a few days less than 10 weeks.

**RUSSELL BROS.** Circus, contracted for Lancaster, Pa., for August 26, is the only circus scheduled to appear in that city this season. The Pennsylvania Railroad lot will be used.

**RUBE PERKINS** and wife, Guy Kaufman and Ralph Moody and wife, trouper, visited the Waterloo Trade Day Circus at Netawka, Kan. The show was rained out at Ray, Kan.

**RUBY WOOD** expects to do away with her matches in about six weeks. The Wood's oldest son, Allan, was just enlisted in the Engineering Corps of the United States Army.

**These should be co-operation** between the advance and the backend of a show.

**JACK HARRIS**, clown cop, informs that he was with the late Rhoda Royal for 14 years and was his first country table rider and clown with his winter shows.

**JACK CAMPBELL**, trombone player, jumped from Saratoga, La., to Mount Vernon, O., to join L. Claude Meyers' band, playing for circus acts in front of grand stands, booked by O. A. Klein.

**FRANK B. HUBIN**, Atlantic City booster, info that under the city's new mayor, Tom Taggart, shows playing the respect city will get a square deal. Yulbia adds that Walter L. Main recently spent an enjoyable week in Atlantic City.

**WAYNE COFFIN**, who was in the Stella-Flores Band when Don Montgomery was its leader, is now working in a Los Angeles post office and is the leader of the small carnies' band. Mrs. Coffin was Viola Rowland, a sister of Stella and Doris.

**JAKE J. DIECH** saw the Ringling-Barnum show at Milwaukee, and had his granddaughter, Mary Alice Diech, with him. It was her first time at the Big One. Jake attended Lewis Bros. Circus at Lake Geneva, Wis., reporting fair makes.

**HARRY ASHTON JR.**, located at Ferris Park, Minn., advises that he will get going again in the fall. He attended the Ringling-Barnum show there and visited with George (Burr) Mason and Chief John Brien. The show had two big houses.

**RICHARD LARKIN**, formerly of the Binghamton (N. Y.) band, joined the band of the Hamid-Morton Circus at Syracuse, N. Y. He played for the experience during part of the Binghamton engagement preceding Syracuse. He is now playing tubs with Wallace Bros. Circus for the remainder of the season. Larkin and his brother are talented

musicians and operate a music store in Binghamton.

**THE KILNES** (Elnor and Elvira) worked the Greenville (O.) Fair, their third year. While playing the Faxon (O.) Fair, they visited Millie Rice's Circus, which was at Garden, eight miles distant. The Kilnes are booked until October 5, following which they will play Ohio and stock shows thru Texas.

**MRS. LEONIE WILLIAMS**, wife of V. A. Williams, manager of the No. 1 car of Cole Bros. Circus, is the guest of Mrs. Esther Turner, wife of Charles V. Turner, of the St. Louis Amusement Co. at the Turner summer home at Clayton, Mo. She expects to remain there this month and then motor to the West Coast.

**SLIVERS JOHNSON**, clown, is recuperating at the home of Mr. and Mrs. C. A. Klein, New Waterford, O., from the effects of an insect bite which developed into an infected foot, received while on a fishing trip recently at the home of his wife Myrtle, at Fox Lake, Wis. He expects to be able to play his contracted fairs.

**JOE BAKER**, former circus agent, has opened a magazine shop in the University district of Seattle, Wash. He has placed Chief Yellow Lark in charge. Baker is arranging wide advertising and around Seattle for the chief. Joe and V. A. Williams, ex-manager of Cole Bros. Circus, and several of his boys with whom he trapped on cars.

**The public should be given something** for its money. Don't cut the corners if you expect to do business.

**TOM DRUMHOTT HURD** spent a recent week-end on Hunt Bros. Circus, playing shows, dates in Connecticut. The following were visitors at Clinton August 3: Mr. and Mrs. George Potepaugh, of New York City, Mr. and Mrs. Elmer Kempf, of Trenton, N. J., who also spent some time with the Hunt; Mr. and Mrs. William H. Judd, New Britain, Conn., and Mr. and Mrs. G.H. Conklin, Hartford, Conn. who dined at the matinee.

**HARPER JOY**, Harry Coats and Leonard Gross caught the Bud Anderson Circus in Conar d'Alene, Ida., August 8 and Joy notes that the performance was one of the best he has seen. Show has been doing very good business and is going thru Southern Idaho, Utah and back to Kansas. The show was in Moscow, Ida., August 12, four days ahead of Cole Bros. Circus, and played Lewisville August 15-16, one day ahead. Joy joined Cole at Weiser, Ida., August 17 to spend a week on shows as guest of Zack Terrell.

**All circuses should have** related programs for the benefit of their customers. To the management it is a source of revenue from advertising.

**IN LAST week's issue** it was stated that Hunt Bros. Circus, on tour since recently when it closed at Damascus, Va., had gone bankrupt and that animals and equipment located at Damascus were to be sold by Leonard H. Hall, who was appointed referee in bankruptcy. Ward comes from Lois Stanley, who was with the show, that the circus was attached in Damascus by Melvin Allright, H. L. Herbert, mechanic, and H. G. McHenrick, legal adviser, for \$2200, and that these attachments were followed by those of Joe Thacker, band leader, Roy Steinberg, elephant attendant, and Louis and Bob Stanley, who act. "Due to business conditions," continues Mrs. Stanley, "Roy Hall isn't going to contest the suits and in order to give all creditors an even break, filed a petition in bankruptcy."

**LESTER BUCKLEY**, who was with Andrew Downie, Walter L. Main, Ringling-Barnum and other circuses, and Bill O'Hara, with the Barnum & Bailey and Buffalo-Bill shows, caught Russell Bros. Circus at Bridgeport, Conn., August 9, reporting fine attendance and a very good performance. Trucks are in fine condition. They visited with a number of the folks, including Mrs. C. W. Webb, Mrs. Beulah, Bobby Walsh, with whom Buckley worked on the Ringling and other shows; Harry Seymour, Eddie Woodcock, the Day Family, Pickard (Pickard's seal), and Three American Flyers. Many courtesies were extended. **UNDER THE MARQUEE** page 37.



# AC Mayor in Call to Arms on Biz Competish

ATLANTIC CITY, Aug. 17.—Competition in the resort field now being heavier than at any time in history. Mayor Tom Taggart called upon citizens and business interests to co-operate in the drive to attract new visitors here. Calling efforts of the mayor's office and City Press Bureau, directed by Lou Cunningham, he said, "But once visitors are here, it is up to the people of the resort to show them that we appreciate their trade and that we want them to continue coming here."

"I am anxious that people of the resort know the obstacles Atlantic City faces in this fight with other resorts for tourist trade. If they would read travel and resort pages of any metropolitan newspaper Sunday, they would soon realize that Atlantic City is just one of thousands of places vying for this 'prize'."

Mayor Taggart pointed out that the annual appropriation for the City Press Bureau is \$15,000, compared with \$35,000 for Miami and \$25,000 for Miami Beach, spent during a 10-week winter season. "Now these places have appropriated additional funds to be spent to attract visitors during summer and the rest of the year," he said. "And this money is just for publicity, not for paid advertising, which alone must be about \$250,000."

"Our money for paid space is only about \$45,000. Out of our publicity fund of \$15,000, \$4,500 was spent for a city booklet, leaving little more than \$10,000 for salaries and other expenses. It's a real problem to obtain publicity when there is only this small amount of money available. I notice that Ocean City's budget includes \$10,000 for publicity and I understand that Spring Lake spends \$13,000 a year."

## Maloney Buys Oshkosh Spot

OSHKOSH, Wis., Aug. 17.—Charles Maloney, operator of 32-acre Exoco Amusement Park south of the city a number of years, has purchased the spot. He has been making numerous improvements, including construction of a modern vehicular bridge over a creek and a new roof on the ballroom.

DETROIT.—Detroit Zoo will be merged for administrative purposes with the older but considerably smaller zoo at Belle Isle Park and other park departments, as well as all city recreation activities, under a proposed reorganization by Mayor Edward J. Jeffries. Proposal calls for merging zoos, parks and recreation commissions into a single body, centralizing authority, at an estimated annual saving of \$100,000 by eliminating duplicate functions.



EDWARD L. SCHOTT, chairman of the program committee for the annual meeting of the National Association of Amusement Parks, Pools and Beaches, is at work on the schedule for the sessions to be held during the week of December 2 in the Hotel LaSalle, Chicago. The president and general manager of Conroy Island, Inc., Clarkstown, has been in conference with officials of the national association in the Windy City to line up a comprehensive program dealing with all phases of the industry.



A PROMOTION FOR RIVERSIDE PARK, Amesbury, Mass., proved the season's biggest puller when 200 drum corps competed there on August 11. The drills and maneuvers were witnessed by more than 10,000 visitors. Photo shows a portion of the corps standing at attention during the matches. In the background is seen the Connecticut River, which bounds one side of the park. The prizes and use of the drill grounds in the park were donated by the management and awards were made by park owner Edward J. Carroll.

## Dodgem to Bull

SPRINGFIELD, Mass., Aug. 17.—Altho an experienced trainer had been hurt when Riverside Park's Yesso, 5,700-pound elephant, lay upon him, Lloyd Major, a Dodgem operator, who has never trained animals, is letting Yesso lay on him. Accident happened when Trainer Frank Noyes was doing his regular act with the animal. Act has been done twice daily since the park opened and the elephant has been careful with Noyes and has not hurt him. But the other day while Noyes was lying under him, Yesso just barely moved, as something tickled him, and he fractured Noyes' hip. Major immediately ordered his services to Edward Carroll, park owner, who transferred him from the Dodgem to the animal farm. Yesso is once more being careful.

## Competition, Weather Hit Biz at Jantzen Beach Pool

PORTLAND, Ore., Aug. 17.—Pool business has dropped in Jantzen Beach Park here since July 1, said General Manager Paul H. Huedepohl. Cool weather and increased popularity of 10 free parks and other pools have combined to lower the take.

A pleasure boat has been added to park concessions. It is operated by Victor Dleta and offers a 15 to 20-minute ride on the Columbia River for 30 cents. Altho advertised widely, Western Championship rodeo in the park stadium on August 2-3 attracted smaller attendance than was expected, Manager Huedepohl said. About 10,000 attended.

SPokane, Wash.—Good business is reported for Evergreen Zoo near here. There are 22 displays in addition to a pony ride, riding stable and concessions. Special rates are offered for children's parties.

# Briefs From All Around the Field

ARRON.—What is reported to have been an all-time attendance record for Summit Beach Park here was registered on August 7 at the annual Republican picnic, when an estimated 50,000 heard Gov. John W. Bricker talk and saw an all-day program of events, highlighted by a beauty contest. Ben H. Voorheis, in charge of park exploitation, handled all details.

SPRINGFIELD, Mass.—More than 200 life and drum corps of Massachusetts and Connecticut participated in the first annual field day in Riverside Park here on August 11, tournament sponsored by Williamannett Marine Drift Corp. of Williamannett. Almost 4,000 were in contest with over 10,000 looking on. Trophies were donated by Riverside Park and presented by Edward J. Carroll, park owner.

## AC Chalks Sunday Mark With 650,000

ATLANTIC CITY, Aug. 17.—Park week-end again had record crowds. Good weather lured 650,000 on August 11 to set a Sunday record for the last three years.

So dense and thirsty were crowds that week-enders were turned away by thousands at bars and night clubs. Hotel men, pizza and other amusement purveyors were prepared for the throng. Boardwalk roller chairs were at a premium. Boardwalk all week, day and night, has been like a beehive.

It is estimated that about 40 per cent of the visitors came from Philadelphia.

## Casino May Change Hands After Bankruptcy Ruling

FORT WORTH, Tex., Aug. 17.—Casino Park, Lake Worth, was adjudged a bankrupt at a hearing here on August 8 after a voluntary petition was filed by George T. Smith, president of Casino Park Corp. Referee in Bankruptcy Glenn Smith directed the receiver, James E. Whitmore, to continue to operate the casino until a hearing on the receiver application to liquidate the property, to be held within the next two weeks, as a 30-day notice must be given all creditors before the property can be liquidated.

Application for sale of the property was filed on August 8 by the receiver. Three local groups are negotiating for purchase of the park. Another prospective purchaser from California would remove the boardwalk and all rides and confine operation to the dance pavilion.

Casino was placed in receivership in July upon application of George Smith to avert a shutdown threatened under a temporary injunction obtained by the State comptroller, restraining the resort from operating until it paid \$2,000 in back taxes.

## Full Day for PAPA Meet

CONNEAUT LAKE PARK, Pa., Aug. 17.—At the annual meeting of Pennsylvania Amusement Parks Association in Conneaut Lake Park on August 22 a full day of activities is planned, including business meeting, golf and entertainment, ending with a cocktail hour and banquet. Park is one of Pennsylvania's oldest, situated on the largest natural lake in the State. In connection with the park are three hotels, largest with 300 rooms, and one of Pennsylvania's finest 18-hole golf courses. Park has 21 rides and 49 other concessions and attractions. Thomas C. Foley, executive vice-president and general manager, who will be host, has extended an invitation to other park men to meet with the association.

## More Rockaways Attractions in '41

NEW YORK, Aug. 17.—More attractions are practically assured the Rockaways next year, as a meeting to consider plans for development of the amusement area which faces the ocean front and transfer of several attractions from the World War Fair is scheduled soon after Labor Day.

The old amusement area was curtailed several years ago when construction of a parkway, part of Park Commissioner Robert Moses' plan to improve the ocean front, made it necessary to eliminate all except several concessions now operating in Rockaway Playland. At the meeting construction of a service road facing Rockaway Beach Parkway to permit passage to the concessions will be considered. George Wolpert, executive secretary of the Chamber of Commerce, said all except two of the 12 landowners had agreed to give a 15 or 20-foot right-of-way for this street. Playland already has stook a street running west. A survey of parking facilities for measures to relieve overcrowded conditions is also being made.

Delay in payment of condemnation charges curtailed proposed improvements this season, it is said.

## Early August Gains Made in Op Grosses

CHICAGO, Aug. 17.—Gains outnumbered decreases in operating grosses for the period July 23-August 4, compared with the corresponding time last year, according to reports received here at offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches.

Comparisons for the period show: Alabama, 55.5 per cent increase; California, 11 per cent less; Northern Illinois, 12 per cent less; Indiana, 20 per cent increase; Maryland, 18 per cent increase; Massachusetts, 15 per cent increase; Michigan, same as last year; Eastern Missouri, 24 per cent increase; Eastern New York, 3.3 per cent increase; Midwestern New York, 11.2 per cent increase; Northern Ohio, 23 per cent less; Southern Ohio, 5 per cent less; Oregon, 92 per cent increase; Eastern Pennsylvania, 6 per cent increase; Midwestern Pennsylvania, same as last year; Northwestern Pennsylvania, same.

Comparisons with 1939 up to and including August 4: Alabama, 16 per cent less; California, 11 per cent less; Northern Illinois, 8 per cent less; Indiana, 77 per cent increase; Maryland, 15 per cent increase; Northeastern Massachusetts, 16 per cent less; Michigan, 13 per cent increase; Eastern Missouri, 4.6 per cent less; Eastern New York, 7.1 per cent less; Midwestern New York, 5.5 per cent increase; Northern Ohio, 8 per cent less; Southern Ohio, 3 per cent increase; Oregon, 21 per cent increase; Eastern Pennsylvania, 3 per cent increase; Midwestern Pennsylvania, 14 per cent increase; Northwestern Pennsylvania, 2 per cent increase. On the whole, there was little change of weather in the two seasons.

Per capita spending from July 23 to August 4 this year showed a gain over the period last year of 4 per cent in Northern Illinois, 10 per cent in Eastern Missouri, 5.7 per cent in Eastern New York, 5 per cent in Southern Ohio, slightly more in Eastern Pennsylvania and about the same in other localities which reported. Free acts, large outings and name bands were reported as business aids in several spots.



# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Competing With Municipals

A visit by the writer last week to New York City's Highbridge municipal pool brought a point to mind that might be of some help to commercial tank ops. There are two beautiful plunges at this city-owned establishment; the grounds are perfect—but there is no sand beach. I understood that none of the municipals built by Park Commissioner Moses have adjacent beaches and that many are lacking in play area.

Why, then, don't commercial pools operating in direct competition to municipal establishments play up features that the official doesn't have? Merely plugging a pool of water sanitation in the same neighborhood with a huge municipal pool won't draw them away. The public is aware that city-controlled pools must be clean; in fact, many feel they're cleaner than private ones. There is no question that rates play a very important part in this story. Municipals naturally charge very much less than commercial pools, some even having a free gate morning. This was driven home conclusively when I visited Highbridge. Same type of customers usually found at Lefferts Cascades, Riverdale Cascades, Mianar and Broomfield, near-by commercial pools, were seen at the public establishments. Expensive cars were lined up in front, proving that Park Commissioner Moses' claim that his city pools are for poor people doesn't always work. It can be seen, therefore, that it is difficult for a commercial operator to advertise just his tank when the city is giving the same thing for less.

Advertiser and publicize your sand beach, your handball and basket-ball courts, even your restaurant. If city opposition doesn't offer those features you might be able to entice some big from people who would be willing to pay a little more and get that much more.

## Promotion Ideas

With Americanism in the air, here's an idea for swim pools or water-show promoters. Why not have a water ballet exhibit an American flag or an American eagle in the water? Or why not a bullet wave sparker at the finale of a turn? To be sure, such a feature might seem corny and a boost for applause, but conditions being what they are, more power to Americanism and let's have as much flag-waving as possible in all branches of amusement, no matter how trivial it may seem. Picture theaters are playing the national anthem at conclusion of each show and stage musicals are featuring patriotic dance numbers. It's up to pool industry, as well as the entire outdoor show world, to do the same.

## Extra Biz

Jack Rose, of Riverside Cascades, general tank reports that a group of naval men from the nearby U.S.S. Illinois, stationed in the Hudson River, have been reporting regularly to his tank to participate in regulated swim practice sessions. The government has always recognized the value of swimming as a build-up-crapper. With hundreds of thousands of men throughout the country expecting to be trained, many tanks will do sought out to offer facilities for swim periods. Naturally, municipals will get first crack at this but there's certain to be a great need for private tanks in many localities. Even while defense plans are in an embryo stage, this column suggests that pool men look up their local army and navy officials, suggest facilities available at your pool and maybe something can be worked out that will bring you added revenue.

## Dots and Dashes

High Diver Lucille Anderson was featured in a Low Left newswell subject last week and was full-page in New York's new daily, PIC. Sol Mizus, former New York private pool owner currently associated with health department, is getting an idea of what public office is, what with his innocently being named between a newspaper's crusade and the health department. His pool friends, however, knew that he'll come thru with flying colors. All eyes in the swim world are on Paul Randolph's Jamaica Beach, Portland, Ore., and the women's nationals there. His out to Matt Sedgwick, manager of Jenette Cascades pool, Bronx, New York, for putting on one of the finest swim

# Fair Idea of Foehl Is To Extend Season

PHILADELPHIA, Aug. 17.—Willow Grove Park Fair is to include practically every fair feature from carnival midway thru industrial, agricultural, home equipment and other exhibits. Park Manager E. E. Foehl said he had noted that city folks traveled miles to attend county fairs in adjacent territory. "Why wouldn't they be pleased with one in their own playground?" was his thought. The fair will mean an added week of park operation, as all attractions will remain open. Geilly & Wilson Shows' midway entrance will be in the center of the park's activities. The shows will be intact with rides, shows, concessions and ice-sets, headed by Zochans, human cannon ball, blending with the rides and cosmopolitan of the park. If the fair brings anticipated results, Manager Foehl believes another way will have been shown to increase park revenue.

# Wildwood, N. J.

By M. H. ORDENKER

Wildwood and North Wildwood, featuring the drive of Atlantic City's Mayor Taggart, will drive racketeers to seek have here, have adopted ordinances compelling known criminals to register 24 hours after they arrive. And even though they register, mobsters will be given severe jail sentences if they don't leave town right away. Only disturbing note in perfect August days as far as business and crowds are concerned was the sudden proposal of the Boardwalk police to enforce the long-standing "no-backing" law.

Hunt's Ocean Park adds Hollywood lobby horse races with cash and merchandise prizes. Mal Hallett came in August 11 as park's top attraction. Children's Days on Tuesdays and Fridays are making S. D. Hamaguchi's Casino Arcade the most crowded spot on the Walk.

## Ocean City

Ocean City's Convention Hall gets the kennel club show on August 30 due to the fire which destroyed Municipal Pier at Ventnor City. Resort conducted its 34th annual baby parade on August 19. Beachfront property owners recommended expenditure of \$80,000 to construct two 400-foot stone jetties to try to rebuild eroded central city bathing beaches.

# Asbury Park, N. J.

By GEORGE ZUCKERMAN

Ops are co-operating solidly with city publicity department and hotel association in a move to lengthen the season into early October. Highlight of the promotion, which includes heavy calendar of special events, is inauguration of "rain check" days which would give free days a stay to anyone checking into local hotels after Labor Day in exchange for any rainy day occurring during their stay. This includes posters, newspaper copy and buttons worn by clerks, bell-boys, and concession personnel; inviting public to "Ask Me About September's Golden Days."

Anti-drift practice at Sandy Hook with night shelling of targets in the skies and demonstrations of "secret navy" cutting night skies at government training station at nearby Fort Monmouth, of visible to boardwalk strollers, have been attracting crowds to the beachfront. Naval maneuvers by blimps and destroyers offshore and lusher movement of coastwise ships have helped.

Nat K. Morris, pioneer kitchen gadget op, is preparing a publication containing special dish recipes which can be prepared only with use of gadgets developed by him. Dave Towel, who introduced outdoor bowling in this section, is preparing to stage the First National Outdoor Bowling Tournament, at his boardwalk spot, early September.

COLUMBUS, O.—Ohio State Persian Cat Club voted unanimously to donate all net proceeds of this year's show at Ohio State Fair here to Columbus Zoo. Club President William Cullen Bryant said the zoo will be beneficiary of two shows, first at the fair and the next to be announced later.

Incidentally these eyes have been seen when he ran the annual James Farley cup races last week.

# Outings Aid Rock Springs in 11% Tilt

CHESTER, W. Va., Aug. 17.—Hock Springs Park here at mid-August showed a gain of about 11 per cent in gross business compared to the same period in 1939, said Manager R. J. Hand. Consistent picnic bookings, more attention to family clientele and increased industrial outings are largely responsible for improved business, he said.

Altho the park fared much the same as others in the area until July 1, due to cold and rainy weather, it was fortunate in being able to attract thousands of school children from mid-May until early June. Some of the picnics were new and most districts outings, developed by the park staff in former years, were repeated. In all more than three weeks of daily school outings were listed, giving the park the best early-season business in a decade.

Little in the way of new construction is in evidence. The high ride has been revamped and other rides and concessions have been reconditioned. Quabbin buildings have been razed and the space landscaped.

Virginia Gardens, dance pavilion, is staging a comeback. It operates three nights a week, with Sunday sessions. Eddie McGrath's Bang is here this year, with Bill Lodge at the electric organ. At close of the park season the pavilion will again be converted into a roller rink. It will operate five nights weekly, with two matinees.

August so far has been one of the best months in years due to many industrial outings. On August 16 Wheeling Steel Corp. employees jammed the park to capacity. Visitors were in a spending mood and everyone got money, Manager Hand said.

# Long Island

By ALFRED FRIEDMAN

Business continues its fairly good pace around the shore and the amusement tribe is doing its annual wishing for Indian summer weather after Labor Day and post-season groovy. McNulty Family, Irish entertainers, appearing at the New York Hotel, Seaside, illumining a remarkable drawing power from among those who like their amusement with a blend of Irish. Long Beach Stadium is combining Broadway shows with one-night-a-week boxing.

Eddie (New York Daily Mirror) Zellner tells of an elderly gentleman who sits up beach chairs and umbrellas (for tips) at one of Long Island's swankiest beach clubs, where for 10 years he had Cabana No. 1. The singing-water craze is on at disco-and-dance spots, with proprietors figuring the cost of tray carriers for entertainment is negligible compared to what it would cost otherwise. Harry Steinberg doing hand-to-hand trade with refreshments on the Atlantic Beach Boardwalk. Shooting of the guns at Fort Tilden during military drills has been giving the beaches plenty of shanking up.

# Park Free Acts

BEE KYLES' high-diving free act resulted in 25 per cent increase in business in Salem Willows Park, Salem, Mass., week of August 5, said Nick Xanthaky, head of the Chamber of Commerce. Act was presented under auspices of merchandise. It was first to be used in the park in some time and as a result, the Three Barretts, aerialists, were booked for a week's engagement beginning on August 18.

DASHINGTON'S CIRCUS, featuring Red and Tuck, Oriental jugglers, is in Staxhals Park, Zanesville, O.

IN BUCKLEY'S LAKE PARK, O., and La Verda Sisters, entertainers Al Rosa, clown, and Helen Corwin, buried-alive girl, reports Manager A. H. Brown.

ROY SIMMS, high pole, followed in the Sensational Atchak in Edgewater Park, Detroit.

LAVENIA SISTERS, aerialists, recently appeared at Meyers Lake Park, Canton, O., as free act, replacing Prince Nelson, high-wire performer, who had been held over a second week. Park will continue to offer free acts until close of the season on Labor Day. Manager Carl Stannier said.

# American Recreational Equipment Association

By R. S. UZZELL

Space in the La Salle Hotel, Chicago, is selling despite the hot weather. Alan Hirschell Co., 15th St., St. Charles, Mo., has taken a space and has recommended ten spaces for Bill Bridge Co. and Sellers Mfg. Co. June shows all of the 1940 exhibit at our annual meeting in Chicago. That fraternal spirit is still alive. We have many problems in common and are feeling a situation which calls for closer cooperation than ever. Tax matters and adverse rulings call for a united front and a teamwork such as we never yet had known.

The 1940 meeting of NAAEPF and AREA is going to be called upon to formulate a united plan of action to prevent adverse legislation which would take from the common people their best means of summer outdoor diversion. As a war measure, England forbade many of the outdoor amusements, only to learn her mistaken policy and restore them to keep up the morale of her people. Our entertainment canon of the last World War brought out this well-established fact. Let us keep united to prevent undue restrictions before they are enacted into law.

## W. F. Opt United

The World's Fair concessionaire came from different walks of life with diverse opinions of life and business procedure, but gradually they learned the wisdom of concerted effort. Now they can subvert preconceived notions to the best interests of the group. This is why they could not have arrived sooner at so desirable a consummation. Special attractions and expert effort to get the patrons down to the amusement zone are the order of the day. Because of the amusement advertising many people are going to the fair who otherwise would not be there. A good book is well worth a second reading; equally true is a great exposition worth a repeat visit. But many things at the fair are improved, different and revised with added attractions new to the 1940 version. Better see it theory, for the world cannot soon afford its equal.

Naturally, the amusement fraternity is contemplating where to go from here. One thing is very definite; they must vacate within 60 days from closing date unless special permits are first obtained, which will be no easy accomplishment.

## Publicity Will Count

Trading exposition admission tickets for ducks and geese and other farm produce worked, it was a fine publicity stunt and sure the fair the best Monday of 1940. Inspiration plus perspiration can accomplish wonders. It takes the fair to the common people. If only they could have seen that last year, instead of holding out four months with a 50-cent gate. Inver D. Gibson commands the respect of all showmen and never has shown his broadmindedness so well as at this time.

The blitting of publicity and stunts are sure to benefit the fair attendance, and plenty of them are scheduled for each remaining week of the exposition.

The tropical storm on the Gulf Coast has taken its toll from Florida to Texas but with no devastation of major importance at any of the amusement parks. Decreased attendance incident to flooded roads and tears from wind of hurricane velocity chalked up the principal losses.

MADISON, Wis.—Hamadryas baboon and two Diana monkeys have been purchased on trial from Warren Buck by Henry Vilas Park. Zag here to replace Pat, 36-year-old mandrill that died recently.

Season Is Advancing! Although Never Too Late To Start Operating!

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# Coney Island, N. Y.

By SAM ABBOTT

Madri Grun will be held at Coney Island again this year, with dates set for September 9-16. Prelim arrangements were made at a meeting of Coney Island Carnival Co., which produces the spectacle at Belmont, Surf avenue and West Tenth street. About 100 business men attended the meeting on August 12 which voted almost unanimously for continuance of the event, despite rumors that the plan would be abandoned this year.

Those named to direct the affair include Harry O. Melch, president; John G. Ward, vice-president; Charles Kress, second vice-president; Daniel Schneider, treasurer; and William A. Nicholson, secretary. Committee chairmen are James Kyrines, prizes; George Moran, decorations; Alfred Belmont, William O. Melch, float; John O. Ward, baby parade (Saturday, September 15); Don Justin Leider, permits; Sydney Kahn, circus and industrial division; William Nicholson, music; Allan F. Kramer, parade; M. J. Ehrman, publicity; Daniel Schneider, finance.

Salvatore Ambrosino, roll-hall operator in Belmont's Arcade, reports that four celebrities, Jack Haley, Ed Sullivan, Gladys George and Mischa Auer, visited his home. He got autographs from Miss George and Sullivan to prove they had been there. Seymour Meyer, bally at Old Time Movie, took the pool championship title from Harry Martin; Harry Lefkoff and Al Starr, of the movie spot, also had a battle on the felt with Lefkoff competing winner. Johnnie Garofalo, of this attraction, has a new bicycle that he rides when he's not head ushering. Sam Cook has left Flying Scooters, a KNP attraction. Jack Heben is vying with Jimmy Kyrines for the honor of the "best-dressed concessioner" on the Bowery between Twelfth street and Jones Walk. Harry Kaplan has left Dump the Lady in Luna Park and is in the Bowery box at Wagner's World's Circus Side Show. Al Barrymore and his band, who have been signed for remainder of the season at Parkin Polles on Surf, leave for a brief stay at Miami at the end of the season before playing fair dates booked by Harry Brown. Kitty Hirschon has replaced Billy Joyce as Lady Olga, the electric lady, at Sam Wagner's. Prof. Frank Graf, also at Wagner's, will visit relatives in Ohio at close of the season.

Julio Marashio, manager of the old-time movies at Stabach's, is currently featuring Peck's Bad Boy. Lucy Garuso, women's metropolitan AAU handball champion, announced her engagement to Wally West at Ravenhill. Merty Alexander, former national handball doubles

champion, is athletic director at this spot. Carlo Luvall, wife of Lloyd Peckay, magician with Dodson's Show; Sue Lot, Chinese dancer-stripper, and Emma, character dancer, recently joined Dave Rosen's Streamlined Polles. Babe King, wife of Eddie Joyce, milkman, has left the show because of a near-date with the store. A surprise birthday party was given Ike Wagner, ticket seller at the Polles, after the show on August 13. The entire show personnel in addition to Raymond, Justin and Sam Wagner and Prince Woo Foo, who helped in the big whoopee, of World's Circus Side Show, attended.

Al Beskin is promoting a bout between Andy Melillo and Louis Lamparello in the Hippodrome in Luna Park to decide the dipter championship of Coney Island. Joe Jacobs is matchmaker; Charlie Gottentatun, promoter, and Harry Dantky, referee. Shorty Allen and his band, featuring the Shaw Trio, are at the Balloon Ballroom. Abe Dantky, Harry's brother; Charlie Phillips and Frank Dyer are at the Days of '49, where Pat King is featured songstress. Emma Throckmorton, whose husband manages Mile Sky Chase, is at Ring-a-Duck. Boys about Luna midway are glad to hear Sam Kittensberger is doing so well on the road. One of the most attractive cashiers in the park is Ruth Dantky at the Star Polles. Angle Puzno, former contender for the lightweight championship and known as the "Coney Island Terror," is managing Euzem Seaman. Dick Sanders, who has outitted the upstairs of the bungalow next to the Whip for the season, has taken over the old-time movies and will feature, in addition to a new show weekly, Maurice Sommers, well-known pianist. Edward Gluck, managing Beskin's Shoes-Till-You-Win, is also a crackerjack song man. Lew, Jack and Betty Cody, daredevil mardormora riders, fly about in their plane during spare moments. Lou (Suicide) Marmor, clown and acrobat at Capt. Engineer's Circus, gave the boys a thrill when he did a handstand on the fast-moving Mile Sky Chaser.

## Atlantic City

By M. H. ORODENKER

More than 200 applications have been received for participation in the Baby and Juvenile Parade to be staged on September 8 by Hamid's Million-Dollar Pier in conjunction with the Miss Atlantic Beauty Pageant. George A. Hamid, pier operator, who gave the resort its first major baby beauty contest last season, donated a silver cup, which will be one of the major awards in the sixth annual baby parade in Ventnor on August 31.

Following the show started on August 10 headlining Lou Bress and his band, Tom Mix comes in on August 23 to high-light pier attractions. Pier attractions and personnel entertained last week at the weekly meeting of the Rotary Club at Seaside Hotel. Steel Pier had Glenn Miller's music for the week-end, August 18 and 19, with Harry James taking over until August 23.

Boardwalk Auction Merchants' Association appointed Ralph Barcourt, local attorney and counsel for Hamid's million-dollar pier, as "clear" of the local auction industry, to be officially known as executive director. Code of ethics regulates all sales at auction houses, designed to protect legitimate enterprises, and gives Barcourt the final say on all matters.

After Mayor Taggart's drive against gambling and gangsters here, he rushed the city council on an ordinance requiring all residents and visitors with shady reputations to register with the chief of police and give a detailed list of their convictions. The ordinance, effective on August 23, is broader in scope than a similar law now on the books.

A sharp increase in July visitors over last summer was revealed in a report by Postmaster Thomas Stewart, which shows larger volumes of outgoing mail in all classifications. He pointed to vast quantities of salt-water baby and picture post cards as accounting for tremendous gains in parcel post and first-class mail shipments.

## Chance To Improve 1939 Marks Is Seen For New York Spots

RUFFALO, Aug. 17.—After a discouraging start due to cold and rainy weather, parks in this area are emerging from the red, and if weather continues good some spots have a chance of bettering 1939 figures.

Since July 4 business at Edgewater Beach Park, Grand Island, N. Y., has been on the upswing and Co-Manager Irving Mitch reported satisfaction with present results. Numerous industrial picnics have helped circulate money among consumers. A fair crowd attended on July 4. Big features are the open-air rink, managed by Cassimir Grell and Arno Beck, and the Hotbeau, directed by Co-Owner Fred Votsch. The latter spot has Jimmy Tan's Band for dancing. Strong competition is undoubtedly exercised by the State park and municipal beach located on the opposite end of the island. However, new interest in the island has been awakened by the projects and the influx of summer dwellers should help Edgewater.

Boster includes William Kappold, Ferris Wheel, Kiddie Bldg and Chair-plane; John Gallo, Merry-Go-Round; Doc Forrest, shooting gallery, penny arcade, Five Ball and coin machines; Charles Sauter, refreshments; Clara Votsch, shoot and pitch-all-you-win, signet gallery and ball game.

Crystal Beach (Ont.) Park, according to George Hall, president of Crystal Beach Transit Co., Inc., operator, is headed for its biggest season in years. Warm weather in July brought crowds and excellent business. On July 1, Dominion Day, about 15,000 attended. It was the biggest crowd in 12 years and spending was good. Prohibition of Canadians from entering the United States without passports has helped the park. Two floor shows, presented by seven numbers by the Harold Austin and Richard Avondo bands, were presented for a 50-cent charge in the ballroom. Ordinarily the park plan is used. Show had the CHL Happy Gang, headed by Bert Pearl and Clinton Buchman. July 4 business was 25 per cent above that of 1939. All attractions getting money from the 45,000 who attended. Fire-works were attractions on the two holidays.

Policy of using three Canadian bands in the ballroom has been creating rancor, according to Manager Austin. Orchestras appearing here are those of Morgan Thomas, Richard Avondo and Frank Bogart. Some bands also play the spot, bookings having been set for Jan Savit, August 28, and Al Donahue, August 31. New idea is the promotion of midnight dances on Sundays, designed to take the place of niteries. It is going over surprisingly well. Austin recently featured Mills Wayne and Louise King, vocalists. Bob Carpenter is doing the band's radio ballads.

Sunday afternoon swimming meets have been set. They will be conducted in connection with the AAV and will have a publicity tie-up with The Buffalo Evening News.

## BRIEFS

(Continued from page 34)

heartily in favor of the plan and it is believed that Ocean City, Wildwood and Cape May hotel men will follow suit. Even if that a hotel will not charge for room accommodations if there is a certain percentage of cloudy weather or rain on a given day. It is the hope of hotel men that the Mayor so favored will remain an additional paying day.

ARBON.—Sandy Beach Park is having its best season in recent years and W. L. Wamsford, manager. During 12 days of record hot weather the bathing beach operated far into the night. A banquet and picnic pavilion for 500 has been provided and there is a dance band five nights a week. Spot will operate well into the fall. Attendance records have been made over July 4 holiday and on week-ends.

DETROIT.—Eastwood Park pool was closed on August 6 as result of a fire which destroyed the filtration plant with damage estimated at \$15,000, covered by insurance. An explosion of undetermined origin caused the fire. Plans to reopen before close of the season are being rushed by Manager Max B. Kenner.

UTICA, Mich.—Wells Park, being operated in its first season here by Stanton Welsh, concessioner in Jackson

Beach Park, Detroit, made a bid for local following by playing host to Utica Park. The fair, about three years old, does not have quarters of its own and is, like the park, still in the growing stage. Welsh Park has installed a new Ferris Wheel in its program of development.

DES MOINES, Ia. — Riverview Park with a special promotion on August 4 had a gate of 11,000 to help the season's figures after rains sent attendance far below last year's. The Sunday crowd was still far below the mark of 32,400 set on June 2 with a radio station party. August 4 date was sponsored by a distributor company and four rides were bought outright.

## UNDER THE MARQUEE

(Continued from page 33)

tended to them. Buckley says he heard that Fletcher Smith is in the Philadelphia Salvation Army Home. O'Hara is operating a restaurant in Bridgeport. He was connected with the Benevolent Order of Tigers, the first circus lodge in the States. Jake Posey and Fred Hutchinson served as officers in this lodge.

JOE LEWIS and Iva May are now working fair and celebration dates for Tommy Sacco. Joe is doing clown cop, and Iva May, high aerial act. Will play Flora, Mopeland and Covington, Ind., then go to Chicago for two weeks, with other dates to follow. On October 31 they will join Lyman Keyes Great American Indoor Circus and be with it until late in November.

FRANK KINDLER cards from St. Cloud, Minn. "Frank M. Welsh, owner of the Outdoor Advertising Co., known to many circus folks, is laid up with a severe eye ailment. The Ringling-Barnum circus showed here August 10 to a capacity matinee and fair house at night. Following the night performance, Mr. and Mrs. Frank Rose and the writer entertained at the Rose home for 25 members of the circus. Norma Mimes, who does burlesque, broke her ankle at a skating rink here. She is having every care and is being visited by fans every day."

SVERRE O. BRAATHEN, of Madison, Wis., visited Lewis Bros. Circus at Wausau and Whitewater, Wis., and reports that Paul M. Lewis has a very clean show. Says that it is operated on a very high plane, adding, "Lewis has a very good performance, concert and band. It is a pleasure to get on a lot where a circus is operated as it should be. If all shows would be operated on a high plane I really feel that they can come back. I am certain that if the show owners will be fair with the public, the public in turn, will be fair with them."

WALTER D. NEALAND, p.m. for Marks Shows, writing from Johnson City, Tenn., August 6, reminisces: "Today is the anniversary of a day I shall never forget. Forty-eight years ago today, 1892, the Adam Forepaugh Circus was struck by a tornado in my old home town, Cohoes, N. Y., and was badly wrecked. The circus traveled on two trains of 65 cars. The tents were set up on the old Adams Island Race Course in the infield. I was office boy at the time on the old 'Cohoes Sunday Regulator'. Whiting Allen was press agent with the show and gave me a pass. After watching the parade I attended the matinee performance and recall that the spot was called The Fall of Minnehah, designed and painted by John Rettig, of Cincinnati, O. It was a gorgeous production. Joseph T. McCaddon was manager and Addie Forepaugh Jr. was featured with the big elephant herd, which numbered 38. The tornado struck without warning at 4:30 p.m., almost at the close of the performance. The big top was torn to shreds, center poles snapped like matches and the elephants stampeded. They were rounded up later standing knee deep in the Mohawk River, a mile from the showgrounds. Cages were overturned, including the one I had crawled under, and I was dragged 20 feet by force of the storm. Ten minutes later the sun was shining, but damage had been inflicted to the extent of \$30,000. The show loaded its damaged equipment, omitted the night performance and departed for Kingston, N. Y., where it exhibited the next day under bare poles until new tents could be obtained. The middle ring, with its dirt banks used by the show, has been preserved by the Van Rooks Island Golf Club and is still there, or was on my last visit. The memory of that day is just as vivid to me today as it was 48 years ago."

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

Compassionates here are all smiles because the hot weather continues to draw crowds that tax beach and pool facilities to capacity. Several free attractions at Five Esters, serialists, and Oskas Family, equilibrista. The Wallendas follow, slightly firmer and outings, up 8 per cent over last year, continue to attract.

Playland will close on September 3 but will be open Sundays thru October. Beginning on September 2 fireworks will be featured nightly. The Woodlawn, N. Y. Shuttle Board Club defeated the Playland team, despite the fact that Walton Davidson, who is national champ, was one of the group. Bill Otto coached the local lads. Jenn Sherwood, figure-skating champ, and her sister, Marice, are with the Icecreeps, playing Atlantic City.

Heben Conrad, of the Roscoe force, will return to Reading, Pa., at end of the season to resume radio-drama work. C. E. Doble visited Port Chester recently with Eddie Weckers' Band on Russell Bros. Circus. Many of the circus personnel visited Playland, White Colours in its Norwich, Conn., for the Flies, after which she has fair dates running well into October. Abe Goldstein, clown cop at the World's Fair, was a visitor. So haan Hago.



# GREAT FALLS GOES TO PEAK

## G. S. Scores Top at Ionia

Night show record is made at free fair—heat holds down day gate and midway

IONIA, Mich., Aug. 17.—Ionia's 26th Annual Free Fair, August 12-17, ended its first three days Wednesday night with a record virtually equal to that of a year ago. While crowds appeared to be somewhat less than in 1939 when more than 200,000 attended on the six days, receipts were reported by fair officials to be somewhat above last year's count.

President Howard C. Lawrence attributed any decrease in attendance to the three perfect fair days on Monday, Tuesday and Wednesday of last year and the heavy damp heat of the first three days of 1940. Temperatures ran above 80 degrees and the heat was made intense by damp atmosphere which forced some exhibitors to throw cold water on panting hip stock.

Even with hot weather, at least one all-time record was shattered. President Lawrence said Tuesday night grandstand attendance was largest in fair history. Night grand stands have shown considerable increase, due principally to cool nights. Afternoon crowds have been smaller.

On the Beckmann & Gerety Shows' midway, which replaced the Rubin & Cherry Exposition after nine consecutive years, Barney S. Gerety reported total paid admissions to shows and rides on the first three days were above Rubin & Cherry figures of a year ago but that receipts were somewhat smaller. He said the rides had not been too well used because of midday sun and heat, but (See IONIA GRAND STAND page 39)

### New \$1,000,000 Dress Ready for Minn. State

ST. PAUL, Aug. 17.—Opening of the 1940 Minnesota State Fair will mark completion of a \$1,000,000 building program during the past three years. Improvements include new speedway, huge outdoor stage, three additional blocks of Machinery Hill displays, two miles of boulevards and "white ways," added parking space for 28,000 autos, full utilization of a completed 4-ft club building and erecting steel for a new Farm Boys' Camp building. Greater portion has been accomplished thru WPA assistance.

New half-mile speedway is twice the width of the former track, steeply banked and within full view of all grandstand seats. It is surrounded by a four-foot concrete wall and a new series of box seats at edge of the grand stand is provided. Around the track is a heavy steel mesh fence and the inner rail is set hub-high. Two miles of wide boulevards center at the new parking area. The new stage, 100 by 60 feet, is of concrete, surfaced with hardwood and will provide dressing rooms space for 375 performers. Special electric connections will provide a control room for detonation of fireworks. Infield, formerly covered with tents, will now be clear of all obstructions.

The 4-ft club building will house 3,000 exhibitors. Second floor will provide dining and auditorium hall with kitchen and stage. Street floor will be reserved for demonstrations and exhibits. Machinery Hill, where \$2,000,000 worth of newest farm machinery will be displayed, has been given newly paved streets, shade trees and new lighting.

### Duval-Jax in Larger Scope

JACKSONVILLE, Fla., Aug. 17.—Plans for the seventh Duval-Jacksonville Fair to be held here in the fall were announced by R. L. Millican, president, and E. Ross Jordan, general manager. A movement to incorporate and set up another fair association in Duval County was defeated by the board of county commissioners at a regular meeting on August 9, it was reported by the officers of the Duval Fair. Duval County Fair was incorporated and organized in the winter of 1934 and for several years was held in the spring. Last year it was held in the fall to meet demands of a large class of exhibitors whose products are in better condition than in spring. Preparations are under way to enlarge scope of the fair to meet developments demanded by the growth of this section. Prospects this year are called brightest in history.

FAYAVES, Fla.—Lake County Fair has been reorganized with election of: President, L. L. Polk; vice-president, G. W. Pringle; secretary-manager, Carl Lehmann; treasurer, R. W. Loudke. The 1941 fair will be held in new buildings being completed on grounds in Eustis.

## North Montana State Registers 274,009 Paid in Its 10th Year

Crack Rocky Mountain annual has a cash gate gain of 10,069 patrons over '39—exceptional caliber of attractions is answer to fast growth, declares DePue

GREAT FALLS, Mont., Aug. 17.—Marks set in 1930, when it was claimed to have topped all six-day fairs in the States and Canada in attendance, were shattered again this year by North Montana State Fair, August 8-10, which had 274,009 paid admissions as compared with 263,940 last year, a gain of 10,069. Celebrating its 10th anniversary, the fair bid for public support by contracting for augmented entertainment, by staging a major live-stock show and continuing all features which have won popular favor in past years. More than \$40,000 in cash awards drew exhibitors in every department from all sections of the United States and Canada.

### Early Iowa Annuale Are Curbed by Rain

DES MOINES, Ia., Aug. 17.—Rain played havoc with the first full week of county fairs in Iowa, with some shows rained out to heavy losses. Attendance was good at spots not bothered by rain.

Hardin County Fair, Eldora, August 8-9, was washed out, while Taylor County Fair, Bedford, August 8-10, saltzaged two good days, while harness races were canceled and a cloudburst broke up the Saturday night show. Southern Iowa Fair, Okmooza, August 8-9, had rain most of the time after it had been moved up this year from the regular Labor Day dates because of washouts. Warren County Fair, Indianola, August 5-8, was another washout.

All-Iowa Fair, Cedar Rapids, August 11-16, and Mississippi Valley Fair, Davenport, August 11-19, opened under heavy showers. All-Iowa had 75,000 attendance despite rain and slits the downpour stopped at 3 p.m. auto races were canceled. Worth County Fair, Northwood, August 12-14, opened to good crowds but a cloudburst at 3 p.m. delayed the night show an hour.

### Trenton Advance Sale Big

TRENTON, N. J., Aug. 17.—Aided by Grange Lodges, advance sale tickets at half price for New Jersey State Fair here are going fast and the program is virtually completed, said Secretary Harry E. LaBrecque. There are to be two political days and days dedicated to farmers, the governor, children and Motor County firemen. Lucky Toner's Hill Drivers will appear on the first two days. Second day will be Children's Day, for which 150,000 tickets have been issued. There will be midday auto races on next to closing day and big cars will run on the final day. Another feature will be horse races. Eddy Bros.' Shows will be on the midway. Space for exhibits in all departments is being taken rapidly.

### Flyer Hurt on Way

Success of this year's fair, however, was due in large part to the exceptional caliber of the attractions; in the opinion of Harold P. DePue, secretary-manager. Afternoon features included daily attendance awards, from seven to eight medals daily with pari-mutuels betting for punes totaling \$18,000; rodeo, with stock supplied by Lee Greeney, and acts booked thru Barnes-Carruthers. Night features included attendance awards, the night show, State Fair Rodeo, a contest to pick a Miss Montana to compete for the Miss America title in Atlantic City and about a dozen acts.

A blow to the entertainment program was struck when Bernadine Lewis Eluz, woman star stunt flyer, cracked at Brigham, Utah, while en route to the fair, where she was to have provided the Thrill Day feature on Saturday. Her plane was demolished and she suffered (See Great Falls to Peak on page 39)

### Free Gate Credited in Ill.

FARMER CITY, Ill., Aug. 17.—With ideal weather and capacity night crowds, the 11th annual Farmer City Free Fair here on August 8-9 was one of the biggest and best in its history. Estimated attendance of 38,800 was reported by Secretary E. S. Wightman. There were midjet auto trading, society night horse show and automobile thrill show, and both political parties held special programs. Fair officials credit the free gate with the large attendance, and have decided on a free gate at future fairs. All shows, rides and concessions did good business, reported Carl Dyers, of Byers Bros.' Shows. Plans have been started for 1941.

## "Legal Points for Fair Officials"

By LEO T. PARKER

Attorney at Law

Will Be a Feature of the

## FALL SPECIAL OF THE BILLBOARD

Watch for This Issue

Bearing Date of August 31



NEW YORK WORLD'S FAIR PAYS TRIBUTE to Harvey D. Gibson, chairman of the board of directors. Scene of the testimonial dinner given on August 13 at the Petroleum Industry Exhibit by the Concessionors' Association of the New York World's Fair. Photo by Apeda Studio.



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50 People 100 Animals

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**CUS SUN BOOKING AGENCY**  
Springfield, Ohio

**Pa. Annual Sets New Mark; Attractions Program Large**

SELENSGROVE, Pa., Aug. 17.—Selensgrove Night Fair and Carnival on July 18-20 set a new attendance record and made good profit for the sponsoring Selensgrove Dairymen Hook and Ladder Co., said Roland K. Fisher, general manager. The organization re-elected Fisher to manage the event next year. He has held the post since inauguration of the free-gate fair.

Estimated attendance was 140,000, with Wednesday and Saturday accounting for about half the total. A huge parade that attracted 2,200 members drew 35,000 spectators who later packed the exhibition grounds.

Free acts included the Albanis, high midgets; Grófents, high wire; D'Arcy Girls, high ladder, and Skating Kops. Reithofer furnished seven rides. Also on the midway were George Keller's Wild Animal Show, Engleson's Jungleland, Hacco's Athletic Show, John T. Bea's three shows, White's Six Show, Giant Pat, horse, Dr. Sprong's Eskimo Village, Carolyn of Wooders, Johnny Eck, a hippy and radio show featuring the Three Hicks, Jack Dawson and His Cowboys, and Uncle Wip, circus, Frank McVill's two series, and Tom Mix was added attraction on Tuesday and Friday and topped the midway on the latter night when 2,000 saw him.

Band concerts were furnished nightly on the open-air stage and a pet parade was held Saturday afternoon. WROK made broadcasts from the grounds on Monday and Wednesday nights, interviewing talent and showmen.

**To Raze Coaster at CNE**

TORONTO, Aug. 17.—The Coaster ride on the Canadian National exhibition grounds here is to be demolished. A twister last May carried away a section, which resulted in a condemnation order being issued this week by the board of control of the city of Toronto after lengthy examination by the city engineer's department. During the examination Charles Krug, owner, exhibited pieces of the timber to prove that decomposition was not the cause of the damage. He also presented a report compiled by W. S. McCall, of the Lumber and Timber Association of Ontario. Ride was constructed in 1919 for Krug, and during 20 years' operation has paid \$160,000 to the CNE, he said. Largest single-day receipts were on Labor Day, 1937, when gross was \$5,122.50.

**Sacramento Books Names**

SACRAMENTO, Calif., Aug. 17.—With four names heading entertainment midway of \$38,000 for the 11 days' management of California State Fair here anticipate record attendance. Bob Hope, of screen and radio, is the latest to be signed. Three name bands were booked after a dearth of headliners in recent years had brought criticism upon fair officials. Horace Heidt will open, playing four nights for grand-stand shows and later for dancing in Governor's Hall. Hope will follow on two days. Orrin Tucker's Orchestra, featuring Bonnie Baker, is booked for two days and the last three days will have Kay Kiser. Acts booked include Rufe Davis, "radio ruler"; the Danwille quartet; Tiny Kline, violinist, and Howard Nichols, juggler. A girl chorus has also been signed.

GEDAR RAPIDS, Ia.—Articles of incorporation of All-Town Agricultural Association here have been filed with the county recorder. Association operates All-Town Fair. William Rindkerkecht is president; John L. Miller, vice-president; A. L. Taylor, secretary; H. N. Boyson, treasurer.

**"Town Fairs Association — Its Value"**

The benefits of this New York organization to its membership and the part it played in behalf of State aid to fairs will be outlined under this title

By BLIGH A. DODDS

In the

**FALL SPECIAL OF THE BILLBOARD**

Watch for This Issue Bearing Date of August 31

**U. P. To Have Night Gate; Winning Exhibits Entered**

ESCANABA, Mich., Aug. 17.—For the 1940 Upper Peninsula State Fair here to be resumed after a one-year lapse, Harold P. Lindsay, secretary of Escanaba Chamber of Commerce and new fair manager, said that instead of the frog-gate policy earlier proposed, the management has decided to make admission to grounds free until 5 p.m. daily, after which the charge will be 25 cents. Grand-stand fee for afternoon has been reduced to 25 cents. Night show will be Kiss and Cheer, Barnes-Carruthers revue.

There will be four days of harness racing, Upper Peninsula pistol tournament, horse-pulling championships, soap-box forum on midway for political, orators, amateur actors and photographers' exhibits and daily parachute drop. Bats were set later so that winning exhibits of county fairs could be entered. These days have been designated: Governor's Day, Old Settlers' Day, Conservation Day and Army Day, with drills and demonstrations by the National Guard and other military units.

**New Records in Skowhegan**

CINCINNATI, Aug. 17.—Boating attendance and receipts were reported for Skowhegan (Me.) Fair, August 11-17, by Secretary George M. Davis. Attendance records were broken daily, with the gate up to Friday 32,000 above the peak of 1939. The Roxyette night show feature in charge of Joe Hughes, played to turnover business. Midway gross was up. Lanky Teter's Hell Devils played to capacity business on Sunday.

**Molesworth Aid to Green**

SEDALIA, Mo., Aug. 17.—Thru special appointment by Charles W. Green, manager of Missouri State Fair here, R. D. (Duke) Molesworth, Kansas City, Mo., has been engaged as director of attractions for the 1940 fair. Molesworth was director of publicity and attractions at Missouri State Fair from 1934 to January, 1938, and was manager of North Iowa Fair, Mason City, thru 1938 and 1939, where he was given credit for breaking all attendance records. He will assist Manager Green in details of the daily program, and will have charge of day and night grand-stand presentations.

**Fair Grounds**

THIACA, Mich.—Ontonagon County Fair here, July 23-27, showed an increase of 20 per cent over last year at the gate, confirming a general upward trend of 1940 fairs in this State. Jack Raun's Circus was booked and W. G. Wade Shows were on the midway.

WETAUWEGA, Wis.—More than 15,000 attended Waupaca County Fair here on August 8-11. Entertainment included WLS Barn Dance Parties.

MERRILL, Wis.—With grand-stand attendance of 8,533, nearly double that of last year, Lincoln County 4-H Club Fair here, August 5-8, broke gate records. Attractions included the WLS Round-Up and Jimmie Lynch's Death Dodgers. Midwestern State Shows were on the midway.

LA CROSSE, Wis.—Rain and cloudy weather held attendance at the 10th annual Inter-State Fair here, August 5-10, to less than 45,000. Displays subbed. (See FAIR GROUNDS on page 39)

**Premium Facts**



Data collected from lists received by The Billboard

NASHVILLE, Tenn.—Tennessee State Fair, 35th annual, September 16-21, Directors: Judge Litton Hickman, Chairman; James A. Gayce, W. C. Clark, V. T. Jones, A. E. McClannahan, John Sloan, W. J. Wallace, Phil C. Travis, manager. Admissions: 50 cents; children under 12, 25 cents. Attractions: Grandstand, Smith's Superba Band, Red McWaters State Fair Band, George A. Haines' booked Ganssells Troupe, Mito. La-Tosea, Peppas Trio, Three Franks, Cass Willanda Troupe, Woodford's Daughters; American Display fireworks, horse show, harness racing, Midway: Royal American Shows.

DOYLESTOWN, Pa.—Doylestown Fair, 18th annual, September 10-14, 80 pages. (See PREMIUM FACTS on page 49)

**Grand-stand Marks Broken On 3 Days at Mich. Annual**

MILFORD, Mich., Aug. 17.—Grand-stand records of 90 years' standing fell on three nights at Oakland County Fair here on August 7-10, according to President Floyd Wilcox, with credit going to the C. L. (Jack) Baum Circus. Seating capacity of the stand, about 2,000, was taxed on the three nights for the first time in history.

Baum produced his C. R. Ranch Staged for the first two days, following with his circus on Friday and Red Deyl Drivers on Saturday.

Attendance was best on the last three days of the fair. Paid gate was about 11,800, doubling that of last year, with an estimated net of \$800. Night business has been responsible for the build-up of the fair, with daytime business low. As was the case last year, daily local running races were offered, in contrast with harness races formerly staged. W. G. Wade Shows reported an even break on the midway despite good business on Saturday night. Radio publicity was used effectively, featuring a daily noon-on-the-air broadcast from the grounds over WCAR. Performers, fair men and the public were interviewed.

**JACKSON COUNTY FAIR**

5 JACKSON, MICH. 5  
DAYS AUGUST 27-31 NITES

Can Place Merchandise Concessions of all kinds. Space limited. JOHN QUINN, Manager, Mich. (Fair), all this week.

**WAYLAND, MICH. STREET FAIR**

If Wayland good! Ask anyone who was there last year. Concessions, \$15 each, up to fourteen foot frontage. No more shows wanted, no flat fees. Midway controlled by F. L. FLACK, this week, Otsego, Mich.

**TEXAS FAIRS**

Celebration for Grand Grand, Reviews, Act, Bands, etc.  
**AFFILIATED ATTRACTIONS**  
540 BIRE BLDG. HOUSTON, TEXAS

**CARNIVAL WANTED**

**Anderson County Fair**

Darrell, Kansas, Sept. 5, 6 and 7  
Write or Write FRED L. COLEMAN, Secretary

**McKEAN COUNTY FAIR**

—DREYHART, PA.  
September 2, 3, 4, 5, 1940  
Concessions and a fairly large, clean Tando-One Show  
McKEAN COUNTY FAIR ASSOCIATION  
124 Smithport, Pa.

**WANTED FOR STREET FAIR**

Sept. 25th and 12th  
Seven lot and 1000' Street, Educational and  
Structural Shows.  
WARREN C. PARSONS, Pres., Fairport, Pa.

**TENTS FOR RENT**

BIG ONES  
SMALL ONES  
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YOUR NEEDS EASILY TAKEN CARE OF  
RESERVE YOUR  
TENT or TENTS NOW

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603 Harding, KANSAS CITY, MO.  
America's Big Tent House  
KANSAS CITY, MO. A. E. CAMPFIELD,  
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**GREAT GRANGERS' PICNIC**

43th Year

**AUG. 26 TO SEPT. 2 INC.**

WILLIAMS GROVE, MECHANICSBURG, PA.

Only Member of Fair Association  
Operating on Basis of

**FREE ADMISSION—FREE PARKING**

All of which makes this one of the best spots for Shows and Concessions. Write or wire R. E. RICHWINE, Secy.

**Lancaster, N. H., FAIR**

Saturday, Sunday, Monday (Labor Day),  
August 31-September 1-2

**3 BIG DAYS — 3 BIG NITES**

Percentage Wheels, Stock Wheels, Cased Shoes and American Bakery open. Some choice spots still open at Rockingham, Mass., Fair, Sept. 5-6-7. Tunbridge, Vermont, Fair, Sept. 17-18-19. Walter Gurney, come on. Wire or write.

**JOHN L. DOWNING**  
23 Middle St., Lancaster, N. H.

**WANTED SHOWS and CONCESSIONS**

Jefferson County Fair, Sept. 18, 19 and 20  
Fairbury, Neb.

**L. W. SCHLUCKEBIER**  
Concessions, Fairbury, Neb.

**RHODE ISLAND STATE FAIR**

6 DAYS This is the LAST CALL. Don't bother to write; don't write. Just come. Room for any legitimate Concession on the large Midway of the Rhode Island State Fair. 6 DAYS

6 NITES **AUGUST 28 THROUGH SEPTEMBER 2, 1940** 6 NITES

Southern New England is the right spot on the map today. Everybody's moving and this is the only Fair in the State of Rhode Island, the most thickly populated State in the Union. Naturally, we have an enormous, thriving population and they have the money to spend and they spend it at the State Fair of Rhode Island. No money paybacks; no ripped sheets; everything legitimate selected. Program, Rings and Rides etc.

A. N. PECKHAM, KINGSTON, RHODE ISLAND



### Grand-Stand Shows

**JAYDEE THE GREAT** (Jerry D. Martin) reported he was booked for a date recently in Lexington, Mass., with engagements in Wakefield and Dorchester, Mass., slated for August 19-24. He will begin his eastern tour with Maryland State Fair, Thurmount.

**RFID Ark Valley Boys** have been signed for Iowa County Free Fair, Greenburg, Wis., said President Art McManamy.

**WHEW artists** have been signed for Tri-County Fair, Horton, Kan. Headlining will be the Arizona Range Riders, featuring Chuck Wayne and his Musical Riders; Virginia Lee and Dean Fickett, yodeler. Also slated to appear is Johnnie Zivich, fiddler.

**ATTRACTIONS set for Reading (Pa.) Fair**, said Secretary Charles W. Swoyer, are Jimmie Lynch's Death Dodgers; Capt. Frank Prakes, alpine crashes; Gus Foster Royalties, fireworks; Lucky Teter's Red Drivers and harness and AAA auto race. There will also be vaude acts, and Victorio Zaccchini, "Human Cannonball," will appear as midway free act.

**HAVING** been set by Bob Shaw, general manager of Gus Sun Agency, Frank Maxwell and Penny Ford will repeat at Carthage (O.) Fair.

**WHILE** passing thru Putnamville, Ind., recently, Los Aeris report they stopped off at Indiana State Prison Farm and gave a performance for inmates.

**RAYMOND'S Attractions** opened their fair season in Columbus, Ind., on July 14 and are booked solid to mid-October, reported Edward Raymond. Among acts presented are Wigand Troupe, Victoria and Frank, Jenny Dyer Duo, Lesches, Jackmeica, Aerlin Gowdon, Dimpores, Houghton and Houghton, Steiner Trio, Three Macks, Olive Craig, Raymonds and Bonnie Miller Duo.

**ATHLETA**, heel and toe trapeze performer, played Adams County Fair, West Union, O., on August 6-9, and her manager, M. E. Brooks, reported they are having a successful season.

**ATTENDANCE** records were booked at Omega County Fair, Xenia, O., on August 1 when Boone County Jamboree from WLV gave two shows to take care of overflow crowds. After 3 p.m. 6,847 passed thru the gates. It was also necessary to present two shows the following night at Champaign County Fair, Urbana, O. Grand stand was filled at 5 p.m. and hundreds sat on sales of hay

and straw hauled onto the race track. Crowds were so large that gates were closed at 9:40 p.m., and the show started while the box office began to sell tickets for the second show, which also drew capacity.

**MILLEN'S MYSTIC REVUE** will be featured at the 75th annual Jacktown Fair at Wind Ridge, Pa. In the line-up will be Jimmy Harrison's Orchestra, an eight-girl line, Concern Troupe, Flying Aces, a roller-skating act and Flying Valentines. Klein attractions have also been contracted for Carroll County Fair, Carrollton, O. Circus unit will play two days and the revue two days.

**PAUM'S CIRCUS** broke grand-stand records at Oakland County Fair, Milford, Mich., on August 7-10, reported Don Smith, Farmington (Mich.) Circus Fan, who saw the show on Saturday. He visited with show members, including Bobby Gordon, Pee Wee Lunaford and Capt. Jimmie Katz, of the Red Devil Drivers.

**A. E. SELDEN**, "The Stratosphere Man," received a good publicity break in The Champaign-Urbana (Ill.) News-Gazette as a result of an interview he gave a WDEV representative while performing at Champaign County Fair on July 30-August 2. He took a microphone, which was connected with the fair grounds public-address system, to the top of his rigging so that fairgoers could hear him relate to the interviewer a description of his sensations while doing a hand-stand atop his pole. The interviewer was stationed halfway up the apparatus with a special speaker aimed at the top in order to carry on two-way conversation. The program was piped to the station's studio for broadcasting.

**OPENING** their outdoor season in June, Marie's Starlet Dogs and Animal Circus have played Michigan, Wisconsin, Illinois and Iowa. Act is to return to Michigan to play fairs for Henry Lueders.

**FLYING ROMAS** will present their four-people act at Delvidere (Ill.) Fair on August 22-24 for the Tommy Sacco office, reported Roy G. Valentine, principal flyer and troupe manager.

### Plan To Picket Kansas State

**HUTCHINSON, Kan., Aug. 17.**—Plans are being made to picket the 1940 Kansas State Fair here, according to G. M. Shepard, W. E. Knerr and J. E. Goodbanks, a committee of local union, No. 1887, United Brotherhood of Carpenters and Joiners, Hutchinson. Committee declares repeated efforts have been made to settle a long-drawn-out dispute between certain of the building crafts and the State fair board of managers.

### GREAT FALLS TO PEAK

(Continued from page 37)  
injuries, including multiple leg fractures, broken ribs and a skull fracture, which will keep her in a hospital several months. Pouch-hitting for her "Saturday afternoon," Jimmy Nesbitt, rodeo clown, was hurt in a single-handed battle with three Brahms bulls. His exhibition was of such caliber as to save the critical final day program.

**Rodeo and Midway Signed**  
Business about 15 per cent above last year's was reported for the Rubin & Cherry Exposition on the midway by Harry W. Kennies, vice-president of the Amusement Corp. of America. Sam Gordon, show's concession superintendent, reported a similar increase, with full co-operation from city and county officials. Visitors included Carl J. Sedlmayr, president of the Amusement Corp. of America, who left on Thursday for Chicago by plane, and Robert L. Lohman, who arrived from Chicago on Wednesday.  
On Saturday, Manager DePue announced that he had signed with Cramer with the Amusement Corp. of America for 1941. He said the major exhibits will be repeated next year in the fair's educational departments.

### JACKSONVILLE, FLA.

The Duval-Jacksonville Fair will be held in November under the direction of Duval County Fair & Exposition Association. Exact dates to be announced later.  
R. L. MILLICAN, President,  
E. ROSS JORDAN, Gen. Mgr.

### IONIA GRAND STAND

(Continued from page 37)  
that sides had been doing usual business at night.  
**B-C Revue Resided**  
Helen Barjo, fair secretary, who assumed the post after the death of Fred A. Chapman, for 24 years fair secretary, declared on Thursday that receipts in the huge grand stand had already surpassed those of 1939 but that a slightly smaller attendance had resulted. Barjo

said patrons were purchasing better-grade seats, being more reserved tickets than in the past. Drop in total grand-stand attendance was attributed to loss of ticket sale in general admission bleacher seats because of the sun.  
Total of Monday, Tuesday and Wednesday paid admissions to the grand stand was 39,519. Biggest single gain appeared in the private parking lot, although actual figures were not yet available. It was estimated 67,349 visited the grounds on Wednesday. Governor Luren D. Dickinson, 81-year-old Michigan governor; United States Senator Arthur H. Vandenberg, of Michigan, and more than 100 State and national political figures attended on Wednesday, Governor's Day.  
M. H. Barbes, producer of the Barnum-Catruthers revue, Music on Wings, has presented another natural, according to fair critics here. With high-caliber talent and most modern of scenery acts, the show has been acclaimed again this year as among the best produced by Barnum-Catruthers.  
Virtually every department was again crowded for space, including live stock, part of which was housed in tents to augment the large barns.

**TORONTO**—Harry A. Illcock has arrived from New York, where he is operating rides at the World's Fair, to erect his Boxo and Rapid rides on grounds of the Canadian National Exhibition here. They will be operated in Proteusland, managed by J. W. (Patty)



**Sellin THE STRATOSPHERE MAN**  
WORLD'S HIGHEST ACT  
TIME OPEN FOR LATE DATES  
Performance Address Care of THE BILLBOARD, CINCINNATI, O.

**ATTENTION FAIRS AND CELEBRATIONS Acts of All Kinds**  
FRANK HIGHT  
LARGE AND SMALL REVUES  
**SIDNEY BELMONT**  
Fulltime 1939, 17, LOUIS, MO.

**WANTED SWEET CORN FESTIVAL AND HORSE SHOW**  
HOOPERSTON, ILL., SEPT. 20-11-12  
Concessions and Shows of all kinds. Cook House, Eating Stand, Novelties, all foods. Shows, Large Poles booked.  
ALSO—TOWNE, IND., OCT. 2-3-4-5  
TOWNE SADDLE THIRTEEN, MART Chicago, Ill.  
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**7 DAYS 7 NIGHTS**

**NEW JERSEY STATE FAIR**

**TRENTON**

**SEPT. 22 TO 28**

**CHOICE SPACE FOR THE FOLLOWING**

Cookhouse, Crab, Soft Drinks, Ice Cream, Frozen Custard, Candy, Candy Floss, Peanuts, Pop-Corn, Apples, Cider, Juices and What-Have-You, Lead Gallery (have fine building), Photos, SCALES—NOVELTIES—GUESS-YOUR-AGE. SPACE IN EXHIBITION BUILDINGS FOR Photo Gallery, Novelties, Jewelry, Wire Workers, Beads, Fountain Pens, Peeters, Kitchen Gadgets, Glass Cutters, Juices, Soap, Floral Cems, Knives, Embroidery Needles, Patriotic Novelties, etc. SPECIAL—Complete equipped Cafeteria. Midway: Hand analyst, stamping outfit, Beans, Ponnants; Sewing Machine Items, etc.

**A FULL 7-DAY AND NIGHT FAIR**

**ANNUAL ATTENDANCE OVER 250,000—Door Prizes. Price for space no higher than 5-day fairs. Make reservation NOW. Address**

**H. E. LABREQUE, Secy.-Mgr. NEW JERSEY STATE FAIR, Trenton, N. J.**

**Bob Fisher's FEARLESS FLYERS**  
World Renowned Flying Act

A fast and thrilling flying act with new fire, exploding balloons. This is "Showdown" most thrilling act. Can safety any kind of flying act to its year. Bookings to 10 people, 1 to 3 acts.  
OPEN FOR SUNDAY, SEPT. 3 and  
LEADER DAY, MONDAY, SEPT. 2.  
HARRIS, Western Midwest or Eastern.  
AVAILABLE NOW FOR LATE SOUTHERN AND FLORIDA FAIR DATES.  
Before You Cancel—Write to Wire Care of THE BILLBOARD, CINCINNATI, O.  
See Us at the Fair, Broken Bow and Bassett, Neb.

**September 11-15**

**U. P. STATE FAIR**

**ESCANABA, MICH.**

5 Big Days and Nights — Sunday Closing, Free Cars Until 5 P.M. Can use some Rides and Shows. Contact Otto Henke, Milwaukee, Wisconsin. Some Concession Space open—\$5 per foot. Send 25¢ deposit to

**H. P. LINDSAY, Manager, U. P. State Fair.**

**WILL BOOK**

Write within 10 days, 100,000 or 100,000. Also a few clean Concessions working for 1940. No Grand Shows.

**PLATTE COUNTY FAIR**

Aug. 27 to Oct.  
**PAT GOLDBOROUGH, Platt City, Mo.**

**WESTERN UNION**

REMEMBER THE BIRTHDAYS OF YOUR FRIENDS WITH COLORFUL TELEGRAMS. THEY BRING SO MUCH PLEASURE AND ARE NEVER FORGOTTEN. COST ONLY 20¢ LOCALLY AND 25¢ TO ANY WESTERN UNION POINT IN THE UNITED STATES.

**Sixth Annual SHELBY COMMUNITY STREET FAIR**

SEPT. 4-5-6-7

WANT FREE ACTS. Can book Frozen Custard, Root Beer, Waffles, Snow Ball, etc.  
C. L. DEAL, SUPT., CONCESSIONS, SHELBY, O.



# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## 162 RSROA Tests Passed During June

DETROIT, Aug. 17.—Robert D. Martin, assistant secretary of the Roller Skating Rink Operators' Association of the United States, in his monthly report for June, said that 174 tests were registered with the RSROA office, of which 162 were successful. Increase in the number of tests is attributed to the fact that many rinks close during July and August and that skaters wished to attain their goals before closings.

In the figure-skating division junior boys were awarded to 52, three falling; bronze medals were given to 39, one falling; No. 2 bars were won by three skaters and No. 3 bars by two. In the state-dancing section 25 were awarded bronze medals, eight falling. Silver medals were awarded to 22. No tests in speed skating were given, due to installation of judges' tests. Cities participating in tests and the number given were Anderson, Ind., 10; Cleveland, 10; Cincinnati, 1; Dayton, O., 24; Detroit, 47; Fort Wayne, Ind., 2; Long Island City, N. Y., 6; Mineola, N. Y., 11; Pendleton, Ind., 11; Pittsburgh, 1; Richmond Hill, N. Y., 5; Saginaw, Mich., 6; Union, N. J., 8, and Washington, 63.

Dance committee report by Chairman Fred Bergin, Dayton, O., revealed that the Gold Medal Test Book will be issued in early September. It will include diagrams of dances and notes on their execution. Gold medal skate-dancing tests will include the Blues, Deep Three Continental Waltz, Lombard Tango, Hill-Barni Polka, Quickstep, Viennese Waltz and Westminster Waltz. In accordance with wishes of the RSROA board of control dances for competition in 1940-41 will remain the same as in the past year. Dances set up by the board for 1941-42 will include Fox Trot, Tango, 14-Step and Continental Waltz in the senior division; Two-Step Promenade, Rhapsody Waltz, Barn Dance, and Collegiate in the novice division and Straight Waltz, Barn Dance, Two-Step Promenade and Spread Eagle Waltz, Style A, in the junior division.

There are two classifications of United States championships dancing that do not have awards, the novice and junior divisions, and an effort is being made to find sponsors for the championships who would furnish cups. The cups would be challenge awards, to be competed for yearly.

Cities which now have facilities for giving bronze medal tests in state dancing include Anderson, Ind.; Asbury Park, N. J.; Astoria, L. I.; Boston; Cleveland; Columbus, O.; Chicago; Dayton, O.; Detroit; Jamestown, N. Y.; Kalamazoo, Mich.; Mineola, N. Y.; Newark, N. J.; Pendleton, Ind.; Pittsburgh; Redondo, Wash.; Springfield, Mass.; Tuckershook, Pa., and Washington.

Judges for silver medal dance tests are now located in Dayton, O.; Detroit and Mineola, N. Y. It is expected that the judges' panel will be expanded soon so that the test will be available to skaters throughout the country.

Figure-skating tests during June did better than hold their own, which is excellent for voluntary work during a warm month, said Committee Chairman R. D. Martin, Detroit. Judges' panel was expanded during the month to include 16 new ones. In his report Chairman Martin suggested that rinks and clubs take advantage of exhibitions by champions, numbers-up and third-place holders of national figure-skating titles as a means of increasing interest in skating and stimulating and giving skaters some glory.

O. V. (Cap) Saffery, chairman of the speed-skating committee, Cincinnati, reported that a set of 10 questions have been turned into an examination for judges up to the silver medal class.

Questions were made to conform strictly to rules contained in the RSROA test book. The questionnaire was distributed to each member of the committee. National President Victor J. Brown, Union, N. J., had the honor of taking the first test and receiving the commission. Chairman Saffery is now at work on competitive rules, subject to change by committee. Chairmen of speed, dance and figure committees at their last meeting decided to allot the speed division three days at the 1941 national championships. Finals of the championships will be a five-mile senior men's race. Speed judges are now located in Boston, Cleveland, Cincinnati, Dayton, O.; Detroit; Long Island City, N. Y.; Mineola, N. Y.; Toledo and Union, N. J.

The hockey committee, for which a chairman has not yet been selected, includes E. K. Bartlett, Aurora, Ill.; Cap Saffery, Cincinnati; F. J. Bergin, Dayton, O.; and H. D. Martin, Detroit. E. K. Bartlett, who was appointed to the committee in June by President Brown, has done much work during the past year in the sport. Cap Saffery reopened the hockey situation in Cincinnati by conferring with local AAU officials with whom there was a misunderstanding last season concerning jurisdiction of the sport. A solution for the 1940-41 season is being worked out. R. D. Martin is preparing a hockey rule book containing translated international rules. It will be off the press soon. President Brown wishes to add members to the committee on hockey, as the sport has hit a new low in enthusiasm during the past few seasons.

ROLL-AROUND Rink, Gloucester City, N. J., inaugurated the first of a series of midnight skates on August 17. It follows the regular season. Spooky atmosphere is created with decorations.

CARMAN Theater, Philadelphia, continues to favor roller skating acts, having recently booked the Two-Come's.

WEBER'S HOFBRAU, near Camden, N. J., recently brought in Clarence and the Hanna Sisters, skating trio, for the fall show.

ALEXANDER EDDY, manager of a 40 by 90-foot portable rink in English, W. Va., reports the 1940 season the most profitable of the three he has been out. He operates four months a year, running two seasons during daytime and three at night. Since most patrons have learned to skate, games are being introduced. A grassed pig race is to be staged soon. Staff includes James Payne, floor manager; Nick Druggish, instructor, and Junior Hampton, skate man.

DETAILS for the school for professionals of member rinks of the Roller Skating Rink Operators' Association of the United States, to be held in Arena Gardens Roller Rink, Detroit, on September 7-21, have been completed, said Fred A. Martin, association secretary and general manager of Arena Gardens.

"This extremely important development in RSROA activity," said Secretary Martin, "has been brought about by the spread of better roller skating thru this country during the past year. Professionals have been working in the dark in many cases and everyone has been asking, 'How shall we learn all of these things?' The only logical answer is the professional school. Since national offices are situated in Detroit, Arena Gardens is offering its facilities and the school will be conducted under direct supervision of the committee chairman. A comprehensive curriculum is being arranged for those attending and it will take into full consideration the teaching of skating from the absolute beginning to possibly the skating of some advanced dances."

The school will be free, but only to those rink operators, managers and work-

## "Skating Marches On!"

How near to the top are skaters? How far has RSROA gone? These and other questions pertaining to progress made in skating and the accomplishments of the Roller Skating Rink Operators' Association of the United States will be discussed under this title

By PERRY B. RAWSON

in the

## FALL SPECIAL OF THE BILLBOARD

Watch for This Issue Bearing Date of August 31

ing professionals from RSROA rinks who have applied for entrance not later than September 1 and have been sent their check. It will be necessary for all attending to be in the class for the entire time. Those attending will be expected to be present from 10:30 a.m. to 6 p.m.

The rink sending a professional or the pro himself must maintain living and incidental expense while at school. Arena Gardens is making arrangements with Detroit hotels to provide rates for students. A number of trips to places of interest about the city are being arranged.

WINNIPEG Roller Rink reopened on August 6 after being closed three weeks for alterations and redecorating. The 100 by 230-foot floor was resurfaced, the lobby refloored, a new sound system with 17 speakers installed and the interior was redecorated in maroon and green. Manager Al Ruddle was satisfied with the crowd, which he said was good in view of hot weather.

W. K. STANLEY, owner of Skateland Roller Rink, Port Smith, Ark., reported that business has been excellent since opening his second season on May 2. Rink was closed during the winter for extensive remodeling and decorating, which included addition of several hundred feet of skating surface, new lobby, entrance, skate room, lunch counter and fountain. Concession space is arranged so that skaters may occupy booths without removing skates. Inside decorations are in red, green and silver. Neon decorations have been placed on a large modernistic tower atop the building. Rink operates nightly except on Sundays, and daily matinees are held.

ARMAND J. SCHAUB, manager of River Garden Rollerdom and Beach, Healdsburg, Calif., reports he visited Phil Pyke's Roller Rink in Santa Rosa, Calif., an July 27. While there he witnessed the rink's first revue, staged by members of the rink club. On August 8 he visited new Sebastian's Rollerforum at Sonoma, Calif. The rink is planning organization of a club to stimulate fancy skating. Rollerforum staff includes John Benedict, manager; Pete Belmont, assistant manager, and Spike Foster, floor manager.

BUSINESS is holding up well at Orr's Roller Rink, Bartlesville, Okla., reported Mrs. Ethel Orr. Weekly specials and contests are keeping skaters and spectators interested. Good figure skating is being done by some of the patrons.

DON HOUSNER, manager of La Porte City (La.) Roller Rink, felt while skating and suffered paralysis of one side of his body and loss of speech. It is believed a broken blood vessel caused his condition. He was taken to Presbyterian Hospital at Waterloo, Ia.

SHERMAN JOHNSTON, manager of Fair Park Roller Rink, Dallas, has announced a state-wide roller race tournament to be held at his rink in September. A schedule of awards will be announced. Barney Googie and Stuff Smith party was slated for August 19, the rink's second anniversary date. Prizes were offered for the best costumes and a 30-minute broadcast of the program over WRR was scheduled.

All shoes shipped within 24 hours after order received



**HYDE'S RINK ROLLER SHOES**

QUALITY SHOE CRAFTSMEN FOR OVER HALF A CENTURY

5 styles for men, women and children, including professional shoes. Perfect fitting combination lasts with narrow heels. Genuine Goodyear welts. Sold by leading dealers throughout the country. Send for samples.

Men's Sizes 6-12. Women's Sizes 3-9. Whole and Half Sizes.

**HYDE ATHLETIC SHOE CO.**  
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The First Best Skates



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**RICHARDSON BALLBEARING SKATE CO.**

Established 1886.  
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**The Best Skates Today.**

High Quality

**GENUINE GOODYEAR WELT ROLLER SKATING SHOES**

With Built-In Toe Stoppers

**WESTERN AGENTS WANTED**

To Sell Rinks Our Genuine Goodyear Welt Roller Skating Shoes.

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**OMAHA FIBRE RINK SKATE WHEELS**

FIT ALL RINK SKATES—OVER ONE INCH WIDE

DRYER ..... \$ .30 BALL BEARINGS  
XX Black ... 1.00 | \$1.25 per 1,000

**OMAHA FIBRE PRODUCTS CO.**  
WALSTON, NEB.

**TRAMILL SELF-LOCKING SECTIONAL FLOORS**

Have specialized over one million feet of maple. They are used in some of the finest buildings in the U. S., as well as roller rinks. Refers to only for information on floors and special rink tests.

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**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., CHICAGO, ILL.



### Strates' Fair Tour Starts Okeh; Debut in Batavia Is Good

BATAVIA, N. Y., Aug. 17.—After two successful weeks in Rochester, N. Y., and one in Caledonia, N. Y., where they opened their fair tour, James & Strates Show opened Monday at Genesee County Fair to an exceptionally good Children's Day crowd, reported Deverly White. With good weather Monday night, the midway was thronged and spending on rides, shows and concessions was liberal. Opening day also saw a convention of friends from Southwest New York in session. About 22 companies competed for honors, with James & Strates, special advertising agent on the show, being picked as one of the judges.

Caledonia, N. Y., held up to its reputation of being a good fair spot and the grounds were the scene for throngs during the engagement. Several shows and rides were sent from Caledonia to Salamanca, N. Y., for the women's convention there. All reported good business.

Management said that the shows have been fortunate in escaping rainstorms, which have prevented in other sections of the State for several weeks. Leo Campbell has added a new chip to his Monkey Show, which he acquired from a New York zoo.

### Mrs. Fairly Talks By Phone to Son in Berlin

BLOOMFIELD, N. J., Aug. 17.—What was believed to be the first trans-Atlantic telephone conversation ever completed in this city, contained a big thrill for operators at Citizens Mutual Telephone Co. last Monday, to say nothing of the one experienced by Mrs. Viola Fairly, of Fairly & Little Shows, to whom it was directed. Arriving here on Monday with her husband, Noble G. Fairly, she was greeted with "Berlin is calling" by members of the show.

Thinking someone was in error, she inquired of the phone company and, sure enough, the call from Berlin, Germany, was put thru with her son, Paul, an attaché in the United States Embassy in Berlin, calling to advise that all was well with him in the German capital. It was almost 3:30 p.m. when Mrs. Fairly made connections with her son, who reported it was nearly midnight in Berlin. Mrs. Fairly had cabled her son in Berlin from Rochester, Minn., last Sunday after she had received no letters from him in eight weeks. She expected a cable in return, but Paul missed to talk directly by phone. Mrs. Fairly reported she heard her son's voice distinctly and that after a few moments of bad reception on the Berlin end, Paul was able to hear her clearly. Paul also advised he is attempting to obtain a permit from the United States Government to return to this country in October or November.



MAYOR CARL F. ZEIDLER of Milwaukee is seen here as he was about to drive the first stake, signaling the Brookman & Gentry Shows' arrival in the Cream City for their stand at the Midsummer Festival there recently. Paul D. Bergen, secretary to his son-in-law and former Princeton University football star, may be seen at the extreme left. Bill Naylor, shows' press representative, arranged for the mayor's appearance at the show's setting-up activities.

### R.-C. Expo Chalks Three Winners at Stands in Montana

BILLINGS, Mont., Aug. 17.—Robin & Cherry Exposition's three stands in this State, last of which rode here tonight, have been its best spots of the season so far, the management said. Opening at Midland Empire Fair and Tooted here on Monday proved highly successful, and 11-day stand in Butte, Mont., under Lions' Club and Datto Minnie's Drum Corps, resulted in excellent business. Crowds there were big and spending was heavy, resulting in good grosses being chalked by rides, shows and concessions.

Opening on August 5 at North Montana State Fair, Great Falls, shows broke previous records. Crowds were still jamming rides and shows until early morning of the final day.

Robert L. Lohman, who replaced Joe Hedding as manager of the organization, assumed duties in Great Falls. Hedding left here for an extended trip, which will take him to Chicago, Washington and then to his home in West Palm Beach, Fla. Visitors included Carl J. Sedlmayr and Harry W. Bennies, executives of the Amusement Corp. of America. Among shows celebrating birthday anniversaries the past few weeks were Maxine Powell, Otger Ras, Dixie Douglas, Luka Kummakal, Denny Howard and Tommy Martin.

### Crowds of Coast Folk Pay Final Respects to Wright

LOS ANGELES, Aug. 17.—Funeral services for the late Thomas William (Will) Wright, well-known showman and general agent in Breese Bros.-Olietta Funeral Home here on August 9 were marked by one of the largest attendances ever at last rites for a brother outdoor showman in this city. Dr. Ralph E. Smith, president of Pacific Coast Showmen's Association, of which Wright was a past president, officiated.

Floral tributes were so numerous that an extra truck was required to convey them to the grave in Showman's Rest, Evergreen Cemetery here. Large standing pieces were sent by Eyerly Aircraft Corp., Golden State Shows, members of Crafts Enterprises, J. Ed Brown and workers at Golden Gate International Exposition, San Francisco; World's Fair Shows & Coe Bros. Circus Company, Foley & Burk Shows, Virginia and Abner Alice, Archie Clarke and Desmond department store.

Others sending flowers included Lou W. Johnson, Dan Slathead, Stella and Norman Lord, Marie and Ted LeFors, Mr. and Mrs. Harry Hargrave, Dr. Ralph E. Smith, Al Kent, Mr. and Mrs. F. Toulon, Mr. and Mrs. H. C. Rawlings, Harry Pink, Mr. and Mrs. Joe B. Krug, Les Worsen, Dave Morris, Read Kearns, Dick Ford, Glen Whitlock, Harry Phillips, George German, Sammy Dolman, Pat Delaney, Al Shapiro, Harry Pollock Fisher, Mrs. Sol Grant, Al Foreman, Mike Schman, Mr. and Mrs. A. Lindberg, Andy Harper, Sam Sheridan and J. Ed Brown. Pallbearers were John A. Pollitt, William Hobday, Harry Pink, Orville N. Gratto, Al Weber and S. L. Cronin. Joe Glazoy gave the tributes at the grave.

### Fire Destroys Light Plant On Bowen's Joyland Shows

YUBA CITY, Calif., Aug. 17.—A truck and trailer fire of undetermined origin on Pacific highway, two miles south of Marysville, Calif., destroyed the lighting plant and most of its equipment on Hugh C. Bowen's Joyland Shows. Shows were en route here for the annual Patch Festival when the fire broke out in the lighting truck and trailer.

Office car, which was being pulled by the transformer truck, also was destroyed, as were office records and equipment and clothes belonging to Mr. and Mrs. Bowen, who estimated the loss at about \$7,000. Manager Bowen said damaged equipment will be replaced immediately. Transformer wagon was new, added early this spring.

Traffic at scene of the fire was snarled until the wreck was pulled off the road, but shows opened here on time after much hard labor and use of temporary lighting equipment.

### Reeves Signs With Dodson

LODAN, W. Va., Aug. 17.—Johnnie Reeves Jr., well known in outdoor show circles, assumed duties as press representative of Dodson's World's Fair Shows here this week. He succeeds Roland W. Richards, resigned.

### Lockport Is Good Opening Spot for Lewis' Fair Trek

BRADFORD, Pa., Aug. 17.—Presenting an all-new neon-lighted midway, Art Lewis Show came in here on Monday for a week's stand after successfully opening their fair tour in Lockport, Pa., last week. Good weather prevailed in Lockport, but attendance and business the early part was below expectation. Attendance figures soared for the last three days, however, and business was good.

New Rocket ride arrived here and worked to good business. Harry Newman was signed as scenic artist, and Joe Cahill was made assistant to Secretary F. Perry Morency. Nat Macey and Art Lewis are completing plans for a new show to be known as Pantasma. Mrs. Macey left for New York to bring back a cast. Jimmy Hobson signed as carpenter, and Baby Lillian joined the Congress of Fat People.

Among visitors were J. W. (Patty) Conklin, who came from Toronto, Ont., and visited Owner Lewis for a day; J. V. Pawcett, secretary Bath (N. Y.) Fair; Wilbur M. Mull, secretary Albion (N. Y.) Fair; C. V. (Chuck) Starkweather and Hal Wendler, Allan Herschell Co.; Elmer Rhodes, Mr. and Mrs. J. C. Weer, Lee and Mrs. Cuddy, and James E. Strates family.

### C. W. Nail's Still-Date Tour Hampered by Weather

AUSTIN, Ark., Aug. 17.—Officials of C. W. Nail Shows, while playing here last week, said the shows have encountered more rain and inclement weather since opening on April 13 than in any previous season. Business, they reported, on their still date tour has been in accordance with weather. Stand in Parula, Ark., had good crowds but spending was below par and cool weather did not help. Ted Sharkey joined in Paragould, Ark., with kongs and grab stands and Athletic Show.

Minerva Show has been doing fair. James Mardock took over the Purple Wheel here, replacing Whitney Richards, while Winford Davis succeeded Ed Pitts on the kiddie rides. Visitors in Cabot, Ark., included Neal Coffee and T. A. Fazzell, manager of the show bearing his name.

### C. & W. Personnel Honors Memory of George Hirschberg

BINGHAMPTON, N. Y., Aug. 17.—Members of the Cettin & Wilson Shows, playing here this week, held memorial services on the lot Thursday night for the late George Hirschberg, secretary of World's Wonder Shows, who died of a heart attack in Greenvu, Ill., on August 14. Before joining West early this season, Hirschberg had been secretary (See C. & W. PERSONNEL on page 43)

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

By STARR DE BELLE

Time Table, III. Week ended Aug. 17, 1940.

Dear Editor:

Ballyhoo Brothers have played for the benefit of almost every railroad company in America—but take a reader at this committee! We furnished for the first time in carnival history a midway for the event billed as The Gandy Dancers' First Gandy Dancing Contest and Big Sledge and Shovel Whoopie Week. And so for the first time the section hands came in for a share of this big railroad show's profits.

Upon arrival of the houses they found the surrounding country only half billed. Agent Lem Trucklow stated that billing had been held up due to not knowing earlier just what division of the railroad the show would play, it having 100 different divisions covering over 1,000 miles. Time Table, where we are playing, is more of a neighborhood than a city, but does boast of ten additions, the section foreman's company-owned home, several box cars and coaches that have been converted into living quarters for the gandy

dancers and a section house with hand-cars and tool boxes.

To say that we set up on a railroad lot would be unnecessary. At all times the show train was within a stone's throw of the grounds. Monday morning the cookhouse operator came to loggerheads with the dining car operator, the cookhouse wanting to hold the car down to sandwiches only, as per contract reading. "When dinner is spiced on grounds, such as falls, etc., then will the cookhouse have exclusive on regular meals." Both staged walkouts until the matter was settled, leaving the entire show without food two days. It was settled by switching the dinner to a siding a mile away.

That feud gave the gandy dancers' wives a break. They quickly used their check car as a Ladies' Auxiliary booth. Now the section foreman, who shall hereafter be referred to as the King of Snipes, saw his big opportunity thru the feud and called his snipe gang together to canvass the house trailers and peddle (See BALLYHOO on page 43)



SOVIALLY reigned when this trio of well-known outdoor showmen was photographed during Prell's World's Fair Show's engagement in Hornell, N. Y. In the picture, left to right, are Charles Powell, contracting agent; Samuel K. Prell, manager, and C. Jack Sheffer, who continues as manager of the major shows on the organization.

### "How To Keep Show Fronts to the Fore"

What are the main requirements in building a show front? Can material be used over from one season to the next in such a way that the public will consider it new? These and other questions will be discussed in an article under this title.

By H. C. LANDAKER  
in the  
**FALL SPECIAL OF THE BILLBOARD**  
Watch for This Issue  
Hearing Date of August 31



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. Write, please or write about earliest delivery dates.

Sellner Mfg. Co., Inc. FARBALUT, MINN.

CONCESSION TENTS CARNIVAL

Our Specialty for Over 44 Years UNITED STATES TENT & AWNING CO. 703 North Sangamon Street, CHICAGO, ILL.

PAINTS--ENAMELS MIDWAY CHROME ALUMINUM

Regular \$3.25, Only \$1.90 We Pay Freight Charges PAINT EXCHANGE OF CHICAGO 2000 Milwaukee Ave., CHICAGO, ILL.

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Fulton Bag & Cotton Mills Manufacturing Company PLANTS: ST. LOUIS, MOBILE, NEW YORK, ALBANY, NEW ORLEANS, KANSAS CITY, SAN ANTONIO

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All indications point to a substantial increase in the price of TENTS and CONCESSION CARNS. Take advantage of the existing LOW PRICES—NOW!

TENTS-BANNERS

24180 Old County Road, Side Street Top, practically new, \$225.00. CHARLES HILVER—BERNIE HENDERSON O. HENRY TENT & AWNING CO. 4011 North Clark Street, CHICAGO, ILL.

NEW USED TENTS

FOR SALE OR RENT WRITE FOR FREE CATALOG VANDERHERCHEN, INC. 2348 Emerald St., Philadelphia, Pa.

WANT STOCK CONCESSIONS EDGAR COUNTY FAIR

PARIA, ILL., AUGUST 27 TO 30

WANTED BURDICK'S ALL TEXAS SHOWS

Can furnish Top 1st Shows: Old Shows, Tents—New or used—Individual Shows, One place Operations, Show-no privilege, One use operation—Tribal—Open House, Knoxville, Tenn. write Aug. 19.

LOOP-O-PLANE FOR SALE

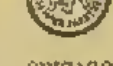
Single cable machine, new model. Can be seen in operation at Marshall, Mich., Aug. 30 to 31. Broadview, Indiana. 27 to 29. \$250 cash. MRB. MARY LUSKIN, care W. D. Wade & Sons

FOR SALE

Large model Smith & Smith Chainblow extra good condition. Can be seen on National Shows, Terre Haute, Ind. with work. Good, Ind. post work. \$150 will sell a 1937 International Truck, or without. Write to the end of trailer fair. All reply to JOHN BRIDGEMAN, Corcoran, Ind. 1114 West 1st Street, Ind. 46781 write.

Club Activities

Showmen's League of America



Sherman Hotel Chicago, Ill.

CHICAGO, Aug. 17.—President Frank P. Duffield left for Tampa, Fla. for the fair opening and then headed for New York. Jack Duffield arrived here and is busy on his fair work. John Lampart returned from Arkansas and is planning another trip north. Club is in receipt of an attractive copy of The Herald, published by the James K. Strates Shows. Late reports advise that H. F. Drowlitch, who has been in the hospital for some time, is falling rapidly. Harry Stegal is resting about the same. Brother Jack Lydick writes that his injured leg will have to be put in another cast for about six months. If there is no sign of healing by that time amputation will be necessary. Club had no late report on the condition of Brother Walter Hale. T. Leo Moore, mayor of Ellettsville, Tex., visited the camp. Vic Horwitz, in town on business, dropped in for a call. Chairman E. L. (Bob) Lehman advises he will soon get busy on the annual drive for funds. Bill Caskey and Lou Leonard left for Elwood, Ind., for the Wilkie Day celebration. Maurice Kanner plans a trip down Tulsa, Okla., way soon. League Counsel Morris A. Hart left on a business trip to Newark, Ind. Brother H. P. Thode, who on his vacation, stayed over a few extra days because of illness in the family. A wire brought club the news of the death of George Hrabberg, of West's World's Wonder Shows. Brother M. J. Doohan is busy getting lined up with spots for Labor Day.

Recent visitors were L. E. (Larry) Hogan; Jack Benjamin; Zehle Fisher; Sam Bloom; Lou Leonard; Vic Horwitz; Julius Wagner; Irving Malitz; John Lampart; Jack Fitchard; Fred Donnelly; Max Brantman; Ray Oakes; William Young; M. J. Doohan; Jack Hawthorne; and Maurice Kanner. Joe Redding sustained a painful leg bruise and is receiving attention at the Alston Hospital.



Palace Theater Building New York, N. Y.

NEW YORK, Aug. 17.—Executive Secretary John Liddy on a tour of several shows in the East reports that Gettin' & Wilson played to exceptionally good business at Flourtown (Pa.) Fair. They promised to put on a drive for members and will stage a jamboree in Reading, Pa., for the Hospital and Cemetery Fund. Most Showmen will be with Pete Benway on the show for rest of the season. Bill Clegg's Ideal Exposition Shows were visited in Johnstown, Pa., and Brother Francis Anderson was up and around the show and looking well. Bill, who is a member of our board of governors, promises to do something in the way of raising funds for the organization later on during his fair dates.

Morse Brothers are playing bazaars and celebrations in Baltimore. A cordial reception was received on Kaysa Exposition Show in Carlisle, Pa., and Adolph Kaysa is up and around again. General Agent George Whitehead has promised to do something for the organization during the fair. Lloyd Burdick Penn Premier Shows were visited in Westfield, Mass., and Ed Meyer is operating the show there. M. & B. Shows opened well in Nassau, N. Y., and Oscar C. Buck Shows played to good business in Norwich, Conn. Oscar says he will run a jamboree for the organization either in Governor's or Malone, N. Y.

Andy Brock, No. 2 Shows were visited in Adams, Mass., and Ralph Andy and Eddie Lippman have promised they will stage a jamboree for the club in Trenton, N. J.

Brother Charles Lewis is making headway in his attempt to gain a life membership. He has sent in applications for Daniel Dougan, Charles Johnson, Howard Ingram, W. J. Wendler and Harry Lewis. Club extended thanks to Bernie Rand for his co-operation in helping Executive Secretary John Liddy cover the shows in the Eastern territory.

Birthday congratulations to Tony Lewis, Murray Sand, John P. Miller, August 21; Charles Carlos, Arnold Rebe, Jack Murphy, Sam Hayman, August 22; Barney Cunningham, Philip M. Plant, August 24; Gilman E. Brown, August 26; Ben Weiss, Charles K. Keller Jr., August 28; Ben Barth, Max Axel (Philadelphia), Paul Botwin, August 27.

Ladies' Auxiliary Auxiliary continues to grow with Florence Mae Barfield being proposed for membership by Sister Fanny Linderman and Mena Holland Wagner by Sister Jane McKee. Members were saddened by the news of the death of Sister Marie Antonio's father, Sister Julia O'Donnell, on the Art Lewis Shows. It is making great strides toward obtaining her gold membership card. Mrs. Grace Hatfield, of Chicago, is visiting her niece, Midge Cohen, who at this time is busily engaged getting dresses to be sent to little refugees in France and England thru the American Red Cross. Sister Dorothy Packman is leaving on a road tour and will endeavor to meet members and secure new ones. Birthday greetings are extended Sister Ethel Cross.

Capt. Daniel Fox arranged for a troop to escort Sister Bea Hamel from Newark to the hospital at Greene, N. Y., to visit Sister Bea Cohen. It is reported that she is getting along nicely.

Pacific Coast Showmen's Assn 623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Aug. 17.—Monday night's meeting was not a gigantic one in point of attendance, but enthusiasm made up what was lacking in numbers. President Smith called the regular meeting to order minus the board of going to order minus the board of going to order, who were still in session. Joe Gray, Al Weber and Past President Orville N. Drake rounded out the official family on the program. After the opening, in which the minutes of the preceding meeting were read and current bills ordered paid, members listened to communications from Brothers Harry Chipman, Harry Hargrave, Sam Barrett, E. A. Herrick, John Dunlap, Mike Collins, J. Ed Brown, Ray Johnson, Cal Lips, Moo Lotine, A. Rockwald, A. W. Rambock, Jimmy Lynch, Bill Lowrey, Glen Whittekin, Dan Moggs and Sam Dolman. Auditor's statement and financial report read by Treasurer Ross Davis revealed a new high in the bank roll. Brother Ray Johnson was called up front by President Smith and announced he had completed his 52d consecutive season in industry and in celebration of the event had taken out \$300 in United States Saving Bonds in favor of the club. He was given a big hand. Membership department, under Chairman Bill Hobday, announced the follow-

ing new members. Sponsored by Roy Ludington and Jimmy Lynch were Jim Richard Campbell, Leigh Kels Madsen, Texas Tom Koka, William Joseph Gallagher, Roy Scott, Bill McMahon, Sam Hinson, Charles Black, John Gilliam, George A. Parent and George J. Zimmerman, of Crafts 20 Big Shows, Sponsored by Sam Dolman, Eddie Brown and Nate Miller were Frederick Murray and Albert Lindenber. Bill Lowrey and George Burke advocated Leo Mortenson, of Douglas Greater Shows. Harry Phillips and Glen Whittekin proposed John Andrew McPherson, and George H. Louneman and O. N. Crafts brought in Irving E. Reed. Harry Taylor and Joe Gray submitted C. Y. Clifford, while H. O. Rawlings and Joe Glacy brought in H. A. Herick.

Chairman Pat Armstrong, of PESA Day Committee, displayed the hall and one sheet cards and banners contributed by Maltese Poster Press and Arcade Printing Co. for the event and thanked Brothers Rabel, Weber and Frank Doornie for their co-operation. Reading of letters and telegrams indicated the event for cemetery and relief funds should go over in a big way. Brother Jack Posey celebrated his birthday anniversary Thursday at Baldwin Park, Calif. For many years his club has not experienced such universal regret as that occasioned by the untimely death of Past President Will Wright, who was buried in Showmen's Rest amid a profusion of floral offerings. With dimmed lights Pop Ludwig conducted memorial services in a manner befitting the love and respect which club hold for a gentleman and brother. His death came a week after club received the following letter from him: "Was sorry to hear of the death of Spot Kolley. We are losing a number of good members thru the Grim Reaper. Hope things take a turn for the better. It usually runs in spells."

A rising note of thanks went to Brothers Glacy, Hobday, Eyerer and Ludwig for their pike party on July 30. Brother William Lowrey presented the Tiger Monument Fund with a \$5 check in addition to paying dues for Harry Suseman and Bob Perry. Bill Hobday won the customary bear and lunch, the latter prepared by Dan Bono and Jimmy Dugga. Bennie Fox, concessioner, is headed north. Eddie O'Connell is making a slow but sure recovery from his fall last winter and Arthur Borella returned from the Islands.

Heart of America Showmen's Club

Reid Hotel Kansas City, Mo.

KANSAS CITY, Mo., Aug. 17.—Brother Glenn Snyder, representative of Eli Drake Co. and wife visited here en route to Jacksonville, Ill. Brother O. G. Eaton, general agent State Fair Shows, 422 Mrs. Eaton and son stopped en route to Galley, Kan. Mrs. Cliff Adams and son and Mrs. Adams' mother and niece made a hurried trip to Chicago, where Mrs. Adams' sister is to undergo an operation. Mr. Willis, of Pacific Coast Showmen's Association, visited during the week. Several club members who are in the city worked at the primary election last week.

Mrs. Buddy Willis is visiting her sister, Mrs. Marie Brunk, who has been in a local hospital, has recovered and rejoined her husband, who has the cookhouse on State Fair Shows. Brother

ROLL TICKETS DAY & NIGHT SERVICE FOLDED TICKETS SHIPMENT WITHIN 24 HOURS WHEN REQUESTED. Absolute Accuracy, Dependable Delivery, Finest Workmanship, Best of Materials, Perfect Packing, \$50,000.00 Bonded Guarantee. CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2. 10,000..\$6.95 50,000..\$12.75 100,000..\$18.55 250,000..\$41.75 30,000.. 8.40 60,000... 14.20 100,000.. 20.00 300,000.. 48.00 30,000.. 8.85 70,000... 15.65 150,000.. 27.25 500,000.. 78.00 40,000.. 11.30 80,000... 17.10 200,000.. 34.50 1,000,000.. 150.00. Below prices for one wording desired. For each change of wording and color add \$3.00. For change of color only add \$5.00. No order for less than 10,000 tickets of a kind or color.



Joe Schellho, former general agent Remick Bros. Shows, visited while on route north. Brother Frank Ryan is a daily classroom visitor, coming in from a country estate in Clay County. Brother George Jewak, Pete Callender and George Mier are still operating their show on 17th street to good results. Much interest is being evidenced in the Benquet and Ball which will be held as usual on New Year's Eve in the ball room of Hotel Phillips. Membership committee reports that a number of new members have been added to the club's list, and large attendances are expected when the regular meetings resume in the fall.

### Fair Season Starts Okeh for Williams; 2d Jamboree Clicks

BANGOR, Me., Aug. 17.—With New Bangor Fair, July 29-August 8, nearly attended, Ben Williams Shows, which furnished the midway, wound up the stand to good results, reported Doc M. B. Rutherford. Date was shown first fair engagement of the season and some capacity crowds were on the midway. WABI carried broadcasts daily from grand stand and midway under direction of Mr. Wallace. Showfolk appearing on the air shows included Madam Evelyn, of Monkey Circus; Professor Grant and Hank Elicoy of Circus Ed's Show; and Billy Hitchey, of the water show bearing his name. Second jamboree of the season was held on Thursday in Glamour Girl Show top under direction of Marion Berry. Entertainment was supplied by Frank Wirth's Revue, grandstand attraction. Billy Brown was emcee, and General Agent Matthew J. Riley again presided at the Bangor Court. Mr. Rogers was clerk of court, with Leo Claude as prosecuting attorney. Heavy "fines" were imposed by the judge on Owner Williams and other members and these augmented by door receipts, amounted to \$77, which was forwarded to National Showmen's Association, New York.

### American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 17.—Our visitation program for remainder of the year is being rapidly. Besides visiting the Stratford Shows in Batavia, N. Y., we also have scheduled a visitation to the Cella & Wilson Shows in Watertown, N. Y., on August 23 to attend a meeting of the show's personnel.

As pointed out some time ago, the purpose of these visitations is to make available to members of the association financial information on its activities and to obtain from them first-hand data on problems encountered while in operation. Where a member show drafted it, we have also addressed its personnel so that they might be fully informed as to aims and objectives of the association and the manner in which attainment of these objectives is attempted.

A few open dates are still available for visitations and we shall appreciate hearing from our membership on the subject. In no instance is a visitation planned or made without full approval of the member show.

### BRISTOL SHOWS WANT

Photo Gallery, Mt. Camp, Pop Corn, Show Ice, Cars Circus, party to receive Cook House or will book same. Shows with own equipment: Girl Show with good cast, Mardian, Athletic Show and Girls Shows of any kind. The following people will bring money: D. D. Duke, Johnnie Morgan, George Lester, can give any and all kind. Electrician who can do anything on "Dip" Williams, who can give money on "Old River" Arcadia, good Ride with Photo on Box, Oklahoma, this week then the big steel building, Arkansas, Firmen's Dutch French, week of August 26th. When no time to write.

### WANTED FOR GRANT COUNTY FAIR

Falmouth, Maine, Aug. 25-29

A few more brilliant Concessions and Shows. Can give Photo, Show, Mitter's Rides booked. Address: TOM BAKER, MARIETTA, (include) until Saturday, 25.

### RIDES WANTED

During Sept. 1. Want to look for some rides. A show in Virginia, then with all winter. Five good Shows and Concessions. For address send this ad. After the picture (see) from Chicago. H. L. WRIGHT, Colonial Beach, Va.

### Spillman Rides to Gooding

NORTH TONAWANDA, N. Y., Aug. 17.—Spillman Engineering Corp. here has been busy building three ultra-modern streamlined rides, Aerial Joy Rider; 18-car Caterpillar ride, first Caterpillar to be equipped with rubber-tired wheels and all-steel cars having unprecedented speed; and a carousel with lavish use of chromium trim, newly developed lights and translucent plastic, for Floyd E. Gooding, head of P. E. Gooding Amusement Co., who reports satisfactory returns on his investments.

### Kathleen Gray Dies in Fall

SALT LAKE CITY, Aug. 17.—Kathleen Gray, of Kathleen and Gray, free act on Monte Young Shows, was instantly killed here on August 9 when she plunged 75 feet to the ground before 500 spectators while presenting her act in Hollywood Pleasure Park, where Young's Shows were playing. Falling from her rigging when a heavy ash cord supporting her broke, she crashed into an iron bar and then fell. She was being a special case, not when the accident occurred. Mrs. Gray was daughter of Mr. and Mrs. Rogers, of Monte, Calif.

### BALLYHOO

(Continued from page 41)

the company's ice. They then reloaded with groceries from their commissary car, getting off the nut early, Monday and Tuesday were blanks, due to no one being here but our committee members, and they acted as ticket takers.

Wednesday and Thursday had been billed as the big event days, Wednesday as Arrival and Contestants' Entry Day and Thursday as Gandy Dancing Day. Our girl-show workers had planned to enter the contest and had made special sexy wardrobe to catch the judges' eyes but had never heard of the famous pick-and-choose dance Wednesday morning the strangest sight anywhere was witnessed as they entered. From all directions thousands upon thousands of hand carts in endless stream pulled into the stadium, loaded with men and shovels and with each towing a dirt trailer loaded with their friends and families. All contestants were quickly signed up and turned loose on the midway but, being between pay days, business was nil.

Thursday morning another strange contingent of dump trucks arrived over the highways running parallel with the tracks, loaded with men and shovels. This clan was the WPA Highway Gandy Dancers and blood enemies of the railroad snipe gangs. Quickly the king of Rippers barred their way, the contest and started the biggest railroad vs. highway hey-rube in history. They fought for two days and nights, not only killing one another but the midway as well. Outside of grunting a carload of picks and shovels, the show blanked out; being short of move money, our transmitter confiscated 500 handcars from the siding, placed 250 behind our cars to push and 250 ahead to pull, manning them with our people and made the first hand-power railroad move in the show's history. Truckload brass of his car gandy-dance more.

MAJOR PRIVILEGE.

### C. & W. PERSONNEL

(Continued from page 41)

tary of the Cella & Wilson Shows for 10 years.

Services, which got under way with lights dimmed at 10:45 p.m. on the front of the Paradise Revue, saw Co-owner John W. Wilson pay a fitting tribute to Hirschberg, Wesley Charles, singer from Paradise Revue, then rendered "Near My God To Thee. He was accompanied by the chillepe by Art Parent, Paradise orchestra leader. Louis Chastio sounded taps.

GREENUP, Ill., Aug. 17.—A pull set-off over the midway of West's World's Wonder Shows, playing Cumberland County Fair here this week, when George Hirschberg, secretary, succumbed to a heart attack in the office wagon early Wednesday morning. Eddie Eger reported that Owner and Mrs. Frank West and personnel were deeply shocked and West, in paying tribute to Hirschberg, said he was one of the most accurate, honest and efficient men ever to occupy the position of office manager of the show. Most of the personnel will remember him for his generosity, sense of humor, unheeded deeds of charity and his character as a man and showman.

### Philadelphia

PHILADELPHIA, Aug. 17.—Cella & Wilson Shows had a satisfactory stand at the annual Pottstown (Pa.) Fair. Weather was good, excepting one night, and crowds were big every other night, especially Friday and Saturday of each week. Shows, rides and concessions did good business. Carl Leather is well pleased with business done this season on the Cella & Wilson Shows. His three attractions have done well when weather permitted at Hammondb, Harrington and Pottstown.

P. Van Vault's Arcade on the show presents a good line of machines. He recently visited New York World's Fair and purchased \$4 of them to be delivered at the close of the fair. His athletes room is a novelty. Shaw & Yeager are having a successful season with their various units. Sam Tussell reports satisfactory results so far this season. Mike Ziegler has been playing New Jersey spots to good business.

### S. O. Lee Shows Do Biz At Nebraska Engagements

HEMINGFORD, Neb., Aug. 17.—Organized three weeks ago, S. O. Lee Shows ended a week here last Saturday at an uptown location. Under Veterans of Foreign Wars Post auspices, to good business. Weather was ideal. Show is owned by S. O. Lee, former manager of Kaw Valley Shows. Staff includes Harry McInally, business manager and legal adviser; Mrs. Lee, Treasurer; Louis Huff, banner; Harold V. Day, ride superintendent and electrician; Robert Porter, transportation; and Mack Delaney, scenic artist.

After several more weeks of fair and celebration dates in Nebraska, management plans to route the shows thru Missouri, Arkansas and Louisiana for the winter. First three weeks out are reported successful and new attractions have been arriving. Vernon Adams' bottle game did well here and George Nolan added a concession. Cliff Audas, photo gallery, and Charles Pipkin, atom, shells, also joined.

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### READING'S SHOWS

Want Grand Shows. Want Concessions for balance of Fair. Photo, Dodges, Palmity, Girl Games, all kind Stock items. No X except R'legs. Two Fair last week, Galtita, Tenn., Colesse and Westminster, Tenn. Write for info. John at Lexington, Ky., Colored Fair this week, or come on to either of my fair next week. Two Shows for balance of season. W. J. WILLIAMS, N.Y.



# Midway Confab

(Communications to 25-27, Opera Place, Cincinnati, O.)

AND so to the fair!

**PHIL SLONE**, with jewelry store, joined John H. Marks Shows in Johnson City, Tenn.

**JOINING** Artists and Models Show on Silver State Attractions in Logan, Utah, was Rusty Davis.

**MRS. CAMPBELL**, with photo gallery, joined West Bros. Shows in Austin, Minn.

**WILL** soon see whether they were worth rating the sale for.

**JOINING** Jack Galuppo's cookhouse crew in Charleston, Ill., were Red Moore and Clifford Mathers.

**DAUGHTER** of Mrs. Nat. Meroy, Dot Meroy, has joined the Polina of 1940 Show on Art Lewis Shows, reports Dick Collins.

**MRS. UDELL CALL** and three daughters, known as the Call Majorities, of Ely, Nev., were guests of Irish Whelan on Silver State Attractions.



**WELL-KNOWN** outdoor trolley and ride operator, Cecil Rice posed for this photo in front of his kiddie auto ride on Endy Bros. Shows while they were playing Lockport, N.Y., recently.

**WHO** volunteers for G-dampers in home-guard cookhouses—Orest, the Ham.

**FORMERLY** with the Ringling Circus, Lester B. DeMay has joined Hubla & Obery Exposition as foreman of the Swing Home front.

**LOUIS BAGE**, assistant press representative on Art Lewis Shows, took delivery on a new car while the shows were in Lockport, N. Y.

**PRIMA DONNA** on the Polina attraction on Art Lewis Shows is Dolores Albini, reports Dick Collins. Ring and Klitzie are featured dancers.

**ANOTHER** office vet passed: George Hish-bird.

**ADDITIONS** to Blue Ribbon Shows in Shelbyville, Ky., were J. A. Barnett and Joe Vincent with their Frozen Alive Show and Raids with Athletics Show.

**WHILE** Art Lewis Shows were playing Bradford, Pa., personnel held memorial service for the late Barbara McIntyre and husband, Frank, who are interred in Memorial Park Cemetery there.

**SIDE-SHOW** painter, George Bellis, is at his home, 1808 North Market street, Wichita, Kan., recovering from a serious operation. He'd like to read letters from friends.

**SOME** shows will get publicity—now that they are playing fair.

**C. E. HAENSCHIC**, who recently completed construction on a new long-range shooting gallery, reports it has been checked on Fred R. Stumbo's Greater Shows.

**ROBANNA RAYMOND**, of Don Newby's Life Show, cards from Cumberland, Md.: "Will be in Allegheny Hospital here 10 days to undergo an operation. I'd like to read letters from friends."

**FORMER** legal adjutant of John H. Marks Shows, Joe Payne recently joined Bantley's All-American Shows as concession manager and legal adjutant; reports Rex Lee, show's special agent.

**ADD** facilities: Building up a show from nothing—and then letting it go back there.

**W. E. (WIRTEY) JOHNSON**, formerly with Cosmopolitan Shows, is with Bantley's All-American Shows, where he has the Broadway After Dark girl revue, using eight girls and a three-piece band.

**"WOONSOCKET**, R. J., preed a good stand for the Legasse Shows No. 2 Daily," scries Jimmie Gordon. "Four hours, first act; was well received and rides and concessions did well."

**KARLENE**, Australian Wonder Girl, jumped 800 miles from Sutton Shows in Indiana to Bremer Tri-State Shows in Wisconsin, where she is being featured in the annex on Chalkias Bros. Odditorium of Oddities.

**AN** easy grand-stand blowoff never made any midway enemies for a fair yet.



**ELECTRICIAN** on the Imperial Shows for the last three seasons, Alex Granik is seen here with his dog, Pat, while taking a brief rest from his many chores during a recent stand in Keokuk, Ia. Prior to joining the Imperial Shows, Granik was electrician for the J. T. McClellan Shows a number of years.

**VET** SHOWMAN Arnold Rayback joined Zechlin Bros. Shows at Ford City (Pa.) Fair with his life and animal show, reports Bill Snyder. Another recent addition was Robert Springlo with pony ride.

**WHILE** Crowley's United Shows were playing Latrobe, Wyo., Mr. and Mrs. Tex Chambers held a highly successful picnic for their concession agents in Medicine Bow Park up in the Snowy Range, reports R. L. Boyd.

**"VISITED** Griggsville (Ill.) Fair and the Sunset Shows, which were furnishing the midway," pens Tom Brown from St. Louis. "Among concessioners there were Billy Bailey, Maurice Helman, Larry Biggers, Johnny Green and Bob Murray."

**SOME** showmen of the old nobility of red seas, are now seeing how the other half lives—Colonel Patch.

**MEMBERS** of Silver State Attractions, John Cardwell and Ken Taylor left to do some hop-scotching around Seattle, Vancouver and Victoria. They will rejoin the shows in September in Elko, Nevada.

**HAROLD (GLIM) LAFLAN**, carnival trolley, cards from Holdrege, Neb.: that he has joined his brother, who is operating a team picture machine, playing small towns in that sector. Harry is doing the booking.

**DECKER COOKHOUSE**, with Zechlin Bros. Shows, was scene of a colorful party in Ford City, Pa., on August 14 when members of the shows' bridge club gave a surprise party for Mr. and Mrs. Joseph Decker in celebration of their sixth wedding anniversary.

**MINUS** a p-a-s system, the great Pin Head Shows intend to use hog callers at falls in front talks.—Milo McCool.

**PRINCESS NADJA**, who closed with Pioneer Shows recently, is booking fair dates independently and business has been satisfactory so far, also reports from New York; she adds that she recently suggested her attraction with a new wardrobe.

**OWNER** of Joyland Shows, Hugh C. Bowen, made a quick deer hunting trip recently and returned with a four pointer, reports L. R. Whitney. Members of the show then were guests of Bowen to a dinner of barbecued venison with all the trimmings at the Joyland Ranch.

**"WERE** here promoting race, which the natives seem to like," pencils Buddy Gordon from Mt. Vernon, Ky. "I met Duke Brewer, agent of P. H. Bee Shows, recently and he advises that shows have been doing okay. We've had plenty of rain of late."

**FORTY-MILERS** generally get some dough—but they don't see much of the country.—Muggin' Machine Maxie.

**WHILE** playing Lockport (N. Y.) Fair with Art Lewis Shows, Mr. and Mrs. James Buccini enjoyed visits from their nephews, Robert and Donald Lamona, of Rochester, N. Y. Mrs. Buccini is professionally known as Madame Marguerite, while Buccini handles the candy concession.

**AGENT** on W. S. Cull's Shows, Dan Edwards took delivery on a new house trailer while shows were in Lebanon, O., reports L. E. (Bobo) Collins. "Business for the show," says Collins, "has been fair as most of the spots played on its established routes in Ohio and Indiana."

**C. H. STEPHENS**, owner of Superior Shows, recently purchased from Central Chevrolet Co., of Los Angeles, an office car and four box show coach, powered by five 1940 Chevrolet tractors. He reports from Ingwood, Calif. Equipment formerly was property of Hildebrand's United Shows.

**THERE** are managers who strive for entertainment value; that is, after they have gone the limit on noon.—Egbert Ironbends.

**PHOTO GALLERY** and fishpond operators, respectively, on the Convention Shows, M. O. Norton and Ray Hebert, enjoyed a three-hour visit with Mr. and Mrs. Roy Foss, operators of Roy's Lunch on Route 20, Merrillville, N. Y., while

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Systems, Inc., Trade and Labor Industrial Exposition and Big Labor Day Celebration, August 31 to September 6, including Sunday. To be held in City Park. Address

**W. G. WADE SHOWS**  
Marshall, Mich., this week.

**ROY ROSIER**  
**GOLD MEDAL SHOWS**

WANTS BIRM OR LADY TALKER AND TICKET SELLER FOR LIVE SHOW Long Beach, Miss. Prof. J. W. At. On Occ. Meadmont, Wis.

**PLAYTIME SHOWS WANT**

Concessions for Marshall Fair, Aug. 29-Sept. 2, including All-Kiddie Ride, Birmingham, Birmingham, N. H. to follow. Don't hesitate write offers for Fred Show, 18 Lulu, Office salary \$10 a week. Write this week, August 20, 1940, Marshall, Mass.



Shows were en route from Stamford to Waterloo, N. Y.

CHARLES PETERS' letters from Frankfurt, Ind., that he and wife joined Jack Gallippo's cockhouse staff there and were pleased to see that he is doing good business, Peters adds that Gallippo, John Galligan and Frank S. Pryor entertained many friends during the engagement.

HILL BALDWIN, of Byers Bros. Shows, professionally known as Diablo, human fire-eater, sustained severe burns when a gasoline torch exploded in his mouth while he was presenting his fire-eating act recently. Accident was caused by a sudden change of wind, but he managed to finish his daily before receiving medical aid, reports Dean Bateman.

UP'LL go the boys' nut now for giggle cap for fair visitors that he wants playing on his team.—Cat Rack Annie.

W. S. NEALE, manager of the Yellowstone Shows, is back on the midway recovering from a broken ankle and mashed foot sustained in an accident while the shows were playing Albuquerque, N. M., when an end gate of a truck fell on his ankle. He was rushed to an Albuquerque hospital where his leg was put in a cast.

MARJORIE KEMP, operator of the thrill areas on Royal American Shows, was moved on August 12 by ambulance from a hospital in Moorhead, Minn., where she has been recovering from injuries sustained while there with the show, to St. Mary's Hospital, Rochester, Minn. Her husband, Walter H. Kemp, advises that she's resting comfortably and would like to read letters from friends.

TALKERS who feel their power of exaggeration slipping may get a fresh hold the fall by using radio political soundbites.—Dime Jim Johnson.

SECRETARY-TREASURER of Vic Horowitz Motor City Shows, Harvey (Doc) Arlington cards from Winamac, Ind.: "Shows first fair of the season in Franceville, Ind., proved good for rides, shows and concessions. Winamac 4-11 Club fair was much better than anticipated and midway was well patronized at day and night. Owner Vic Horowitz entertained several committees during the stand and signed several contracts."

ON MY WAY DOWN South to join Cotton State Shows to handle the rest show for remainder of the season, I stopped off long enough to renew acquaintances with my old friend, Roxina Raymond, on Smith's Greater Atlantic Shows, near Blue-Joe Arnold. "Line-up on the show includes George Elmer, front John Plana, tickets Arline Plana, inside lecturer and nurse. You in the game."

RAW, we didn't do so well in that spot on the date ordered me to report it as a GOOD week so as to get even with his competitors.—Sk. Sybilie Webster.

SPORTING a new top and boasting several additions to the line-up is Leo Shamus' Show of Shows Revue on Goodman Wonder Shows. Added recently were Noel and Dimitree, dance team, of New York, which has been chieftain, while Honey Lee, featured dancer, continues popular. Princess Taboo's snake dance is well received, as is Wanda Lane with her fan and skirt dances. Also doing well are Alice Pandel and Vera Thomas.

TWO SHOWS day and dated each other here recently. Pamela J. W. Harrigan Jr. from Morgantown, W. Va., "Key-note Modern Shows were on the suburban location, a repeat date, and Santa's All-American Show were on the Greenville lot. I don't recall this ever happening here before. Jack Matthews, Bernard McDermott and the writer looked them over several times. We also visited Dadson's World's Fair Shows in "Parliament."

HOW g. a's can bluff their nose: Booking a good-sized show into a 400-people town. And signing two contracts for the late fair.—Cousin Peleg.

E. P. (SWANEE) SWANBERG, who operated the sound system on G. P. Ziegler United Shows and announced for the "Four Queens of the Air, free net, sustained a slight paralytic stroke while en route from Casper to Lusk, Wyo., on July 16. After four days in a Lusk hospital he left for his home in Grand Island, Neb., where he is recovering. Mrs. Swanberg says Mr. and Mrs. C. P. Ziegler and



THAT PALOMINO PAL, pony colt born on W. R. Patrick's Greater Shows on the eve of July 4 while the colts was in McColl, Idaho, is getting all possible care and attention is evidenced by the photo snapped in Boise, Idaho, recently. With the colt are Nina Vetter (left), society editor of The Idaho Statesman, and Mrs. W. R. Patrick, wife of the owner-manager of the shows.

members of the shows gave every possible assistance and adds that Swannee would like to read letters from friends.

OWNER of Stamford Distr. Stamford, N. Y., Charles Peters tendered several members of Convention Shows a spaghetti and chicken dinner at close of show's stand in Stamford. Attending were Sam and Bob Rogers, Edith and Eddie Prubala, of Oh. Susanna Revue; Gladys and Bill Keford, Ray Hubert and E. O. Norton, of Koford's concession; Winnie and Frank Wozniak, LaVern Lewis and Walt Smith, of Whipple's ball game; Lamo Lambertson, bingo game, and Ruth Lambertson, of Life Show.

MANAGEMENT of the Raw Deal Shows reports they will play 14 bona fide fairs, each to be advertised as a fair and that making it genuine: exhibits or not.—Waltley Cooks.

WILE Lawrence Greater Shows were in Tyson, Pa., members tendered a surprise steak shower to Mrs. Dorothy Crivman in the Casino Beautiful top on eve of her departure for her home in Pittsburgh, N. C. She received numerous gifts. Attending were Mrs. V. Lawrence, Mrs. Ray White, Mel S. Grindoff, Mrs. McWethy, Mrs. G. Hamilton, Mrs. Essinger, Mrs. Brown, Mrs. James, Elizabeth Henderson, Dorothy Neubaum and Franca Hooks. Refreshments and arrangements were in charge of Mrs. V. Lawrence, Madeline Smith and Mrs. H. W. Kirby.

A BENEFIT show for Winnie Porter, of Paradise Revue on Collins & Wilson Shows, who was sent to her home town, Harrington, Del., to undergo an operation while shows were playing Exposition (Pa.) Fair, was held in the circus top on August 8. On the program, arranged by Lucille (Mama) Lee, wardrobe mistress, were girls from Paradise Revue, Don Kennedy, Hooda Brown, Dory Lindy, Martha Lites, Claire Helmar, Gerie Barr, Hillbilly Band, Mr. and Mrs. Fred Uiter, Paul Lewis, Shorby and Charley, Tex Yates, Princess Olga, Duina and Gyp Zachral and Wesley Charles.

MRS. BOSS' side former's wife: "When our g. a. booked this town last year everyone said the lot was too far out, but we had a good week and so our new agent was ordered to follow the trail."

LINE-UP of Tracy Bros. Circus Side Show on Blue Ribbon Shows, according to Jack (Red) Lang, talker, includes Gilbert Tracey, manager, comedy magic and emcee; Captain Monroe, man with steel gyllis; Davis Riebe, human jigsaw puzzle; Prince Tracy, sword swallower; Winson Wallace, fat girl; Cels Williams, knife and bottle thrower; Vola Davenport, human dynamo; No and Ko, comedy midget boxing act; Professor Howard, tattoo artist; Blanche Helme, woman with radio mind; Charley Harris, comedy musical act; Kathleen Riebe, palmistry stand; Joe Boom, No. 1 Hoker boy; George Wilson, No. 2 Hoker boy; Pauline Richards, annex attraction, and Bob Roy, rump cook.

ARGENTINE steaks are praised by an expert as the largest, tenderest and most delicious on earth. These are set to be consumed with the beefs in some caskhouses.—Road Map Johnson.

IN LINE with the proposed plans for enlarging for its fair tour, Crescent Amusement Co. recently took delivery on a new seven-car Tiki-a-Whirl and Dipey Doodle ride. Organization will move on

24 semi's and carry its own Diesel light plant. Eight shows and 10 office-owned rides will be carried and construction of a new dog, monkey and pony circus has been completed. Musical Show will be under direction of Bradley Vadalta, his fourth season with it. Astor Phillips has booked his fat girl, snake show and kiddie auto ride. Staff includes L. C. McHenry, general manager; Mrs. L. C. McHenry, secretary-treasurer; Albert C. Bartels, business manager; Sherman Husted, general agent; Cleveland Hiney, superintendent of transportation. As in the last two seasons shows will play a number of the B winter fairs in Florida.

MANAGER of Great Sweet Peas Shows (to his secretary): "Go to the telegraph office and wire the g. a. to return immediately. He's so good, but is the only one I can depend upon."

MEMBERS of Silver State Shows tendered Mrs. Rosa Marie Casteel a party in celebration of a birthday anniversary on August 9 while shows were in Logan, Utah, reports Irish Whalen. Guest was staged in the Casteel cookhouse and she was recipient of a number of gifts. Gifts included Alice and Joe Blash, Billie and Harry Cohen, Jack DeSalvo, William Harris, Jack Steel, Swede Edmberg, George Taylor, Bill Shep, Whitley Samson, Ted Dow, Frank Casteel, Thelma Close, Mr. and Mrs. C. H. Allen, Jack Behr, Elmer Davis, Irish Whalen, Ralph Casteel, Warren Mondomball, Owen Nell and Lena Morley, Lillian McMillin, Arthur Allen, Ed Casteel, May and Norma Casteel, Ernie Reinhold, R. G. Koch Jr., Eddie Whaley, Mr. and Mrs. Red Atkinson, Al Bazzar, Spot Williams, Helen and Clyde McCallin, Rusty Davis, Bob Kincaid and Billie and Alonna Griggs.

TEACHER the night son of carnival owners: "Johnny, what are the duties of sound track operator?" Johnny: "Their duties are to pass out ride coupons here, there and everywhere, take tickets at the front gate, make themselves generally useful and, like all good boys, lay off the old truck during working hours."

TEXAS EXPOSITION SHOWS' route from Lincoln, Ill., by Doc Wilson; Shows made a 100-mile jump here from Mt. Sterling, Ill., to open at Logan Country Fair on August 18. Continued rains have been hampering business, but with a break in the weather personnel looks for better results in this stand. Great Alinda and wife joined the Circus Side Show here with their mental act and Floyd (Slim) Arnold opened his new Hilarity Show here. Jack Hamilton and wife visited in Mt. Sterling, Ill., and did John Frabel, owner Greater Exposition Shows, who reports good business. Scotty Norton's French Casino continues popular and Al Grant joined recently with his Red Tuxedo Revue. Kermit Tatham and assistant visited and made a picture of Hankie Bird's Five Dime. Manager Howard Hill is whipping shows in shape for the Southern fair tour. Lairy Wood and Ben Routhen took delivery on new cars, while N. L. (Whitney) Dixon purchased a new house trailer. Curtis Prichard is adding new features to the side show weekly. Shows have three more stands in Illinois before jumping south for their fair date.

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**WAYNE COUNTY FAIRFIELD, ILL. FREE FAIR-WEEK AUG. 29**

Shows—Big Show with or without seat belts. Riding Show or any other ride attraction. Free exhibits for sale. Rides—Roll-o-plane of Loop-o-plane with own transportation. Good concession. CONCESSIONS—Cotton Candy, Game-You-See, Currier's, Popcorn, Sweets, Soda, Candy Apples, Hot Choice Whisk and Hot Camp for Southern Fair. What experienced ride help, florist, and best names. Shows, book this week: **Fairfield Free Fair**, week Aug. 29; **Roll-o-plane, W. P. Fair**, Sept. 2 to Sept. 5. **NINE SOUTHERN FAIRS TO FOLLOW**. Advance of route upon application.











**Bow Park.** Those attending were Mrs. O. C. Crowley, Georgina Crowley, Mr. and Mrs. Dale Crockett, Mr. and Mrs. Norman Featherstone, Mr. and Mrs. Myron Clougher, Junior and Maxie Ruth Clougher, Buckie Leroy, Mr. and Mrs. Jack Aderholt and son, Jack, Mr. and Mrs. J. G. Panther, Mr. and Mrs. Mel Jackson, Mr. and Mrs. E. L. Boyd and James W. Owens. Mr. and Mrs. D. O. Elms Cunningham went to Cheyenne during the week. Glen Osborn, legal adviser, reports city and county officials concerned. Mr. and Mrs. Robert Kohl, highway cafe owners, visited the Alamo Exposition Shows at Cheyenne.

H. L. BOYD.

**Alamo Expo**

**Denver, August 24.** Location, Alameda and Federal street. Aspects, Engineering, Fire Department, Business, fair. Weather, ideal. Pay rate, 10 cents. A business holiday applied here when Mr. and Mrs. Benning Hyman, Mr. and Mrs. Mickey Goldberg, Mr. and Mrs. Maury Miller, Mr. and Mrs. Bill Baas, the writer and wife, Mrs. Rose Huback, Tillie Jones, Hymie Huback and Dorothy and Goldie Burnett, Mr. and Mrs. Steve Handing, Mrs. Ruby Murphy and Mrs. B. McPhear toured the Lake-Side and Elston

Parks here Sunday night. Later in the week the Women's Auxiliary Club played a return date here. Concessions and front gate did well here with Lorraine Ross' French Casino leading show. Rides went off because of the parks here. Willie Best underwent hospital treatment here and is expected to return to the shows soon. Four trailers were purchased here by members William Dugan, Bill Car, Red Hughes and Speedy Hawkins. Mrs. Rainie and Mrs. Viola Maya are doing well with concessions. Les Schottien purchased a truck here. Visitors included Ben Bronshten, Harry Rosenthal, Councilman Max Levine and Sam Kornwitz. A. Snow joined here to assist Hymie Huback in the legal department, because of the absence of Albert Wright. Eddie Hochman added another show. Flying Milk's fall set was well received.

LARRY MULLINS.

**Texas Expo**

**Mt. Vernon, Ill. Week ended August 19.** Location, Airgrounds. Aspects, none. Weather, ideal. Every show, ride and concession was ready at noon on opening day, but patrons were scarce. Fair committee gave little co-operation and date was the biggest blunk of the season. County, city and state officials visited the midway nightly. Several rides were taken down and moved to another spot. Largest gross was on the carnival front gate, which was nothing to speak of. Few of the concessions grossed enough here to pay committee money.

N. L. DIXON.

**John H. Marks**

**Johnson City, Tenn. Week ended August 19.** Location, Elizabethan Highway showgrounds. Aspects, VFW Post, Distress, poor. Weather, variable. Heavy rains about 5 p.m. hindered attendance Monday and Tuesday nights. Crowds all week were far below par. Saturday's Kids Party, sponsored by radio station, gave poor attendance, and weather was cloudy. Saturday night was the best of the week and rain held off until midnight. Gail and Gertrude Miller arrived and assumed management of the Chess Paro musical revue. Shows' talent staged a two-hour program in the theater auditorium at the U. S. Veterans' Mountain Home Hospital Thursday afternoon, with some 1,500 disabled veterans attending. Among them were several circus and carnival folks. Duke Jeannette and the writer emceed the program, which included talent from Jeannette's Circus Side Show; Joe Anderson's Club Chocolate Revue and other midway attractions. Luncheon was served to the 24 entertainers in the home's dining room at noon. Jimmy Rofsky, business

manager, celebrated his birthday anniversary during the week and received many presents and good wishes from his legion of friends. Among visitors were W. A. MacNeil, secretary North Wilkesboro (N. C.) Fair; William L. Spedder, secretary Mount Airy (N. C.) Fair; Tommy and Evelyn Rice, of Sam Pratt's World's Fair Shows; Jake Shapiro, Triangle Poster Print, and Joe Phelps, Mrs. Mike Roman, co-owner of the show's canteen, returned from her vacation at Tenafly, N. J. Chet Yussu booked his Rolloplans and Octopus rides and will join soon. Thomas J. Heath, with the organization, is now in charge of the electrical department. A serious fire was narrowly averted Saturday about 9 p.m. when a gasoline tank attached to the Merry-Go-Round power plant exploded. Prompt work of ride boys with fire extinguishers, soon had the flames under control, altho some damage was done to the plant and organ.

WALTER D. NEALAND.

**World of Birth**

**Beth, Mo. Week ended August 19.** Location, Chandler's Field Circus Grounds. Aspects, VFW Post. Business, good. Weather, good. Fact that shows' gross here was on a par with that of last year was a pleasant surprise in view of the slight drop in attendance. Main tourist trade is off considerably, a fact noticeable at all Maine fairs. Previously parking lots adjacent to shows held a representative percentage of out-of-state and Canadian cars. This city is currently enjoying an old-time boom with everyone working and sharing in some way the tremendous amounts of money allotted to local concerns for manufacture of warships. Location here, on a hill beside U. S. Route No. 1, made it possible for shows to be set off to advantage. Earl Puriles' Motordrome grossed top money, with Fessell Judy's Harlem Parade second. Fessell Barfield's brother, Norman, joined here. Only the Silver Streak and Rolloplans represented the rides in the first 10 top money winners. Mrs. Viola Cobb, wife of Trainmaster Wallace Cobb, left here with her daughter, Lois, who is returning to school at Gladstone, Mich.; Mrs. Cobb will rejoin in two weeks. A large party for the benefit of the National Showmen's Association was held Thursday night.

JIM McRUGH.

**L. J. Heih**

**Vincennes, Ind. Week ended August 19.** Location, S. & O. showgrounds. Aspects, American Legion Post. Business, fair. Weather, fair and hot. Attendance on Monday was only fair, but it increased daily because pay rolls were paid that week. However, Saturday night didn't come up to expectations altho a fair Kiddle Madine was registered. Vincennes and surrounding territory was heavily billed and newspapers were liberal with space. Concessions scored a fair week, with Joe Sparks' stands topping the Midway. City officials and the American Legion Post cooperated. Ginger Reeves was tendered a surprise party on his ninth birthday anniversary by all the children on the show. The writer's wife, while visiting from her home in East Claire, Wis., was entertained by Mrs. Joe Fontana. Doc Bobker's Midway Cafe continues popular. Henry Heih was the recipient of much ribbing over the loss of a leg on the European war. Mrs. Mary Tidwell spent a few days at shows, visiting her brother and sister, Harold Meade, secretary McLeansboro Fair, and Robert Harrison, secretary Knox County Fair, visited.

ALFRED KUNZ.

**United American**

**Waterbury, Ia. Four days ended August 11.** Aspects, Bremer County Fair. Business, below expectations. Weather, rained out Friday and Saturday, remainder of disappointing clear. Odd Jumbo Pig was the guilty culprit here. Shows' opened Thursday night to a free gate and fair-sized crowd after a fast 125-mile drive from Fondra, Ia. Secretary W. F. Hayes, well-known showman, had arranged a well-balanced program of grand-stand sets, horse races and fireworks, but a steady rain which fell for two days and left grounds and race track a veritable sea of mud nullified his efforts. Sunday night drew a large crowd for the grand-stand show, and patrons remained on the midway until early Monday. Shows remained over here Monday night to give personnel a vacation after playing two fairs in eight days. A unit of two rides, two shows and six concessions, under direc-

tion of Ray Wheelock, went from Waterbury to the Atin Fair in the northern part of the State. This detachment, with the unit sent to Shelby County Fair, Harlan, under management of Ray Swanner, was to join the main unit at Mason City, Ia., August 18. Visitors included Lou Rowenthal, of Waterloo, Ia. Herb Hoffman, of Centennial Premium Mads; Elmer Johnson, Midwest; Novelty Co.; Rube Liebman, Barnes-Caruthers Agency, and Jimmie Winkle, manager of Lynch's Thrill Show, Fondra, Ia. Five days ended August 7. Aspects, Pocahontas County Fair. Business, none. Weather, ideal except last Sunday night.

Shows made a fast move from Thornton, Ia., here and opened one day ahead of schedule to almost negligible bathhouse which failed to increase at any time during the stand. A heavy downpour Sunday night at end of grand-stand performance, and patrons carrying home and few returned at any time during the fair. Little co-operation was obtained from fair officials and another date was placed on the writing side. Excitement gate fees for a fair of this size were charged, thus adding to the woes of show attaches, and everyone was glad to leave. At conclusion of the fair two rides, two shows and several concessions were sent to a one-day celebration at West Side, Ia., under management of Ray Swanner, and then continued to Harlan, Ia., for Shelby County Fair. Visitors included Ross Gordon, of Barnes-Caruthers' unit show; A. C. Squyres, announcer-JOS Will West, Gus Sun unit; Mr. Rodin; Rodin Novelty Co.; and Harry Roberts, concession manager Clay County Fair.

WALTER B. FOX.

**Dodson's World's Fair**

**Fairmont, W. Va. Week ended August 19.** Location, showgrounds. Aspects, Police Department. Business, excellent. Weather, hot. Stand here gave personnel a week of excellent business. Mrs. Eddie McLean celebrated her birthday anniversary on August 8 and personnel joined in giving her a grand party. Many flowers and gifts helped make the occasion a huge success. Visiting her on the lot was his niece, Mrs. Moggale, and daughter and husband from Bridgeport, Conn. One of the week's highlights was the softball game between a team from the shows and the police department. Game wound up in a 9 to 2 tie. Mel Dodson, Jr. caught for the show's team.

JOHNIE REEVES JR.

**Byers Bros.**

**Farmer City, Ill. Week ended August 19.** Location, county fairgrounds. Aspects, De Witt County Fair Association. Business, excellent. Weather, fine except Monday. Shows' with consecutive fair date proved satisfactory from a financial standpoint. Thursday drew the highest attendance in the history of the fair when some 20,000 attended. B. Ward Beam's Thrill Show and co-operation of Secretary Eddie Wightman made each of the four days satisfactory. Night midget races were popular. Eddie Coleman and family visited Co-Owner-Manager Carl W. Byers here. At this writing the Colemans are visiting Co-Owner Jimmie Byers in Tipton, Ia. Father and mother of Fred Batway, cookhouse operator, visited from Peoria, Ill.; Fred's daughter, Rosebrie, returned with them to enter school in Peoria. Jake Moore, owner of the Athletic Show, purchased a new music machine for the Chairman, Harold Bunnell, daughter of Mrs. Jewell Robinson. The Albee's sales agent, and June Byers, daughter of Mr. and Mrs. Carl W. Byers, took daily shopping tours in St. Louis.

MRS. JEWELL ROBINSON.

**Silver State**

**Hazleton, Ida. Week ended August 19.** Aspects, American Legion Post. Business, fair. Weather, hot. After a long jump in here from Utah, shows, rides and concessions opened on time Monday to fair business. Organization was well received by local patrons and Don Osborne's Greenwich Artists and Models Show led shows. Tilt-a-Whirl was best among rides, with Loop-o-Fair second. Clyde McCall's ball game led concessions, with Ralph Costello's bottle stand running second. R. J. Galkin, with his beautifully flashed midget horse show, joined here, as did concessioners Alabama and Billie Scroggie, with blanket stand; Al Bower, dart stand, and Dan Matney, guns-four-age. Johnnie

**WANT**  
Penny Arcade, Fun House, Mechanical Show, Organized Minutal or any Show not conflicting. Want legitimate Concessions of all kinds for Hot Springs, Ark., Fair, Alexandria, Donaldsonville, La., Fair and O Texas Fair; Bob Thompson wants Agents for Bowling and Bowling Alley that will put up joints, Will book Diggers. Address as per route. Peoria, Ill., week Aug. 19th. A. QUADAL, Mgr., Texas Exposition Show.

**FOR SALE**  
12-Car Ride-O Ride in A-1 condition.  
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**MIGHTY MIDWAY SHOWS**  
WANT Penns. Whirl or Merry Altitude with own organization that can and will insure every week. Will make good proposition. Use class Blandburgers and left (think) and a few more legitimate concessions. We make dick loans. Money, this and elsewhere where the money is. Day per week. Hazleton, Pa., 10-22; Halloway, 28-24; Hazleton, Ark., 29-31. J. E. DISMUKER, Manager.

**JAMES E. STRATES SHOWS, Inc.**  
**WANTS**  
Two or more outstanding Shows for the New York State Fair at Syracuse, also any now Ride that does not conflict. 10 more weeks of Fairs to follow. Including Bath, N. Y.; Bloomsburg, Pa.; York, Pa.; Gastonia, N. C.; Sumter, S. C.; Charleston, S. C., and Savannah, Ga.  
Will furnish wagons for everyone.  
Address JAMES E. STRATES, Hamburg, N. Y., week of August 19.

**RAY MARSH BRYDON**  
Can place to join at the Ohio State Fair, Saturday A.M., August 24, the following people for the International Congress of Oddities: The Royal Scotch Melodians, a real Novelty Musical Act, an entertaining Fat Girl (Baby Betty; reply by what), Haman, Edson Act, strong Freak to Feature (Fat Lorraine, wife), Baby Act, Johnny and Willie Carpenter, Jossy and Esther Wheeler, American Sisters, Legzoda.  
NOTICE—Prince L. Zubong, come on to Columbus, Ohio.  
All reply to me at Moreland, Ind., Free Fair, now showing, or to Columbus, Ohio, after Friday, August 23. 10 Big Fairs and 30 weeks indoors for the winter. The best of accommodations, and pay.

**AT LIBERTY**  
**GIRL SHOW AND SIDE SHOW**  
EACH SHOW BRAND NEW FEATURE HAS  
NEVER SHOWN BEFORE  
TREMENDOUS BOX OFFICE APPEAL — POSITIVE MONEY CETERS  
Want to place these shows with carnival playing good runs of fairs, or even straight to have either feature film already organized unit.  
David Rosen, 3780 Surf Ave., Coney Island, N. Y.  
Phone: EPland 2-3178



Danzall has taken over management of C. H. Alton's new sound car, Logan, Utah, August 1-4. Location, high school grounds. Cache Valley Home-Coming Days. Business, good. Weather, ideal.

Opening night here drew a large crowd and all rides did well with the exception of the Loop-o-Plane. Middle rides and Merry-go-Round did exceptionally well, but Tilt-a-Whirl drew top money. Shows and concessions reported good night play. Wally Davis joined the Artists and Models Shows. Guy and Mrs. Osborne added their high-striker here. Dan Matney's string stand was destroyed by fire Saturday night. Uncle Bob In-cald added 100 more men to his Death Valley Monster show here. Among visitors were O. K. Hildebrand and Ralph Bacon, of Hildebrand's United Shows; Mrs. Lela Kennedy and mother, and Mrs. Jensen. Because of a city ordinance, shows closed at midnight.

IRISH WHALEN.

Frisk Greater

Coleraine, Minn. Week ended August 7. Location, city airport grounds. Auspices, American Legion Post. Business, excellent. Weather, good.

Shows arrived here in good condition from Ironton, Minn., and opened to good crowds. Auspices co-operated. Business was excellent all week for rides, shows and concessions, and Octopus lid rides. Joseph Sima's Animal Show is still clicking and Nelson Wells says he's satisfied with business his palmistry stand is doing. Advance Agent Elmer Brown visited here for a few days. Committee complimented show's management and commented on the appearance of rides, which have been renovated for the fair.

LYLE KULENKAMP.

PREMIUM FACTS

(Continued from page 38)

Officers: Dr. H. W. Turner, president; Horace H. Wilgus, vice-president; Robert L. Engart, treasurer; J. Allen Gardy, secretary. Admissions: 50 cents; night, 25 cents; children under 12, 25 cents. Grand stand, 50 cents; reserves, 75 cents and 81; night, 25 and 50 cents. Attractions: Remo Moderne, Three Wonders, Soite Tote, Stuart Sisters, Four Sailors, Lucky Totor's Hill Drivers, booked thru George A. Hamid. Midway: Endy Bros. Shows.

HERNEBEE, N. Y.—Dutchess County Fair, 66th annual, August 27-30, 65 pages. Officers: Allan A. Ryan Jr., president; Mrs. Vincent Astor, H. C. Shears, vice-presidents; Benson R. Pyatt, secretary; Frank H. Cookingham, race secretary; Frank L. Asher, treasurer.

CHARLOTTE, Mich.—Eaton County 4-H Club Fair, 10th annual, August 27-31, 83 pages. Officers: John B. Strango, president; P. D. King, vice-president; Rens Kardel, secretary-manager; Clifford D. McElroy, treasurer. Admissions: 25 cents; children 15 cents; children under 5, free. Attractions: Grand stand, Bruin's Circus; Red Devil Drivers, Aerial Boxes.

CHARLOTTEVILLE, Va.—Albemarle County Fair, September 2-7, 78 pages. Officers: W. F. Carter Jr., president; John E. Downer, vice-president; John G. Vinney, secretary-treasurer. Admissions: 25 cents; children under 12, 10 cents; children under 5, free. Attractions: Midway, Art Lewis Shows.

KEENE, N. H.—Cheshire Fair, August 23-25, 78 pages. Officers: Chandler R. McAllister, president; Charles McAllister, vice-president; Leo G. Vogel, clerk; Harold B. Sims, treasurer. Admissions: 50 cents; children under 12, free; night, 35 cents. Attractions: Fireworks, vaude acts, midway.

ROANOKE, Va.—Roanoke Fair, September 2-7, 44 pages. Officers: John L. Godwin, president; Carlotta Penn, secretary; Charles E. Ward, treasurer. Admissions: 40 cents; children under 14, 10 cents. Attractions: Grand stand, May-1st Revue, Currier Sisters, June Boyd, George Moore, Bijou Circus, Dot Pickens, Smith's Superba Band, Ohio Display fireworks, auto and harness races.

ALBUQUERQUE, N. M.—New Mexico State Fair, September 22-23, 272 pages. Officers: Leon H. Harris, secretary-manager; P. D. Smythmacher, James M. Murray Sr., Oscar M. Love, Nathan Salmon, commissioners. Admissions: 25 cents; children, 5-11, 15 cents; children under 7, free; vehicles, 25 cents. Grand stand, day, 75 cents; night, 50 cents; boxes, day, \$1.25; night, 81; children,

5-11, day and night, 25 cents. Attractions: grand stand, George Ball-Jack Schaller's Treasure Island Follies; Amusementettes, Steve Clemente. Four Queens, Hollywood Debutantes. Midway: G. V. Zepher Shows.

PETERSBURG, Tenn.—Petersburg Coll and Horse Show and Fair, 56th annual, September 3 and 4, 88 pages. Officers: C. B. McAdams, president; W. B. Joplin, C. C. London, vice-presidents; I. M. Davidson, secretary; Clayton Scott, treasurer. Attractions: Grand stand, Smoky Mountain Boys, Fat and Willa LeVola. Midway: Cumberland Valley Shows.

ALEXANDRIA, Tenn.—De Kalb County Fair, 85th annual, August 28-31, 60 pages. Officers: T. F. Kitching, president; W. J. Scott, L. A. Smith, G. E. Gooden, vice-presidents; Bob Boy, secretary-manager; Bob Mason, treasurer. Admissions: Gate and grand stand, 40 cents; children 4-10, 20 cents. Attractions: Grand stand, rodeo, Brogan's Rodeo Band. Midway: Rogers' Granite Shows.

SAGINAW, Mich.—Saginaw County Fair, 25th annual, September 10-18, 123 pages. Officers: Thomas B. McDonagh, president; John C. Bauchholz, Charles Ginnus, vice-presidents; Jerome P. Ward, treasurer; William F. Jablko, secretary-manager. Admissions: 50 cents; children 6-12, 10 cents. Grand stand, 25 cents; reserved boxes, 50 cents. Attractions: Grand stand, Theatre-Driffield fireworks, Barnes-Carruthers acts. Midway: P. E. Gooding Shows.

36,000 Draw Is New Mark In Ohio; Midway Featured

WARREN, O., Aug. 17.—The 50th annual Trumbull County Fair here on August 6-8, operated for the second year with a free gate, chalked up what is believed to be an all-time record with estimated attendance of 36,000. Directors concentrated on giving patrons better midway attractions and a diversified program, said President E. T. Sprout. Officials indicated the fair was a financial success. Threatening weather held down day crowds on opening day.

Power shows were on the midway this year, but every attraction was good. They included Mable Mack's Mule Show, which reported one of the best engagements of the season; Ed Strassburg's ape and monster shows, and Greedwald's Athletic Arena. P. E. Gooding Amusement Co. had on a Ferris Wheel, Tilt-a-Whirl, Octopus, Rollaplane, Kiddie Ride and Merry-go-Round, all in charge of George Bouie. Also on the midway were Charley Martin's cookhouse, Von Black, pop corn; Lester Rodgers, peanuts; McPherson and Cassidy, root beer and candy apples; Dick and Helen John's Playland and Larry Larimore's nine stores. Ranger's Rodeo was the grandstand attraction. On Thursday night the grand stand was filled to capacity. John L. Skeloid was again in charge of privileges and the midway.

O. Annual Sets New Mark; Grand-Stand Attendance Big

MOUNT VERNON, O., Aug. 17.—After an all-time first day response, Knox County Fair here on August 6-9 built up each day to attain a new attendance mark. Aside from opening day weather was ideal. Midway was the strongest in recent years and grand-stand attractions were the best yet offered. Presence of Gov. John Bricker and John T. Brown, State director of agriculture, boosted attendance on Thursday.

Renfro Valley Barn Dance, opening night attraction, was compelled to give an extra show to take care of crowds. Klein's circus still pleased a capacity crowd Wednesday night. On Thursday night there were home-talent entertainers. Pine Ridge polkas packed the grand stand on the last night. Dr. Rex Larned's Animal Show and Leo Wyant, with Princess Marguerite, midget, were on the midway. P. E. Gooding Amusement Co. had on an Ell Wheel, Octopus, Merry-go-Round and Kiddie Auto Ride. Johnny Enright was in charge of the Gooding unit and had on 14 stores. Rex and Al Birch were here with jewelry, as were Swain's cookhouse and Starr's Penny Arcade.

Pn. Annual Ends in Black

NEW CASTLE, Pa., Aug. 17.—Favored by weather, Lawrence County Fair here on August 6-9 ended profitably, officials reported. Highlights of the exposition were harness racing on Wednesday and Thursday, a saddle horse show and an exhibition by Boy Scouts Friday. Klein's Rhythm Show was offered on the last three days before the grand stand. It

was directed by Mrs. Margaret Klein. In the east were Jack Klein, emcee; Paige and Jewett, unicyclists; Silvers Johnson and His Comedy Act; Conner Troupe, tight wire and juggling; an eight-girl line and Jimmy Harrison's Band. Show did capacity business daily. Lawrence County Shows provided midway attractions.

Gate Up 25% at Mich. Fair

HASTINGS, Mich., Aug. 17.—Attendance at Barry County Fair here on August 5-10 was 25 per cent over last year, according to John W. Todd, of Gus Sub Booking Exchange. He booked Barker Bros., Circus and Rodeo for the last three days and reported turnaway crowds for the three nights, setting all-time grand-stand records for the fair. First half of the week was played by a Major Bowes unit, booked by the Bol Burns office. World of Measure Shows, headed by John Quinn, had the midway and concessions and did good business.

Mo. Annual Is Successful

MANSPFIELD, Mo., Aug. 17.—Good crowds, totaling about 28,000, attended Ozark Summit Exposition here on July 30-August 3, said Secretary-Treasurer Walter Coday, and the attendance of 9,000 on Saturday was slightly below the 1939 figure, the sixth annual show was successful. Harry Vilponteaux, of the Purcell Troupe, made daily balloon ascensions and parachute jumps and did an aerial turn. Another act was the Don LeMay Troupe, aerialists. Purcell Troupe presented a midget pony. Leroy's troupe of dogs and monkeys, juggling and horizontal bar and flying acts. Free acts presented by Buckeye

State Shows and emceed by Dale Curtis were Dorrine Wallace's Lions and Professor Williams's Monkeys and Dogs. Added attraction was the Five Abbia, aerial motorcyclists.

ELEENBORO, N. C.—Cotton Free Fair here co-located A. B. Bushong, president; C. H. Blanton, vice-president; Curtis Price, secretary; Mrs. C. C. Manning, treasurer; Fred G. Harrell, advertising manager; Director will stress Americanism during the 1940 fair.

**MICHIGAN CONCESSIONS!**  
First and Last Call for Two of the Best...  
Re-Quilts Necessary...  
EVERYTHING OPEN  
↓ TWO CRISPS! →  
NEWAGO LABOR DAY MONDAY, SEPT. 2  
FENNIVILLE FRI. and SAT. AUG. 30-31  
BUSINESS MEN! RANGES! CHICKENS! LAY OFF! Midway Controlled by  
JOS. HOEFELMEYER & SON  
285 MASON AVE. MURKIN, MICH. P.O. BOX 10, UDY, you are not receiving your mail...  
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**BANTLY'S ALL AMERICAN SHOWS**  
CAN PLACE FOR THE FOLLOWING FAIRS  
Arlene Co. Fair, Pennsylvania, W. Va., Aug. 26-31; Central West Virginia State Fair, Clarksburg, W. Va., Sept. 2-7; Great Bedford Fair, Bedford, Va., Sept. 8-14; Courier Rodeo Fair Co. Fair, Elizabethton, Va., Sept. 16-21.  
Glen's Street, Higgins, Kala, Drinka, Apples, Pines, Nore-Lu, Gans Racket, Plich Tilt U Win, High Roller, Gunz Year Weigh, App, Norville, Can Place Bad Game Apples, Motor Home Teller (George Oger, writer). Will furnish complete beautiful outfit for organized Skitler Show to join at once. Buddy Riles wants Working Acts for Skitler, Hair and Bill for songs. Larry the Frog Boy, come on. See Payne, concession manager, wants Rail Show Agents.  
All Address This Week: Bedford Fair, Bedford, PENN.

**GREAT LAKES EXPOSITION SHOWS, INC.**  
WANTS FOR VINCENNES, IND.  
LABOR DAY CELEBRATION  
10 SHOWS  
10 RIDES  
Opening Monday, Aug. 20, to Monday, Sept. 2, and 12 Southern Fairs in Tennessee and Alabama. Merchandise Wholes, Grand Shows of all Mich, Penny Pitch, Ball Games, Lead Galley, Cigarette Gallery, Candy Coni, Candy Apples, Fish Pond, Scales, Gunz Year App. Shows with their own outfits not conflicting. Reliable Operators for 400 Shows, Colored Performers and Musicians for Musical Shows, Long-earns. Best of material. 2 jet-skiing Fair Acts, capable Secretary who understands the business. Plentiful—2 capable handling promotion. Fairs to start immediately. Ride Help that drive mechanics. All address AL WADNER, Manager, Ligon, Indiana, this week; Vincennes, Indiana, Aug. 26 to Labor Day, Sept. 2nd.

**WANT**  
To augment the Royal Russian Midget Troupe, three Small Women Midgets. Must be entertainers. Office guarantees salary. Address with full particulars.  
**BECKMANN & GERETY SHOWS**  
LA PORTE, IND., AUGUST 19-24

**BIGGER AND BETTER THAN EVER THE BIG HEMLOCK, N. Y., FAIR**  
4 DAYS 4 NIGHTS  
SEPTEMBER 4, 5, 6, 7  
FEATURING Jimmie Lynde and his Death Oranges direct from the New York World's Fair, many other sensational features. Big Hemlock's Night with uniform Parade, Bands, Drum Corps, Flight Demonstrations. Hundreds of dollars will be awarded the winners. Something new and different every day and night.  
WANT Shows that can get more 25% of gross free electric. WANT Clean Concessions, Games, Milt Camp, etc. \$2 per foot. No hotels. Penny Arcade, 820 free electric. Bait, Rides and Dings sold by. WILL BUY 30 FL. Edman's Mugs for food for cash.  
All wires to FRED ALLEN, Penn Yan Fair, this week N. Y. State Fair Grounds, next week; then Hemlock, N. Y., Fair.



Calif. Mardi Gras Is Big; Program of Acts Featured

VENTNOR, Calif., Aug. 17.—Huge crowds attended the sixth annual Mardi Gras here on August 8-11, according to Public Relations Director H. M. McLaughlin and Walter D. Newcomb. President E. R. Millette and Secretary J. R. Hunt declared it to be the most successful yet staged. Special features were the arrival of King Neptune and Queen Venolia, children and Mardi Gras parades, pirates' court, bathing beauty contest and a ball.

Congressmen reported good business. Jimmie Woods and Bob Thornton handled the downtown entertainment center, booking shows and magicians; Doris and Sylvia, acrobatic dancers; Carl Zellers' Acrobatic Band; Erdell and Cleve, comedy acrobats; Twifless, acrobats; Lovelock, pianist; Bob Ray, singer; Tommy Thompson and His Harmonies, and Paula, dancers; Bertha, comedy juggler; Betty Edch, acrobats; Teddy Rich, trapeze, and Bozo and Bobby Wallace, clowns.

N. Y. Carnival Bill Set

BINGHAMTON, N. Y., Aug. 17.—A water show, built along lines of Billy Rose shows and using a cast of about 40, will highlight the 30th annual two-day Quaker Lake Carnival near here under auspices of the Cottagers' Association, reported C. H. Barlow III, who is directing the event for the third year. It will be staged in Marine Amphitheater on a floating stage. Other attractions will be sports, horse show, formal ball and floor show, masquerade ball and band concerts. Wizard Powell's magic show has been booked. Theme of the carnival will be the World's Fair, with emphasis placed on Pan-Americanism.

WANTED SHOWS, RIDES AND CONCESSIONS FOR FALL FESTIVAL AND COLT SHOW BRIDLEY, ILLINOIS August 28-29-30-31 Mega Road, Ave. White, Cal H. ELLENBERGER BRIDLEY, ILLINOIS

Wanted For Benton County Centennial OXFORD, INDIANA, AUGUST 28, 29, 30, 31 Frozen Cottard, Bingo, High Strikers, Grand Stoops, Erie Dippers, Novelty, Pop Corn, Drink Stands, 2nd Game, Penn. Arcades, Photo Gallery, Stages, Coca Cola, Cigarette Displays, Shooting Galleries, Pitch-Till-Ten, Win Fun House, Candy Apples, Candy Floss, Guest Your Age, Little Joe Miller, come on. All Legitimate Concessions contact me. No graft. Rides booked. EDGAR BURNETT, Care L. W. Shippy, Oxford, Ind.

CARNIVAL WANTED OR INDEPENDENT RIDES AND SHOWS Mammoth Street Fair August 28 to Sept. 2. Includes Wins or Wins SECY. FT. MADISON FUR FESTIVAL W. J. Bergman, Secy., FT. MADISON, IOWA

WANTED CONCESSIONS WATERFORD, PA., COMMUNITY FAIR SEPT. 19, 20, 21 RAY J. SALMON, Secy., Waterford, Penna.

WANTED FOR LABOR DAY CELEBRATION AND SATURDAY NIGHT BEFORE Legitimate Concessions (No Money Games), COCA COLA and 34¢ Shaws, CAEL FAST, Jonesville, Md.

CARNIVAL WANTED FOR FALL FESTIVAL WITH RIDES AND CONCESSIONS. Sept. 28-29-30 White E. H. BERGEMAN, Trenton, Md.

SIDE SHOWS WANTED For the 1940 FALL FROLIC First 3-DAY at Mount Hotel, Wisconsin BUDY H. MOE, Secretary

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS (Communications to 25 Opera Place, Cincinnati, O.)

Midway Acts for Mo. Fete

JACKSON, Mo., Aug. 17.—Don Lang's Famous Shows have again been booked for the 21st annual four-day Home-Come Celebration, to be staged here for the third year under American Legion Post auspices, and a program of free acts to be presented twice daily, has been set, reported Secretary J. D. Short. In past years attendance has been from 5,000 to 10,000 nightly. The event is staged on the public square. Acts will include Rita and Dunn, high wire; Aerial Chappell; Darwood Sisters, acrobats, and Eddie Wilson's Vagabond Orifera. There will also be fireworks and band concerts.

Profit for Kansas Dates

LEBANON, Kan., Aug. 17.—Despite drought and crop failures, the 33rd annual Anniversary and Home-Come Celebration here on August 8-10 showed good profit, reported Glen L. Sullivan, vice-president of the sponsoring Rub Club, which received co-operation of merchants. Elite Exposition Shows were on streets, Rain Wednesday night was followed by three days of cool fair weather. On the second day a feature was a parade-costume parade, which drew a large crowd. It was headed by a 75-piece band under direction of Walter A. Stevens, former circus band leader. Free watermelon drew a large crowd on closing day.

Apple Fete Program Is Set

EXCELSIOR, Minn., Aug. 17.—Free acts and a midway on streets are to be featured at the two-day fifth annual Apple Day Festival here under auspices of civic and commerce associations, reported General Chairman J. P. Colman, who has been connected with Excelsior Park for the past 16 years. Event usually draws some 40,000 on the final day. There will be a parade, taken part in by more than 25 bands and drum corps; band concerts, crowning of a queen and log-rolling contests. Gov. Harold E. Stassen plans to attend on one day.

Shorts

ANNUAL MAGNOLIA (O.) Home-Come, on August 9 and 10 attracted the largest crowds in recent years. On the midway were Norm Ziegler, and Buck Moughman's Athletic Arena; Warther Brothers woodworkers; Larry Larimore's binger Van Black, pop corn, and Orval Snow's Carlin's El Wheel and Tilt-a-Whirl.

PLAYING) plenty with later at Shade Gap, Pa., on July 29-August 2. Jerry D. Martin (Jaydee the Great) reports, were Pearl and Ursula, Great Leon and Four Orifera. At McDonald Grove, Pa., he appeared with the Melrose Troupe, Garfield Sisters and Ritchie's Cyclists and in Harper Grove, Pa., with the Thunderbirds.

JAKE J. DISCH (Bingo Sunshine), clown cop, reported he has been playing Wisconsin industrial outings in recent weeks.

GREAT KNOLL, trapeze performer, played Esch, Ill., week of August 12 under auspices of the 4-H Club, reported Jack and Mercedes Hamilton. They recently played St. Mary's Training School for Girls, Cincinnati, for Alvin Plough; and then played Mount Sterling (Ill.) Fair, where they were guests of Mr. and Mrs. Ben Mollen.

RUKA radio show; Barbara's Hippodrome Attractions, booked thru C. A. Klein Attractions, and A. W. Gooding rides, were attractions at Rocky Grove (Pa.) Elmer's Celebration on August 5-10, officials reported.

MORE than 250,000 are expected to attend the 20th annual Pure Food Show at Cincinnati Zoo on August 30-September 2. It is sponsored by Cincinnati Retail Grocers and First Dealers' Association, comprising more than 800 inde-

pendent merchants. Over 93 per cent of exhibit space has been sold. Managing Director A. K. Scheffer reported.

JAMES ODOSWELL, stunt clown, reported he worked Chicago Northwest Church Carnival, August 1-16, doing street balling and on the midway, and was signed for Chicago (Ill.) Soldiers' Reception, August 20-22, both dates having been booked as a result of his ad placed in The Billboard. Also appearing in Chicago were Capt. Billy Bell's Lions.

C. A. KLEIN Attractions will present circus acts as feature of a one-day jamboree sponsored by Del Rola (Pa.) Athletic Association. Among acts will be Milton Brock, acrobat; Christen and Crowley and Bernard's Circus.

AMUSEMENTS at Little River (Kan.) Annual Round-Up on August 6 and 7 were furnished by Central States Shows. Toby Stout's Band furnished music for dancing.

FREE ACTS at Esberry (Mo.) 38th Annual Home-Come on August 8-10 were Three Flying Motocors and Jimmy Groves, rope spinner. Oliver Amusement Co. provided concessions and rides.

WHITESIDE Troupe has been booked for Harrison County Tobacco Festival, Cynthiana, Ky., reported Thomas F. Whiteside. Recent additions to the act have been Roy Adkinson, mid-air clown, and William Hoffman, tight wire dancer.

OUTDOOR dancing to the music of Betty Carter's Band was featured at the Hamilton Township American Legion Post Carnival which ended at Trenton, N. J., on August 17. There were also vaude acts. Joe Marilla's Orchestra furnished music for dancing at a carnival sponsored by Capitol View Fire Co. in Morrisville, N. J.

HEADINGING the Hawthorn (Kan.) Fall Fair Festival will be the Wednesday, a show purchased from KMBC. Cost will include KAME Midland Minors; Dore-Devil Band, Brownies, Bonnie King, Rhythm Riders, McParland; Eggleston, xylophonist and a dog act.

FAIR GROUNDS

(Continued from page 35) used for five nights by Blunda Fireworks Co. were called off on the last two nights and grandstand program was rained out on the final night. Entertainment included Badger State Barn Dance; Goodman Wendler Shows were on the midway.

JEFFERSON, Wis.—Jefferson County Fair, August 8-11, had attendance of slightly less than 10,000. While it is expected to show a profit, attendance was below that of last year. Entertainment included Successors on Parade; Max Prochorn Trio, debuting act; Two Wheelers, singers, and Three Flying Roberts; trapeze; Elman Shows were on the midway.

MILWAUKEE.—Plans are under way for creation of a 4-H Club dormitory on Wisconsin State Fair grounds at a cost of \$26,000 and for a 2,000-seat addition to the north grand stand at estimated cost of \$5,000. Grand-stand addition would increase capacity to 22,800. Construction will depend upon approval of applications for WPA funds and degree of success of the 1940 fair, said Manager Ralph E. Ammon.

BERMINGHAM.—A premium list of about \$1,000 more than the \$25,000 of last year was announced for Alabama State Fair here by J. Warren Leach, executive vice-president. Awards last year were double those of the preceding year and were credited with helping to establish record attendance and interest. Douglas Baldwin, fair manager, was in the city recently arranging for grand-stand attraction and fair details.

OLD WASHINGTON, Co.—With attendance on par with former years and ideal weather, Cherokee County Fair here on August 7-9 was again successful, officials said. It opened with observance of Junior Fair Day. On Thurs-

day pulling contests and harness races were featured, Friday was School Day and school bands provided concerts. Klein's circus unit was the grandstand offering, appearing twice nightly on the last two days. Line-up included Roberts, circus novelties; Lillian Brock, acrobat; Carmel and Crowley, comedy acrobats; Barney Amason, tight wire; Ketch Brothers, comedy acts, and Claude Meyers' Band; J. R. Edwards' Attractions again provided the midway.

ALBUQUERQUE, N. M.—A \$31,110 WPA project for improvements and a new building on the State Fair grounds here has been authorized. Congressman John J. Dempsey announced. Program will start soon but will not be completed for the 1941 fair. Manager Leon H. Harris said. Alterations will include a large 12-room art gallery, which will be used by the fair association as an administration building until a new one is built, completion of west main gates, grandstand wall, two five-stock barns, three stable rows and laying of ingotone sidewalk. New entrance will be huge Indian style arches with ticket booths and latrines.

EDENKA, Kan.—The 37th annual Overwood County Fair, which closed here on August 9, had Kanaw, Oklahoma and Missouri circuit events, county racing races and State Fair Shows on the midway. Secretary Harrison Brookover said attendance was better than last year's and he expressed satisfaction with live-stock exhibits, races and the show.

PICTON, N. J.—Because most of the members of executive committee are devoting all their spare-time to war work, the 1940 Picton Fair has been cancelled, said President H. P. Prickett.

LLOYDMINSTER, Pa.—Lloydminster Exhibition, August 5-7, was best in years in attendance, class of exhibits and entertainment, said President M. Abagert. George Hamilton agency provided grandstand acts and Jimmie Lynch's Drift Dodgers were featured. Wallace Bros.' Shows of Canada were on the midway.

POND DU LAC, Wis.—Pond du Lac County Fair, August 10-13, drew only an estimated 11,400, also an attendance record was set on Sunday when 6,500 turned out for the first week-end fair program in 10 years. Officials said it was the first time in 10 years that the grand stand had been filled. Attractions were motorcycle races, Fran and Bill Johnson, shooting act, parachute jump by Don Marshall; Al Libby and Betty, cyclists; Gold Dust Twins, song and dance; Three Toppers and Demitri's Trained Bears.

GRAND RAPIDS, Mich.—South West Fair on August 5-9 drew an estimated 48,000 with a free gate in its second year. It was held on new fairgrounds three miles south of town. Fair was under direction of Secretary Ernest H. Brett. W. O. Wade shows had the midway and reported ride business good. WLS Barn Dance was grand-stand attraction on Thursday and Friday.

WANT FREE ACTS For three days' Celebration of Roan's Twenty-Third Annual Easter Days, October 3-4-5. Write CARL SCHENKEL, Roan, Ind.

Wanted at Once Managers and Ticket Place Mrs. Cassie M. Ward Queen Contest Manager, Winona Ave. Building Block and Soap and Wash People. Write to PITTSBURGH POLICE AND IRAM BROTO, Radio Office, C. E. Wash, 6416 Ave. 238 Fourth Avenue, Pittsburgh, Pa.

CARNIVAL WANTED Last Week in September. DAN RICHEY, Carrier Mills, Illinois.

WANTED RIDES AND CONCESSIONS MANSFIELD HOME COMING Mansfield, Ill., August 30-31 GEORGE KERRER, Co-ordinator



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ACTS, SONGS & PARODIES

LICENSED, CERTIFIED ARRANGER—REASONABLE rates. Member of Local 4, A. F. of M. HARRY CUQUA, 11423 Clifton Blvd., Cleveland, O. au31

AGENTS AND DISTRIBUTORS WANTED

AGENTS WANTED — REFLECTING AUTO Sign, Reflecting American Flags and Political Signs. Fast Sellers—Low Prices—100% Profit. Write U. S. LITE-RAY COMPANY, 1032 W. Market St., Louisville, Ky. x

AGENTS — MEN'S SUITS, HATS, PANTS, 23c! Top Coat, 50c; Ladies' Coat, 35c; Dresses, 10c. Other bargains. Catalog free. FORTNOY, 556-C Roosevelt, Chicago. x

AGENTS — SELL \$1.00 PACKAGE LAXATIVE. Costs you 10c. 25c Com Remover, 3c. Guaranteed sweaters. VERIBEST PRODUCTS, 4250 East St. Louis, Mo. x

EG MONEY TAKING ORDERS — SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Safest equipment here. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago. au31x

EG MONEY APPLYING INITIALS ON AUTO- mobiles. Earliest thing today! Free samples. Also outline application for their order Department Name Plates. "RALCO," 1305 Washington, Boston, Mass. x

CHRISTMAS CARDS — SELL \$1.00 ASSORTED folders, name imprinted, \$1.00. Cost you 50c. Samples free. Experience unnecessary. DUNBAR, New Brunswick, N. J. x

FAIR, PICNIC, PARADE, STREET HUSTLERS — \$10.00 to \$20.00 daily. Men, women and children buy "I Am an American" Emblems on sight. Temporary orders, 10c items refundable sample and particulars, \$5.00 per 100. Now free. FCD, INC., Room 400, 1931 Broadway, New York City. x

JUST OUT — U. S. PATENTED TROUSER-Guards. Prevents fraying and wear bottoms of men's pants cuffs. Nothing like it. Retail 25c. Write for free illustrated details. Samples 25c. NATIONAL TROUSER-GUARD COMPANY, 222 Simon Bldg., Shreveport, La. au24x

KEY CHECK — STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates, THE ART MFG. CO., 303 Devoe St., Brooklyn, N. Y. x

PERFUME BUDS — COST 10c EACH! sell 50c. Particulars free. Samples 10c. Agents, Salesmen, Demonstrators. MISSION, 2528BV Pico, Los Angeles, Calif. au31x

SELL ORIGINAL SKIT BLUE SIGNS — YOUVE tried the rest, now try the best. (Since 1890.) KOEHLER, 335 Coole, St. Louis, Mo. au31x

SELL MEXICOT BARBECUE MACHINES, \$25.50. Commission, \$8.00. No competition. Prospects waiting to buy. DICKEKSON MANUFACTURING COMPANY, Department 2, Springfield, Mo. x

SELL DIFFERENT CHRISTMAS CARDS — 21 for \$1.00. Free Metallic Gold Seals can be used to "personalize" cards. Make 100% profit. Christmas Cards with name imprinted, 50 for \$1.00. Samples on approval. FRIENDSHIP, 345 Adams, Elmira, N. Y. x

EXPERIENCED DEMONSTRATORS OR Physicians. Earn \$50.00 weekly to stock. FARMER, O. H. ADAMS COMPANY, 2018 E. Thomas Ave., Milwaukee, Wis. x

SUBSCRIPTION MEN WANTED FOR RURAL work — Attraction magazine club with sure-fire program. PUBLISHER, 630 Shaker Bldg., Kansas City, Mo. au21x

WE PAY YOU \$5.00 FOR SELLING 10 \$1.00 boxes — 50 distinctive assorted name imprinted Christmas Cards. Sell \$1.00. You make 50c. Free Samples. CHEERFUL CARD CO., 28 White Plains, N. Y. x

WHERE TO BUY AT WHOLESALE \$50.000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. au21x

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own, full particulars free. ELITE, 214 Grand St., New York. au31x

ANIMALS, BIRDS & PETS

ALLIGATORS, SNAKES, LIZARDS, TURTLES. Animals \$5.00, \$10.00 and \$15.00 each. Specify sizes wanted. Price lists, ROSS ALLEN, Ocala, Fla. au31

FOR SALE — FREAK HAIRLESS CALF, 10 months old. Normal and healthy. Write for pictures and price. PHILIPS BROS., Posters, Villen, N. Y. au24

FOUR TRAINED DOGS AND PROPS — REAL act complete. Work for anybody. Safe arrival guaranteed. Fifteen dollars. THOS. FINN, Hookick Falls, N. Y. x

PLENTY SNAKES — ALLIGATORS, GILA MONSTERS, IGUANAS, ARMADILLOS, DRAGONS, MORMED TOADS, MONKEYS, AGOUTIS, COATI-MONDUS, KINKAJOUS, PUMA CUBS, BABY AFRICAN CUBS, PEACOCKS, PARAKEETS, PAROquets, RATS, MICE. WIRP OTTO MARTIN LOCKE, New Braunfels, Tex. au31

SHEPHERD MULES, MIDGET SPOTTED GOATS, \$10; two PICTURES of "Skyline Bill" and three Cowboy Songs, 15c. SKYLINE BILL, Austin, Mont. x

STUFFED SEA CURIOSITIES FOR DEEP SEA Exhibition — Museums, Slide Shows, Fil and Stage Shows. JOSEPH FLEISCHMAN, 1515 Seventh Avenue, Tampa, Fla. x

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue — Largest, most complete ever published. FREEMS BROS., G WARD, Oceanville, N. Y. Direct Importers from all over the world. x

BUSINESS OPPORTUNITIES

ATTRACTIVE BALL-THROWING GAMES — Bottles, Cigs, Dolls, Kids, Tempers. Complete portable outfits and supplies. LA-MANCE, 782 Morton, S. E., Atlanta, Ga. x

DOLLARS FOR YOU — BE INDEPENDENT, YOUR own business. Thousands of dealers waiting your service. You'll never be unemployed. \$10.00 per day, cash. Particulars, complete working plan, \$1.00. ACME SERVICE, 338 21st St., Toledo, O. x

FOR SALE — TRANSFER BUSINESS AND EQUIPMENT — three trucks, new building, 8000 sq. two acres of ground; located on state highway. Established fifteen years. Connections with ten large truck lines. Write ERNEST MULL, Alexandria, Ind. x

INFORMATION — THE SOURCE OF ANY article made in United States — 25c copy. MORRISON'S INFORMATION SERVICE, 56 W. Washington St., Chicago. x

WEEKLY PAY CAN BE EARNED FURNISHING newspaper clippings. Send \$2 stamp for circular. RUSSELL SALES CO., Box 242, Shelbyville, Tenn. x

COSTUMES, UNIFORMS, WARDROBE.

ASSORTED BUNDLES, \$1; COSTUMES, \$1 UP. Fans, Hosiery, Handkerchiefs, Evening Gowns, Wraps, Fur, Bargains. CONLEY, 310 West 47th, New York. x

CHORUS COSTUMES, \$2.00; Strip Tease, \$5.00; Net Sets, \$1.00; Covers, \$2.00; Coasters, \$1.00; Large Bundles, \$5.00. MOSS, 6115 Fountain Ave., Hollywood, Calif. x

COIN-OPERATED MACHINES, SECOND-HAND.

Notice Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard. x

AAA 1939 MILLS THRONE MUSIC PHONO-graphs, \$21.50 each; appearance, mechanical condition like new. Billy Aileys, \$25.00; Gold-medal, \$29.50; Coatham, \$49.50; Item of War, \$49.50; Derbyling, \$29.50; Derbyking, \$29.50; Monarchs, \$42.50; Hayday, \$15.00; Fairgrounds, \$15.00; Fleetwood, \$22.50; Hand-keeper, \$29.50; Prekness, \$15.00; Castles, \$15.00. SCIDEN DISTRIBUTING, Broadway, Albany. x

"A-1 BARGAINS" — HAWTHORNE, \$47.50; Theifdown, \$59.50; Grandstand, \$74.50; Gold-medal, \$29.50; Coatham, \$49.50; Item of War, \$49.50; Derbyling, \$29.50; Derbyking, \$29.50; Monarchs, \$42.50; Hayday, \$15.00; Fairgrounds, \$15.00; Fleetwood, \$22.50; Hand-keeper, \$29.50; Prekness, \$15.00; Castles, \$15.00. SCIDEN DISTRIBUTING, Broadway, Albany. x

EXHIBIT RACES — \$39.50; WURLITZER 616, \$49.50; Mills 50c Brown Front, Nickel Melon, Imitating Silver Club, \$49.50. COLEMAN-NOVELTY, Rockford, Illinois. x

EXHIBIT ROTARY MERCHANDISERS, SERIALS over \$800, \$44.50 each; Goerchen Columbia, \$22.50; Vest Pockets, \$24.50; Rays Track, Ticket model, \$49.50; Free Play Kick, Action, Free Races, Recorder, etc., \$7.50 each; Contracts, \$14.50; Two Hundred Counter Games, \$3.50. 1/2 deposit. BOYLE AMUSEMENT CO., Oklahoma City. x

FOR SALE — ON LOCATION, 5 MILLS AND 5 Wurlitzer phonographs, reasonable. E. OGBEN, 445 Delaplaine Ave., Forest Park, Ill. x

FOR SALE — 1 WURLITZER "SKEEBALLS," 1 Bird-kill, one 12 foot Wurlitzer rebuilt, \$40.00 each or all for \$200.00, or trade for 1 coin counter machines, cigarette reels, H. E. COMER, Dowagiac, Mich. x

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FOR SALE — TWO EVANS TEN STRIKES, \$50.50 each; four 1940 Western Baseball, five play, \$90.00; three Chicken Sam's, \$62.50; three 100-birds, \$94.50; twenty late Zephyrs, Cigarette or Fruit Boxes at \$9.50; twenty Exhibit 604 Ace Penlights, \$9.50. Also many other machines, slightly used. Write for prices. All above machines in A-1 condition. Send 1/2 deposit to FRANCO NOVELTY CO., 24 No. Perry Street, Montgomery, Ala. au31x

FOUR KEENEY BLACK CABINET MACHINE Guns. Available September 2. Used three weeks. A-1 condition. \$520.00 for lot. JOHN BERNI, Cedar Point, Sandusky, Ohio. x

OOOOBODY HAS A MESSAGE FOR EVERY OF-elector reading this advertisement. Send in your name and address at once. JOHN GOOD-BODY, 1824 E. Main, Rochester, N. Y. au24

KEENEY MACHINE GUNS, BLACK CABINETS, \$149.50; Chicken Sam Consoles, \$69.50; crated \$3.00 additional. CENTRAL DISTRIBUTING COMPANY, 916 Sooto, Indianapolis, Ind. au24x

LIVE WIRE, \$5.00; HYTERING, \$5.00; HIT -5 Run Baseball, \$7.50; Chubbie Free Play, \$10.00; Dawg Jones Free Play, \$12.50; Ficker Payout, \$10.00; Rays Track Console, I-Check Payoff, \$17.50; Waiting 1c Twin Jackpot Treasures, used two months, \$22.50; Waiting \$40c, five new, \$5.00; Stands, \$1.00. MT. CARMEL AMUSEMENT CO., Mt. Carmel, Penna. x

MUTOSCOPE CRANES (USED), BLACK CABINETS, \$47.50; Corrugated Frames, \$75.00; Fan Fronts, \$90.00; Factory Rod Top, \$125.00. All in fine condition, ready for operation. Candy and merchandise set up, \$25.00 extra. 1/2 cash deposit, balance C. O. D. MAP SALES CO., 1120 Golden Gate Ave., San Francisco, Calif. x

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trade and for 1940 catalog. MIKE MURVES CORP., 593 10th Ave., New York. 11n

PENNY ARCADE OPERATING IN FAIRLAND Park. Being big! Over 140 machines. Selling account of address. H. L. FOGEL, 11 West 12, Kansas City, Mo. x

ROCKOLA SCHOOL-DAYS RIFLES AND CAB-inets wanted. Lowest price and condition. W. F. SCHORK, 1608 Broadway, N. Y. C. x

SACRIFICE — ADAMS GAM VENDERS; \$6 each; Model F AOT Targets, \$10.00; Pace Jackpot, \$15.00; Postage Stamp, \$3.50. Others. CAMEL VENDING, 492 West 42nd, New York. x

SLOT MACHINES FOR SALE — THREE MILLS -5 play W. Eagles; two Mills 10c play W. Eagles; two Jennings; two Dutchess; one 5c play Pace Benham. All above machines in first class condition and look like new. All with Jack-Pats. Will sell any of above for \$25.00 each or \$175.00 for lot. 1/2 deposit, balance C. O. D. Give shipping instructions. You can return if not satisfactory. W. F. DUGGAN, 5531 Greenwood Ave., Seattle, Wash. au2x

SPECIAL — 6 MODEL 312 WURLITZERS, \$39.50 each; 1 Baby Bull's Eye, \$75.00; 1 Chicken Sam, \$110.00; 1 Keeneey Black Cabinet Anti-Alterast Gun, \$135.00. BIRMINGHAM VENDING CO., 2117 Third Ave., N., Birmingham, Ala. x

SPECIAL — FIVE-FLOOR SAMPLE KEENEY -Score Checks, free play models, \$40.00 each. NEW ORLEANS NOVELTY COMPANY, 238 Dryades, New Orleans, La. x

TEN TOM MIX GUNS, \$39.50 EACH; 2 - Keeneey Black Cabinet Alterast GUNS, \$129.50 each; 5 Chicken Sam's, \$79.50 each. Also many other good machines. Royal Bargains, E. G. R. SALES CO., 813 College, Grand Rapids, Mich. x

TWO LATE '39 EVANS 10 STRIKE — EXCEL-lent condition, \$100.00 each. 1/2 deposit. MUTZLER VENDING MACHINE CO., 900 Winchester Ave., Martinsburg, W. Va. au24

WANT ALL TYPES COIN OPERATED MACHINES, also Phonographs. Give lowest cash price. MASSINGILLS, Kingston, N. C. au31x

54" BALL CUM FACTORY FRESH, 12c BOX; Tab, 51c; 1st grad. Chicks, every Vending Gun. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. au31x

FORMULAS

ANY FORMULA \$1.00 — BIGGEST SELECTION. Research—Analysis—Assaying—Free counsel to clients. Lists furnished. FORMULA SUPPLY, 1449 Vermont, Detroit, Mich. au31x

FOR SALE SECOND-HAND GOODS

CORN POPPERS, CEARED KETTLES, CRIDDLERS, -Shavers, Lighters, Burners, Tanks, Tins, Repair. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. au24x

ELECTRIC FLOSS MACHINE — USED A LITTLE; sacrifice for quick sale. JACK HUNT, Gen. Del., Ala. City, Ala. x

POPCORN, ROTATO CHIP-CRISPETTE, CARAMEL Popcorn Machines. LONG BAKERS CO., 1876 High St., Springfield, O. cc25c

POPCORN MACHINES — PEELERS, DUNBAR, -Croton, Long-Eskim, Star, geared Peeling Kettles; Carmelcom Outfit, 21 kinds. NORTH-SIDE MFG. CO., Indiana, Ia. oc12x



FOR SALE—SECOND-HAND SHOW PROPERTY

BALLOONS, PARACHUTES AND TENTS—NEW and used. Established 1903. THOMPSON BROTHERS, Aurora, Ill. au21

EXECUTION SHOW—COMPLETE WITH GYMNASIUM. \$15,000. Cassa Your Height Scales. \$15,000. 15' Wall P. A. System. \$12,000. BOACH, Box 421, Rola, Mo.

FOR SALE—PORTABLE ROLLER RINK. TENT good. Floor 50'x120'. Hammond organ. Now operating in White Hall, Ill. by CHARLES F. SANDY.

FOR SALE—TANGLEY CALLIAPHONE. Factory equipped. Late style. with electric motor. twenty rolls. good shape. \$225. CLENN C. MALLESEY, Fairmont, Neb.

MERRY-GO-ROUND—A-1 CONDITION. NOW running. Camas, organ, motor, good shape. All repairs. Reason for selling. BOX 224, Seaford, Del.

HELP WANTED

COMPETENT MED. PEOPLE—SINGLE WOMAN, novelty mix. team. with trailer. Must cut in. Salary slight. MADAME MAYFIELD, Gen. Del., Bradford, Pa.

ENTERTAINING WAITRESSES, CIGARETTE Club, etc. Summer season. Western Area preferred. Room, board and tips. Write ODEE RANCH, Atlantic City, N. J. au24x

GIRL MUSICIANS—DAVE SCHOELLER'S 16 "Swinghearts" Girl Band. Young, personable, first-class musicians only. Do Luxe dresses, radio. Send photograph, details immediately. Palisade Ave. and 256th St., New York.

SOUTHERN NEWEST, LARGEST RINK WANTS instructor to specialize skeie dance instruction. Double preferred. Reply with photo. State age, experience, salary. CHARLES KASIN, 7145 Germantown Ave., Philadelphia, Pa.

WANTED—ATTRACTIVE YOUNG WOMAN who can lecture and handle snakes. Good reader and ticket seller. Prefer man and wife. Good proposition. JOSEPH SANTOS, Snappers Greater Shows, West De Pere, Wisconsin.

WANTED—HYPNOTIZER ABLE TO GIVE hypnotic treatments. Must be in Chicago or vicinity. BOX 445, Billboard, Chicago, Ill.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Houdini, Force Feats, Buddha, Future Photos, Crystals, Locks, Spells, Photography, Graphology Charts and Books. Wholesale. Largest stock. 150-2000 illustrated catalogue. SEE NELSON ENTERPRISES, Nelson Bldg., Columbus, O. au24

LARGE PROFESSIONAL MAGIC CATALOGUE, 250 MAX WOLGEN, 220 W. 42d St., New York City, N.Y. au24x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE of Tricks, Books, Spells, Ventriloquist Figures, etc. 2256 KANTER'S, 1311 Walnut, Philadelphia, Pa. au24

MISCELLANEOUS

NEW MECHANICAL FARM SHOWS—Complete. 4x7 ft. \$90.00. On car. Photo. Co. PAUL AUSTIN, 2025 2nd, Kearney, Neb.

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A LARGE SELECTION OF 16MM. TALKIES—Action, Comedies, Cartoons, Westerns. Scripts, new releases; laboratory prints at prices you can afford to pay. Also any type of Roadshow Attractions in 35MM. Talkies, BUSSA FILM EXCHANGE, Friendship, Ohio. au21

AMBITIOUS—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors. \$145.00 ROSSON, 711 Streiber Bldg., Chicago, Ill. au24

BARGAINS IN 16MM. SILENT AND SOUND—Projectors, Films and Accessories. Write for list. ZENITH, 308 W. 44th St., New York.

BARGAINS IN USED PROJECTION MACHINES. Opera Chairs, Screens, Spotlights, Stenographers, etc. Projectors repaired. Catalogue 3-ine. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. au21x

PAIRS OF PORTABLES—SUITABLE FOR BOOTH or road show. Well set cases. Write SHOW-MAN, 850 Elm St., Ludlow, Ky.

Show Family Album



GEORGE MYERS, ballet master on the Solis-Floto Circus, season of 1924, is shown here surrounded by ballet girls. Left to right, standing: Mickey King, Annetta Ploot, Belle McNeill, now Mrs. Belle Leeper and living in Los Angeles; Mildred King, Golden Carey, Billie Barnardo, George Myers, Madeline Schlessinger, Shirley DeKey, Cecil Fortune, Florence LeRoux and Hope Caprice. From the left, seated, are Cysa O'Dell, Polly Bender, Nellie Russell, Billie Whitbeck, Rose Nimmo, Irma Russell, "Tox" Pares and Marguerite Wilson.

The Billboard invites its readers to submit photos taken from 15 to 30 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

NEW RELEASES JUST OUT—16MM. SOUND. Films, Equipment. Get our new fall catalog. Roadshow, school. Over 100 Features and Serials now, more coming in. SWANK, 5561 Plymouth, St. Louis, Mo. au27

OLD TIME SILENT MOVIES—16MM. AND 35MM. Prints. Pay a little more for rare subjects. FILM CLASSIC, 203 Main St., Buffalo, N.Y.

SENSATIONAL CLOSEOUTS—16MM. ROADSHOW Features and Shorts. Stocks—Mays-Ryder-Tyler-McCoy, etc. \$4.50 reel up. Programs rented day or week. Projector and accessory bargains. List free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. au21x

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PIATEAU, 1122 Tulane Ave., New Orleans, La. x

FINANCIALLY ABLE TO MANUFACTURE folding Bass Fiddles good tone; retail, \$12.50; being exhibited at "Ripley's", Dallas. McLEAH, Ripley's Treasure Island, San Francisco, Calif.

PARTNER—NOVELTY BAND FOR RADIO, theatres, dances. Five grand for third in thirty copyrighted new songs. MR. CONKIE, Littleton, Colo.

PERSONALS

MARY ANN REYNOLDS, kindly communicate with Claim Department, PHOENIX INSURANCE COMPANY, Hartford, Conn. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2" and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal projection enlarger—MARRIS G. FULLER, INC., Dept. BC540, Rochester, N. Y. au28x

ALL 4 FOR 100 OPERATORS—CUT PRICE ON All Machines and Supplies. Full length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. au21

DOUBLE CAMERA, ONLY \$25.00—MODERNize your Step Photo Machine with this Camera. Makes 1 1/2" and 2 1/4x3 1/4 inch photos. Used with either one or two lens. OLSON SALES CO., 315 9th, Des Moines, Ia.

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SOUTHERN STUDIO, Unionville, Mo.

SALESMAN WANTED

SALESMAN—AMERICA'S FINEST SIDELING, 40% commission daily, 1,000 fast selling topnot items. Every business uses and must buy. No investment. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. AK, Chicago. x

SCENERY AND BANNERS

SCENERY, CYCLORAMAS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbia, O. x

TENTS—SECOND-HAND

SIDEWALL BARGAINS—15,000 FEET, slightly used. Seven foot high, \$15.50 per 100 Yds right in. \$17.50—right in. \$19.50. Good as new; light tan. Half deposit required. MAIN AWNING & TENT CO., 230 Main, Cincinnati. x

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$25.00. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Wilkes, Penn. x

At Liberty Advertisements. 5c a Word (First Line Large Light Capitals) 2c a Word (First Line Small Light Capitals) 1c a Word (Balance All Small Light Type) Figure Total of Words at One Rate Only. MINIMUMS 500 CASH WITH COPY.

AT LIBERTY ACROBATS

Tumbler—First class. In fact, all-around. Wants cooperation with good acrobats, etc. or better. Two's company. 1081 N. Duane, Dept. 200, Pittsburgh 21, Pa. au24

NOTICE Due to the expense of postage necessary for the forwarding of mail addressed to "Billboard" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement, please add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

GENERAL AGENT AT LIBERTY—ONE OF "OLD School"; 25 years with the best. Nothing too large; railroad, motorized, Preter Middle West, West. No booze. Make proposition with or without banners. Wife handles beverages. Would consider Promotional Work. Salary \$20-50 per week. Address GENERAL AGENT, 1004 N. Summit, Arkansas City, Kan.

PRESS AGENT—CARNIVAL OR THRILL SHOW or any legitimate proposition. I produce results. State best proposition. Contact immediately. BOX 6-549, Billboard, Cincinnati. au21

ATTORNEY AGENT and Hooper at Liberty. Know me. HINT: Don't lose contact to Liberty. Liberty Building, 1140 Ave. J, St. Mary, 180 Central Ave., Buffalo, N. Y. au24

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE—5-PIECE BAND (PIANO, Drums, Trumpet, Alto, Tenor, Clarinet). Uniformed, arrangement, union. Cut in show. GIL DICKERSON, Hotel Carlton, Danville, Ill.

TEDDY FABIAN AND HIS MONARCHS OF Monkeys, Ring available after August 1st. A five-piece, auto fire, entertaining comedy band. We put on our own shows. Four Evers, 100 distinct, different novelties for stage & floor work. At present in alpha week at the Balton Hotel. For a goofy, funny, entertaining band, write or wire TEDDY FABIAN, Balton Hotel, Harrisburg, Pa.

Mad Legs or Small Colored Ork and Old—Available everywhere. Write Eddie Roberts, care Ambassador Hotel, 107 W. 42nd St., New York City. au21

Five Piece Band (Piano)—Claret, piano, brass, bass. Sets can be added. Lots of novelties, stage novelties, will add if desired. Ray Rayson, 4700 25th Ave., Kenosha, Wis. au21

AT LIBERTY CIRCUS AND CARNIVAL

HALF AND HALF—SIDE SHOW ANNEX. Beautiful waltzers, intelligent lecture, clever exposé, appearance and character. Retain managers that play fair, answer, stating all in first letter. E. CARLTON, care General Delivery, Portland, Me.

Augustin With Animal Trainer, comes job with chance to become Liberty. Experienced figure. Six years training. Thomas Shelby Farmer, General Delivery, Hamilton, N.Y.

At Liberty—A real study of nature, and I do a real clever act, new and different. Am able and reliable and just the combination you need and collectors, save stamps. If a fair salary offered will join if you desire. Ticket, Tel. 2, 8-Market, 621 N. 12th St., Springfield, O. au24

AT LIBERTY COLORED PEOPLE

Armed Jackson's Orchestra—Five to twelve piece combination, featuring four high class colored jazz club acts. For clubs, tavern or hotel locations. Write 4000 after August 20th. Armond Jackson's Orchestra, 206 East 82nd St., Chicago, Ill.

Colored Personal Performer, Belgium or Swiss—Board Company—10 years' experience. At Liberty after September 1st. Next, any desirable. 2444 Collins, 1704 Apollo Ave., Atlantic City, N. J. au21

AT LIBERTY MISCELLANEOUS

A NOVELTY CIRCUS OF GOOD FUN—Featuring all "Live" Baby Animals, Cud Bears, Ganders, Poles, Dogs, Birds, Monkeys, Clown, Music, Novelties, Miniature Circus Wagon. Tent, complete, is offered to responsible management. Reply only if interested in the best. CAPT. MACK CIRCUS, R.F.D. 1, Patterson, N. J.

A SMALL, CLEAN, APPEALING CIRCUS SHOW set-up for Adults and Kiddies' interest in your location, wherever it may be, at a price that you can afford. This outfit is a new, spectacular show idea. Eight outstanding Circus Novelties, Act, CAPT. MACK CIRCUS, R.F.D. 1, Patterson, N. J.

YOUNG THEATRE OWNER DESIRES TO GO! Business. Has two almost new 35 millimeter portable De Vry projectors, complete, with good sound. Also 1937 Ford V8 Sedan Delivery truck. Will answer any letter from anyone with a good proposition. Will go anywhere. References exchanged. Please to go on the road, but will accept anything. Write at once to BOX 6-549, care of Billboard, Cincinnati, O.







# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## New England Tourist Business Good; Concessioners Report Summer Takes To Set Records

BOSTON, Aug. 17.—Pitchmen and concessioners report good business generally as a result of one of the biggest summers New England has ever seen. With travel abroad halted because of the war and many persons unwilling to take even cruises to South America, New England is playing host to an unprecedented number of tourists. All seem to have considerable money to spend. The difference between the cost of a few weeks at a resort and the cost of an ocean trip is a good amount and tourists are spending the difference at resorts. New England has been conducting a nation-wide campaign to attract visit-

ors to its spots and the drive is paying large dividends. While repeat business is reported better than in recent years, operators have noted large numbers of new visitors to their spots.

### Tourists Spend Days

Altho little is being done at Revere Beach, Salem Willows and Old Orchard Beach, outside of fireworks occasionally, a large number of tourists spend days at the resorts and are giving concessioners a good share of business.

Fast games are said to be getting a tremendous play and other games are also popular. Dolls still are most popular, with Pinocchio dolls of both the stuffed and composition types and Gene With the Wind dolls leading the field. Other stuffed toys reported clicking are the donkey and elephant, which are gaining rapidly in popularity because of the coming Presidential election. With political get-togethers soon to start in earnest in this section, the boys are certain big takes will be garnered with the items.

### Patriotic Items Lead

Patriotic items are also out in front in the demand list. While label pins and brooches are claiming much attention, the patriotic auto tag is listed in several spots as a leader. The plates meet the approval of the Registry of Motor Vehicles officials. Decalcomanias in red, white and blue are also commanding attention as are God Bless America banners.

"Another new item, to hit this section is the miniature airport sock carrying the slogan "We Like Wilkie." They are off to a good start and show indications of becoming popular before the November election. Political buttons, also in red, white and blue, are making quick cash for badgeboard workers.

## BINGO BUSINESS

By JOHN CARY

THE PATRIOTIC TREND has reached Wilkes-Barre, Pa., and many of the bingo games in that area are opened with the singing of The Star-Spangled Banner. While this procedure is not new to the business, it does afford operators in this area, now that the trend has established itself, to put on some big nights. It also offers an opportunity to finish up the place by using flags, banners and shields. This fact has been mentioned before in this column and it is being passed along to the operators at Wilkes-Barre who may not have seen it. Why not use label pins and other patriotic items for consolation prizes? Wherever this has been done the response has been spontaneous and the boys report good business on the strength of it.

REPORTS ARE that the patriotic trend is extending further in some sections than the singing of the national anthem at the beginning of games. Since the red-white-and-blue trend has also hit the novelty field a number of lines have recently come on the market at reasonable prices. Progressive operators have noted the trend and put a few of the items among their prizes with the result that many people obtain banners and pins in this manner. One of the most popular items to come to our attention is the "God Bless America" banner, available in several sizes. Another is the recently introduced patriotic automobile tag with pictures of the flag and slogans such as "Long May It Wave," "God Bless America," and "We're Proud To Be Americans." They have found ready distribution among winners and

## Mdse. Biz Up At Waldameer

High-priced items used on games — bedspread and blanket demand noted

ERIE, Pa., Aug. 17.—T. E. Cooper, for over 25 years manager of concessions at Waldameer Park here, reports business much improved over last year. He has been employing extra men to work new games. The three-ball wheel, using high-priced merchandise, is clicking.

Beacon blankets are still a steady drawing card, but Cooper reports that the new chenille bedspread is also going like hotcakes. Steady customers give Cooper most of his business. Later he intends to introduce silk quilts, which he believes will draw.

Waldameer's bingo stand has been doing a great aluminum business, which Cooper attributes to the large crowds of rural people attracted to the park. Allowed their choice, customers have been picking teakettles, bin-warrens and pots and pans.

Commenting on other items, Cooper said he uses 50 grosses of balloons every two weeks and "God Bless America" and other patriotic items. Political pieces, the elephant and donkey, are selling better, Cooper said. Silhouette plaques of all sizes and colors have been good sale and bingo items.

satisfied those who want a lasting red-white-and-blue item.

CINCINNATI IS ONE of the most progressive bingo cities we know of. During July 10,530 more people attended bingo games than in June, which had 24 more games. Police Chief Eugene T. Weatherly said in a report submitted to City Manager C. O. Shortill. Average net cost per person was 87.6 cents for July as against 56 cents in June. July's 258 bingo drew an attendance of 261,433 and gross receipts reported by the operators were set at \$197,961.55. Sponsoring organizations received \$150,809.30. June was a banner month and new records were set.

ROT WEATHER may make some operators uncomfortable, but it has a good side. It is making cocktail and beverage sets the center of attraction on prize shelves. Some good sets have come on the market in recent months and they are getting a big play. Colored glass luncheon sets are proving quite popular. They are made up of six glasses and (See BINGO BUSINESS on page 57)

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

New blood is the lifeblood of business and the salesboard business is no exception. The newcomer is an important member of the operating fraternity and his development and growth most definitely affects the sales of all manufacturers and distributors interested in the salesboard market as an outlet for their products. It is for that reason that we have always been happy to answer questions raised by the newcomer and have always invited such inquiries. So if you have anything on your chest you would like to spill, do not hesitate to put it down on paper and send it along to us. The more the merrier.

It's about time the clock cycle was back with us again. When it does come around it usually hits about this time of the year. If it does it should make some extra folding money for the boys.

One of the most successful items ever to be distributed on a card or board was the old and famous rotary clock. Remember it? When first introduced to one would touch it with a 10-foot pole and for about 80 days it was a grand spectacle. Then K. & B., one of the best operating groups in the business, took it on and in practically nothing flat the rotary clock developed into a gold mine. Of course other operators hopped the band wagon and for quite a while there was hardly a section in the country that didn't have one or more rotary trains going full blast.

The finest deal in the world will not produce maximum return unless enough cards are placed around to take care of the law of averages. Some spots complete faster than others. Others don't pay out at all. However, cover a sufficient number of locations and the average return is bound to be satisfactory if the deal itself is basically sound. It is because of this that the placement and plays such an important part in the success or failure of a deal.

It won't be long now before winter and winter will wind up their summer vacations and return to the old home-land. What is another way of saying the fall season is just around the corner. Are you getting set on your promotions? If you wait much longer you may find that you waited too long when the season does come around.

### HAPPY LANDING.

## Salt-Water Taffy Demand Grows As Record Season Is Predicted

NEW YORK, Aug. 17.—Salt-water taffy sales this summer are setting new records at resorts and especially at the New York World's Fair, said E. G. Sutter, of the Sutter Candy Co., which has the ex-clusiveness for the second year at Flushing, last year more than 20,000 orders were shipped and total consumption amounted to over 200,000 pounds. So far this season sales compare favorably with the same period of 1929.

"There is a growing demand for salt-water taffy," Sutter said, "and taffy over the country. Indications show, will find it one of the biggest sellers." This is attributed to the fact that more people

have become acquainted with the product that visits to the fair and seashore resorts. Another important factor in increasing demand is that the modern machines have taken the guesswork out of candy-making, making it possible for concessioners to offer a quality product.

Sutter doesn't confine his activities entirely to taffy but makes additional profits by handling side lines that go hand-in-hand with the candy. While taffy is a specialty at the NTWF, he is known throughout the country for his caramel, corn, snowballs and pretzels his stands have sold. His operations have included Great Lakes Exposition, Cleveland, and Indiana State Fair, Indianapolis.

There is no limit to demand for salt-water taffy, Sutter says. In checking over orders for last year he found that shipments had been made to every State, as well as Shanghai, Iceland, Alaska and New Zealand.

The success in operating this type of concession, he says, lies in the fact that the candy is made right before the people. When people see it made they know it is fresh. At the World's Fair Sutter's daily sales are so large that he has a cookhouse supplying his six stands. Production is watched to see that little, if any, of the candy is carried over from one day to the next.

One of the strict policies in Sutter's operations is never to cut prices. He charges a fair price which puts the product within reach of his customers, yet allows him a good profit.



ONE OF THE TWO salt-water taffy trailers used by the Sutter Candy Co. at fairs and other events.

## "60,000,000 Coneyiles Can't Be Wrong"

The policies of operation and management and distribution of prize merchandise awards at Feltman's, Coney Island, N. Y., will be outlined in an article under this title

By JULIUS TOLCES

in the

## FALL SPECIAL OF THE BILLBOARD

Watch for This Issue Bearing Date of August 31



# Popular Items

WE'RE COOKING UP SOMETHING

## new!



Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for address of companies in this department supplying the items which interest you.

### Cowboy Chaps

According to Gus A. Becker the manufacture of the month is a pair of Mexican hand-made cowboy chaps. Item is about four inches long and made of leather with hair on the outside. Gross price allows souvenir and novelty workers an opportunity to garner a nice profit, Becker says. Predicting one of the biggest seasons on record for Mexican manufactures, Becker, specialist in this line, reports that he will spend part of August and all of September in Southern Mexico buying for the holiday trade.

### Trouble Light

Agents and prize users are garnering sizeable profits with the automobile trouble light, W. Johnson Co. reports. The light is adjustable to any position and has a 10-foot extension cord which makes it serviceable on almost any job on the car. Current is supplied by attaching the light to the battery with the needle clip. A suction cup enables motorists to place the light in the correct spot and position for his work. Since this item is one that is wanted by every motorist, indications are that it will be one of the top items of the season. Special prices are offered, the firm reports.

### Binoculars

Joseph Magn Co. reports big demand among prize users for the new 3X Binoculars. Item consists of an American-made glass with strong metal frame covered with richly grained leatherette. The binoculars are six inches long when extended and come in black, complete with neckstrap. Since the item weighs only three ounces, it may be carried easily. The 3X magnification fits the item for almost any service that may be required. Bingo and salesboard operators are finding an unusual demand for this item, the firm reports.

### Cushion Heels

With the fall season getting under way, agents, fishermen and other workers are participating large takes from the new heels that employ a patented pneumatic principle, Eagle Air Cushion Heels, Inc. reports. Eagle heels contain an air chamber, providing controlled air pressure at every step and giving an easy walk-and-air effect. Made in two classifications, standard full heels and whole heels, in black and brown, either model is easily put into use. Increasing crowds at fairs and resorts are availing them-

Campaign or Patriotic

## BADGES and BANNERS

The Fastest Sellers Today

Note: Buttons and Charms Are Sold Separately



**Buttons Only**  
N. W. R. Roosevelt  
Roosevelt with Pin  
Diameter 1 1/2" x 1 1/2"  
Per 100 \$ .75

**Elephant Charms Only**  
New Style G. O. P.  
Elephant with  
Red Attached. No.  
1111117, Pearl  
Finish, 10/10/10  
Per Gross .85  
No. 1111118, White  
Finish, 10/10/10  
Per Gross 1.00  
No. 1111119, White  
Finish, 1 1/2 x 1 1/2"  
Per Gross 4.00

**Buttons Only**  
N. W. R. Roosevelt  
Roosevelt with Pin  
Diameter 1 1/2" x 1 1/2"  
Per 100 \$ .75

**Donkey Charms Only**  
White Celluloid  
Donkey Charms  
with cord attached.  
No. 1111110,  
1 1/2" Inch, .75  
No. 1111111,  
1 1/2" x 1 1/2" .75  
No. 1111112,  
1 1/2" x 1 1/2" 3.60  
No. 1111113, 1 1/2"  
Per Gross 3.60



Evans Novelty Company  
800 Washington, Chicago

### \*PATRIOTIC SPECIALTIES\*

"GOD BLESS AMERICA" Rayon Bath Towels  
5" x 7", 60c. 60c. 100 ..... \$ 5.00  
8" x 10", 60c. 60c. 100 ..... 10.00  
WITH HOOVERVELLY OR WILLIE IN PICTURE  
5" x 7", Dec. 70c. 100 ..... \$ 5.00  
8" x 10", Dec. 70c. 100 ..... 11.00  
WHISKEY TICKETS—24 in. diameter, 50c  
100 ea. Prices \$2.40. Get you 70c each.  
METAL FINE LABEL BUTTON, 100 for \$2.00  
EAGLE & SHIELD BECAL—50c each, 50c  
SOUTH SHIELD HOLDER—SETS with 3  
Flags—50c. Sets, 100 ..... \$1.50  
(Discount on all orders—In Advance)  
WAGONMEN—HOUSE ..... \$1.50  
PREMIUM OPERATORS ..... In Millions  
Candy Cases, Sideline Goods, Drug Items,  
Bathhouse, Deals.  
New Catalog of Complete Line—Free  
CHAMPION SPECIALTY CO.  
314-S Central St., Kansas City, Mo.

### WALTHAM ELGIN

Complete Selection of Recondi-  
tional National Aetna—\$2.95  
Send for FREE Money-making  
Illustrated Catalog.  
PLYMOUTH JEWELRY EXCH.  
183 Canal St., Dept. A, N.Y. City

### FLAG DICAL TRANSFERS

FOR CAR WINDOWS—OFFICE—HOME  
34MPER—10 CENTS  
BOX OF 100—\$5.00  
LINDGREN BROTHERS  
200 E. SPRAGUE—SPOKANE, WASH.

## New! P. D. Q. AUTOMATIC PHOTO MACHINE

Today's Big Money Maker!

Carnivals, Fairs, Picnics, Beaches, Parks, Back Yards, Front Porches, Street Corners—**EVERYWHERE**—you will make big money with the P. D. Q. . . . the real camera sensation of 1940.

**NO EXPERIENCE REQUIRED**  
Takes and finishes beautiful BLACK and WHITE or Sepia Photographs.  
NO FILMS—NO DARK ROOM.  
Direct Positive Process, Size 2 1/2 x 3 1/2—Inches.  
NOT AN TYPER.  
Big sensation. Watch photos develop in daylight in one minute.  
Easy to operate. Simple instructions show you how.  
P. D. Q. Photos are guaranteed NOT TO FADE.  
About 350 units in this marvelous big money business.

**P. D. Q. CAMERA CO.**  
109 E. 35th St., Dept. BA, Chicago, Ill.

**TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE**  
← WRITE!



"God Bless America" Banner, Made of white rayon satin, impregnated in red, white and blue. Double gill near point click through hole, and cord for hanging with tassels.

No. 48922, 80x120  
Per Gross \$ 6.75  
Per Dozen .60  
No. 48923, 80x120  
Per Gross 13.50  
Per Dozen 1.20  
No. 48924, 120x120  
Per Gross 6.50  
Per Dozen .60

### PATRIOTIC AUTO PLATES

Lowest Price in America!  
Most spectacular Miller in years—at the most liberal. Quality Auto Plates, in colors or black. Heavy metal, also celluloid. Each plate in envelope, with fasteners. Rich, colorful. Packaged with positive appeal. A selling sensation in every territory. Every motorist wants them! Award giving up big-time profits! Get in! At our price you can really clean up! Rush your order!  
No. 4875-6 Per Gross \$1.25 Per Dozen \$15.00

### Genuine Chinese Snakes

Beacon Blankets and Shawls in Stock—Immediate Delivery

Blankets and Shawls in Stock—Immediate Delivery

N. SHURE CO. 200 WEST ADAMS ST. CHICAGO

### "GOD BLESS AMERICA" BANNERS

No. 5557 Full size window and automobile banner. White celluloid. 5x7 1/2 In. Impregnated in red and blue colors or illustrated. 9x12 In. 60c dr. Wood frame across top has six decorative arrowheads at ends and colored silk bann. \$1.20 dr. \$6.75 gr. Imp cord with tassels attached. \$13.50 gr.

Send for FREE COPY of our BIG 1940 GENERAL CATALOG  
Over 400 pages illustrating the newest and finest Wingo and Connection items, premiums, novelties and specialties of all lines.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

### BUY ALL FROM ONE HOUSE AND SAVE!

804357—5x7 In. WILLIE OR ROOSEVELT: \$3.15 Per 100 \$30.00 Saltin Finish Rayon. De Sure To Strike Name Wanted

"GOD BLESS AMERICA"  
804358—8 1/2 x 12 In. \$6.50 Per 100 \$60.00 De Sure To Strike Name Wanted

804359—8 1/2 x 12 In. \$3.25 Per 100 \$32.50 De Sure To Strike Name Wanted

804360—40 In. Hawaiian Lei. Cr. 1.85  
804361—Bamboo Parakee Canes. Cr. 4.25  
804362—Col. Chesterfield Cans. Cr. 7.50  
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BANNERS, ETC.

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WRITE FOR OUR NEW, NO. 50, 1940 CATALOG  
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For Salesmen and Distributors

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It has 200 pages, chock-full of material values. It contains selling plans, color illustrations, a few of fast selling articles to promote, ideas and ideas to the consumer. A new feature is just off the press. Post about 25c. (100) 1000. While stock lasts. Send for your copy today.

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pieces of this item to ease the task of walking, which affords more sales to the boys who carry the line. Special prices, which allow an opportunity to make sizable profits, are available to the trade, the firm reports.

**Willkie Pin**

Political New workers are finding the new Willkie lapel novelty pin a quick money-maker. Bridgeport Refinishing Co. reports: Item is flashy with a brightly finished key attached to a button reading, "For President—WILLIE." Item is copyrighted and indications are that it will be one of the most popular numbers on the market this season. Progressive workers are buying it in large quantities to take advantage of the quick turnover, the firm also reports.

**Events for 2 Weeks**

August 19-23

ARIZ.—Marion Spring, Soldiers & Sailors & Marine's Reunion, 19-23.  
CALIF.—Hollister, San Benito Co. Rodeo, Horse Show & Rodeo, 21-23.  
Ill.—Pleasanton, La Plata, 21-23.  
ILL.—Chillicothe, Legion Home-Coming, 21-23.  
—Clayton, Old Settlers' Reunion, 22-23.  
IOWA.—Fair & Horse Show, 22-23.  
IOWA.—Oswego, Oswego Days, 23-25.  
KENTUCKY.—Old Settlers' Reunion, 23.  
MASS.—Park, Home-Coming, 21-23.  
New Windsor, Fair & Horse Show, 21-23.  
Neopitstown, 100th Day, 23.  
OHIO.—Warren, 23.  
Savannah, Fair & Festival, 19-24.  
SHERBORN, Home-Coming, 22-23.  
Stamford, Reunion & Home-Coming, 21-23.  
IND.—French Lick, Democratic Fall Festival, 22-24.  
Reunion, Free Fair, 21-24.  
KANSAS.—Lawrence, 21-24.  
KANSAS.—St. Joseph, Free Street Fair, 20-21.  
KANSAS.—Woodland, Free Fair, 21-24.  
KANSAS.—Munich, Industrial & Labor Expo, 19-24.  
IA.—Hillsboro, Celebration, 21.  
DENVER.—Old Settlers' Picnic, 21.  
DRAKESVILLE, Old Settlers & Soldiers' Reunion, 22-23.  
GREENWOOD, Soldiers' Reunion, 20-23.  
SHELTON, Air Show, 13-19.  
SPRINGFIELD, Yen-Hua-Cia, 23-27.  
WISCONSIN, Thanksgiving Town Festival, 21-23.

ICAN.—Wre. Old Soldiers & Soldiers' Reunion, 19-24.  
IOWA.—Old Settlers' Reunion, 22-24.  
IOWA.—Sparks, Picnic, 21-23.  
KY.—Fulton, Kentucky-Tennessee Expo., 19-24.  
MD.—Hagerstown, Reserve Squad & Vol. Rifle Dept., Celebration, 19-21.  
OHIO.—Cleveland, Vol. Fire Dept. Celebration, 22-24.  
MICH.—Alma, Harvest Jubilee, 22-23.  
Greenville, Agricultural Club Show, 22-24.  
OLGAY, Street Fair, 20-24.  
RICHMOND, Home-Coming, 21-24.  
Weldman, Weldman Day, 21-24.  
MO.—Grand City, Fall Festival, 22-24.  
Hopkins, Picnic, 21-24.  
MONT.—Olaton, Harvest Jubilee, 22-24.  
NEB.—Elgin, Fall Festival, 21-23.  
Sikotun, Elkhorn Valley Free Fair, 21-23.  
N. Y.—Clinton Springs, Women's Carnival, 22-24.  
N. C.—Ridgeway, Harvest, 22-24.  
OH.—Cincinnati, Food Show at Zoo, 21-24, 2.  
East Palestine, Legion Home-Coming & Street Fair, 22-24.  
OHIO.—Clyde, Home-Coming, 20-21.  
Hollywood, Home-Coming, 19-24.  
JACKSON GRIDER, Home-Coming, 21-24.  
Liberty Center, Home-Coming, 21-24.  
Lucas, Street Fair, 20-24.  
Valley City, Street Fair, 22-23.  
West Washington, Home-Coming & Harvest Festival, 24.

PA.—Parsippany, Northwestern Pa. Firemen's Association, 19-21.  
Pleasanton, Picnic, 21.  
Lehighport, Firemen's Celebration, 21-23.  
Philadelphia, New York-Philadelphia Old Settlers' Reunion, 19-23.

(See EVENTS FOR 2 WEEKS on page 58)

**"HOT" SPECIALS**

Talks With Comic Cards. Per 100... \$3.25  
Comic, Contactous Per 100... .73  
and Flag Buttons 1 Per 1000 6.90  
Electric Pencil, Each... .55  
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Professional Electric Panels  
With Roll of Foil, Each... 4.75  
Elephant and Donkey Charms  
Cross... .65  
25% Deposit with C. O. D. Orders.  
Also a full line of Novelties for Showmen and Fair Workers.

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By popular demand we bring back this really highly popular item. New improved construction, every one guaranteed perfect. Give a realistic two-minute demonstration at each window. Show the crowd and bring in the cash because everyone wants one of these beautiful Fur Dogs. Height 13 inch, Weight 4 lbs. Black or White Fur. Body is strong metal construction. Order No. 810X126. Each... \$3.50  
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GOD BLESS AMERICA

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GOD BLESS AMERICA DECALS. \$3.50  
Large Size, for Autos and Buses  
Wholesale 1000... \$11.00  
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Order \$1.00 per 100. Enclosed Official Bureau Address and Stamp \$4.00. Approximate cost for whole sale prices. Some states, such as the following, may have special laws. Attn: Dept. 88-24, Brooklyn, N. Y.







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or any other nation, nearly, girl, deal,  
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Gives us our guarantee of Satisfaction.  
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901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICES WHOLESALERS

line. Fred says he's currently working  
handwriting analysis and pens in  
Davenport, where all of the boys who are  
working the town could do well if it  
would only stop raining. Fred would  
like to read pipes from George Sanders,  
Slim Fringe, Jake Neenanbrye and Al  
Nordquist.

**REPORTS FROM**  
Chicago indicate that Ray Kumer is  
still cavorting in the Windy City and  
managing to get his share of the lucre  
with corn punk.

**DON'T LET ANYONE** fool you. The pitch  
business is still big business.

**ART BRATER**  
writes from Chicago that J. L. Knebel  
has left the pitch field.

**NOTES FROM**  
Doc and Ma Meg Elbow from New London,  
Conn., by Doc Kelly: Unit opened in  
Eike Field, Norwich, Conn., on August  
12. Doc is handling soap, while Ma has  
hooked rags and grab bag. Irene Wilcox  
is handling tickets. Eike are staging a  
charity bazaar for the benefit of local  
underprivileged children. Weather was  
hot at opening and business was good.

**IT DEPENDS** upon the reason for the in-  
quiry whether the question "Where do you  
go from here?" is fair or unfair.

**STANLEY MALDRETT**  
left Madison, Wis., on August 16 to open  
at Illinois State Fair, Springfield. With  
Al (Pop) Adams on August 17.

**"I'M STILL WORKING**  
thru. El L. Green, store here with corn  
punk," scribbles Alan Weston from  
Bulls, Mont. Others joining me here  
recently were Ralph O'Keefe, with  
grocery and piglets, and Sally Hedden,  
run members. Her husband, Grant, is  
at Eymann's Department Store. These

**Next Issue**  
**LIST NUMBER**  
Will Feature the  
Following Lists:  
**FAIRS**  
**COMING EVENTS**  
**CONVENTIONS**  
**FRONTIER CONTESTS**  
**DOG SHOWS**

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guaranteed to be the best in the  
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that are made in the U.S.A. and are  
guaranteed to be the best in the  
country.

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Watches at Low 25%  
**DIAMOND RINGS—Solid Gold**  
Mountings at Low 25%  
Send for Descriptive Circular  
**H. SPARBER & CO.**  
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**PAPER MEN TEXAS IS**  
**GOOD NOW**  
Can we represent you in Texas on National  
politics? Write your old friend  
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**HOTTEST ITEM IN YEARS**  
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**WE ARE PROUD TO BE AMERICANS**

A timely fast selling item all patriotic Americans buy on sight—deeply embossed in  
Red, White & Blue, size 5 1/2" x 10", making an impressive display. Citizens every-  
where are anxious to declare themselves 100% Americans. Everyone is a prospect  
for this outstanding new "God Bless America" Auto Emblem. Fits above any auto  
license plate. Salesmen report earnings of \$20 to \$35 daily. Sells for 25c. Do the  
best in your territory with this red hot money-making item. Send 25c today for  
sample or \$1.75 for sample dozen, prepaid. \$13.00 per gross. Send coin or money  
order. 15c deposit on G. C. D. Orders. Jobsites: Write or wire for quality prices.

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**ALL STEEL HEADLINE MACHINE..... \$38.50**

HEADLINE INK, lb.	\$1.00	TYPE LOCKS AND KEY	95c
Special quick dryer		PRECISION FURNITURE	\$1.50
HANDY INK ROLLER	\$2.35	Spreading material	
for spreading ink		HEADLINE TYPE	\$18.15
STEEL INK-PAN	45c	155 Wood characters	
For making paper		FIGURE TYPE	\$2.85
SAFETY BENZINS CAN, Qt.	\$1.75	26 Wood characters	
Fire Underwriters Approved		VISIBLE TYPE CASE	\$1.85
		To file type	

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With Blank Titles and Headline Spaces  
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2,000 ..... 25.00 | 5,000 ..... 45.00

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**NAME IN HEADLINES EQUIPMENT CO.**  
1132 SO. WABASH AVE. CHICAGO, ILL.

are several of the boys working outside  
and, with the town doesn't warrant such  
an influx of pitchmen. It makes things  
pleasant. Pipe in Jerry Mx. Harry Bern-  
stein, Dick Uran, Al Jacobson, Tommy  
Williamson, Joe Fried, Jack Gruber and  
Billy Morris."

**Pitchdom Five Years Ago**

Earl C. Crumley and wife found Burn-  
ford, Me., closed temporarily. Crumley  
had been making towns in Northern New  
York, Vermont, New Hampshire and  
Maine for six weeks to good business.  
... Slim Centrell and wife opened their  
mod show July 31 at Euda, Tex. Com-  
pany, carrying seven people, featured  
Prince Zool and wife. ... Doc Tom  
Keneely and wife closed a 10-week run  
in Pueblo, Colo. ... W. H. Spencer was  
at his home in Washington, recuperating  
from a recent illness. ... Frank Libby  
was finding things good thru Iowa. Bob  
Wilson and Sam Cox had the "ox" on  
colls at the Davenport (Ia.) Fair. ...  
Walter Ebers had his eight-people mod  
show closing. ... Carl Kyrzon was  
working doorways with transference in  
Detroit. Barney and Dave Ross still in  
the Motor City and Frank Murphy was  
doing well with pencil ticks. ... Lottie  
E. (Reba) Collins was connected with  
the Riddle Christmas unit of free attrac-  
tions as program director and producing  
clown. He met Chief Rolling Cloud, who  
was working Louisville, Ill., with his  
med opy. ... Mrs. George Barry was  
in Good Samaritan Hospital, Louisville,  
suffering from severe burns. ... Salam  
Bedoni was working Mattevillie, Wis., to  
good results. ... S. J. Scheidler sold  
his San Antonio filling station and re-  
turned to the road. ... Leo E. Eymann  
was back in harness again at Youngs-  
town, O., after being released from the  
Veterans' Hospital, Dayton, O. ... Ricton  
was working the Blue Ridge section of  
Northern Georgia. ... Arthur Engel was  
doing outdoor advertising and an occa-  
sional pitch. ... George Thompson  
was working coupon sales in Toledo to  
good business. ... That's all.

**EVENTS FOR 2 WEEKS**

- (Continued from page 58)
- S. D.—Bunks, Home-Coming, 23-24.
  - Hot Springs, Townsend Free Day, 21.
  - TEX.—Boating Springs, Old Settlers' Reunion, 23-24.
  - VA.—St. Jackson, Firemen's Carnival, 21-24.
  - W. Va.—Richwood, Spod & Spiller Festival, 19-21.
  - WIS.—Omaha, Water Carnival, 23-25.
- August 26-31
- ARK.—Nashville, Peach Festival, 31.
  - COLO.—Pueblo, Rodeo at State Fair, 26-30.
  - ILL.—Bilgerville, Harvest Home, 26-30.
  - Idaho, Cold Snow & Fall Festival, 26-31.
  - MINN.—Home-Coming, 26-31.
  - Missouri, Old Settlers' Reunion, 26-30.
  - IND.—Evans, Legion Street Fair, 26-31.
  - IA.—Davenport, Fire Dept. Harvest Festival, 26.
  - Oakville, Home-Coming, 26-31.
  - Hawkeyes, Rodeo, 27-29.
  - KAN.—Dodge, 4th Fair & Old Settlers' Festi-  
val, 27-30.
  - MD.—Baltimore, Raceway & Vol. Fire  
Dept. Celebration, 19-31.
  - MICH.—Bilgerville, Lumberjack Picnic, 26.
  - Monticello, Fall, Blueberry Festival, 26.
  - 28.
  - Perry, Harvest Festival, 21-31.
  - South Haven, Peach Festival, 26-31.
  - MDN.—Barnum, Watermelon Day, 29.
  - MO.—Bedford, Berryman Co. Fall Round-Up,  
29-31.
  - HARTON, Legion Races, 26-30.
  - Jackson, Home-Coming Celebration, 31-31.

- Washington, Franklin Co. Farm Product  
Show, 29-31.
- NEB.—Gordon, Sherman Co. Rodeo, 23-24.
- O.—Columbus, Gun Show, 25-29.
- Pennsylvania, Home-Coming, 23-31.
- Greensburg, Home-Coming & Gr. Meet,  
23-24.
- Kilbuck, Free Street Fair, 21-23.
- Kodi, Fall Fair, 24-25.
- Perryville, Street Fair, 26-31.
- Quaker City, Home-Coming, 29-31.
- Tillamook, Vol. Fire Dept. Harvest Festi-  
val, 26-31.
- Whitewater, Legion Fall Festival, 26-31.
- OKLA.—Guthrie, Rodeo & Races, 23-31.
- OKLA.—Ardmore, Rodeo & Harvest Day, 23-31.
- PA.—Carlisle, Centennial, 24-Sept. 2.
- Mechanicsburg, Harvest Picnic in  
Tama Grove, 26-Sept. 2.
- E. D.—Madison, Turf Day, 31.
- Redwood, Stock & Grain Days, 27-28.
- Salina, Harvest Festival, 27-29.
- Vale, Sugar Day, 31.
- TEX.—Midland, Fair Rodeo, 31-Sept. 1.
- Tulsa, Lynn Co. Rodeo, 26-29.
- WASH.—Hillemont, Rodeo, 31-Sept. 2.
- Brattle, Old Show, 26-29.

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Metallic Banner

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FRANKLIN D. ROOSEVELT  
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50c per dozen, \$5.75 per gross

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5" x 11"	6.00 Doz.	66.00 Gross
6" x 12"	1.30 Doz.	15.60 Gross
12" x 18"	2.00 Doz.	24.00 Gross
18" x 24"	4.50 Doz.	54.00 Gross

50c per dozen, \$5.75 per gross

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12" x 18"	2.00 Doz.	24.00 Gross
18" x 24"	4.50 Doz.	54.00 Gross

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**WILLKIE or ROOSEVELT BUTTON**  
BADGES.

1 1/2" Button complete with No. 6 H.W.S.  
Hobby and Logo Emblem or Dotted  
Emblem. Per 100, \$2.00.

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Per 100 ..... 10.00

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Emblem, 2 1/2" x 1 1/2". Per Doz., 60c  
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Shows and Exhibitions for three-day Celebration, Sept. 2-4, samples Uzbis Mine Workers of America, Para, Arkansas. Big Shows, Grand Shows that work for you. Good opening for Bill Hames, as he runs away. No outside except those who are in. Bill Hames, with or come on any show of work except. Right Rock with a visit to hear from Hames and performers that can do something. Eddie Pirk, with Ed. Bill. This Labor Day Celebration is the biggest thing in the south. Address all to C. W. NAIL, Russellville, Ark., Aug. 25 to 28; Clarksville, Ark. then Pirk.

### W. C. KAUS SHOWS, Inc.

WANT FOR HUNTINGDON COUNTY FAIR, HUNTINGDON, PENNA., with big Labor Day Fair and Celebration at Oakland, Md., to follow. Long Horse Shooting Gallery, Dan Games, Bowling Alley, High-Tinklers, American Family, Grand Appear, Wallies or La Cream. Good opening for Dodson or other show-stands. All Concessions open until 11:00 p. m. Good prices to Concessions. Shows with own outfit. One Focus of Working Act for Side Show. Girls for Girl Shows—salary \$20.00 a week. Can book Actors or Singers. Write to W. C. KAUS, Manager, Red Lion, Penna. Also can book Penny Arcade. List rate of percentage. Write or wire W. C. KAUS, MANAGER, RED LION, PENNA.

### CHARLESTON, W. VA., STATE FREE FAIR

CHARLESTON, WEST VA., AUGUST 31st to SEPTEMBER 30th. Industry Also Big Nights and Eight Big Days. Main Exposition Shows on the Money can place for above and balance of season. Legitimate Concessions of all kinds. Everything about citizens. Horse and Hip Coors. Can place American Family only. Oakland, Novelty, Cash Your Age, Snow Coors and Ice Cream. Rise Help in all departments. All address: MANAGER KAUS, Marlinton, West Virginia (PAV), Ltd. Post: real west, Charleston, W. Va.

### DAILEY BROS.' SHOWS

ROUTE—AUGUST 20-SEPTEMBER 21

Jugid 20th, Watermelon Day, Lumbert, 20-24; Himmery Fair, 27-29; Hitchcock Fair, 30-31; Cannon Oldsmen's Roundup, Sept. 2-4; Canton Fair, 5-7; Hyde Fair, 11-14; Watsona Fair, 16; Chertock Boro Openings, 17-21; Chertock Fair, all Oklahoma. Then cotton country until Christmas. WANT SHOWS—Single or Double Top Shows, Karaman, Karaman, Mechanical (Good, write) Yoder, Hantz or working. Hantz. Have outfits for you. All legitimate Concessions open except Show. Address HARRY FRENZ, 1st per route above. There are All Free FAIRs and Celebrations, but quick. ALL IN OKLAHOMA.

### DODSON'S WORLD'S FAIR SHOWS

Can place for balance of season, closing November 17th, all Fairs, three American Mid West Readers for office-owned Mid West Camp. Will book Monkey Circus or any money-getting show with flashy outfit. Will book any legitimate Concession. Address DODSON'S WORLD'S FAIR SHOW, Huntington, W. Va., 1315 West; Marlinton, W. Va., week August 26th; Timonium, Md., Maryland State Fair, Sept. 1st-12th.

### FAIRS \* FAIRS WANTED FUZZELL'S UNITED SHOWS

OWN PLACE Rides Here. Show People all lines. At Rich wants Cords and Mickey Brown come at once. Can place Mechanical, Crime Shows or what have you. Minimal Show to job at Selby, Ark. CAN PLACE Grand State and Barn Show Agents, Top Man to sell Novelties, State Man, Wallies and Cash for Cookbooks. Salaries here soon. Can place Grand Fair, Archery, Back Second Man for Wheel, capable of driving wheel. W. J. Darr wants Fairs for Side Show. Reply to T. A. FUZZELL, Can. Agr., or ROY GOLDSTONE, Concession Man, Alton, Ill. Fair week of August 18; then at the State. All State Fair Agents—Vermilion, S. D.; Auburn, Ind.; Shady, Ark.; Arizola, Ark.; Hargrove, Ark.; Elmer, Ark.; Sherman, Ark.; Menden, Ark.; and the Big Legion Celebration. Amiable work, North Eliza, Ark.

### BARKOOT BROS.' SHOWS WANT

This month or any other Fair Fairs. Can place Side Show, Grand Home, Cobby Home, Penny Arcade or any other Shows of merit. Can place for this week. Collections of all kinds. Want for State Fair, week Aug. 20th; Esting and Bill Drink Stands of all kinds. Can place for the Labor Day Celebration, Forest, 30th, and balance of season. Merchandise Concessions of all kinds. Address as per route.

### OUTDOOR SHOWMEN

The next issue will be the FALL SPECIAL. Because of increased size and distribution

FORMS GO TO PRESS EARLIER THAN USUAL

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, August 26. Wire important late Show Ads Sunday night for General Outdoor Position.

ADS FOR CARNIVAL DEPARTMENT MUST BE IN CINCINNATI BY WEDNESDAY, AUGUST 21.

### Pendleton Stands Burn; Rodeo To Be Held as Scheduled

PENDLETON, Ore., Aug. 17.—A fire of undetermined origin leveled the wooden Pendleton Round-Up grand stand here in half an hour on the night of August 15, interrupting a soft-ball game and imperiling the lives of more than 1,500. A bulldozer was set to work at once clearing away wreckage, and plans were made to accommodate crowds for this year's show. Assurance was given by Round-Up officials that the program would be presented as scheduled and good seating accommodations will prevail. Tentative plans call for a \$40,000 fireproof grand stand of 2,000 capacity, with construction to start August 10. Building of the new stands will be rushed on a 24-hour basis to provide at least 3,000 new seats by the time the show opens. Committee also plans

### Seeking Lloyd Kiell

CINCINNATI, Aug. 17.—Joe Elmer Morell, in a wire to The Billboard from Corpus Christi, Tex., asks that anyone knowing the whereabouts of Lloyd Kiell, of Roland Smith Shows and last heard of in Beaumont, Tex., have him contact Morell immediately. Kiell's daughter is veritably ill, Morell reports.

### Patrick's Visit Cincinnati

CINCINNATI, Aug. 17.—B. H. Patrick, Philadelphia representative of The Billboard, and Mrs. Patrick were visitors at The Billboard offices here last weekend. During their stay they were entertained by staff members and executives.

### Rink's Fire Menaces Resort

RUSSELLS POINT, O., Aug. 17.—Fire which destroyed a roller skating rink threatened the main portion of the resort on Thursday. Rink damage is said to be covered by insurance. Boardwalk, concessions, hotel, dancehall and rides were saved after hours of work by fire department from here, Lakewood and Belkfontaine.



POPULARITY OF THE GROUP-PLAY GAME on the Gayway, Treasure Island, at Golden Gate International Exposition, San Francisco, is evidenced by figures showing that the Derby has played more than 30,000 games since opening of the fair on May 25 until August 12. Douglas R. Wiser, of Pacific Electric Products Co., manufacturer, declared that there has been a total collection of more than 300,000 players or about \$30,000.

### Girl Dancer Is Fatally Cut

Only one person sustained serious injury as fire police seized the crowd and sent it pouring over the backs of the seats and across the field. Someone started the horses, more than 100, loose from the stables and they ran wild. Among the injured were Jack Cass, local hotel employee, burns on the neck and back; J. A. (Coach) Murray, head of Happy Canyon, a Round-Up feature, and Ralph Schwabe, of the Happy Canyon board, neck burns. Roy Ritter, Round-Up secretary, on crutches because of a foot operation, crawled over a railing in front of the boxes, but his neck was blistered as he hurried away.

SPRINGFIELD, Ill., Aug. 17.—A cutting injury last night proved fatal to Lorena Carol Dudley, colored dancer with Henneke Bros.' Shows, here to play Illinois State Fair, August 17-25. Dudley said the cutting occurred at the show while on a riding act that she had been carried 23 times. She died in a hospital early this morning. Her home is said to be in Kansas City, Mo., while her mother, Mrs. Lucy Johnson, resident of Springfield, said they were seeking Booker G. Starks, colored saxophone player on the Harlem on Parade Show, in connection with the affair.

Fire was first discovered by Joe Gagnone, watchman. He barely had time to rescue his daughter and her baby from their living quarters. The alarm sounded about 10:30 p.m. and the whole grand stand was within a few minutes. At 11 p.m. only a mound of burning embers remained, among it the ruins of highly valued horse wagons, parlor seats, eight stagecoaches, one trail wagon, blackboards, buggies, surries, an old sleigh, three hand wagons, saddle bags, harness, Civil War boots and other gear of the Round-Up association, some of it dating back to the middle of the last century. The stands, valued at

\$15,000, were owned by the city and partially covered by insurance. Lowell Goodmann, association treasurer, said the Round-Up committee had gained support of civic leaders for a campaign to raise \$25,000 to help finance construction of new stands.

Allen Polcom, parade director, said telegrams of regret were received from rodeo committees in Ellensburg, Wash.; Heppner, Ore., and Baker, Ore., which offered its old-time vehicles for the Westward Ho parade. "We'll take care of the crowds," said Bill Smitzer, Round-Up president.



# New B-C Revue Is Hit at Ionia

IONIA, Mich., Aug. 17.—Music on wings, new Barnes-Carruthers musical revue, made its debut this week at Ionia Free Fair and scored a solid hit. Framed along the usual B-C lines but on a much more elaborate scale than in past years and with some outstanding innovations, the revue is a massive and gorgeous production, lavishly costumed and presenting a pleasing variety of entertainment features. The huge settings are modernistic in design. There is lavish use of chromium and neon. In the center is a huge revolving silver globe around one side of which winds a stairway. In-crease lighting in variegated colors gives a beautiful rainbow effect.

Show opens with an overture by Corvone's Band, and Jack Kline, comes in tails and top hats comes on to introduce the numbers. He does an excellent job, speaking clearly and distinctly and sticking strictly to introductions. Stray-to-the-Store, first production number, brings on the Vernon Ames Dancers, 21 girls, in seashore costumes trimmed in black fur and each girl carrying a huge black fur muff, and the 13 Precisionists, chorus men, for a series of colorful dance routines while the White Guard Gals and Miss Allen vocalize. The Mandel Brothers, standard vaude comedy act, follow for a session of clever head and hand balancing, and comedy acrobatics sure-fire for laughs.

**Butterfly Number Striking**  
Next number, Persiana, with chorus girls and men in Oriental costumes, features Harold and Leta in a weird dance that held the attention of the audience. The girl, in reptilian costume, goes thru a series of grotesque slithering routines, then she and her partner execute an amazing acrobatic number that wins them heavy applause. The Walkmir Trio, on next, offers its well-known patch act, climax of which is two girls, atop the pole supported on Walkmir's head, revolving in opposite directions. The White Guards, in white and silver uniforms, offer a number of striking vocal numbers, and are followed by the Wong Troupe of Chinese acrobats, contortionists and jugglers.

An outstanding feature of the revue is the butterfly number. The 24 line girls with huge silver butterfly wings execute colorful dance routines as a prelude to the appearance of Niraka, daring butterfly dancer, whose act is the height of artistic, near-nudity in grandstand

revues. Niraka does a beautiful butterfly dance and as a finale offers a modernized version of the old serpentine dance, with variegated colored lights playing upon her. The Albert Troupe follows. It is a high novelty act done on a framework atop a high pole. Framework revolves, propelled by a motorcycle hazardous tricks at each end and a second man does handstands atop a swaying pole above. Climax, in which the motorcycle comes thru 12 times, is exceptionally thrilling.

**Finale Is Spectacular**  
Mike Belton and his band, on next, are a riot of fun from start to finish. After playing some excellent music the crew goes into a comedy session that runs the gamut of slapstick and keeps the audience in a roar.

Feejay Ringens next does his familiar bicycle ride down a high chute and his leg the pop into a tank for plenty of thrills.

Finale is a spectacular number, *Music on Wings*, featuring the Aero Ray Girls, performing on a high revolving rigging above back of the stage while the entire company appears on the stage in a gorgeous production number in which the girls carry chromium airplanes while doing their intricate routines.

At intervals during the show Whitey Harris, clown, entertains with his comedy antics. Show as a whole probably is the finest Barnes-Carruthers has ever produced. Credit for production of the show goes to Almsley Lambert and Dorothy Wild (Mrs. Lambert), who have done a magnificent job.

## Holding Body of Woman Killed; Believed Trooper

LITTLETON, Colo., Aug. 17.—Sheriff E. E. Menzinger of Arapahoe County this week was seeking the relatives of a woman believed to be Jessie or Peggy Moore, who was killed instantly when struck by a truck on the highway north of here on the night of August 4. The woman, who was hitchhiking on the highway and struck while walking down the middle lane, is believed to have been associated with a carnival organization, Sheriff Menzinger reports.

She was carrying a small suitcase with a few clothes, a white purse and was wearing a man's white shirt, light-colored slacks and white shoes. The only mark of identification was the word "Moore" in the neckband of the shirt. Sheriff

## AFOICCW Not To Stop Activities

CINCINNATI, Aug. 16.—A telegram today to *The Billboard* from the American Federation of Outdoor and Indoor Circuit and Carnival Workers, Box 365, Franklin Station, Washington, D. C., answers a story published in the issue of August 10 in which it was stated that Ralph Whitehead, president of the Circuit, Carnival, Pairs and Rodeos International Union, charged the AFOICCW with being "company controlled and dominated." The story also concerned the "consent decree" issued by the National Labor Relations Board in the case of the Flagg Bros. and Barntin & Bailey-Cambria Circus. The telegram reads:

"In clarification recent union article, please be advised that this union will continue to protect its members in the outdoor amusement field from the greed of unorganized labor 'promoters.' NLRB actually dismissed Mr. Whitehead's charge that this was a company union. Instead of costly litigation we chose not to fight its order since our Washington contact, John H. Dunn, had previously advised that it would take a special act of Congress to dissolve this union. NLRB does not have the power to dissolve this union."

The AFOICCW in paid advertisements and in formal statements said that it was chartered "pursuant to an act of Congress approved on March 3, 1901," and that it would prosecute statements "tending to impute that it is illegal or that it is company controlled or dominated."

Menzinger said the woman is about five feet one inch tall, weighing about 120 pounds and has dark hair and brown eyes. Well developed, the woman has a perfect set of teeth and has no scars or tattoo marks of any kind.

The sheriff said that more than 100 persons have viewed the body, which will be kept in a local morgue for 30 days, but no identification has been made as yet. He asks that anyone knowing of such a person or her relatives please contact him immediately.

**CAN PLACE**  
Independent Shows and Concessions.  
Biggo open for  
**CALUMET COUNTY FAIR**  
Chilton, Wis., Aug. 31st, Sept. 1st, 2nd.  
Write FRANK WELLS, Secy.

**POINT PLEASANT, W. VA.,  
POTATO FESTIVAL**  
postponed until some time in September  
due to epidemic of Infantile Paralysis.  
Want to join new—Roll-a-Peas and Loop-a-Peas, worthwhile shows with own public. Want legitimate concessions that can work in W. Va., Pennsylvania, W. Va., next week, followed by Webster Gough Station and Pt. Pleasant, All W. Va. Fair, This & Kentucky Fairs. All address:  
**JACOB PRYOR**  
Manchester, Ohio, this week

**FRIENDSVILLE, MD., FIREMEN'S CELEBRATION**  
Next week Tucker (Daily) Free Fair to follow. Want Shows, Rides and Concessions not conflicting. Use Free Act. Write or wire  
**JOHN DEODON**, Cornish Hotel, Harter, W. Va., this week

**Have Complete Side Show**  
for reliable operators, with Raab, Show, Loop and  
**AL. WAGNER**  
Great Lakes Exposition Shows  
Chilton, Ind., this week; Vincennes, Ind., next week

**WANTED**  
A-1 Talker on riding Show, good percentage. Also want capable Manager for best trained Monster Show on road. Address immediate:  
**THE F. E. GOODING-AMUSEMENT CO.**  
1300 NORTON ROAD, COLUMBUS, O.

**Metuchen, N. J., Firemen's Fall Festival**  
Sept. 19-21  
Advertisers of desired specialties open, 100,000 working people to draw from. Largest industries in the world; a make-free location, heart of city. Address: FESTIVAL COMMITTEE, 25 New St., Metuchen, N. J.

**WANTED FOR SILAS GREEN SHOW**  
Colored Tube Player, Baritone Player, Show Dance Act, North Act, Chorus Girls. Experience not necessary; send photos. Long season. Write or wire **SILAS COLLIER, SILAS GREEN SHOW**, Route 1, Boone, Ga., Aug. 20; Cantonville 27; Co-Union 24; Columbus, Ala., 25-26; or home address, 618 E. Clinton, St. Marys, Ga.

**DARLINGTON, IND., FALL FESTIVAL**  
Sept. 19-20-21  
**CONCESSIONS WANTED**  
Miller's Ride booked.  
**J. WILBUR GODDER, Secy-Treas.**

**GALLATIN COUNTY FAIR**  
Warren, Ky., Aug. 22-23-24  
Can use Photo Studio, Opt. Haller, Gene Rock, Humber of Mark Concessions, Rides with own capital.  
**BROWN NOVELTY SHOWS**  
Warren, Ky., or  
**F. G. VASOHE, 1000 Grand Ave., Cincinnati, O.**

**KELLIE GRADY SHOWS WANT**  
Merry-Go-Round or any ride not conflicting. Shows with own concession; will book for 2000. All ten-year Concessions open. I have 4 Free Fairs on circuit, two under gals. Many best spots in North Alabama (colored section); some of my shows had no shows last season. Write or write Clarence, Aug. next week. Use Labor Day Celebration, Tuscumbia, Ala.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

**BEAVER VALLEY FAIR**  
Junction Park, Rochester, Pennsylvania, August 28 to 31, Incidents, Day and Night, Free Act and Fair Pastoreo Delors.  
**SHOWS, RIDES AND CONCESSIONS WANTED.** Shows—Colored Amusement or Parade with Band, Specialty with Band, Show Circus, Fair House, Parade Circus, Flurry Arcade and other Tented Shows. RIDE—Roll-a-White, Roll-a-Plane, Octagon, Perry Truck, reasonable percentages for long season. CONCESSIONS—All lines that are steady performers. Free-on-Course, High Striker, Pocket, Lane Range Gallery. Rings wanted to join next December 1st. Tony Kral wants Side Show Acts. See Lousie, scene on same position. Write ERIC R. HYDE, Xenia, Ohio, until December, August 24; con. Fair Grounds, Rochester, Pennsylvania.

**J. J. PAGE SHOWS WANT**  
for Fayetteville, Tenn., Fair next week, followed by Rhea Co. Fair, Dayton, Tenn., Sevierville, Tenn., Fair, Rome, Ga., Fair; Sandgreenville, Ga., Fair; Cherokee Indian Fair, Cherokee, N. C.; Lawrenceville, Ga., Fair; Monroe, Ga., Fair, and Newnan, Ga.  
Can place legitimate Concessions of all kinds except Cook House and Coin Game. Want Musicians for Minstrel Show. Also Gift for Hollywood Revue. Address:  
**J. J. PAGE SHOWS, La Pollette, Tenn., this week; Fayetteville, Tenn., Fair next week.**

**WANTED**  
A-1 Mechanic with own tools. Foreman for Merry-Go-Round and Ferris Wheel. Performers and Musicians for Minstrel Show, Manager for Minstrel and Snake Show Talker. Mrs. Miller wants Dancers for Girl Show. Can place Stock Concessions, Party Arcades, Novelties, Mouse Game, Long string Southern Fairs until Nov. 1st. Warren, Ill., this week; Fairbury, Ill., Fair week 26th.  
**JOHN R. WARD SHOWS**

## SUBSCRIPTION COUPON

The Billboard,  
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Cincinnati, Ohio.

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AN individual's profit is a substantial increase in the price of... Write CHAS. T. GOSS

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Side show manager, Talkers, Fresh, also... WEST'S WORLD'S WONDER SHOWS

WEST'S WORLD'S WONDER SHOWS

MILLER BROS.' SHOWS

WANT

Specialized of all kinds for seven weeks of... MILLER BROS.' SHOWS

WANTED

Side show with or without outfit to jobs of Lincoln County Fair, Lincoln, N. C., week Sept. 2. Also two Pit Shows, full exhibitor on November, Spruce Pine fair, Sept. 9th.

Crescent Amusement Co. Troy, N. C., this week Burlington, N. C., next

TIPOHUM FAIR, SEPT. 1 TO 12

WARNING—CONCESSIONERS... HARRY KAHN WANTS

HARRY KAHN WANTS

Min for Pop Corn and Candy Apple Stand... WANTED

WANTED

Experienced side help for Merry Go Round... BROWNIE SMITH

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For Sale—Rolloplane... R. C. LEE, Inc.

FOR SALE—ROLLOPLANE

Price \$2800.00, guarantee this side equal to new... R. C. LEE, Inc.

R. C. LEE, Inc.

WANTED

Conk Bloom or Conk for balance of season... DIXIE BELLE SHOWS

DIXIE BELLE SHOWS

LOUIE T. RILEY, Owner... RIDES WANTED

RIDES WANTED

ALSO SHOWS AND CONCESSIONS... JOHN HUXOL

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

McMahon (Fair) Knoxville, Ia., 21-24. M. & M. Westport, N. Y., Cambridge Springs 26-31.

McGee's Caravan; Ellington, Mo. Mary, G. B. Walton, N. Y. (Fair) Onida, Arkansas Show of U. S. A. (Fair) Onida, Ark., 21-24.

McIntyre (Fair) Hixson, Tenn., 22-24. Mighty Mustangs, Elmore, Ark., 19-22. Flatview 22-24; Delphi 24-31.

Mighty Monarchs; Leesboro, Va. Miller Bros.; (Fair) Mercedale, Pa. Miller Ann; Haysville, Ia., Springfield 24-27.

Miner Sidway; Freehold, Pa. Monarch; Kopp, Westwood, Ky. Motor City; Hoytville, O.; Silver Lake, Ind., 27-31.

Nellie G. W.; Russellville, Ark.; Clarksville 26-31. Nolan Am. Co.; Gross City, O., 26-31.

Northwestern; Chicago, Mich. Oklahoma Ranch; (Fair) Ashland, Kan., 21-24; (Fair) Mead 24-31.

Paco, J. J.; La Pointe, Tenn.; (Fair) Fayetteville 26-31. Pease United; Genb, Ill.

Pan-American; Muncie, Ind.; Moberly 24-31. Paradise; Springdale, Tenn. Patrick's Greater; Sandpoint, Ida.; Walla Walla, Wash., 27-31.

Peach Blossom; Walla, O. Peasants; Chiltonville, Ill. Penn Frontier; Abbeville, Pa.

Penn State; (Fair) Montrose, Pa., 21-23; Clear 24-26. Phillips; Middleboro, Mass.; (Fair) Maryland 27-31.

Pitt's World's Fair; Ashland, Va. Pryor; McMillin, O. Reading; (Fair) Lexington, Ky.; (Colored Fair) Gallatin, Tenn., 19-24.

Road, King; Lyndonville, Va. Rogers; (Fair) Hixson, Tenn.; (Fair) Hixson Greater; Hartsville, Tenn.; (Fair) Alexandria 26-31.

Royal American; (Fair) St. Paul, Minn., 21-24. Rubin & Cherry Express; (Fair) Des Moines, Ia., 27-31.

Scott Bros.; Clarksville, Tenn. Seaman Bros.; No. 11 Lucas, O., 23-24; No. 2; Muskele, Ind., 19-24.

Shepard Bros.; Ashlan, Ind., 19-21; Briggs 22-24. Silver State Attr.; Gooding, Ida.

Skeberck; Rhineclander, Wis. Smith Bros.; Abbeville, Oks. Snapp's Greater; (Fair) Green Bay-DePue, Wis., 21-24.

So's Liberty; West Union, Ia. Southeastern; Elbe Mount, Kan. Sparks, J. F.; Hanville, Ky.; (Fair) Hockersville, Ky., 29-31.

Speroni, P. J., No. 1; New Windsor, Md.; Lucas 26-31. Speroni, F. J., No. 2; Andalusia, Ill., 23-26; Plymouth 27-31.

Star Am. Co.; Oka, Ark. State Fair; (Fair) Wakeeney, Kan.; (Fair) Belleville 26-31.

Staffens Superior; San Diego, Calif., 27-31. Stinson Superior, No. 2; Wilmington, Calif., 26-31.

Straley, James E.; Hamburg, N. Y. Texas Expo; Peoria, Ill. Texas Revue; Tex. Texas World's Fair, Oksa, Ga.

Texas Southern; Ross, Ga. Thompson Bros. Am. Co.; Duncanville, Pa. Tidwell, T. A.; Midway; (Fair) Columbia, Md. Tiley; Shreveport, La.

Tip Top; Fountain Green, Utah. Todd, W. G.; (Fair) Ashland, Mich. Wagon, R. H.; Hides; E. Palestine, O. Wallace Bros.; Fulton, Ky.; Paducah 24-31.

Wallace Bros. of Canada; (Fair) Cooksboro, Que., Can., 19-21; (Fair) Aperschiff 22-24; (Fair) Bedford 24-31.

Ward, John B.; Havana, Ill. West Coast Am. Co.; (Fair) Orem, Ore., 19-21; (Fair) Lakeview 24-Sept. 1. West Ross; Appleton, Minn.

West, W. E.; McIntosh; Garden Grove, Ia.; (Fair) Uniontown, Kan., 26-31. West World's Wonder; Evansville, Ind.; Indianapolis 26-31.

Williams, Tom; Waterville, Me. Wilson Am.; Highland, Ill., 26-28. World of Pleasure; (Fair) Mason, Mich. Worth of Midwest; Steward, Mo.

Wright Bros.; (Fair) Show; (Fair) Bros.; Elwood, Mont., 20-22; Chicago 24-26; Sidney 26-28; Miles City 27-31.

Wynn Greater; (Fair) Jackson, Minn., 22-23; (Fair) Hardin 26-27; (Fair) Pipestone 27-31. Yellowstone; (Fair) Carleton, N. M. Young, Mackay; Oakes, Illa. Zachell Bros.; Franklin, Pa.; (Centennial) Clinton 26-Sept. 1.

Zelger, C. P.; United; O'Neill, Neb. Zimczak Greater; (Fair) Savannah, Ill.; (Fair) Protona 25-31.

CIRCUS AND WILD WEST

Anderson; Bud E.; Dahl, Ia., 21; Trementon, Ill., 22; Hixson 24.

Barker Bros.; Greys & Rodes; London, O., 28-31; Greenville 22-24; Princeton, Ind., 26-27; Cochen 28-Sept. 1.

Colt Bros.; Wemahatche, Wash., 30; Everett 21; Hixson 22; Mt. Vernon 24; Seattle 24-25. Dyer Bros.; Argo, Ill., 29.

Galveston Community; Chillicothe, Tex., 30. Gould, Jay; Oakes, Minn., 18-20; Mahomed 21-23; Bagley 21-23; Eden Valley 26-27; Walnut Grove 28-29; Rock Rapids, Ia., 30-Sept. 1.

Hughes; (Fair) Point, N. J., 21. Kelly, M. G. & Miller Bros.; Milford, Neb., 26; Deochester 28; Wilber 22; Westera 22; Tobias 24.

Lewis Bros.; Morris, Ill., 26; Ottawa 21; Sibley 22; Henry 23; Peck 24; Havana 25; Canton 26. Mize Bros.; Woodville, O., 26; Gibsonburg 21; Port Clinton 22; Mansfield 21; Huron 24; Magna Falls 24.

ADDITIONAL ROUTES

(Referred To Late for Classification)

Arnold & Margot; (Country Club) La Mesa, Calif., 19-21. Arnold Bros.; Madison, O., 21-23.

Arthur, Magician; Outer Springs, Tenn., 21-24. Brockett, Six Sensational; (Riverdale Club) Iron Mountain, Mich., 19-24.

By-Cash Co.; Hillside, W. Va., 19-24; Greenview 24-31. Conner Troupe; Wind Ridge, Pa., 19-22.

Craig Bros.; Black Creek, N. Y., 19-21. DeGloria; Magician; Flint, Mich., 19-24. Drew, Doryce & Freddy; (Bk) Tabann Club; Wyo., 19-24.

Errett & Conway; (Oleria Club) Columbus, O., 19-26. FRANKLIN, Oscar; (Walton Hotel) PAUL 19-24.

Hilder Best of Berlin Show; Joplin, Mo., 23-25; Carthage 24. Howard, Magician; San Antonio, Tex., 19-22.

Jackson, WASHINGTON; (New York Cabaret) Wausau, Wis., 19-24. Johnson, Silver; Painesville, O., 21-23.

King's American; Painesville, O., 21-23; Mansfield 24. King's American; (Fair) Wind Ridge, Pa., 20-21.

Kotch Bros.; Marion, O., 20-22. Lathrop Bros.; & Virginia Lee (Don Al) Cal., 20.

Lee, Gobby; (Esquire Club) Washington 19-24. Lester & Irwin; (Ollimore Hotel) Los Angeles, 19-24.

Lippincott, Magician; (Fair) Teop, Pa., 19-24; (Fair) Towanda 24-31.

Long, Leon; Magician; Marion Junction, Ala., 19-21; Marion 22-24; Alford 24-27. Mason, Ace; Magician; Byron, O., 24; Wagon 21; Liberty Center 21-24.

Merrill, Four; Painesville, O., 21-23. Moore, Harry E.; Animal Show; Greenville, O., 19-23.

Myer's Entertainment; Toronto, B. C., 19-24. Page & Jewell; Painesville, O., 23. Playland, Dick & Helen Johns; Painesville, O., 21-23.

Roberts's Circus; Painesville, O., 21-27. Rells, Joe; (Cave Club) Vancouver, B. C., 19-24.

Sells, Capt. & Lions; Painesville, O., 21-23. Shoop, Robert; (Wivel Restaurant) NYC 19-24.

Strook, Lillian; Painesville, O., 21-23. Tamm, Fay; (Club Lion) San Francisco 19-24.

Valentine, Flying; Wind Ridge, Pa., 20-22. Valley & Lynner; (Madison Club) Baltimore 19-24.

Warner & Valeris; (Paramount Club) Genoa, Ill., 19-24. Winters Trade Day Circus; Rosville, Kan., 19-24.

LARGE STOCK OF BEACON BLANKETS AND SHAWLS ON HAND FOR IMMEDIATE DELIVERY WISCONSIN DELUXE CORPORATION 1902 NORTH THIRD STREET MILWAUKEE, WISCONSIN

WORLD'S FAIR SHOWS, INC. WANTS FOR BLUEFIELD, W. VA., LIONS' CLUB CELEBRATION AND FAIR. BIGGEST EVENT HELD THERE THIS YEAR ON THE VIRGINIA SIDE. BIG LABOR DAY CELEBRATION AND FAIR TO FOLLOW AT PENNINGTON GAP, VA., WITH 10 OTHER FAIRS TO FOLLOW INTO FLORIDA. RIDES—Will consider one or two more Fair Rides that do not conflict. SHOWS—One or two more Shows, such as DQG and PONY CIRCUS, ILLUSION SHOW or UNBORN SHOW. C. Jack Shafar would like to hear from good Freaks and Working Acts. Also would like to hear from a good attraction for the annex of his SIDE SHOW. CONCESSIONERS—Everything to open except Cook House and Bingo. Have openings for Sweets, Novelties, Candy Floss, Buckets and Merchandise Wheels. TIME IS SHORT. WRITE OR WIRE PELL'S WORLD'S FAIR SHOWS, INC., ABINGDON, VA.

SCOTT BROS.' SHOWS WANT FOR TEN FAIRS Clay Co. Fair, Celina, Tenn., next week; Humphrey Co. Fair, Waverly, week September 2; Cannon Co. Fair, Woodbury, week September 9; Scottsboro, Ala., week September 16; week September 23, open; Butts Co. Fair, Jackson, Ga., week September 30; Dodge Co. Fair, Eastman, Ga., week October 7; Emanuel Co. Fair, week October 14. Fairs last until middle of November. Fast class Cookhouse to take care eight Rides, ten Shows and thirty Concessions, privilege in tickets. One more Big Ride not conflicting, two Pony Rides, Ten-in-One, Grand Shows, legitimate Concessions. No racket. Will book or buy good K&E's Auto Ride. Want some Drivers and Ride Help. Clarksville, Tenn., this week.

CONVENTION SHOWS LAST CALL FOR CATTARAUGUS CO. FAIR LITTLE VALLEY, N. Y., NEXT WEEK With United Polish Charities, Broadway and Bailey, Buffalo, N. Y., to follow. Want non-conflicting Rides, Shows and Concessions. No advance in Concession rates. Write or wire SECY. OF FAIR, or Show at Dunkirk, N. Y., State Women's Convention, 1940 week

HOLLYWOOD CHOCOLATES Double Layer Art. Chocolates, Individually Wrapped, Art. Molds, 248 Pieces, Cello, Wrapped. Doz. \$1.20 Per Carton \$4.80 20% Discount with Order. Send for FREE Illustrated Catalog. 60 East 19th St., New York City DELIGHT SWEETS, Inc.

POPCORN South American, Lap, Muller, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Katakana, Carrots and Popcorn Cones, in seven luscious colors. H. B. HUISINGA DE LAND, ILLINOIS Grower of Pure-bred Varieties of Popcorn

CONCESSION MERCHANDISE Exclusive, unusual dress with real sales value and eye-appeal for PARKS CIRCUS CARNIVAL FAIR. Write when writing for catalog, side business. TIPP NOVELTY CO., TIPP CITY, OHIO

INSURANCE Charles A. Lenz "Showman's Insurance Man" AFB Insurance Exchange, CHICAGO



Jones in "Good Standing"

CINCINNATI, Aug. 17.—A rumor this week said that the Johnny J. Jones Exposition had signed a contract with Ralph Whitehead, president of the Circus, Carnival, Fair and Rodeo International Union, and paid dues for 50 members of the show. A wire asking for confirmation and details of the contract was sent yesterday by The Billboard to E. Lawrence Phillips, general manager of the show, at Lansing, Mich., where the show is appearing this week. This afternoon a telegraphic response from Emma C. Stehlin, president of the New Johnny J. Jones Exposition, Washington, D. C., in which city an office is maintained by the show, stated that the "New Johnny J. Jones Exposition is in good standing with Whitehead and his organization. Gene Austin and his troupe will join New Johnny J. Jones Exposition in Indianapolis week of August 26."

GGIE GLEANINGS

(Continued from page 30) Fined in less than 30 days. A little bird told me that there is a bare possibility that the fair may be extended a couple of weeks. Bill Boushman is a stickler for keeping promises, so it is very delicate that the concessioners-losers get all of their money back. It is not certain that there will be enough money in the treasury to pay in full by the original closing date. Two-in-One Day was rather lukewarm. Pretty good crowd but disappointing as managers. Billy Rose has been in Hollywood for the last few days. Which he stays that long away from Broadway there is something cooking. Max Schwartz may play a number

of hits at conclusion of the GGIE with the Late-Lino game. Charlie Keller advises that the Cyclone Coaster will be sold after the expo to settle the estate of the late Henry C. Baker. The Giant Crane may not be returned to France. If the owners find a suitable spot for it they will have to pay the customs, as the device is in bond. Pacific Cox and Electric Day, September 14, is being anticipated as one of the biggest of the year, as it was in '09. Company employees nearly thousands of people, all of whom will sell tickets. Nate Miller's Skooter at Santa Cruz, Calif., is doing excellent business, said Nate. Mrs. Bertin McVelle writes that she will visit California and Treasure Island in September. She is in Florida and has recovered from a recent illness.

This will go down in history as the first big expo to increase its attendance in the second year of operation. Two "mangschels" are responsible, Bill Monahan and Billy Rose, and, of course, the able corps of assistants Monahan assembled. An insoluble problem: Today with 20,000 fine-looking people on the grounds everybody virtually starves to death. Tomorrow with 30,000 people that look exactly like those of yesterday everybody does exceptional business. Why? Mrs. America show cried alluding from 25 to 15 cents. It didn't work, so it is back to a quarter. Chinese Village is now 10 cents at the front gate, an exceptional bargain. Incubators are consistently holding to their daily gross. Fred Smith may move his game from the Avenue of Olives to the Gateway, using part of the front of the Elysium show. Cameron's Happy Valley Ranch with jitterbug dances for prizes nightly holds customers until 3 a.m.

The Ripley show had a full house and one of the lecturers was acting strangely in the middle of the audience. He apparently was talking privately at some one and was moving his hands in a strange manner. Mack Bybee, the manager, was about to telephone for an ambulance to have the man taken to a hospital for observation when it suddenly dawned on him that there was a party of about 20 deaf mutes at this particular show and he also remembered that this lecturer had once told him that he was a student of sign language. The problem was solved—the boy was describing the show to the deaf and dumb crowd. Many of the shows have reduced their admissions so that the new federal tax does not apply. A few concessioners who have nothing to worry about—Manny Goldstein, tin whistles; Lexal, hosiery; Claude Bell, sketch artist; Smith and Zand, Penny Arcade; Donut Tover, Chicken in the Dough; scales and scales-four-ages; Paris Peggy; Oswald & Spickard, with Sportland and 1,000 machines; Trout the grounds; Billy Rose; Fischer's Folies Bergere; Boardman's Gondolas; Cross rider; Miller's Skooters; Wilson's Monsters; ham and bacon wheel; Schwartzs Candid Cameras and a few others. All are sure winners. Afterthought—Love & Wolfe's Glassblowers of the World; Intramural transportation, Cave of Mystery, rolling chairs, Sid Wolfe's concessioners, Lane's Frozen Custard and a few more who don't care to tell. Walter Oswald placed a bank

of diggers in front of the Last World. Charles McMath, Portland, Ore., wife and daughter visited the Gateway. He is of the old Pacific Coast circus family of the same name. Bert Chapman visited with Eddie Brown arriving from New York and will stay a couple of months.

FLUSHING FRONT

(Continued from page 30) Bowling Outdoors, Shannon O'Dea continues to hold down the front job at Frozen Alive, Mickey Gagner, who was with Frozen Alive before, going to De-Bunk-Her is back with the show. Jack County is the new talker at Magic Carpet. Midwayites renewed acquaintance with Mr. and Mrs. Lawrence A. Malines, of The Shreveport Times, when they visited as guests of Betty and Benny Fox, high-pole artists. The Vipers stopped in to say hello to Bill McGlokey at Zorina Gardens.

Don Kessler and Anthony Tambini, of Sken Roll Alley, have their heads together discussing a trip to the West Coast after October 27. Al Gaskin, popular Luna Park game operator, and Charlie Greenbaum took in the fair. Johnnie McHugh, official announcer for the free acts, holds from Allentown, Pa., and was clerk to the Legislature four years. Monty Christian, announcer at American Jubilee, was president of the student body at New York University and has two more years in Harvard Law School. Mary (Ma) Woods celebrated her 70th birthday anniversary. She will go on the road at end of the season.

Sol Solomon, high fire diver, is a native of Fort Worth but now makes his home in Miami. U. S. Engineers Department is interested in a similar rigging to be used in surveying timber lands along the Mississippi River. The back-stage set-up at American Jubilee is most interesting. Joe Rogers, of Henderson, says he will not be mayor of the World's Fair Park when it is created after the close of the fair. When the fair quits, he quits, too, as mayor. Frank Cromwell, of the Aerial Cromwells, is chief of the free-act riggers and is assisted by Roy Rhodes. Some of the fair personnel were surprised with the rapidly with which the free-act props were installed.

Jack H. Hughes, blind broncho rider, was seen at the fair. Jack, who knows such outstanding outdoor showmen as Eddie Brown, Nate Miller, Lew Dufour, Frank Shean, etc., is also a scenario writer and spent some time on the Coast, where he doubled for a blind physician in a Pete Smith short. Hughes' son acts as the "seeing eye." Lincoln Dixey, of Henderson, leaves to join Ringling Bros. circus. His brother, Paul, is here for a vacation. Norman Bartlett, of Aerial Joyride, has returned from an Eastern tour. Joe Kinskey is associated with Johnnie Johnson, operator of the skating rink. Cy (Dodger) Bond returned from Atlantic City with a nice collection of souvenirs.

Al Shafter got a plug for Winter Wonderland over the free-act-pen system Thursday night when the electrician was delayed in putting the spot on the Four o' Hearts.

on the life of the late David Belasco, his father-in-law, explaining that they were the sole possession of his wife, Belasco's daughter. Expo chief was also given a framed copy of last week's two-page testimonial in The Billboard.

The great lists A. J. Anderson, Harry Bloom, Victor M. Clark, L. P. Coronati, Joseph Drumbour, Frank P. Duffield, R. H. Ellinger, I. Arthur Gauger, Joseph O'Sherard, Norman Bartlett, Murray Goldberg, Harry Hargrave, William de L'Herbe, Jr., John H. Johnson, Philip Kayser, T. W. Kelly, John Kinskey, Ed Leitch, Irvin Lubelkin, Jack G. Marlin, William McCloskey, E. L. Morris, J. Gilbert Noon, R. E. Oviatt, Maurice Plicka, Almon H. Shafer, Jack Sheridan, A. G. Whitfield, Frank Zambreno, M. R. Leachin, Albert Macosoid, Jack Tustin, Joe Dobbish, Charles Cagney, Sam Minkin, Doc Cooney, Elmer Strunk, Robert Irwin, R. E. Moran, Philip Hunt, Walter Weidner, L. R. Ury, Frank Wirth, Frank Miller, Michael Todd, Joe Gluck, John Dorn, Im Mangel, L. H. McGraw, Ralph Boren, Morris Gost, I. Friedman, David Brown, Al Roseman, Fred Murray, Johnny J. Kline, Leonard Trumble, Elias Sugarman, William Dinn Jr. and Ed Smith.

NEW FREE ACTS

(Continued from page 30) contract. It is understood that the acts will be supplemented on a staggered schedule with the Flya Eltona, Great act, and the Great Curran replacing the Four o' Hearts and the Great Cabell on Monday.

Gimbletown concessioners were not jubilant over inauguration of the new Jubilee Circle policy. The Gateway group, who Fairlie is in until August 25, has made no plans for other free acts. Upon hearing that the fair was booking free acts, and possibly taking a tip from their move, this organization sent a committee including Charles Cagney, president; Albert Macosoid and William de L'Herbe to Mr. Gibson with the request that the Four o' Hearts appear in their stead. Mr. Gibson's reply, it was said, was that he could not change the policy.

In the meanwhile the Gateway group received a letter from Mr. Gibson stating that he was working to secure additional periods at Gimbletown for the World's Fair Band, which had previously been offered for two daily periods but up until today had made no appearance, de L'Herbe said. With stage constructed, the band will probably make its initial appearance on Tuesday. He said that the fair had volunteered additional publicity to the area.

The Gateway group has employed Mrs. Maxwell Dudley, author of children's books, to do little promotion. A "barage-of-passes" policy calling for the releasing of about 80 millions with passes to Gimbletown attractions three times daily from the Paradise Jump is set to start on Monday. A clown has also been employed.

August 16-24 has been designated as Aviation Week and August 25-31 as National Defense Week. Jimmie Lynch, dare-devil driver of the Goodrich act, will give safe-driving demonstrations to the Court of Fesse during Defense Week. Special fireworks, an official said, are also planned.

SUGAR'S DOMINO

(Continued from page 4) caught a rash who has reached Paul Small's heights deserves very special consideration. But The Billboard is apparently in the hands of short-sighted individuals who fail to recognize this. Copy, consequently, Paul Small is very much pleased. He refuses to give news to The Billboard. Of course, The Billboard has developed a technique of skinning a cat at least three ways, but Paul Small, while appreciating this, sticks to his principles (as any real man would).

"Paul Small has gone further to express himself on the matter of The Billboard's arrogance in running news that it honestly believes to be of interest to the theatrical profession. He has formed a representative of the paper that he intends to complain to The Billboard's Cincinnati office about a fellow by the name of Elias K. Sugarman, who has the title of Editor and who directs the gathering and presentation of theatrical news out of the New York office. It is Paul Small's contention that this Sugarman fellow is causing the aforementioned stories to appear in The Billboard because of some personal grudge. Paul Small doesn't explain the nature of the grudge.

"I wonder, dear children, whether Paul Small knows how to go about complaining to the Cincinnati office of The Billboard about this big man, who must surely nurse a personal grievance if Paul

WANT

Ill Wheel (C. P. Mills, wired). Shows with own outfit. Concessions: Fish Pond, Noodle, Lead Gallery, Snow Ball, Ice Cream. Agents for Ball Game, Skibb. Will do come to Vero Beach, Ky., week Aug. 19.

COTTON STATE SHOWS

WANT

Manager for Adelaide Show with talent, other shows with no without own outfit. Side Show, Arts, also Hunt and Hunt for Bido Show. Garden Grove, Iowa. City week; Eatonville, Kansas, fair to follow.

W. E. WEST MOTORIZED CARNIVAL

SILVER LAKE, INDIANA, FREE FAIR

August 27 to 31, inclusive. Wahl all kinds of Concessions: Pop Corn, Caramel, Candy Apples, Taffy, Dainties, etc. (Huge Inflation). No tickets given. Admitted. BOB HARMON, Silver Lake, Indiana

THOMPSON BROS., AMUSEMENT COMPANY wants for the following Exhibitions: Danversville, Mass. August 19 and 24; Williamsport, Pa. from Week August 28 and 31; Georgia Arts Homecoming, December 2 and 7; Denver, Colo. Exhibition, September 9 and 14; Perry, Ariz., Sunday, three weeks; Conway, Ark., 10 days; Georgia Springs, Ga., 10 days; Grand Olives, with or without attraction. No more than three shows in any one city. Salary \$200. Contact: also Jack Ozer.

WANTED---MARKS SHOWS, Inc.---WANTED OUTSTANDING FREE ACTS

Fairs to start Labor Day Week, Sept. 2nd, Amherst; 5 County fair, Lynchburg, Virginia. Give full description of act and lowest salary.

CAN PLACE FOR OUR FAIR SEASON, ENDING NOV. 10TH, high-class Shows and legitimate Concessions. Can place Motorized Talker, Ray Webber, wire Earl Keating. Write or wire JOHN H. MARKS, MARKS SHOWS, INC., week of Aug. 19th, Cincinnati, N. C.

FRANCIS BROS.' SHOWS

Want for seven fairs, Riders for Motor Dome, Man for Lead Shooting Gallery, any Show with merit, Talker and Manager for Mineral Show. Can always use good, sober Rldc Help. Musicians and Performers, Mineral Show, Half and Half, Side Show Annex, Anna, Ill. Aug. 19th to 24th; Bellepoint, Ill., Aug. 26th to 30th; Christopher, Ill., for Labor Day.

WANT PENN PREMIER SHOWS

See the Great Schuylkill County Fair, Pottsville, 5 Days and Nites, Always Starts Labor Day. Also for Dunderberg Co. Free Fair, Newville, next week, and Perry Co. Fair at Pottsville. All Concessions open. Can place extra Riders and Shows for Pottsville. Address: see next to LLOYD D. SCREAS, Gen. Mgr., Penn Premier Shows, Care Farmers' Fair, Abington, Pa.

GIBSON DINNER

(Continued from page 30) Buck, Cy D. Bond and Lew Dufour, of the association committee in charge of the dinner. Tex O'Rourke, Harry G. Traver, 1909 head of the concession org., and Colonel Snapp, of Standard Brands, president of the Exhibitors' Association. Gibson was presented with an elaborate illuminated scroll expressing the association's "profound gratitude, high regard and sincere admiration," and also "in appreciation of his splendid cooperation, his generosity, his friendly understanding and his many fine qualities." It was signed by Buck, Mott, Dufour, Bond, William F. Rabkin, Alexander and Mcintosh.

Entertainment during the evening's festivities was by the singing and instrumental specialties, courtesy of Henderson Cafe. One of the times they offered, dedicated to WF Concessioners, was "I Never Smile Again. Another was "God Bless America"—and the World's Fair—dedicated to Gibson.

Gibson himself brought the spirited proceeding to a close with a neatly put and frequently witty speech in which he reviewed the efforts of the Fair Corporation and opined that the season would end to satisfactory returns. Marrie Cost, operator of Midport Village, presented Gibson with a set of books







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# AMUSEMENT MACHINES

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

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

## Next Year

Operators of amusement games may have opportunity to make legal progress if plans are made.

The fifth anniversary of the Social Security law this month will inspire many comments pro and con on this revolutionary step in American history. The amusement games industry always has a vital interest in the idea because of the possibility of licensing amusement devices to help State revenues for old-age pensions.

The two or three definite efforts that have been made so far to promote the State licensing of amusement games by assigning the revenue to pension funds have not been successful. My personal opinion is that these plans failed because of the deceptions written into the proposed bills.

In one of these proposals an attempt was made to conceal the well-known ball machine as a vending machine. Newspapers spotted this deception, and editorials against the proposal appeared in various parts of the country. The moral seems to be that the amusement games trade would get much better results by frankly stating its purposes and the kind of machines offered for licensing. At least such frankness would not give the opposition the chance to wage a national campaign against the deceptions in the proposed license laws.

A new move to provide State revenues for old-age pensions is now gaining momentum in California, where so many pension ideas originate. The new revenue idea gaining support among pension advocates is to license certain forms of gambling. One proposal is a kind of baseball sweepstakes. It is to be known as the "California Pension Sweepstakes." (It is not known perhaps that a Chicago firm has a coin-operated baseball sweepstakes machine that might fit admirably into the scheme.)

The very fact that such a proposal may come up at a State election in November indicates the idea is not dead and that it is likely to come up in many places during the "Legislative Year 1941." Proposals to license amusement games for various revenue purposes are sure to come up in many States next year and the point of wisdom is to be well prepared with ideas, proposals and counter-proposals.

There are at least two possibilities to watch in case licensing proposals to provide pension revenues get under way.

One is that legalized gambling always tends to give monopolies to certain forms of gambling and to a few politically powerful interests. For example, legalized gambling in the United States has tended to give a decided monopoly to betting on the races and to racing interests. Not only does this movement tend to give a monopoly to one form of gambling and to a few very powerful interests, but it also is very beneficial to newspapers and leads the newspapers to conduct moral crusades against minor forms of gambling that have not been legalized. In other words, a powerful monopoly is set up and this monopoly then has the most potent support of the newspaper world in maintaining the monopoly.

Any such form of monopoly is detrimental to the amusement games industry in its varied forms. The amusement games trade for several years now has been noted for the

wide variety of its games and devices and there are good reasons, employment and otherwise, for maintaining the richness of that variety. The greater the variety of games, the greater the number of jobs provided; the greater the variety of games, the greater quantities of materials are used to make games; the greater the variety of games, the greater will be the benefits to small stores and establishments where games are used to boost business.

But the power of any legalized monopolies would be used to destroy this variety and to prevent legalizing of such games. The tendency to monopoly under the guise of old-age pensions must be watched carefully.

A second vital factor in the old-age pension movement is the attitude of big business. When big business finally wakes up to all that is implied in old-age pensions there is likely to be a mad scramble to legalize some form of gambling to provide the revenues. Big business always advocates monopoly and consequently when big business urges the legalizing of some form of gambling it will be to give a complete monopoly to some special interests. The games business in all its variety would not fare so well.

The old-age pensions movement means the eventual end of the "profit system" as it is called, and for that reason when big business wakes up there may be a wild scramble to establish gambling monopolies to pay the bills. The present war, of course, may upset all normal tendencies and our economic system may be shaken to its foundations before the old-age pension system brings a gradual change. The war itself may end the "profit system" long before a gradual change would take place under a pension movement.

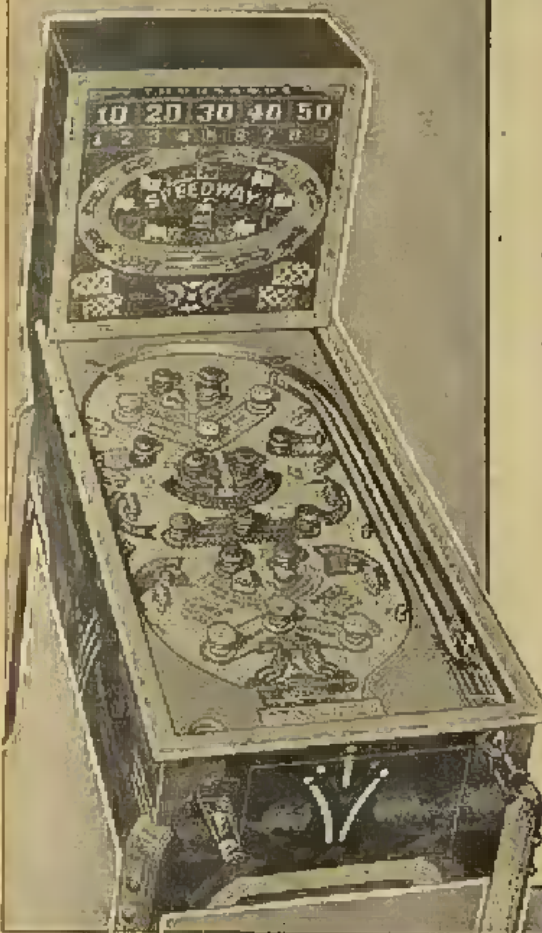
The war may bring events and upheavals that none can foresee and for the present the duty of every citizen is to work and hope for the best.

As a business proposition, the amusement games trade can well support the old-age pension movement and our Social Security laws. It is a movement that will gain in favor with the masses of voters as they learn its benefits, and votes are what is needed to get favorable license laws on the statute books.

The pensions idea and the Social Security law itself will be kicked about considerably in political circles, but the idea is becoming imbedded in the minds of the people. In five years the underlying principles have gained popular support, whatever the politicians may do. In the five years about 3,000,000 needy old people, dependent children and needy blind are receiving monthly aid. In the five years practically \$3,000,000,000 has been paid to beneficiaries, which is a lot of money put into quick circulation.

The cause is a good one to plead and the amusement games trade should give moral support to the plan in order to get a popular hearing. The question comes up again and again in State elections and makes it possible to get favorable attention for the games on a State-wide basis when proper plans are made. Active organizations in which a majority of the operators are represented should get results in 1941 by supporting a popular cause.





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The Sensationally Different Free Play Type Novelty Game

# SPEEDWAY

Featuring a New, Entirely Different Scoring Idea. Order Now—You'll Be Amazed How the Play Will Skyrocket on All Locations With SPEEDWAY!

See Your Distributor or Order Direct!

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"The House That Jack Built"

### Michigan Set On Phonovision

DETROIT, Aug. 17.—Michigan will be the first State to have territories closed for Phonovision, with opening of offices in the Book-Cadillac here by Michigan Phonovision Distributors, Inc. Some 300 persons inspected the new machine this week, mostly by private invitation, and the trend of interested parties indicates strongly that new investors will be drawn into the coin machine field with fresh capital. Most of the prospective operators are substantial business men.

Deals have been closed for Detroit and for about half the larger cities up-State, mostly on a county basis, but the names of the operators who will have exclusive franchise rights have not been disclosed.

The distribution method to be used by Phonovision is revealed by the setting of a quota for Michigan of 2,000 units for the first year and 500 each year thereafter for four years. This quota is being broken down by the Michigan distributors by counties, according to population, and exclusive contract with one operator only entered into for each county. Additional feature of the contract is that payments of \$125 down are required on each machine bought, plus \$75 deposit for each machine assigned to the territory. Selling price is \$500.

The quota terms apply to the 5 or 10-cent play machine. Quotas have not been set for the advertising type machine (without coin chute), and the type designed for home use. The model being shown here, the first to be exhibited anywhere outside of New York, is being operated continuously without coin chute.

The Michigan Phonovision Distributors is being incorporated with a capitalization of \$100,000. Officers are John Gersbach, president; Don Kinsey, formerly with Mills Novelty Co., vice-president and general manager; Walter Probst, secretary and attorney; Herb Bauer, publisher. First delivery to Michigan is assured by the fact that the machines are to be made by the Berkey & Gay plant in Grand Rapids.

growing in this city in the past few days, with a number of theater and other amusement operators showing decided interest. From the number of up-State business men who made special trips to Detroit to inspect the model here, it is evident that interest is just as great in up-State territories.

DETROIT, Aug. 17.—Eric Haight, president of Films, Inc., has been named president of Phonovision Corp. of America. It was reported here late Friday. Word was sent by phone from New York to Don Kinsey, who is opening offices here for the first State franchise showings of the new Phonovision projector. Films, Inc., is a subsidiary of Paramount Pictures, which is making the films for Phonovision.

### Big Response on Chicago Coin Game

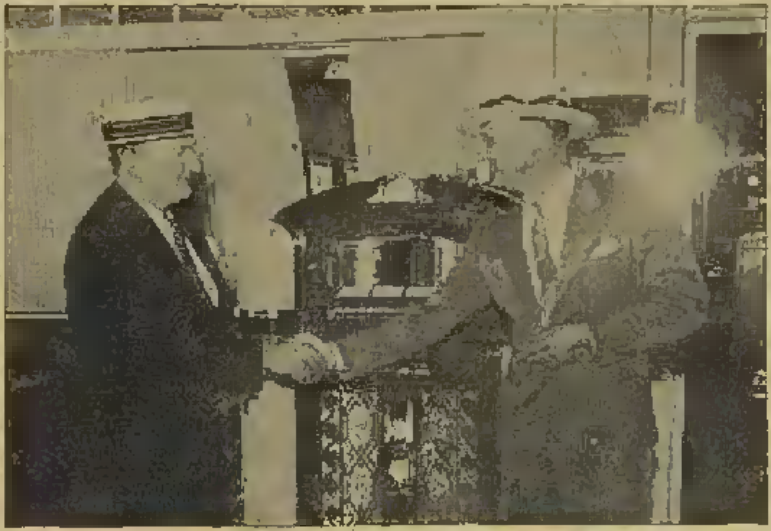
CHICAGO, Aug. 17.—Sam Wolberg and Sam Geisberg, executives of the Chicago Coin Machine Mfg. Co., today told of the response to the announcement of Skyline, new Chicago Coin release.

"It is almost unbelievable," they said, "what a tremendous response our advertisement stirred among coinmen the country over. Always, when we announce a new machine, there is great enthusiasm among coinmen, for they realize that the Chicago Coin nameplate

means plenty of rich profit for them. But it has been a long time since the immediate response was so great as with Skyline.

"We know that Skyline will prove to be one of the best Chicago Coin machines yet. And we know it has a long way to go in view of the tremendous popularity of our most recent hit, Polo. Perhaps the outstanding success of Polo is, in part, responsible for the fervor of operators over Skyline.

"Skyline will set up a new mark of high earnings for free play machines to shoot at. Just as Polo had the wider playing field, among other exclusive playbuilding features, so Skyline has the extra score build-up and transfer idea. And we think it will build unprecedented play and earnings on locations everywhere. This is a good prediction in view of the fact that we haven't been wrong in the past."



WORLDWIDE DISTRICT MANAGER HERB WEDEWEN congratulates Delois Osborn, distributor, on the outstanding job he is doing in the States of Colorado, New Mexico, Utah, Idaho and Wyoming. Osborn recently opened his distribution center at 1122 Broadway, Denver.

**".. WISH YOU WERE HERE!"**

You can be having a wonderful time with an operation of PHOTOMATICS. These amazing picture-taking machines. PHOTOMATICS make real money year in and year out, in every territory—legally! Their sense in PHOTOMATIC dollars!

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**BARGAINS FROM DAVE MARION**

Western Business 1940 Conv. P.P. Auto. 200.00	G.T. 10 Green . . . 20.00
Radio 4119 . . . 249.00	Perry Photo . . . 40.00
G.V. 46 Blue . . . 24.00	Challenger . . . 15.00
Orkney Sun . . . 72.00	Wurlitzer 41 . . . 67.50
Model P, 1940, 17.50	Mills Co. D.J.P. . . 17.50
Wurlitzer 416 . . . 57.50	Columbus Blue D. 41 or Free (Like New) . . 42.50

Trade Old Equipment on Liberty Bell, Johnson—Write Me for Quotations—All Types.  
125 Detroit Resident—Bargains Every Week.

Write for Complete Catalog, Ltd.  
**MARION COMPANY** Western, New York



### HOME RUN

SCORES BIG PROFITS FOR OPERATORS EVERYWHERE



IT'S YOUR PROFIT INVEN. NOW! With this kind of the magic MONEY MAKER, the HOME RUN is probably new in your neighborhood and operators are probably HUNTING for the ball that will hit in an instant to score a home run and the ball you hit is a BALL OF GOLD, a clever \$200.00 ball!

Locations may also avail for "Home Run" HOME RUN is an entirely new one—it's a HOME RUN! THE PROFIT MAKER ON ALL YOUR LOCATIONS. You'll be amazed at the big returns from this profitable operation! Ball Game Vendor and Amusement Machine.

HOME RUN is operated with 100 count ball game. Striped balls are used in HOME RUN the same as in ordinary Ball Game Vending. HOME RUN, ORDER YOUR HOME RUN VENDORS TODAY! HOME RUN in lots of 10 or more \$10.00 each. SPECIAL INTRODUCTORY OFFER BASKET HOME RUN—and deliver, 5,000 Balls of Game (valued for \$20.00 each). ALL FOR \$24.00.

## MERCHANDISE MACHINES

### Prescribe Method For Inventory of Cigaret Supplies

WASHINGTON, Aug. 17.—Announcement regarding the tax inventory procedure as regards cigaret floor stocks and vending machines under the new federal cigaret taxes has been sent to all tax collectors by the Internal Revenue Department. The announcement follows:

"Collector's mimeograph No. 5,065 issued under date of June 20, 1940, outlines the general procedure applying to the filing of inventories and returns for purposes of the floor stocks tax imposed on cigarets by Section 3,005 of the Internal Revenue Code (as added by Section 217 of the Revenue Act of 1940, approved June 25, 1940). The following instructions are supplemental to those set forth in that mimeograph and apply to all cases where cigarets were held on the first moment of July 1, 1940, for sale in vending machines.

"Where the operations of a taxpayer are confined to a single collection district, a separate inventory will not be required of the cigarets held in such vending machine owned or operated by him. Instead, all the machines will be regarded as constituting a single retail outlet and the cigarets held in all the machines will be included in a single inventory on Form 187. A separate inventory on Form 187 is required, however, of the stock of cigarets held by the taxpayer for servicing the vending machines, including any stock held at the same location for sale otherwise than thru vending machines. If such stocks are held at more than one location, separate inventories must be made with respect to each location.

"The various inventories specified in the preceding paragraph shall be consolidated into a single inventory for purposes of the return on Form 187 and payment of tax. Copies of the various separate inventories shall be retained by the taxpayer at his principal place of business and shall not be filed with the return. However, in addition to furnishing the information required by the return, the taxpayer shall state thereon the number of vending machines owned or operated by him as of July 1, 1940.

"Where the operations of a taxpayer extend to two or more collection districts, separate inventories will be made with respect to the operations carried on in each district. The vending machines owned or operated in any one district will be regarded as constituting a single retail outlet and the cigarets held in such machines will be included in a single inventory. Separate inventories will be made with respect to stocks held in each district for servicing the vending machines, including in such stocks any cigarets held at the same location for sale otherwise than thru vending machines. If, as to any one district, the stocks are held at more than one location, separate inventories must likewise be made with respect to each such location.

"The separate inventories specified in the preceding paragraph shall be made

in duplicate on Form 187; one copy of the inventory will be filed with the collector for the district in which the cigarets are located, and the other copy will be retained at the principal place of business of the taxpayer. All the separate inventories shall be consolidated into a single inventory for purposes of the return on Form 187 and payment of tax. In addition to the information required by the return, the taxpayer shall state thereon the total number of vending machines owned or operated by him as of July 1, 1940, without regard to the district in which the machines were operated.

"The term 'taxpayer' as used herein means the person who owned the cigarets for sale on July 1, 1940, whether in vending machines or otherwise.

"It will be noted that Form 187 is to be used both as an inventory schedule in making out the separate inventories and as a return for reporting the consolidated inventory and paying the tax thereon. When used as an inventory schedule, only the back of Form 187 need be filled out, whereas when used as a return, the form should be filled out completely.

"Correspondence in regard to the procedure described herein shall refer to the number of this mimeograph and to the symbols MT-T."

### Dallas

DALLAS, Aug. 17.—Charley Snyder, road man for Mills Novelty Co., flew into Dallas last week from Birmingham, Ala. After a few hours stop-over in Dallas he was off again for Oklahoma City and other Spenser State cities. While in the city Charley called on Arthur Flako, Mills distributor for Texas.

R. O. Burns, local coin machine distributor, is circulating a petition to Dallas city council asking that free-play marble and counter games be allowed to operate within the city limits. Hundreds of the petitions are in cafes, taverns and other places where amusement machines are usually located. The petition asks that the marble free plays "be permitted to operate in the city of Dallas by taxation as set up by our State law." A sufficient number of signatures is anticipated to complete the petition in a short time. Then, Burns says, city council will be asked to act upon the petitioners' request.


Dallas County's much discussed automatic voting machines are to be made an issue in the August 24 Democratic primaries. Victor Benedict, defeated candidate for county treasurer, has organized the Anti-Voting Machine League of Dallas County, and now claims over 300 members for an organization that will oppose the use of automatic voting machines in the Dallas County primaries. Four Dallas County district judges denied an injunction filed last week and asking that the automatic machines be barred from use in the second primary. Similar suits were denied by Dallas County courts in contests filed to prevent usage of the automatics in the first Democratic primaries in July.

### OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

## Northwestern

### 39 BELL



- ★ BIGGER PROFITS
- ★ PEK UP LOCATIONS
- ★ SMASH COMPETITION

Whatever you do—don't pass up the hottest money-maker the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up—to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION  
608 E. Armstrong St., MORRIS, ILLINOIS

### Northwestern

Model 40 — \$4.95 IN 100 LOTS  
SAMPLE \$5.95  
1/3 DEP. BAL. C. O. D.  
Send for Descriptive Literature and Price List of Complete Line.  
RAKE, 5 & 2nd St. PHILA., PA.

### LOW AS 50c MONTH NOW—TIME PAYMENT PLAN ON SILVER KINGS

Buy Legal Vendors, avoid trouble

CASH IN—'King Jr.'

5 lb. 'SILVER KING' \$3.95 Each  
\$6.50  
10 lb. \$5.50

FREE Cal. A. Int'l. Co. with today for terms.

Special, most modern money-maker for all locations. Just the right size for counter or booth. Best package and small cards, also all types of Beach Balls. Capacity 2 lbs. each. Buy 10 for \$5.00.

TORR 2047A—\$0.68 PHILA., PA.

### NO MACHINES TO BUY ADDITIONAL INCOME FOR OPERATORS

EXTRA MONEY—LEGAL  
The Thrift Year Bonus. Invested by Artists.  
AUTOMATIC GAMES  
2828 Fullerton, CHICAGO

### WE HAVE THEM VICTOR'S

ESQUIRE... \$6.95 HOME RUN... \$19.50  
SPECIAL DE LUX... 5.25  
TOPPER... 6.75

Each in lots of 10 or more. Sample \$24.00. 5,000 Balls of Game. Bal. C. O. D. 5 & 2nd St. PHILA., PA.

### 1c SKILL GAMES

Reconstituted Like New!

10 Topper 1c Counter \$12.00  
10 1c Games, Each \$1.20  
5 Bingo 1c Counter Games \$3.00

Write the Complete Catalog of the 1c Use to Sell Game Vending Machines, Pinball and Scales.

D. ROBINS & CO. 1412 DEKALB AVE. BROOKLYN, N.Y.

### ESQUIRE

The best used in vending machines. Truly a great vendor—its universal appeal reaches all types of bulk goods—candy, chewing gum, ball game and more. These additional parts necessary.

Home Run  
only \$6.95 Each  
Porcelain Finish 100 Cups

### TOPPER

To keep an modern design, Topper's sleek and a modern design makes choice location, greater returns. Topper's candy, chewing gum, ball game, etc. When according Topper for bulk, you'll receive a special Topper.

only \$6.75 Each  
Porcelain Finish 100 Cups

### SPECIAL DE LUXE

Porcelain enamel finish  
only \$5.25 ea.

In lots of 25 or more. \$20.00. 5,000 Balls of Game. Bal. C. O. D. 5 & 2nd St. PHILA., PA.

### VICTOR VENDING CORP.

374 W. GRAND AVENUE, CHICAGO



## Vending Promotion in News . . .

CHICAGO, Aug. 17.—Headlines on August 14 and 15 told the story of the indictment by a federal grand jury of 31 men here charged with "using the mails to defraud thousands of elderly people of a total of \$832,000 in a scheme for financial security by flooding the nation with peanut vending machines."

The indictments include the two principals and 29 salesmen. The activities of this group here was carried on for some time and gave much concern to those firms following standard trade practices. The Better Business Bureau and Robert P. Vanderpool, financial editor of the Chicago Herald-American, frequently warned the public of the questionable promotions.

The legitimate vending machine trade will suffer since newspapers refer to it as a "vending machine racket." The story was given front page space even in a Detroit newspaper.



Boston

BOSTON, Aug. 17.—Operators are reporting requests to put back post-season machines in many locations. So far reported have included Woodpecker Song, Queen's Hare, Polka, Gilt-bird-bia and River Barred going back as much as three years. Requests for machines also reported, with some finding locations having more calls for machines than for the patriotic numbers like God Bless America.

A municipal court judge failed to find probable cause for holding for the grand jury two men arrested with a cigarette vending machine allegedly stolen from a Chelsea (Mass.) club. Police said they found the two men struggling with their burden and took them into custody. The machine was said to have been taken from the Sagamore Club.

Remote installations are continuing to set the pace throughout Massachusetts, Boston distributors are being kept busy with installation of the wall-box selectors, reported to comprise a large part of the business. Ben Palasantz, at Supreme Amusement Co., reports that another service man, the second in four weeks, has been added to the staff to take care of the increased business.

Continued fair weather has resulted in decisions by most arcade ops to remain open thru the middle of September. Some orders for new machines have been placed for the rest of the remainder of the season. It is felt that the steady business of the summer might be increased with a few new games.

Music stores claim records and sheet-music sales are far above seasonal levels. Summer always has found a slump in record sales in Boston because of vacation, but this year no decline was noted.

Break-up-selector for 16-record jobs now being handled by Supreme Amusement Co. Tie-up was arranged few days ago and first few installations resulted in very favorable reports.

A small night club operator is considering installation of a beverage vander to take care of persons who use non-intoxicating drinks. Says with his present set-up his bar is forced to stock all brands of soft drinks on the off-chance there'll be a call.

Louie Watt, of Atlas Coin Machine Co., reports a slight business let-up during past week but is optimistic regarding the coming season. "I will probably pick up after Labor Day," Watt said, "and we'll be busy thereafter."

Philadelphia

PHILADELPHIA, Aug. 17.—Stanley Music and Amusement Co., looking forward to one of the best seasons yet, has moved its main offices and showrooms to 918 North Sixth street, in the heart of coin machine row. Present quarters on Erlon road will be continued as a branch office. With the new offices Stanley Company establishes for the first time a complete record sales department, with Eleanor Rothstein in charge of the new service.

Sam Lerner, head of the Stanley Music and Amusement Co., back from a vacation at Camp Tannamount in the Pocono Mountain section up-State, while there he visited his two sons, Max and Stanley, at the near-by Pocono Highland Camp. Lerner established his business when Stanley, now 6, was born, using that name as well for his company. And now with his new quarters in order, Lerner is off to Wildwood, N. J., to take accounting at his Stanley Sportland. Reports that his boardwalk machine center is running way ahead of last year.

Jack Berstein, president of Radio Vending Co., specializing in candy machines, was named chairman of the Variety Club banquet committee, the annual climax of the show business gentry in town to be held December 13 at Bellevue-Stratford Hotel always bringing

2 FOR 5¢ PHONO
New Ready for Delivery Model 10 Standard Size Records, Best All Commercially Written or Waxed at 5¢ per Amazingly Low Operator's Prices.
B. ROBBINS & CO. 1343 E. 62nd Ave. BROOKLYN, N. Y.

Orange Vender

DELAND, Fla., Aug. 17.—A. H. (Jack) Reochtel, well known in national coin machine circles, has perfected a device that vends oranges and complies with coin machine statutes. He plans to open his new business in Daytona Beach as soon as he returns from a trip to Washington where he is attending to patent matters. (From Florida Music Operators' Assn. Bulletin).

ous an imposing array of stage and screen personalities.

What amounts to a clean bill of health was given by the State Liquor Board investigators to music machines in apartments and private clubs here. An undercover check-up by the liquor board, Sherlock Holmes revealed that smutty records are practically extinct in the Philadelphia area, altho still prevalent in the up-State mining regions. Use of the smutty disks in the eyes of the liquor board, is enough cause for revocation of liquor license; and the records show that thus far this year not a single Philadelphia laproom was cited by the board for use of the suggestive records, which augurs success to the drive originally waged by the Philadelphia Music Machine Operators' Association to keep objectionable records out of the machines.

Dorothy Snyderman has organized the Overbrook Amusement Co. for the distribution and sale of vending machines, with offices and showrooms at 62d street and Montgomery avenue.

Bill Hinnowitz, Oak Lane's budding peanut machine vender, back with his family from an Atlantic City vacation and reports that prospects for the new season are brighter than ever. Plans to branch out with other vending machines, especially candy automatics, a survey of his locations indicating a heavy demand for the candy venders.

Local coin machine gentry operating sportlands and penny acadies at the South Jersey ocean resorts are slated to hear the elaborate plans of resort hotel men and amusement purveyors to extend the season beyond Labor Day thru the month of September, what with business being bigger and better than ever. Ops give main credit to the target and shooting machines for their boom business at the seashore and park locations.

Ops point with pride that in the drive against gambling at Atlantic City the gun-toting mayor has made no move against or mention of irritation of the many boardwalk fango, radio and bango parlors, all mechanically equipped and merchandised as amusement devices.

Ben Fireman has reorganized his Automatic Sales Co. Offices and showrooms at 940 North Franklin street have been vacated in favor of a location in the heart of coin machine row at 918 Spring Garden street. Has also taken his wife, Sophie, into the business.

New Orleans

NEW ORLEANS, Aug. 17.—Preparations for the vend of coin machine patrons for the outdoor spots to indoor locations are noticeable along local Coin Machine Row. Particularly active are campaigns for installations of remote control features for coin phonographs and distributors of all of the leading lines of music machines report they are busy making such installations in all sections of the State. This remote feature will probably prove to be one of the greatest music stimulants in several years and distributors are enthused by the large number of requests being made by location owners for such installations.

It would be a hard thing to guess about the amount of damage done to phonographs on locations in a score of larger communities of Southwest Louisiana following the floods of the past year. With three to eight feet of water standing in the main streets of such important communities as Lafayette, New Iberia, Kaplan, Abbeville, Rayne, Guedard and Crowley, possibly several hundred valuable phonographs and much other coin-operated equipment has been badly damaged. Already local distributors service men are at work rebuilding several dozens of these machines.

Some are worth rebuilding and others have cabinets so badly waterlogged that restoration is impossible.

Several music operators here report a brisk demand in Negro locations for the Hoopdy Woopdy on the St. Louis Blues by Earl Hines. One of the city's largest operators says he is being forced to put this record on all machines in the colored areas.

New England Coin Men Prepare for Convention Dates

BOSTON, Aug. 17.—Local operators are making ready for big business during the coming month, with several conventions expected to bring well over 1,000,000 people into Boston and surrounding areas. Largest convention on the calendar is the American Legion Convention late in September. Locations as far away as 25 miles from Boston expect to do business during the American Legion Convention, figuring that many of the delegates and guests will do a little traveling thru Massachusetts before returning home. Resorts and parks experienced good business 10 years ago when the last national Legion convention was held in Boston, and history is expected to repeat.

Judging from the reaction to music machines last year when the Veterans of Foreign Wars Convention was held in Boston, operators should do well during the short stay of the Legionnaires. With this in mind several already have made plans to place more patriotic records on locations and are eagerly awaiting any news about new patriotic disks.

The entertainment business generally will get a shot in the arm from the convention, but the machines in particular are expected to benefit. Operators are considering the feasibility of temporary installations in spots where the convention crowd is liable to congregate. Altho most ops are against temporary arrangement, it has been pointed out that there will undoubtedly be a sufficient income from a temporary spot to offset any dislike of the situation. Then, too, it is considered highly probable that some of the temporary locations will become permanent ones once the value of the machines is demonstrated.

N. Y. Smokers' Bill Is 175 Millions

ALBANY, N. Y., Aug. 17.—During the first 12 months of operation of the New York State cigarette tax the smokers' bill for cigarets approached \$175,000,000.

Mark Graves, commissioner of taxation and finance, announced today that State cigarette tax stamps sold during the fiscal year ended June 30 covered the tax on approximately 23,235,000,000 cigarets. Dealers serving as agents of the State tax commission collected \$110,658,20 during the month of June for their expenses in affixing tax stamps to cigarette packages. During the 12 months ended June 30 dealers received a total of \$1,140,597.97 in such commissions.

Sympathy

The sympathy of the industry is extended to Tammy Grant in the loss of his wife. The funeral was held in Chicago August 16. The Grants have one small daughter.

Grant is widely and popularly known among Chicago manufacturers of games and his firm supplies materials much used in the games industry. Many expressions of sympathy were expressed to him in his bereavement.

Arcade Carrying Anti-Aircraft Guns

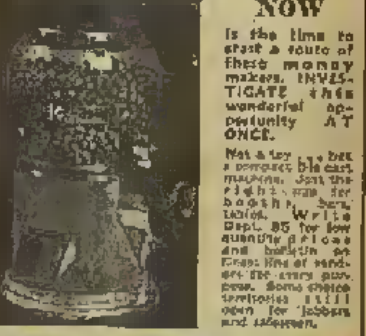
WARREN, O., Aug. 17.—DICK and Helen Johns, arcade operators of Colyton, O., report they have purchased two anti-aircraft guns for their arcade playing Ohio county fairs.

Johns Playland Arcade has added several new machines for the current tour. Johns has added several new faces to his staff for the fairs, he said.

SANDUSKY, O., Aug. 17.—Harry Sullivan, well-known Sandusky penny arcade operator, has purchased four anti-aircraft guns for his tour of Ohio county fairs. In connection with his de luxe arcade, Sullivan first purchased two of the machines and they were accorded such enthusiastic reception all along the line this summer that he added two more.

EXTRA PROFITS GET YOUR SHARE WITH AMERICA'S LOWEST PRICE PRECISION-BUILT VENDORS

Thousands of operators have accepted Tam Toys as a necessity—its precision means up new profit possibilities—They replace bulky machines on bars, counters, etc.—Fit in your room with 1/2 or 3/4-board machines—Sold on money-back guarantee.



FIELDING MANUFACTURING CO GUNTON STREET JACKSON, MISS

TORR TIME PAYMENT PLAN

Effective at once, a new liberal time payment plan will be available to responsible operators allowing up to 10 months to pay for counter games or merchandise venders. You are not restricted to buying only one model, you can make your selection from over 250 winners manufactured by 31 leading factories in the U. S. A.

Operators, Write for Full Details Today—NOW!

TORR 2047A-50, 68 PHILA., PA.

REAL BARGAIN!

USED CIGARETTE MACHINES — LOW PRICES

- MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand)..... \$14.50
NATIONAL 6-10 (With Enclosed Stand)..... 19.50
NATIONAL 9-30 (With Enclosed Stand)..... 49.50
LOTS OF 10..... SINGLE — \$5.00 EXTRA

5% DEPOSIT, BALANCE, C. O. D.

WURLITZER, ROCK-OLA, MILLS PHONOS, Perfectly Reconditioned, Low Prices. Write

BABE KAUFMAN (CIRCLE 5-9615) 250 W. 54th St., N. Y. C.



# MUSIC MERCHANDISING

## PHONO SALESMANSHIP

### Outdoor Advertising Plugs Machines, Talent and Tunes

100 signboards proclaim  
Phonograph Music Week—  
Panther Novelty Co. idea

FORT WORTH, Tex., Aug. 17.—Another conspicuous first has been chalked up by the Panther Novelty Co., of Fort Worth, in the sponsoring of a Phonograph Music Week and the advertising of the celebration on over 100 signboards throughout the environs of Fort Worth. Posters four by eight feet in size carried the message and boosted the machines, talent and tunes in addition to plugging Music Week.

Sponsor of the advertising stunt was Jack Maloney, manager of the Panther Novelty Co. Panther is the firm which utilized large advertising spaces in Fort Worth baseball parks, calling attention to automatic phonographs. The present campaign, sponsored and paid for by Panther, benefited every music operator in the area and its effect is expected to carry over for many months.

As this is written the signboards have contained the music message only three days. Operators already have reported an increase in music receipts, however, and all of them are commending Panther on foresight and alertness in promoting the campaign. Most feel, it is said, that such a campaign would benefit operators in every section where the campaign might be duplicated and also would benefit the music industry as a whole.

The Panther advertisement stressed especially the tune "God Bless America," by Kate Smith. The entire poster was printed in three colors following a patriotic motif of red, white and blue.

The campaign is another "conspicuous first" for Panther Novelty.

Seldom, if ever, has the medium of outdoor roadside sign advertising of automatic phonographs been carried out. The proclamation of a "music week" was particularly appropriate. Panther feels, inasmuch as automatic phonographs are now the primary purveyors of songs—"The songs you want to hear, when you want to hear them."

It was not revealed whether Panther would follow up the present program by a series of posters, or whether it would release some other advertising stunt, the presentation of which is earning Panther a reputation of enviable proportions.

### Advertises Music Boxes In Resort Town Newspaper

ATLANTIC CITY, Aug. 17.—Like any other business establishment, the local Modern Music and Amusement Corp. believes in letting the whole town know about it whenever it grabs off a choice location. Garnering a generous portion of good will for itself, and at the same time paying timely tribute to the location owner, music machine operators carried the following display advertisement in the amusement section of local newspapers:

"Another Music Machine and Remote Control installation by the Modern Music and Amusement Corp. at the Most Popular Spot in Town, Don Riddle's Harbor Bar (Next to Lovers Lane—You Know Where It Is). By actual count, this machine grossed more than any two machines in Atlantic City. Your favorite music at Don Riddle's Harbor Bar and Terrace."

The ad ran two columns, two inches deep, and included Modern Music's telephone number.

### Name Heads-Up Distrib. in Albany

ALBANY, N. Y., Aug. 17.—Johnny Fuller, of Universal Vendors, Inc., distributor for the Heads-Up-Selector in the Albany area, reports that his firm is now featuring the unit on all of its 26-record automatic phonographs.

"There is no doubt that Homer E. Capenhart's Heads-Up-Selector is one of the best products that were ever manufactured to light up, dress up and modernize the automatic phonograph," said Fuller. "The unit does so much for the machine that location owners report they get compliments on it from their patrons."

Fuller also reported that his firm is contacting operators in the Albany area, showing them how simple it is to attach the Heads-Up-Selector to their present 16-record machines.

"Our service men put these Heads-Up-Selectors on the phonographs in less time than it takes to write the words. This is not only the best but the most simple unit to understand and to attach. That makes it so much more valuable to the trade. Ten brilliant light-up effect actually adds glamour to the phonograph," Fuller concluded.

### Phono Is Stepping Stone

CHICAGO, Aug. 17.—Chicago's Town Tattler, Nate Gross, columnist for The Chicago Herald-American, reports Eddy Howard, the singer and songwriter, will be held over for a second week at the Oriental Theater. He made his stage debut last Friday and cashed in on juke box and radio fame. Thus a new stage star was born.

Howard, an especial favorite of Northside Chicagoans, gained his fame at the well-known Aragon Ballroom as vocalist for Dick Jurgens' Orchestra.

### Merkle Reports Sales Trip Success

CHICAGO, Aug. 17.—After being on the road for over four weeks and covering eight Southern and Southwestern States, Frank Merkle, sales director of the Herbert Corp., returned to the company's offices here last Monday.

In spite of the fact that for over two weeks the mercury was over 100 degrees, Merkle reports that business was exceptionally good.

While in St. Louis, Merkle was one of the guest speakers at the regular monthly meeting of the Southern Illinois Phonograph Operators' Association, where he addressed the assembly on the new developments and progress being made by the manufacturers in the industry.

Merkle expressed his great satisfaction with the tremendous enthusiasm expressed by the many operators and distributors he had the pleasure of contacting during his trip. "Practically everyone was looking forward to a livelier winter season than ever before and the new orders and repeat sales showed the wide acceptance of the popular Mel-o-Tone phonographs," he said.

Merkle ended by saying that he was convinced from close observation of present conditions that the winter season was due to bring substantial increase in business for both the operator and the manufacturer.

### Rock-Ola Making Home Recorders

CHICAGO, Aug. 17.—The addition of a new line to its already extensive output was announced by the Rock-Ola Mfg. Corp. with the beginning of production on a combination home recorder with radio and phonograph attachments.

The Rock-Ola plant, which was at one time geared up to turn out as many as 2,500 radio cabinets per day, will go into full production at once so that deliveries can begin September 1. David C. Rock-Ola, president, added.

The new unit will enable users to make their own phonograph recordings in their homes. It will retail at from \$49.50 to \$225 and will be equipped with from 5 to 11 tubes. It is said that the unit is the only one on the market which, in addition to the radio and phonograph, is capable of playing 20 records without need of manual change. It will permit users to make recordings of vocal expressions in their homes just as they make their movies.

"It is only natural," said Rock-Ola, "that our organization, which is geared to this type of production, should swing into the latest development along musical lines. On September 1 deliveries will be started on a complete line of combination home recorders with radio and phonograph attachments. These units will make it a simple matter for users to do their own phonograph recordings in their own homes."

### Victor Cuts Retail Price To 50 Cents

NEW YORK, Aug. 17.—Meeting the increased competition in the record business head on, RCA-Victor is abandoning its 75 cent retail price on its Victor label in favor of 50 cents on all its popular bands and artists. While future cost of these records to operators was not disclosed, it is felt that it will be the same as Columbia.

New price is to go into effect September 15 and letters were sent out to all dealers yesterday (16) notifying them of the coming change.

This new price set-up means such names as Tommy Dorsey, Larry Clinton, Duke Ellington, Artie Shaw, Hal Kemp, Xavier Cugat, Wynne King, Lionel Hampton, Bea Wain, Kenny Baker, Leo Reisman and Ray Ellsby will go into closer competition with Columbia and Decca artists. Clinton and Dorsey, already making Bluebird records too, are placed in closest competition with themselves.

Record and label remain the same under the change. No artists will be added or taken off the rolls either. New price affects both past as well as future releases.

Along with its price cut on popular disks, Victor is slashing prices of its classical output. Twelve-inch Red Seal, formerly selling at \$2, come down to \$1 and the \$1.50 records take a 50-cent cut to \$1. Ten-inch Red Seal, formerly priced at \$1.50, tumble to 75 cents, as will the \$1 records in this series including recordings of a light concert type by Jeanette MacDonald and Allan Jones among others.

This price cut on Victor's part follows by a couple of weeks Columbia's 50 per cent slump on all its classical product. Victor retail prices are now on an equal footing with Columbia on both classical and popular records.

Price cut naturally meets with approval of operators and artists affected alike. Many artists and bands have realized for some time that the high price of the Victor label was keeping them from enjoying as much popularity in the music boxes as they felt their standing commanded.

### National Coin Tells Of Music Activity

CHICAGO, Aug. 17.—"We're in the midst of a boom installing Rock-Ola Dial-a-Tune remote control equipment in Chicago and down-state," reports Joe Schwartz, head of National Coin Machine Exchange, Chicago.

"Both the wall type and the bar type boxes are making a great hit. Mechanically the equipment is so perfect that every job to date has given perfect results. The boom in phonograph earnings due to these boxes more than justifies the small expenditure of installing them."

### Add G. B. A. Notes

WILKES-BARRE, Pa., Aug. 17.—"God Bless America" may be one of the top tunes on the music machines in the Anthracite Region but it has little effect on the Young Democrats of Pennsylvania. In a mail vote the clubs, which will convene here next week, voted 347 to 26 that The Star-Spangled Banner be the musical theme for the conference dinner and sessions.

MAKE THIS  
MUSIC WEEK

HEADS-UP-SELECTOR

UNIVERSAL VENDERS, INC.  
ALBANY, N. Y.

WHOLESALE PHONOGRAMS, RECORDS, PAUSE  
RECORDS BY YOUR FAVORITE ARTIST  
MUSIC MACHINES

GOD BLESS AMERICA  
ALL THESE SONGS ACROSS  
THE WORLD  
KAYAKI  
WHOLESALE PHONOGRAMS, RECORDS, PAUSE  
RECORDS BY YOUR FAVORITE ARTIST  
PANTHER NOVELTY CO.



LET YOUR NEAREST WURLITZER DISTRIBUTOR TELL YOU WHY

# WURLITZER

IS THE ONLY NAME IN AUTOMATIC  
MUSIC WITH WIDESPREAD  
PUBLIC ACCEPTANCE



- ALABAMA**  
G & S Distributing Co.  
414 North 21st St.  
Birmingham, Ala.
- ARIZONA**  
California Simplex Distributing Co.  
2877 W. Pico St.  
Los Angeles, Calif.
- ARKANSAS**  
Southern Distributing 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**  
DeLox Osborn  
1122 Broadway  
Denver, Colo.
- CONNECTICUT**  
Hub Automatic Sales  
Gard 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**  
Haddon Music Co.  
238 Pryor St., S. W.  
Atlanta, Ga.
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Wal-De Novelty Co.  
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St. Louis, Mo.
- INDIANA**  
Gussatone Distributing Co.  
2451 St. Meridian St.  
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Interstate Distributing Co.  
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Am Novelty Co.  
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Spokane, Wash.  
Western Distributor Inc.  
2126 Elliott Ave.  
Seattle, Wash.
- W. VIRGINIA**  
R & S Sales Co.  
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Marietta, O.
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1122 Broadway  
Denver, Colo.

SEE WURLITZER ADVERTISEMENT, BACK COVER THIS ISSUE BILLBOARD



# 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 121

**HARRY JAMES (Varsity)**  
I Wouldn't Take a Million—PT; VC. A Million Dreams Ago—PT; VC.

Not exciting, but played nicely into these two ballads. James' trumpet plucks things up considerably each time that they start to sound a little on the first side.

**RAY NOBLE (Columbia)**  
If I Had My Way—PT; VC. Carolina in the Morning—PT; VC.

No doubt recording today brings more polish, fitness and musical appeal to its arrangement than Noble. These two sides, particularly Carolina, are as fine as they could possibly be, every bar of the arrangement making superb listening.

**DICK ROBERTSON (Decca)**  
I'll Never Smile Again—PT; VC. Goodbye, Little Darlin', Goodbye—PT; VC.

Robertson sounds, on *Smile Again*, as if he didn't care any too much for the number, his vocal being far from his usual capable delivery. *Reveries* is much better.

**AL DONAHUE (Okeh)**  
Southern Fried—PT. Route 23—PT.

These two slow, relaxed arrangements, featuring riffs and in the mood stop-and-go tricks, constitute a change of pace for Donahue. His followers will go for them, for they show the band and several of its instrumentalists off nicely.

**REX IRVING (Varsity)**  
Soft Shoe Schottische—Schottische. Ruff Fight Bull-Go-Bolero

Rex Irving (Irving Berlin, swing pianist-composer) here turns out a couple of dithyrambic and entertaining bits in contrasting styles and tempos. Strictly for the music-love, they nevertheless could appeal to those who aren't frightened off by the titles.

**ALLAN JONES (Victor)**  
Who Are You?—V. Feeling So Love With Love—V.

Jones is featured in the new film, *The Boys from Syracuse*, and here sings two of the Rodgers and Hart songs from the movie, making for easy exploitation tie-ups. They're good songs, done well by a good voice.

**JACK FULTON (Decca)**  
When Day Is Done—V. My Moonlight Madonna—V.

Many will remember Fulton as a featured singer with Paul Whiteman some years back, and will also recall Day as one of the Whiteman masterpieces. The combination here ought to be good for home sales; also the well-known ballad on the reverse.

**FRANKIE MASTERS (Okeh)**  
My Greatest Mistake—PT; VC. Wait Till I Catch You in My Dreams—PT; VC.

Both of these sides are in Masters' usual crisp style, with neither offers anything unusual as to tune or arrangement.

**YVETTE (Bluebird)**  
Long Live Love—V. One Look at You—V.

The second record from this radio singer whose accent is her only claim to distinction. It's typical ballad warbling with French dressing.

**JACK TEAGARDEN (Varsity)**  
Well, Well I Catch You in My Dreams—PT; VC. And So Do I—PT; VC.

The only thing spoiling this couplet is the poor vocal delivered by Marianne on the second side. Teagarden plays both numbers straight, making for a danceable, listenable disk.

**LES HITE (Varsity)**  
T-Dogg Blues—PT; VC. It Must Have Been a Dream—PT.

T-Dogg is good blues, nicely vocal, and by far the better of these plattermates. The band doesn't hit cleanly on the reverse, and the disk sounds fuzzy.

**BLUE BARRON (Bluebird)**  
Trade Winds—PT; VC. In a Moonboat—PT; VC.

The customary overture is produced in listening to these latest Barron sides.

tunes do call for a little more imagination and brilliance than he gives them.

**GLENN HARDMAN (Columbia)**  
Once in a Lifetime—PT; VC. Shades of Twilight—PT; VC.

Alvin O'Connell sings while the Hardman group (organ, bass, drums, trumpet) accompanies on a disk that presents only some nice organ work. Miss O'Connell is not so good, and except for Hardman's work the whole thing is a waste of time.

**BARNEY BIGARD (Okeh)**  
Just Another Dream—PT. Honey Rush—PT.

The newest Bigard item for the record libraries of hot jazz enthusiasts, and on a par with this septa swinger's other disks. Tempos this time are slow and easy, with some excellent instrumentation superimposed on them.

**TOMMY DORSEY (Bluebird)**  
Quiet, Please—PT. So What!—PT.

As may be imagined, Quiet is anything but that, with Buddy Rich's drums featured in a hair-raising exhibition of swing pyrotechnics. The reverse keeps

good job on this side. The companion piece is not so good—vapid and unimpressive.

**THE SOPHISTICATES (Decca)**  
Louisiana Purchase—PT; VC. The Doctor With the Big Green Eyes—PT; VC.

The set-up here is peculiar, inasmuch as the Sophisticates' billing would lead to the belief that it's a vocal or instrumental group. However, most of the record is given over to a female voice (unidentified), with some conventional orchestral backing. First and last choruses on both sides are sung by the young lady in a fair-to-middling way.

**ERSKINE HAWKINS (Bluebird)**  
Dolomite—PT. Too Many Dreams—PT; VC.

Dolomite starts off slowly and then works itself around to some nice swing riding. Dolores Brown has the opening and closing *Dreams* choruses to herself, leaving little for the band to do on this side.

**JOHN KIRBY (Okeh)**  
Temptation—PT. Jumpin' in the Pump Room—PT.

Side A is an old number once sung in a movie by Bing Crosby, and popular ever since. Kirby gives it a slow, sultry interpretation, and then goes into the business of real jumping on the reverse, which, incidentally, is his musical tribute to a successful engagement last winter in the Pump Room of Chicago's Ambassador East Hotel.

**GRIFF WILLIAMS (Varsity)**  
That's For Me—PT; VC. Only Forever—PT; VC.

Williams does an easy but undistinguished job on two of the songs from the score of the new Bing Crosby picture on the RKO picture. There is nothing about a recording such as this either to praise or to find fault with.

**BENNY GOODMAN (Columbia)**  
I Can't Resist You—PT; VC. Dreaming Out Loud—PT; VC.

Goodman's smooth arrangements, with the Coleman clarinet highlighted plus a couple of pretty fair Helen Forrest vocals, make these two ballads saleable. It's Benny in a mild vein, but nonetheless expert.

**CLEN GRAY (Decca)**  
Jintown Blues—PT. Bid Bed Bill (a Sweet William Now)—PT; VC.

The blues item is just another swing-ero, with nothing in particular standing out. The reverse, however, is a cute tune and lyric, played and sung well by Pee Wee Hunt.



**ROUTE MAN ERNIE RUSH**, Wurlitzer music merchant at 17, McRae, and Frank Smith, owner of Smith's Service Restaurant and Buffet, located at the foot of Pike's Peak, Colorado, look happy over the job that a Wurlitzer remote control installation is doing in Smith's place. It is said to be the largest installation of its kind in the State.

which offers absolutely nothing to anyone except those speech devices of the Barron waitings. Both are slow and insipid.

**ANDY KIRK (Decca)**  
Now I Lay Me Down to Dream—PT; VC. What's Your Story, Morning Glory?—PT; VC.

The best part of these sides is the excellence of both songs—which can't be dispensed the Kirk handling, altho the

up the same wild pace, giving the spotlight to Don Lodice's tenor sax in an in-and-out performance.

**DUKE ELLINGTON (Victor)**  
Dusk—PT. Blue Goose—PT.

The Dukes takes his latest release in an exceptionally slow tempo, backed up by some of the usual superior arranging and instrumentation that have made Ellington the No. 1 jazz man to a lot of people.

**BING CROSBY (Decca)**  
Only Forever—V. When the Moon Comes Over Madison Square (The Love Lament of a Western Girl)—V.

The first pair of Crosby sides from his new picture, *Rhythm on the River*, and, as such, potent bets for near-future music machine success, not to mention large home sales. *Madison Square* is amusing in itself and in Bing's typical handling. The other is a nice ballad that will probably be a big number.

**RAY HERBECK (Okeh)**  
Once in a Lifetime—PT; VC. What's God's the Moon?—PT; VC.

Two more ballads from Herbeck in his usual listless manner. The low degree of listenability doesn't help the commercial value of this disk.

**ORRIN TUCKER (Columbia)**  
Oh, Lady Be Good—PT; VC. There They Eye—PT; VC.

Side A is an unusually good vocal arrangement (it's sung almost all the way thru) of the old Gertrude H. with Donnie Baker carrying from behind the masculine voices of The Bodyguards only for a couple of breaks. A surprisingly

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**BING HITS A TRIPLE!!!**  
★ Can't Get Indiana Off My Mind  
★ Only Forever  
★ When the Moon Comes Over Madison Square  
**Music Operators . . .**  
We suggest you make these Bing Crosby numbers available in every location—They're sure-fire money-makers—They'll increase your "takes."  
**SANTLY-JOY-SELECT, Inc.,** 1619 Broadway, New York, N. Y.  
Music Publishers (ASCAP)

## Phono Business Keeps G&G Busy

CHICAGO, Aug. 17.—"It's just a matter of time until every operator of phonographs on which the new Heads-Up-Selector may be installed has this new unit attached," declares Max Glass, of the firm of Gerber & Glass.

"From the way the selector is selling now it is easy to believe that almost all operators in this territory have already had complete installations.

"It is beautifully designed to attract and build greater play; it makes music selection easier and more desirable because of its modern construction. It adds to the appearance of the phonograph.

"However," continued Glass, "the Heads-Up-Selector is not the only item in demand here at Gerber & Glass. Especially reconditioned G&G phonographs are being ordered furiously. Operators know that when a phonograph is put into shape by G&G they can't have to worry about it in operation. They know it will be a big money-maker for a long time after its purchase. We think that this is just another reason why Gerber & Glass stand today as one of the favorite sources of supply in the Midwest of music operators."

**Canadian Operators Donate Phono Earnings**  
CALGARY, Alta., Aug. 17.—Don Robertson, Bert Ingram and Art Gill, Calgary ops, are helping Canada's war effort by donating all revenue received from record No. 1 on machines located throughout the city to the Lady's Auxiliary of the Princess Patricia's Canadian Light Infantry so that they might buy wool for their members knitting for the boys overseas.  
Gifts in effect all the end of August.



Victor Price Cut

NEWS of Victor's slashing the price of the 75-cent label to 50 cents is welcomed by many of the Victor recording artists as much as by music operators. It has been no secret in the trade that operators bought the Victor disks only with some exceptionally hot record same along like Tommy Dorsey's 'Hi Neighbor Again' or Glenna's Beer Barrel Polka. With artists of equal commercial value available on the lower price labels, most operators took the attitude that it was poor business to spend twice as much for a Victor disk unless it was a sure-thing hit. Now that the cut has come it's a safe bet that more Tommy Dorsey, Larry Clinton, Duke Ellington, Hal Kemp, Wayne King, Master Juggs, Bea Wain, Henry Baker, Lionel Hampton, Leo Reisman and Ray Kinney records will make their appearance in the machines. Naturally these artists not only approve but are downright enthusiastic over the bill since most of them have long realized the difficulty of getting their records in the machines, especially when they were competing with names of equal strength selling at lower prices. While it is not known definitely at this writing just what the wholesale price of the Victor popular records will be, it is presumed that it will be the same as Columbia's. No changes other than the reduced price will be made. Labels and record will remain the same and no artists are scheduled to be added or deleted from the Victor rolls. New price affects all past Victor releases as well as those to come.

News Notes

THE success of Raymond Scott's Columbia record of 'So Do I and Now I Lay Me Down To Dream' has resulted in a decision at Columbia for Scott to record more popular tunes. Instead of sticking close to his own compositions, following Scott is building up at his current stand in the Pathetic Room of the Hotel Sherman in Chicago and on his five network radio programs per week is said definitely to be increasing his music-box popularity. He recorded four popular numbers in Chicago last week. The Lionel Hampton is organizing a sub-lira band on the Coast, hell continue to record for Victor with his small combination. Release of Glenn Miller's 'What's Your Story, Morning Glory?' marks his first recording of a blue number. Slim Galliard, composer of 'Flat-Foot Floogie' and 'Vee Vee Gully Star', made a tour of the Columbia recording plant in Bridgeport, Conn., last week. After he had seen everything he sat down and in an hour's time wrote 'Swinging on Barnum Avenue', relating in song how he made a record and watched it go thru all the various processes in the plant. It's to be released shortly. Barnum Avenue, incidentally, is the street on which Columbia's plant is located. The revival of yesterday's hits continues without let-up. It seems Decca has just re-released a Bing Crosby version of 'I Found a Million-Dollar Baby in the 5 and 10-Cent Store', a song which Bing did much to popularize years ago.

Coming Attraction

REMEMBER the special supplement dedicated to the automatic phonograph operator that was published as part of the September 23 issue of The Billboard last year? Well, the 1850 edition is now in the works and indications point to its being bigger and better than its predecessor. Between its covers will be trimmed pages and pages of information of lasting value to all interested in recorded music. One of the features, for instance, will be a handy alphabetical index of all popular recording artists and the labels for which they record. Second edition of "Talent and Tunes on Music Machines" will be published this year as part of the September 23 issue.

From Kansas City

B. T. WARWICK, manager of the Western Specialty Co., Kansas City, Mo., reports that sweet tunes are increasing in popularity in and around Kansas City. This is unusually interesting inasmuch as Kansas City has always been a hotbed of swing from which such bands as Count Basie, Andy Kirk and others have come. Warwick states that in the Negro spots out there Junction Blues, by Erskine Hawkins, is the big favorite of the moment, along with a long by the Charlestons and Luncford's 'What's Your Story, Morning Glory?' Consensus of opinion as reflected by business in all his locations shows Miller's stock still going up. Shaw's practically dead, save for his 'Gloomy Sunday', which

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

has stayed on machines much longer than expected. Erskine Hawkins is soaring in popularity and Bing Crosby is still tops. Alvino Rey and the King Sisters' recording of 'Six Lessons From Madame La Zonga' has caused their stock to rise here.

This and That

EVERYBODY will be doing 'The Liberty Parade' soon," is the word that went forth from the Dancing Masters of America Convention in Pittsburgh last week. "It will sweep the country like 'The Lambada Walk,'" delegates stated. "Patrons in the keynote of all our thinking and cannot help influencing our dancing." Elton Britt, singing cowboy from Cleveland, Okla., has been upending the dope bucket regularly these days. It seems, with successful personal appearances in the Reading district of Pennsylvania, as well as becoming increasingly popular on his program on WNEW. Britt's recordings of cowboy songs have been popular with music ops in the Southwest and now, as the result of his personal appearances in Pennsylvania, many ops are reported using his records there. His Bluebird record of 'China Belts', written by himself, is most popular. Britt, incidentally, lays claim to the title of the highest yodeling singer in the world. He won this title by holding G above high C for 115 seconds in competition with world's foremost yodelers. Andrews Sisters' Decca recording of 'Rumboogie' is being heralded by many leading operators as another hit. It's also the leading song from their picture, Argentine Nights.

Territorial Favorites

FOLLOWING is a list of tunes that operators in these particular cities report going strong in addition to those popular nationally listed in the Record Buying Guide:

- INDIANAPOLIS:
  - I Am an American. Gray Gordon.
- Operators here report they are surprised at the way this number is going over for them. What operators here want most, however, is a "cool refreshing song" that will have the same effect on listeners as a bottle of ice-cold beer on a thirsty drinker.
- KNOXVILLE:
  - Tennessee Fish Fry. Kay Kysor, Lou Broese.
- Undoubtedly the title of this number is playing an important role in its current popularity, but reports

from this city show all the operators are using this number.

NEW ORLEANS: Boogie Woogie on St. Louis Blues. Earl (Father) Hines.

Reports from the Crescent City indicate this number is currently one of the best in Negro localities. The unusual piano playing of Hines is one of the outstanding features of this recording.

DENVER: Trade Winds. Bing Crosby.

Soft, soothing quality of this ballad is reported definitely on the way up here. Song is definitely well liked, for it has a Hawaiian-like quality done in the true Crosby manner.

Radio's Leading Songs

THE following is a comparative list of 18 songs broadcast most often during the week ended August 18 and the week before, ended August 9. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1. Blueberry Hill	—
2. I'll Never Smile Again	3
3. I'm Nobody's Baby	—
4. Precious Moments	—
5. Ouch! Ouch! for Remembrance	—
6. All This and Heaven Too	7
7. I Can't Get Indians Off My Mind	—
8. I'm Stepping Out With a Memory	—
9. When the Swallows Come Back	10
10. Madame La Zonga	6

Mirabren Announces Counter Cabinet

CHICAGO, Aug. 17.—Ben Lutsko, of the Mirabren Co., Chicago, has announced the introduction of the new Mirabren counter model phonograph. The new unit is made up from an entirely new cabinet designed by Mirabren designers and utilizes the mechanisms of outmoded 12 and 16-record phonographs. "The 12 and 16-record mechanisms manufactured several years ago were some of the finest which have ever been made," declares Lutsko. "Yet most of these mechanisms are now in phonographs which are being stored away in warehouses and basements simply because they are not attractive enough to earn their way in locations. The

mechanisms are still good and can be utilized with our new counter-model cabinets to again earn those profit dollars of yesterday.

"Why not bring those old phonographs out of storage, strip the mechanism from the old outmoded cabinets, install them in our new unit and reap the real profit power of these fine mechanisms?"

"The entire cabinet is beautifully lit up with colored plastics, trimmed in chrome and stainless steel. It is completely equipped with sockets and wire ready for the installation of mechanisms.

"A speaker cabinet to match is available and it perfectly complements the beauty of the new Mirabren Counter Model cabinet. The phonograph cabinet will amaze you with its beauty and will influence patrons in locations to part with many nickels for music."

Seattle

SEATTLE, Aug. 17.—Jack Campbell and wife, from Colton City, Wash., were visitors in Seattle recently, renewing acquaintances and purchasing equipment.

Miss Thelma, maintaining for the Jack H. Moore Co., is busy wrapping up Record-Times and Santa Anita's her units reaches from ear to ear. Miss Sybil, the Heberling Bros., maintaining, is busy pulling down wet paint signs in her new office in the time she can spare from showing Miss phonographs, a line for which Heberlings have taken distribution.

Puget Sound Novelty Co. has recently organized and opened at 114 Elliott Avenue West on the site formerly occupied by the Evergreen Novelty Corp. They have a complete new organization and have been doing extensive repacking and remodeling of the large stock of equipment on the floor.

Several Alaskan buyers were in town recently and placed orders with several of the distributors.

Mr. and Mrs. Fred H. Endtke, of Tacoma, Wash., were recent visitors and shoppers along coin machine row.

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ONE OF THE FINEST SEEBURG MUSIC SYSTEM installations in New England is in the Puritan Restaurant, Waterville, Me. Operator Abdu Mitchell reports that the installation includes 17 Wall-o-Matics, one Speakerphon and an Envy Symphonola. He plans to install 10 more Wall-o-Matic soon, he reports. The location is a rendezvous for Colby College students.





**THEY'LL DANCE TO THESE...on Columbia**

- BENNY GOODMAN**  
35472 I'm Nobody's Baby  
Buts Won't Dand
- KAY KYSER**  
35439 Let There Be Love  
Fools Rush In
- MORACE HEIDT**  
35498 Hear My Song, Violetta  
The Beezo And I
- RAY NOBLE**  
35596 I'll Never Smile Again  
Maybe
- GENE KRUPA**  
35454 Sierra Sue  
Tiger Rag
- 35520 When The Swallows  
Come Back To Capistrano  
All This And Heaven Too

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THE STAR-SPANGLED BANNER  
Bing Crosby
- 3230 A SONG OF OLD HAWAII  
THREE WINDS  
Bing Crosby
- 3152 SIERRA SUE  
MARCHETA  
Bing Crosby
- 3310 I WANT MY MAMA (Mama Tu Owe)  
OH! HE LOVES ME  
Andrew Sisters
- 3130 LITTLE CURLY HAIR IN A HIGH  
CHAIR  
THE CHEEKS AND I  
Jimmy Dorsey & His Orch.
- 3162 BOO-IT  
SIX LESSONS FROM MADAME LA  
ZONGA  
Jimmy Dorsey & His Orch.
- 3247 I'M STEPPING OUT WITH A MEM-  
ORY TONIGHT  
I'LL NEVER SMILE AGAIN  
Tony Martin
- 3119 TONIGHT (PART II)  
FOOLS RUSH IN  
Tony Martin
- 3133 SECRETS IN THE MOONLIGHT  
WHERE WAS I?  
Jan Savitt & His Orch.
- 3228 BYOP PRETENDING  
YOU'RE DREAMING MY HEART ALL  
OVER AGAIN  
Jack Spota
- 3226 WHISPERING GRASS  
MAYBE  
Jack Spota
- 3458 MCHARRA'S BAND  
SIX LINED NEXT DOOR TO A  
FIREHOUSE  
The Jessiers

**Decca Records Inc.**

Canadian Distributors:  
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LACHINE, MONTREAL  
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**Record Buying Guide**



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

**GOING STRONG**

Recordings listed below are certainly 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? (8th week) CHARLIE BARNET, JAN SAVITT.  
The Beezo and I, (6th week) JIMMY DORSEY, CHARLIE BARNET, FRANKIE MASTERS.  
Sierra Sue, (5th week) BING CROSBY, GLENN MILLER.  
I'll Never Smile Again, (4th week) TOMMY DORSEY.  
Fools Rush In, (3d week) GLENN MILLER, TOMMY DORSEY.

**COMING UP**

Recordings listed below are those which operators report are not yet top-notch money-makers but which are gaining in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

When the Swallows Come Back to Capistrano, With a couple of deletions from the list of "Going Strong" items, with no new real successes to take their place, and with no single song or record outstandingly on the rise, this week sets itself down as one of the most uneventful for automatic phonos in a long, long time. Skiffles has the best chance among the up-and-coming items to achieve solid hitdom, altho there's nothing certain about its reaching that state. DICK TODD'S vocal disk is added to the GLENN MILLER and INE SPOTS' recording this week.

I'm Nobody's Baby. This oldie, featured in the MOM picture currently playing around the country, Andy Ruddy Debutante, is making great strides toward the top. If this particular week is any indication, but experience has taught that it takes more than a sharp upward step in one week to land a number at the top and keep it there as a really substantial hit. If this one maintains its present pace it will make it, but it will take at least another week to see if that will happen. JUDY GARLAND, who sings the song in the film, has the biggest disk in the machine, with TOMMY TOGEEZ' trailing her.

God Bless America, Irving Berlin's patriotic number, which has been the recipient of so much publicity lately, seems to have settled into a niche of in-between phono success—not smash hitdom, but nevertheless better than average popularity. It's hard to tell, despite the interest in patriotic songs, whether it will move out of that category into the real blue-ribbon class. The disks on it are EATIE SMITH and BING CROSBY.

Tennessee Fish Fry. Showing nice progress in a quiet, un spectacular sort of way, this hit tune from the American Jubilee show at the New York World's Fair is meeting with satisfying enough acclaim from the nickel droppers. This week finds JIMMY DORSEY slipping quite a bit behind, while SHEP FIELDS' comes up to give KAY KYSER a run for his money as the leading phono light on this one.

Blueberry Hill. The "Possibilities" section of this column advised operators a couple of weeks ago to watch out for this attractively titled ballad, and the reaction noted by the zong in the machines the past week bears out the prediction. GLENN MILLER has a disk in his usual smooth ballad style that is shooting ahead of all his competitors. There are scattered mentions for KAY KYSER and JOHNNY MESSNER, but it's MILLER almost all the way.

I Am an American. Such popularity as God Bless America is enjoying has taken the edge off this ORAY GORDON' recording, which is well liked by both operators and patrons wherever it's being played, but which hasn't been played enough or in the proper number of locations to consider it as anything like an important number at the moment. It has plenty of opportunity to grow, however, and it may hit in another couple of weeks.

Who's Yehoodi? THE KAY KYSER' record of this amusing novelty inspired by Jerry Colonna's catchphrase on the currently off-the-air Bob Hope radio commercial is starting to move upward nicely. It may be no Three Little Fishies, but it ought to do well enough for itself over a short period of time.

I'm Stepping Out With a Memory Tonight. Making good the prediction voiced in "Possibilities" last week, this ballad debut at an up-and-coming item this week, with GLENN MILLER' once again taking the lead. It's a sentimental torch number that has a lot of music potentialities, some of which are starting to be realized now.

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 "Going Strong."

- Six Lessons From Madame La Zonga, (7th week) Going down again. JIMMY DORSEY, CHARLIE BARNET.  
I Can't Love You Any More Than I Do, (5th week) Slipping. BENNY GOODMAN, MITCHELL AYERS.  
Hear My Song, Violetta, (6th week) Likewise. GLENN MILLER, FRANKIE MASTERS.  
Pennsylvania 6-5000, (5th week) None too good. GLENN MILLER.

**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.

- Tesdo Winds, The BING CROSBY record of this South Sea Island type of ballad is doing a little something in a few spots. It may go on from there to more universal success.  
I'm Waiting for Ships That Never Come In. Another BING CROSBY item that is also attracting some attention in scattered locations, and that may likewise resolve itself into a more general, more popular machine favorite.  
America, the Beautiful. Ops who want reinforcements for God Bless America and I Am an American to answer the demand for patriotic items can find it here in HORACE HEIDT'S mostly vocal disk. Columbia, the Gem of the Ocean, is on the reverse, and either makes good contemporary phono material.

\* indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.

**The VICTOR-BLUEBIRD Call Board**

Magnetize your machines with the music that nabs the nickels!  
VICTOR "POPULAR" RELEASE NO. 385

- 26717 "I Could Write You Code"  
"The World Is In My Arms"  
"Tollmy Dorsey"  
26718 "Ferry Boat Accade"  
"New I Lay Me Down To Dream"  
Leo Reisman
- 26719 "My Greatest Wish"  
"At a Blue Roadside Diner"  
"Blue Allington and His Famous Orchestra"

BLUEBIRD "POPULAR" RELEASE NO. 291

- LIST PRICE .35  
B-10824 (When Your Heart's On Fire)  
"Scolda Gets In Your Eyes"  
"Wednesday (From "Flowers")"  
"How Come You Do Me Like You Do"  
"Wednesday"  
"Dinah Share with Orchestra"  
B-10825 "I Don't Want to Cry Any More"  
"Pamplin Tompkins"  
"Charlie Barnet"

- B-10826 "Get the Moon Out of Your Eye"  
"Remember I'm Happy"  
"Moods of Yesterday and Today"  
"Style of the Blue Baron Way"  
B-10827 "Overdinner Holiday"  
"Blue Bird Ball"  
"Lex Brown"

- B-10828 "Looking for Yesterday"  
"The Pagan Serenade"  
"Gray Gordon and His Trio-Too Rhythmic"  
B-10829 "How Swinging"  
"Her's Good Kismet My Sister"  
"Fats" Waller and his Rhythmic"  
B-10830 "The Sand Old Story"  
"Tangle Down Beach in Arizona"  
"Freddy Martin"

BLUEBIRD RELEASE NO. 291

- OLD FAMILIAR TUNES  
LIST PRICE .35  
B-2408 "I Want a Fellow"  
"I'll Take You Back Home"  
"Bill Boyd and his Coxyboy Rhythmic"  
B-2500 "Don't Gonna Blame It My Door"  
"Beale Street Baby"  
"Washington Sam and his Band"  
"Vocal Refrains"  
"RCA Victor Record Plant, Needs Your RCA Victor Distributor Today."

Order these Records from Your RCA Victor Record Distributor Today!

**HIT RECORD GUIDE**

- 8152 Angel—F.T.  
Vocal by KAY FOSTER  
I Want My Mama—F.T.  
Vocal by KAY FOSTER  
"Joseph Roy and his Dixieland"

**Two More Sammy Kaye Hits On VARSITY**

- 8398 Call of The Canyon—F.T.  
Vocal by CLYDE BURKE  
Six P.M.—F.T.  
Vocal by TOMMY RYAN

Singing and Stray with Sammy Kaye and his Orchestra

ON VARSITY RECORDS  
"Varsity Records Double Your Take"

United States Record Corp.  
1730 BROADWAY, NEW YORK, N. Y.

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



# Amusement Biz Puts Music Boxes to Use in Many Ways

Movie, stage producers find phono worth-while prop—Ballroom, theater managers use machines to bally attractions—song based on popularity of music box released

NEW YORK, Aug. 17.—Many factions in the amusement industry regarded music machines with something akin to distaste when they made their debut some years ago. Now completely the feelings of these groups have changed in the course of the past few years. It is evidenced by the many uses sight club owners, ballroom managers, theater managers, movie directors, musical comedy producers and others have found for the automatic phonograph. In fact, the automatic phonograph industry has received more worth-while publicity from the various ways these groups are employing the music box than from any other source.

### On Screen and Stage

Hollywood always eager to screen situations and backgrounds familiar to a majority of moviegoers, finds the music box a natural prop in any one of dozens of scenes in which a music box would naturally be used. All of the major producing companies have at one time or another this season used the music box in important pictures and have developed interesting situations around it. Twentieth Century-Fox in its recently released *Private Affairs* focuses a full five-minute scene on a music box, using Roland Young, well-known comedian, around that particular situation.

New York stage producers, always on the alert for new ideas, are finding a wealth of novel material in the music box industry. The coming season promises to bring more shows with music box machines than ever before. Already in a summer theater try-out show, *Two Weeks With Pay*, scheduled for Broadway in October, the music machine is prominently featured in the finale. Mr. and Mrs. Julian Olney, producers of the show, state that the scene is one of the best in the revue. It features the entire cast, employs an original Ted Fetter-Richard Levine song, *Five-Cent Piece*, and an impressive music box setting. Mrs. Olney explained: "Young and old are aware of the importance of the music box in the entertainment world today. In our show they recognize the fresh and smart treatment of that industry."

Last season Broadway saw two shows in which the music box benefited from prominent publicity. For the Shuberts' *Keep Off the Grass*, starring Jimmy Durante and Ray Bolger, songwriters Al Dubin and Jimmy McHugh wrote a *Little Tune, A Manhattan Moon* and *Yes*, in which they included the following passage: "And like the Argentines, we'll make a number that they play on those nickel machines." For the last few months it's been going on the air, in theaters, night clubs, on records and published widely in many publications. Eddie Dowling, well-known Broadway producer, used a music box in *Here Come the Girls*. The scene called for a theatrical tavern and one of the more

prominent fixtures on the stage was a modern machine.

### New Song

A new song, being released this week, is *A Nickel's Worth of Rhythm*, which was written by Huey Prince and Don Raye and is based on the popularity of the music box. An extensive exploitation campaign will be given that time by its publishers.

Summer theaters this season are using music boxes to good advantage. These hideaway theaters use them to entertain patrons during act intermissions and for after-theater dancing. Operators find that these locations are getting favorable publicity for the industry in addition to being profitable in themselves.

### Theaters, Ballrooms, Night Clubs

A recently concluded survey of theaters, night club and ballrooms throughout the country reveals that a majority of their owners have close ties with the music box operators. It is a common practice for a theater manager to use a music box in the lobby to plug in advance the songs from musical shows coming into the theater; to exploit the band leaders, announced as coming attractions; either in the flesh or on the screen, and to serve as a link between the theater, the operator's locations and the retail record stores, which in turn advertise songs from the picture.

Ballroom operators from Coast to Coast have music boxes in their lobbies, filled with the latest records of bands currently playing or announced as coming attractions. Ballroom men say that band fans are highly pleased with such a procedure and that this practice also dictates what bands they like best and, accordingly, offer their suggestions to the management.

The smaller night clubs, cocktail lounges and lobbies of the larger night clubs use the music boxes to good advantage. In many of these places they help furnish continuous music, filling in while the regular bands are off or resting between dance sets. In the spots where orchestras are generally not used the music boxes offer all the entertainment.

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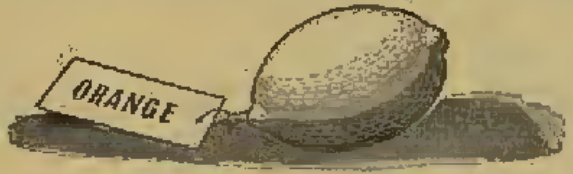


Here's the way to pep up lazy collections! BUCKLEY MUSIC SYSTEM has been acclaimed by ops everywhere as "The World's Finest" . . . because it has all the advantages! Utilizes any old equipment. GIVES POSITIVE ACTION. Profits SPURT TO NEW HIGHS with BUCKLEY. Write, Wire or Phone today—our factory experts will immediately contact you with all the amazing facts!!

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Write NOW for further information on distributorships!

**BUCKLEY MUSIC SYSTEM INC.**  
 680 BROADWAY - BROOKLYN - N.Y.



The Tag says "ORANGE" but you know it's a "LEMON" when you taste it!

Many phonograph needles have proved to be "lemons" in spite of high sounding claims. For years the 2000 play Permo Point Needle has actually delivered profitable performance and consistently dependable service. For years PERMO POINT'S have given operators longer record life, finer reproduction, more perfect tone and, in addition, up to \$10.00 of revenue per penny of needle cost. That's why the nation's most prosperous operators insist upon PERMO POINT. That's why PERMO POINT is the only needle recommended by every phonograph manufacturer.

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**20 WURLITZER COUNTER MODELS "61"**  
 Illuminated With Console Stands  
 \* Little used—excellent condition. 110 volt A. C. and 110 D. C. Guaranteed **\$95** Ea ready for locations.  
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**CLOSING OUT MILLS STUDIO \$19.95**  
 MILLS DO RE MI—MILLS ZEPHYR  
 ALL IN A-S CONDITION. QUANTITY LIMITED. RUSH ORDER TODAY.  
**SOUTHERN AUTOMATIC MUSIC COMPANY** 342 S. 2ND STREET LOUISVILLE, KY.



"SIXTEEN" ROGERS SINGS JIMMY MORGAN'S "We're All Americans"—All the "blue" into a microphone attached to the Mills Empire phonograph. Morgan has received a telegram from Jack Williams of RCA-Victor; that his song will be released on record 11-20848 September 7.





**AMAZINGLY  
BEAUTIFUL  
COUNTER  
MODELS**

**FROM YOUR OLD 12 AND 16  
RECORD PHONOGRAPHS!**

Thousands upon thousands of perfectly good phonographs are rotting in basements now simply because they are old fashioned in appearance. Most of these machines are mechanically very efficient... able to stand up against the best now built! Miraben has created especially for these phonos a most remarkable counter model cabinet... gorgeous to behold... suitable for the countless number of profitable 1c and 2-for-5c locations easily available to any operator and perfect even for first class nickel, dime and quarter locations! Why not bring your old 12 and 16 record phonographs out of storage? These really fine mechanisms deserve the real profit-power of the new Miraben counter model cabinet!

**REAL MONEY MAKERS AT VERY LITTLE COST!**

Number counter model job is amazingly low priced! This entire job—beautifully lit up with colored plastic, finished in chrome and stainless steel, and completely equipped with sockets and wire ready for your mechanism costs you only \$39.50.

**EXTRA! SPEAKER CABINET TO MATCH!**  
For \$5.00 and you get Miraben's beautiful and practical Speaker Cabinet, designed to match perfectly this new counter model cabinet!

**MIRABEN CO., 2043 CARROLL AVE., CHICAGO, ILL.**

**WHILE THEY LAST**

10	Wurlitzer Phonograph, Model P-42	314.50 Each
12	Wurlitzer Phonograph, Model 412	19.50 Each
12	Wurlitzer Phonograph, Model 400	21.50 Each
12	Wurlitzer Phonograph, Model 610	41.50 Each
4	Wurlitzer Phonograph, Model 94	65.50 Each
4	Wurlitzer Phonograph, Model 000	129.50 Each
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TERMS: Cash—Balance C. O. D. Copying add \$1.00 additional per machine. We ship anywhere in the U. S. A. and its territories.

**ART NOVELTY CO.**

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888 BROADWAY

**FIRST COME, FIRST SERVED!**

5 GENUINE KURO PHONOS... 3 brand new in original cases... used only at displays for a week... list price—\$425...

Must sacrifice for only \$210 each or \$1,000 cash for all 5!  
1/2 Dep., Bal. C.O.D., F.O.B. Baltimore.

**GENERAL VENDING SERVICE COMPANY**  
2320 N. Moore St., Baltimore, Md.

**Seeburg Distribs  
In Mystery Offer**

CHICAGO, Aug. 17.—Distributors for the J. P. Seeburg Corp. it is reported, have been active during the past week in contacting their customers in order to impart to them the news of an offer which they are now making. From New York comes the report that Sam Kresberg, head of East Coast Phonograph Distributors, Inc., had advised all operators that he had the doors open for operators who desired to learn of the "sensational news" he had for them. "I think that operators today have the greatest opportunity they've ever had and I am anxious to pass this information on to all of them," declared Kresberg.

In the Pacific Northwest territory covered by the Jack R. Moore Co. the following statement was forthcoming: "We offer our congratulations and those of operators of the great Northwest to

Seeburg in advance of our dispensing of information pertaining to the finest merchandising idea ever created to help operators develop their business and make more money with a minimum of effort and cost!"

Likewise, the Southwest Seeburg distributors were enthusiastic. From the Electro-Ball Co. it was learned that they are now ready to tell the details of the new offering of the J. P. Seeburg Corp. "As far as we are able to see, the new offering means greater earnings plus an opportunity for individuals to expand their operating business as they have never before been expanded," said an Electro-Ball official. "We suggest that operators see us as soon as possible."

Declared officials of the Southern Automatic Music Co. "That once-in-a-lifetime opportunity is now here for all operators and it originated in the offices of the J. P. Seeburg Corp. We can't tell just now what it is, but we advise all operators to inquire at our offices in a few days. This much we will say—all operators will regard it as the greatest profit and operating opportunity they've ever been offered."

R. T. Mape, Music Co., West Coast Seeburg distributor, reported that West Coast operators will certainly be happy when they learn about the new plan. "Seeburg's new plan for more profitable and easier operation will find favor among operators in every corner of the country," declared a Mape spokesman. "It gives us a great deal of pleasure to bring this offer to operators. We prophesy that operators will be thanking Seeburg for a long time to come for enabling them to expand their business under this new plan."

**Wertz Names  
Rock-Ola Distrib**

CHICAGO, Aug. 17.—D. M. Wertz, well-known former Rock-Ola district manager, has been appointed Rock-Ola distributor for Virginia and North Carolina. The Wertz Sales Co. will have warehouses and showrooms at 811 West Broad street, Richmond, Va.

Dan Wertz has been connected with the coin machine industry, mostly in the phonograph field, since 1934 and thereby understands the operator's problems and requirements. It is said.

He has been covering the Southeastern States, including Virginia and North Carolina, for the past 5 1/2 years as a sales manager and is well known by most of the old and new operators in this section. He will devote his full time to the distribution of Rock-Ola products.

"We are certain," says Jack Nelson, Rock-Ola vice-president, "that operators will find the new set-up a tremendous step advance, as the appointment of Dan Wertz is but another step forward by Rock-Ola to give the operators in North Carolina and Virginia better co-operation and distribution of our products."

**Detroit**

DETROIT, Aug. 17.—Lora Gusckenbush, head of the Detroit Automatic Hostess Co., reports business booming in this new field.

Capitol Amusement Co. has been formed by Lolla Herman, formerly a partner in the Brilliant Music Co., and Philip Schacht, former New York operator. The Capitol company is opening a new record store.

D. M. Freestone, a frequent visitor to the Motor City, is due back here with a real mystery in the near future. "I'm going to show the local operators the newest and fastest selling item sold thru a merchandising machine—something that has already won national public acceptance, and it will be a natural thru this beautiful new machine," he advises. He will also feature the Jennings "It-a-Bag" vender.

G. McElin, former nut and gum vender operator here, is developing a new vender to retail book matches.

Murray (Admiral) Nathanson, nut game operator, has withdrawn from the Nor-West Coin Machine Co. in which he was a partner, and is planning to go into the ray gun field.

Donald J. McCarthy, music machine operator, has established headquarters on Grand River avenue.

Robert and Bill Sly, who recently bought out the routes of the Major Distributing Co. from D. G. Bartlett, have established offices on Cadillac boulevard as the Sly Amusement Co. They are specializing in music machine operation.

Russell Trick, formerly in the music firm of Hoffman & Trick, is returning to the music machine business, forming a partnership with Frank Starke, who has been operating under his own name for the past year as the Lincoln Amusement

Co. The company will operate pin games, the new types of gum machines, music machines and a number of orange beverage venders as well. They also plan to set as distributors for a number of lines.

Bud Sauve, of the A. & P. Sauve Co., reports business booming upwards with Sky Fighter. One battery of five machines has been placed in five stores next door to each other in the suburbs of Hamtramck, believed to set a record for large games of any type. The location is opposite the Dodge Bros. auto plant.

Eli Schwartz, of the S. & W. Coin Machine Exchange, reports his wife in the hospital for an operation.

Michael A. Angott, of Angott Sales Co., is drawing plenty of interest from music operators with his new Music Sphere, a new room soundproofed for auditioning of new machines.

Joseph Brilliant, of the Brilliana Music Co., is retooling. Max Lipton is running the business.

James A. Fismanante, of the J. & J. Novelty Co., has bought out the interests of Sam Rosenthal and Max Schubb in the Triangle Music Co., one of the city's largest music operating firms, in which the three were partners. Schubb, who has been in poor health, is moving to Northern Michigan, while Rosenthal will continue as a road man with the Triangle Co.

Samuel Pearlstein, of the New Era Sales Machine Co., reports the company's new machine has been completed and will be ready for the market within 30 days.

Harry Angelos, of Flat Rock, Mich., listed among newcomers in the machine business, is buying new Seeburgs.

**Baltimore**

BALTIMORE, Aug. 17.—Todd Circuit Service Co., Inc., exclusive distributor for the Rowe line and also distributor for the U-Need-a-Pak and National lines of cigaret vending machines, has purchased the cigaret vending machine business of Stephen H. McDaniel. The purchase by the Todd organization, which is headed by William Teebner, included only the cigaret vending business of McDaniel's business and stock of cigaret vending machines.

At the first of a series of meetings held in City Hall by the Board of Liquor License Commissioners of Baltimore City, local liquor dispensers were given an opportunity to express their views on the fees they should pay the State. The board is considering the feasibility of increasing fees for hotels, restaurants and taverns where whiskey is sold. It was emphasized by Charles T. LeVine, chairman of the board, that the board is not attempting to attack the dual license system now in force and is making no campaign for a single license system, which is desired by many tavern owners.

Governor Herbert H. O'Connor said he disapproved any proposal to increase license fees for "intoxicating liquor dispensers."



A STONES THROW FROM THE WHITE HOUSE in Washington, an apparatus menu, is Broyer's, where a Rock-Ola phonograph and the Rock-Ola Pat-a-Tune remote control system play an important part in stimulating business.



100% MONEY-BACK guarantee

WURLITZER 500s WITH KEYBOARDS \$159.50

WURLITZER 616 WITH LOWER ILLUMINATED GRILL 49.50

ROCKOLA STANDARDS, 1939 20 RECORD 124.50

ROCKOLA MONARCHS, PERFECT 84.50

WATLING ROLATOPS, 10 and 25c.. \$14.95 CAILLE, 5c. . . 22.50

IMP 1 & 5c. \$12.50

Six for \$67.50

One-Third Deposit With Order

GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO

Don Kennedy, of Packard, Kept Busy

FORT WAYNE, Ind., Aug. 17.—Don Kennedy, of the Packard Mfg. Corp., is described by his associates as being one of the busiest men in the music machine industry today.



DON KENNEDY

falls upon his shoulders and he is busy arranging for the answers of thousands of inquiries from music machine men.

Kennedy reported: "We are trying our best here at the Packard Mfg. Corp. to meet the requests of the many operators who write us each day. We feel that all music operators know that Homer E. Capchart plans for their best interests at all times. We also believe that these ops. realize that whatever Capchart will present will be of value to them in every way.

"At the present time the greatest amount of energy expended each day is to assure those ops. who are ordering Heads-Up Selectors that they will be shipped just as fast as we possibly can ship them. This product has met with the approval of the music operator. It is the type of product that could be best produced by Homer E. Capchart to bring the music operator just what he needs to help him toward better profits."

Hails Wall Box Installations

NEW YORK, Aug. 17.—"An operator recently purchased his first Keeney Wall Boxes from us after hearing us recommend them so highly," reports a Simon Sales Co. official. "He placed them on a few of his locations as an experiment. His experiment has proved so successful that he has re-ordered Keeney Wall Boxes for his complete route of music locations.

"This story as a story is not unusual because I've seen it happen time and time again. I'll venture to say that other Keeney Wall Box distributors have had the same experience countless times. I cite this example to show one of the hundreds of reasons why I recommend and praise the Keeney Wall Box so highly. Words are not enough, but action is enough. Action in this part of the country means installations of Keeney Wall Boxes—plenty of them."

Minnesota

MINNEAPOLIS, Aug. 17.—Jonas H. Bessler, executive of Amusement Games, Inc., reports it has just installed the first wired central phone system station in the Northwest in a downtown St. Paul office building, covering 10 spots in the area. Two additional 10-spot units will be installed just as quickly as they arrive, he said.

"This has really been a sensation," Bessler said. "We expect everything to be running smoothly by Friday. There are a great many orders for installations on hand. We have had nothing but packed houses at our place all week exhibiting this specialty, and the response we have been getting is greater than our fondest expectations."

"The finest in the coin machine industry" is the way Sam Turan describes the new headquarters for Mayflower Novelty Co. at 2218 University avenue, St. Paul. The firm is exclusive distributor

PHONOGRAPH OPERATORS

Now! YOU CAN GIVE YOUR LOCATIONS 1001 Selections!



GORGEOUS CABINETS

Modestly, tastefully lighted, blends into the swankiest cocktail lounges.

UNLIMITED CHOICE

One record library serves 10 to 50 locations, giving the patron thousands of selections to choose from. Constant attention by girl "operators" assures quality reproduction.

DOUBLES AND TRIPLES INCOME

VOCA-TELE actually increases location income as much as 500% and costs operators no more than ordinary automatic phonographs. The already "personal touch" wallboxes play tremendously.

PATENTED AND GUARANTEED

VOCA-TELE equipment is fully patented and protected, and is guaranteed for one year.

IMMEDIATE DELIVERY ANYWHERE



VOCA-TELE

"WIRED MUSIC" SYSTEM

Here's how VOCA-TELE works. An VOCA-TELE location consists are connected by direct telephones wire to a central office where a steady girl presides over all turntables and records. Customers make selections over microphone slip console, and, without pressing a single button, he gets his favorite tune. Merely VOCA-TELE. Back up its slogan, "You say it—we play it."

VOCA-TELE COMPANY 1107 North Highland Ave., LOS ANGELES, CALIF.

for Rally Mfg. Co., Mills Novelty Co., Exhibit Supply, H. O. Evans & Co., Chicago Coin Machine Mfg. Co., Stetor, Inc., and Geisco products.

Thanks to the blitzkrieg raging over Europe, Keeney's aircraft gun is becoming even more of a rage than ever before, according to Bill (Sphinx) Cohen, of Silent Sales Co., distributor. "Sales on Keeney's aircraft gun is a daily occurrence," said Bill.

Hot shots from Bill (Sphinx) Cohen, head of the Silent Sales: Keeney's new Speedway is expected to arrive this week. . . . Genaro's Duke Hannah, five-ball free play, is going great guns. . . . Ecoron Line, Gottlieb's product, is a sure-shot winner. . . . Counter game history is being made by Danal's Marvel and American Esq., with considerable new territory being opened in their behalf. . . . Barrings on Evans! In the Barrel are very good. . . . Seaburg phonos are selling well in this territory.

Back from their vacations to the North Woods and Canada wilderness, Clyde Newell, president, and Jonas H. Bessler, executive of Amusement Games, Inc., are all set for a big season. Newell and Bessler invite coin machine distributors to drop in and visit with them whenever they are in the Great Northwest, where the fish really bite.

Hy Greenstein, head of H-Y-G Games, has returned from his vacation, where he did a little fishing, a little peeing and made a few contacts at Douglas Lodge. Hy returned to find Gottlieb's Goetz-A-Line going over beyond his fondest expectations.

Tom Bush, head of Acme Sales Co., has been in Chicago since August 10 and is expected back at his desk by the end of this week. Meanwhile Oscar (Ozzie) Truppman, sales manager, reports things humming away at a fast pace at Acme.

These are busy days for Milo (Hans) Hansen, chief mechanic at Silent Sales Co., where he has been for the past seven years. Hans is trouble shooter, mechanic, extraordinary and all-round handy man for operators around this territory. Formerly with the Northwestern Bell Tele-

phone Co., Hans has been dubbed the electrical wizard. And now, with vacations on, Hans and his brother mechanics at Silent Sales are being kept plenty busy pinch-hitting for operators and their mechanics.

The first break in the hot spell is being awaited by the Minneapolis Amusement Games Association before calling its next meeting, according to M. M. (Doc) Berenson, executive secretary. The weather has been too hot and many of the operators have been on their vacations, thus preventing a quorum at an association meeting.

Fort Worth

FORT WORTH, Tex., Aug. 17.—Marcus Remora, well-known columnist of this city, is establishing a route of merchandise vendors. Morita recently purchased the string of vendors from Joe Shurber, local columnist.

Many Fort Worth operators are basking in the cool breezes these days down on the gulf coast around Galveston, Port Arthur, Annapolis Pass and Corpus Christi.

Bob Smith, son of operator C. V. Smith, has proved himself one of the soft-ball star pitchers in the city league this season. Bob's team worked its way up to the finals. His father is one of Fort Worth's pioneer merchandise operators.

Mrs. Johnny Wilson Sr., owner of the Fort Worth Novelty Co. and one of Texas' leading lady operators of phonographs, is spending her vacation on the gulf at Corpus Christi.

Several Fort Worth operators attended the recent showing in Dallas of the new Mel-o-Tone phonograph which Frank Merkel, of the Herbert Corporation, Chicago, has been displaying and demonstrating through the Southwest.

Sonny Boy Maloney, son of Jack Maloney, Panther Novelty Co., is sporting a new Ford roadster, a gift from his daddy.

THE BILLBOARD GIVES YOU THE ONLY WEEKLY RECORD BUYING GUIDE READ THE BILLBOARD EVERY WEEK

MASTERCRAFT PADDED COVERS For Automatic Coin Phonographs For Evans, Mills and The Machines No. 4 Adjustable Pad—Approximate all sizes \$10.25 each No. 30 adjustable covering Standard—Approximate all sizes \$6.25 each No. 50 (Covering) .75 each With instrument at small cost because only one size pad or hercase needed. Sturdily made and waterproof. Write for prices or other pads to your nearest store.

BEARSE MANUFACTURING CO. 1829-2222 Cortland St., CHICAGO, ILL. ADVERTISE IN THE BILLBOARD -YOU'LL BE SATISFIED WITH RESULTS.



*It's Got Everything!*  
**APPEAL · PERFORMANCE · LOOKS · ACTION!**  
**TOKEN PAYOUT**

# TOT

**\$24.95**  
 F.O.B. CHICAGO

ONLY 5" x 7" x 8"  
 1c or 5c PLAY  
 FRUIT OR CIGARETTE  
 SYMBOLS



**WESTERN PRODUCTS INC.**  
 925 W. NORTH AVE. CHICAGO, ILL.

## EASTERN FLASHES

**NEW YORK, Aug. 17.**—Plenty of out-of-town coinmen here the past week. Ray McInroy, head of Bally Mfg. Co., arrived for a visit with local coinmen. . . . Jim Stewart and Julius A. Levy played host to their old friend, Edward Brozen, a native American until recently sales promotion manager of Odhams Press, Ltd., one of London's leading publishing firms. He intends setting up a business here now. . . . Up from Miami, Fla., was Leon Selger, manager of Modern Vending's Florida office. Leon says business is ahead of last summer and he expects big things this fall. While here he made the rounds of the music publishers: His first song, *You Don't Love Me*, scored heavily on records down in his own Southland. He shoved off for Miami after being let in on that big secret Modern execs have been hinting about. . . . Morris Hankin, one of Atlanta's leading coinmen, was another welcome visitor. He had plenty of nice things to say about Mutoscope's Sky Fighter. . . . Johnny Schwartz, Wurliizer exec, and family in from North Tarrytown, N. Y., seeing the sights.

**AROUND THE TOWN**  
 Bill Gesh, of Byrde, Richard & Found, has tied himself to his farm in Michigan, where he's trading his pencil for a pitchfork and plow for a few weeks. . . . Phil Bogin is now on the road for New York Specialties Supply Co. . . . It's reported that Willie Hart, the "Little Napoleon" of pin-game boydays, will soon make a big-time comeback in the jobbing and distributing field. . . . Sam Kresburg, of East Coast Phonograph Distributors, waxed enthusiastic every time someone mentions Seeburg's Shoot the Chutes. "Ops tell me," Sam says, "that it's earning more than Chicken Sam." . . . Plenty of talk last week about the payroll robbery at Mutoscope. Al Gluck and Frank Swan were carrying the money

when five thugs stopped them in broad daylight outside the Mutoscope factory and forced them to hand over the week's pay roll. Fortunately Mute was insured and no one was hurt. . . . Bert Lane, of Seaboard Sales, reports that he's been held up, too—only it's on shipments for Gene's Dude Ranch. Between rubbing around like mad at his office and dashing out to his summer place every evening, Bert's maintaining his reputation as a fast-moving exec.

**IN AND OUT**  
 Back from a swing thru the Southern States comes Commonwealth's Nick Bars in behalf of Marblette remodeling. And now, Nick says, he's off to see what's new in New England. . . . Back from vacation comes George Panser. "I've had a swell rest and am ready to get back into action," he says. "With Mills phones and wall boxes and Gottlieb's Score-A-Line in such demand it looks as tho I'm going to get all the action I crave." With George back, his major domo, Jack Mitchell, is off for some distant spot where you've got to use an ax to get thru with a telegram. He's even imposed a ban on shaving and says his idea of formal attire is going to be a sport shirt. . . . Irv Sommer, exec of Modern's big three, is doing his summer sunning at Rockaway Beach. . . . Rudy Greenbaum is off again thru New York State, New England and then for a swing thru the West in behalf of Homer E. Capshaw's Head-Up Selector. . . . Sam Sachs is laying claim to the job of the chain commander between here and Boston. The way he travels between his two Acme offices indicates business must be good.

**ODD SHOTS**  
 Marshall Corning Jr., inventor and builder of specialized vending machines, is back again. He's putting his new penny Hershey bar vander on the market. . . . Tony Caspario, of Weston Distributors, reports a landslide of orders for Exhibit's new Landslide. It's Tony's first game on Exhibit's local distrib and he's getting off to a flying start. "In fact," he says, "my only problem is getting enough games fast enough to



**"I'LL PUT IT IN WRITING"**  
 DAVAL'S  
**AMERICAN EAGLE**

IS THE WORLD'S GREATEST MONEY-MAKER AND THE WORLD'S BIGGEST BARGAIN AT 10 FOR \$275, PLUS 10 DAYS' FREE TRIAL AND 50% OF YOUR PURCHASE PRICE BACK IN 90 DAYS!



**Ted Bush—ACME NOVELTY CO.**  
 1124 Hennepin Ave., Minneapolis, Minn.

**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

### Close-Out Sale! Chicoin's Free Play YACHT CLUB \$69.50 IN CRATES

**2200 NORTH WESTERN COINMEN'S FAMOUS DOOR TO GREATER BARGAINS**

**FREE PLAYS**

Alphon	42.50	Collins	44.50
Big Show	42.50	Col Kenny	30.50
Big 4c	21.50	Punch	34.50
Baraball		Scorp	34.50
(1000's)	34.50	Scoromatic	37.50
Barling Alley		Scoromatic	34.50
(5000's)	42.50	Super Big	35.50
Cherish	24.50	Trio Twist	17.50
Chance	22.50	Triumph	32.50
Geniality	45.50	Varsity	34.50

**1940 WESTERN'S BASEBALL Brown Wainat Cub P.P.—Payoff Comb. \$109.50**

**Selected PHONOGRAPH Bargains!**

<b>SEEBURG'S</b>		<b>WURLITZER'S</b>	
MODEL A—12 Records	5 22.50	F-12—12 Records	5 22.50
MODEL B—12 Records	5 22.50	01—1050 Counter Model	87.50
N. 20—20 Records	7 29.50	312—12 Records	87.50
QEM (1938)—20 Records	127.00	412—12 Records	93.50
REX (1938)—20 Records	82.00	600A—1000 Rug Wheel	
PLAZA (1939)—20 Rec.	104.50	24 Records	124.50
CLASSIC Marbles	20 Records	818—16 Records	64.50
		71—15 Records	67.50
<b>ROCKOLA'S</b>		<b>MILLS</b>	
LUXURY LIGHTUP		DANDMASTER—12 Rec \$17.50	
1019	\$149.50	TIME BRILL—400 Rec 2.00	
STANDARD—20 Records	144.00	Illuminated GRM—\$150	
Lateral Counter Model	104.00		

**ATLAS NOVELTY CO.**  
 The House of Friendly Personal Service  
 2200 N. Western Ave., Chicago—America's Largest Distributor  
 TERMS: 30 DAYS NET. CASH ON DELIVERY. CREDIT ADVISOR: 10% DISCOUNT. DELIVERY CHARGES. CASH ON DELIVERY. CREDIT ADVISOR: 10% DISCOUNT. DELIVERY CHARGES.



**THE MIRACLE OF COIN MACHINES**  
**Mills Vest Pocket Bell**  
 Completely Automatic Cash Payout  
 Midgets With Gigantic Earning Capacity.  
**ONLY \$44.50**  
**THE MARKEPP CO.**  
 3328 CARNEGIE AVE. CLEVELAND, O.  
 Write for Price List Complete Mills Line,  
 Also List of Reconditioned  
 Games All Models.

## COX'S SPECIALS

G. O. G.	\$25.00	Sports	\$22.50	Evason	\$10.00	Golden Gate	\$17.50
Cherish	12.50	Topper	22.50	Jester	17.50	Triple Thrust	12.50
Scorp	27.50	Nippy	22.50	Georby	17.50	Page Race	40.50
Headline	17.50	Major	15.00	Us & Up	12.50	'38 600 Times	47.50
Scoromatic	12.50	Flash	15.00	Gun Club	8.00	Wurlitzer #12	55.00
Vegas	20.50	Zip	19.00	Box Bros	8.00	Wurlitzer #14	45.00

All machines listed are in first class condition and ready for location. Distributors in North Carolina for Wurliizer Phonographs. All four 1940 models in stock for immediate delivery. Deposit required. Wire or write for your needs.

### COX VENDING MACHINE COMPANY

115 E. FISHER STREET SALISBURY, N. C.



see the demand." . . . Mike Munves' face still continues to look like Icarus' department store on dollar day. "I just can't keep enough games on the floor to take up the space," he states. . . . Bob Eaton, of Buckley Music System, says: "The heat generated by the hundreds of ops visiting us every day demanding rush orders for Buckley Music System would probably be enough to system a power plant running. If business keeps up, don't be surprised if we build a swimming pool right in the office." . . . Myrtle Buddin, now managing his new branch on Merrick Road, Long Island, says Stamer's Double Feature is one of the hit games of the year.

**UP-STATE NOTES**  
Seems that Ben Waldenitz and Abe Grattstein, of Gem Amusement Co., Rochester, are doing a big job with their Penny Arcade at Long Point, Conesus Lake. They have 140 machines in their arcade and 60 in the Sportland. . . . Angela Delaporte, of Syracuse, has a good place in Buffalo where Lew Wolfe, one of New York's first distributors, is in charge. He reports they're doing a swell job with Rock-Ola phones and games. . . . Ben Kulick, in Buffalo, is looking for a farm where he can spend his spare time when not on the firing line for Sturgis. Ben's son, Sanford Kulick, leads his own band and is out for Benny Goodman's title. . . . Fred Iverson is doing some fast stepping up Rochester way for Seaboard Sales. He's also on a diet.

**MOVING**  
Miss Strong, of G. V. Corp., reports her firm is now installed in its new quarters, at 38 West 45th street. Firm has taken the entire floor. "The expansion was necessitated by the increasing demand for G. V. Gum Venders," she stated. . . . Another mover this week was the Aceo Vending Machine Exchange, headed by Al S. Cohen. They're taken an entire building at 140 Astor street, Kew-Forest, in the heart of the coin machine district. Al is inviting all his coin ma-

chine friends to an official opening party Saturday, August 31, **FAST FLASHES**  
Irv Morris is all hopped up at the Pioneer Newark offices over Chicago Coin's new Skyline. "It's going to be even bigger than Puso, which is still red hot," he maintains. . . . Newark Coin's Jack Berger reports he's getting a big play from ops due to the pick-up of business in Jersey. . . . Dave Stern, of Royal Distributors, Elizabeth, N. J., is another fast stepper these days. He says he's doing royally. . . . Seems to be no question that Earl Backe, proxy of National Novelty, Merrick, L. I., is the industry's tennis champ. Earl can be seen most any day whistling shots across the net. . . . Al Simon, of Sarcy Vending, reports a big run on the firm's 1-cent baseball gum vender. He's also enthusiastic about Chicago Coin's new Skyline. "Ops are taking to the game like ducks to water," he says. . . . Under the captaincy of Dave Simon, business at Simon Sales moves smoothly along. "Keeney's Anti-Aircraft Gun and Remote Selector Wall Box are getting plenty of attention in our showrooms," says Dave.

**FROM ALL AROUND**  
Roy McGinnis says things at his Baldwin office are the picture of prosperity, and that his money-back guarantee offer is largely responsible. . . . Wonder if Joe Ash is still partial to B & G Santarini. It was his favorite in the Ponsler days in New York, but perhaps the Philly air has changed his brand. Anyway, judging by the reports coming from Joe's Active Amusement offices, there's no change in the rising sales chart of his firm. . . . Irving Mitchell has requested that his coin address be removed from his ad. Due to the war, Mitch is convinced that he cannot get any games across the big pond. . . . Dave Robbins is getting to be quite a hard man to find around these days. Wonder if he has something new in the works.

### Tells of Genco Games Popularity

CHICAGO, Aug. 17.—"Arising out of the succession of profitable, perfectly operating Genco game hits, the slogan 'Genco Builds Great Games' has a remarkable background of fact," declares officials of Genco, Inc., Chicago.  
"Winner after winner has been produced by Genco this year. Demand for Genco games has been so consistently great that they enjoy the highest trade-in values on the market, very few Genco games being traded in."  
"In addition, the reputation of Genco games as sure-fire money-makers has resulted in a condition whereby operators are sold on each new game *first* before it makes its appearance. This is because past experience has shown that Genco's careful method of manufacture and the ingenuity in incorporating great combinations of features into games produces sensation after sensation."  
"Another advantage of Genco games claimed by enthusiastic operators who have found the proof on location is that they work better and last longer on each location. This, of course, adds materially to the value of the game."  
"Operators everywhere acclaim and agree with the slogan 'Genco Builds Great Games'—because it is a slogan proved over and over again."

### Baker To Release New 5-Ball Game

CHICAGO, Aug. 17.—There is plenty of activity at the plant of the Baker Novelty Co., Inc., according to firm officials. "We cannot furnish much information as regards the activity of our plant," it was said, "because we are as yet not ready to make the official announcement."  
"The searching brains of our engineering department have developed a new idea in a five-ball novelty game. This new game is now on test locations and it is proving to be a sensation." It has incorporated in it every pleasure element that the nation's pinball fans have been waiting for. Ball action, colorful, endless suspense and diversified ways of scoring are featured. The game is designed to derive unusually high earnings and to hold steadfast the patronage which it develops when placed on location.  
"We are certain that this new game will satisfy the needs of every operator. As far as mechanical perfection is concerned, Baker games are known for dependability. It will carry with it the usual 10-day money-back Baker guarantee."

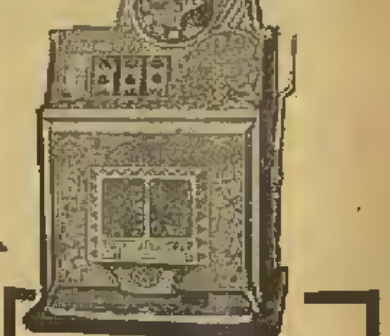
### Victor Busy On Home Run

CHICAGO, Aug. 17.—Harold Scheff, head of the Victor Vending Corp., reports orders for Home Run, Victor's new combination Ball Gum Vender amusement machine, are pouring in from all over the country.  
"A large number of Home Runs have been shipped and are quickly followed by quantity orders. It looks like Home Run just naturally sells itself because it has the qualities that operators have been looking for for some time," concluded Scheff.

### Hoelzel Reports On Free-Play

KANSAS CITY, Mo., Aug. 17.—Carl Hoelzel, manager of the United Amusement Co., reported this week that the use of free-play tables in the Kansas City territory has become very profitable.  
"The elimination of detrimental practices has resulted in the disappearance of the evils which had previously periled the business," he said. "We have been working in harmony with other operators and are trying to get everyone in the industry to realize that we are engaged in a legitimate business and that we should stand up for our rights."  
Hoelzel also reported that he is delighted with the response he has been getting for the new whim guards the company manufactures. These devices are composed of one solid piece of metal, impossible to crack or break, and thus prevent the use of wires or chains thru a coin chute.

## NEW LOW PRICE ON REBUILT MACHINES



**A FEW MORE LEFT GUARANTEED LIKE NEW**  
We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payment. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.  
**15-DAY MONEY-BACK GUARANTEE**

**Free Play Flat Top Bell-Console Model Will Be Ready Soon. Write for Prices.**  
**WATLING MFG. CO.**  
4640-4660 W. Fulton St. CHICAGO, ILL.  
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**See MIKE MUNVES FIRST for the BEST MACHINES!**

FREE PLAY	
Topper 2c	\$30.00
Topper 5c	\$35.00
Topper 10c	\$40.00
Topper 25c	\$45.00
Topper 50c	\$50.00
Topper 1.00	\$55.00
Topper 1.50	\$60.00
Topper 2.00	\$65.00
Topper 2.50	\$70.00
Topper 3.00	\$75.00
Topper 3.50	\$80.00
Topper 4.00	\$85.00
Topper 4.50	\$90.00
Topper 5.00	\$95.00
Topper 5.50	\$100.00
Topper 6.00	\$105.00
Topper 6.50	\$110.00
Topper 7.00	\$115.00
Topper 7.50	\$120.00
Topper 8.00	\$125.00
Topper 8.50	\$130.00
Topper 9.00	\$135.00
Topper 9.50	\$140.00
Topper 10.00	\$145.00
Topper 10.50	\$150.00
Topper 11.00	\$155.00
Topper 11.50	\$160.00
Topper 12.00	\$165.00
Topper 12.50	\$170.00
Topper 13.00	\$175.00
Topper 13.50	\$180.00
Topper 14.00	\$185.00
Topper 14.50	\$190.00
Topper 15.00	\$195.00
Topper 15.50	\$200.00
Topper 16.00	\$205.00
Topper 16.50	\$210.00
Topper 17.00	\$215.00
Topper 17.50	\$220.00
Topper 18.00	\$225.00
Topper 18.50	\$230.00
Topper 19.00	\$235.00
Topper 19.50	\$240.00
Topper 20.00	\$245.00
Topper 20.50	\$250.00
Topper 21.00	\$255.00
Topper 21.50	\$260.00
Topper 22.00	\$265.00
Topper 22.50	\$270.00
Topper 23.00	\$275.00
Topper 23.50	\$280.00
Topper 24.00	\$285.00
Topper 24.50	\$290.00
Topper 25.00	\$295.00
Topper 25.50	\$300.00
Topper 26.00	\$305.00
Topper 26.50	\$310.00
Topper 27.00	\$315.00
Topper 27.50	\$320.00
Topper 28.00	\$325.00
Topper 28.50	\$330.00
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Topper 35.00	\$395.00
Topper 35.50	\$400.00
Topper 36.00	\$405.00
Topper 36.50	\$410.00
Topper 37.00	\$415.00
Topper 37.50	\$420.00
Topper 38.00	\$425.00
Topper 38.50	\$430.00
Topper 39.00	\$435.00
Topper 39.50	\$440.00
Topper 40.00	\$445.00
Topper 40.50	\$450.00
Topper 41.00	\$455.00
Topper 41.50	\$460.00
Topper 42.00	\$465.00
Topper 42.50	\$470.00
Topper 43.00	\$475.00
Topper 43.50	\$480.00
Topper 44.00	\$485.00
Topper 44.50	\$490.00
Topper 45.00	\$495.00
Topper 45.50	\$500.00
Topper 46.00	\$505.00
Topper 46.50	\$510.00
Topper 47.00	\$515.00
Topper 47.50	\$520.00
Topper 48.00	\$525.00
Topper 48.50	\$530.00
Topper 49.00	\$535.00
Topper 49.50	\$540.00
Topper 50.00	\$545.00
Topper 50.50	\$550.00
Topper 51.00	\$555.00
Topper 51.50	\$560.00
Topper 52.00	\$565.00
Topper 52.50	\$570.00
Topper 53.00	\$575.00
Topper 53.50	\$580.00
Topper 54.00	\$585.00
Topper 54.50	\$590.00
Topper 55.00	\$595.00
Topper 55.50	\$600.00
Topper 56.00	\$605.00
Topper 56.50	\$610.00
Topper 57.00	\$615.00
Topper 57.50	\$620.00
Topper 58.00	\$625.00
Topper 58.50	\$630.00
Topper 59.00	\$635.00
Topper 59.50	\$640.00
Topper 60.00	\$645.00
Topper 60.50	\$650.00
Topper 61.00	\$655.00
Topper 61.50	\$660.00
Topper 62.00	\$665.00
Topper 62.50	\$670.00
Topper 63.00	\$675.00
Topper 63.50	\$680.00
Topper 64.00	\$685.00
Topper 64.50	\$690.00
Topper 65.00	\$695.00
Topper 65.50	\$700.00
Topper 66.00	\$705.00
Topper 66.50	\$710.00
Topper 67.00	\$715.00
Topper 67.50	\$720.00
Topper 68.00	\$725.00
Topper 68.50	\$730.00
Topper 69.00	\$735.00
Topper 69.50	\$740.00
Topper 70.00	\$745.00
Topper 70.50	\$750.00
Topper 71.00	\$755.00
Topper 71.50	\$760.00
Topper 72.00	\$765.00
Topper 72.50	\$770.00
Topper 73.00	\$775.00
Topper 73.50	\$780.00
Topper 74.00	\$785.00
Topper 74.50	\$790.00
Topper 75.00	\$795.00
Topper 75.50	\$800.00
Topper 76.00	\$805.00
Topper 76.50	\$810.00
Topper 77.00	\$815.00
Topper 77.50	\$820.00
Topper 78.00	\$825.00
Topper 78.50	\$830.00
Topper 79.00	\$835.00
Topper 79.50	\$840.00
Topper 80.00	\$845.00
Topper 80.50	\$850.00
Topper 81.00	\$855.00
Topper 81.50	\$860.00
Topper 82.00	\$865.00
Topper 82.50	\$870.00
Topper 83.00	\$875.00
Topper 83.50	\$880.00
Topper 84.00	\$885.00
Topper 84.50	\$890.00
Topper 85.00	\$895.00
Topper 85.50	\$900.00
Topper 86.00	\$905.00
Topper 86.50	\$910.00
Topper 87.00	\$915.00
Topper 87.50	\$920.00
Topper 88.00	\$925.00
Topper 88.50	\$930.00
Topper 89.00	\$935.00
Topper 89.50	\$940.00
Topper 90.00	\$945.00
Topper 90.50	\$950.00
Topper 91.00	\$955.00
Topper 91.50	\$960.00
Topper 92.00	\$965.00
Topper 92.50	\$970.00
Topper 93.00	\$975.00
Topper 93.50	\$980.00
Topper 94.00	\$985.00
Topper 94.50	\$990.00
Topper 95.00	\$995.00
Topper 95.50	\$1000.00

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**Increase Your Income With IMP**

Proven beyond a doubt the biggest money-maker of its size in the history of counter games.

Let the little IMP GUM VENDOR with its beautiful radio-styled cabinet and fascinating 3-reel playing action increase YOUR income and gain you new locations.

Supplied in straight penny, combination penny and nickel and straight dime play. Assorted colors; coin meter, \$1.50 extra.

**\$12.50 each - 6 for \$67.50**

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## IMP

**\$12.50 6 For \$67.50**

Your Choice  
FRUIT REELS CIGARET REELS NUMBER REELS  
In Cash With Order.  
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22 TEN STRIKES (150 Dist)	\$74.50	6 DOUGHBOYS	\$49.50
4 TEN STRIKES (150 Dist)	\$22.50	19-PICKEMS (New)	\$2.50
All Life Seals—Cleaned, thoroughly reconditioned, ready to operate.		26 VARIETYS (New)	\$10.00

**ROBINSON SALES CO.** 3100 Grand River Ave. DETROIT, MICH.

**CHOICE OF FIVE FREE GAMES FOR \$97.50**

MALDEN	FANTASY	GOZAR PARK
REPORT	5-BALL GUM-UP	SPRACHUTE
ALI BABA	FLAM	PICKERS
ALPS	FREE RACES	HEGOMO
BAJES	CEM	PROTISE
BO SEX	GOLD OATS	SPOTTEN
BURKHARD	HEADLINER	SPEEDY
BOX BOBIE	HE-LITE	SPORTS
CONTACT	JUMPER	THILLER
CHAMPION	LICKY	TWINKLE
CROWDY	NIPPY	HOLD TIGHT
CHEVRON	MAJOR	UP AND UP
MR. SHIPS	GOLWAY	VARIETY
CHUBBY	TOPPER	ZEP
DOUBLE FEATURE		SUPERCHARGER
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Red 1/2 Credit		WHEELS second in third choice.

**LEHIGH SPECIALTY**  
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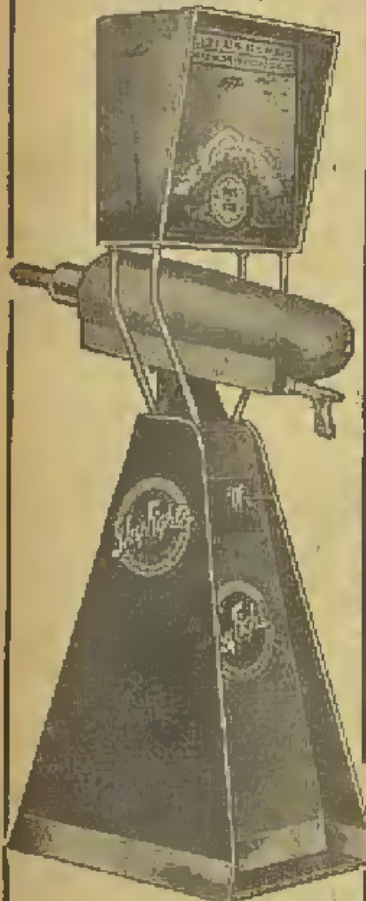
**ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.**



# 'SKY FIGHTER'

TRADE MARK

U. S. Patent No. 2,312,257; Other Patents Pending



**STANDS OUT AS THE MACHINE GUN THAT STANDS UP!**

... HERE'S WHY!

- SCREEN IS PART OF THE MACHINE. (Therefore Skyfighter Can Be Placed Right Against the Wall)
- NO PHOTO ELECTRIC CELLS
- SAME FLOOR SPACE AS PIN GAME
- 300 THRILLING SHOTS IN 30 SECONDS AND 300 POSSIBLE HITS
- REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED
- BUILT TO LAST — LIFE-TIME CONSTRUCTION

VOLUME DELIVERIES NOW BEING MADE!

INTERNATIONAL MUTOSCOPE REEL COMPANY, Inc.  
44-01 11th STREET  
LONG ISLAND CITY, NEW YORK

# G MEN ON SLUG TRAIL

## Counterfeiting Charges On Use of Engraved Coins

**Cincinnati charity festival victimized—2 men seized with quantity of slugs**

CINCINNATI, Aug. 17.—Use of engraved 5-cent and quarter slugs, similar enough in appearance to be termed counterfeit, has brought federal agents into the investigation currently being conducted by Cincinnati police against slug use. The use of coin-shaped metal slugs instead of real money to operate coin machines and to obtain merchandise from coin machines is coming under closer scrutiny of authorities.

### One Side Like Real

Federal agents became interested in the slugging racket when slugs were found in quarter machines at a Cincinnati charity institution festival. The face of a quarter coin is impressed in one side of the slugs taken from these machines. This is done, it is said, so that the sluggers can escape detection. As the slugs pass thru the glass enclosure the face of the counterfeit shows up. It is reproduced closely enough to genuine coins to evade detection.

While the imitation is carried on one side of the coin only, federal authorities declared that such was a violation of federal laws. Heretofore slugging of telephones and coin machines with plain slugs has been a problem for local police. Advent of the engraved coins has definitely placed federal authorities in a position to prosecute the makers and users.

### Arrest Two Men

While the source of the engraved coins has not as yet been discovered, it was revealed that several Cincinnati firms are selling the plain slugs at 15 cents per 100 slugs. Several men using the plain slugs have been apprehended by federal men in Cincinnati. They admitted that they had been discovered slugging machines in a resort location and said that although threatened they had been allowed to leave unharmed.

When arrested, police found a zipper bagful of slugs, an unloaded nickel-plated revolver and a toy black pistol in their car. The resort location owners told federal agents that the men they had ordered away from their machines had two guns and that one was a nickel-plated revolver and that the other was a black pistol. The arrested men said that the location owners had apparently given the guns in the car.

## Skill Shot Gets Operators' Favor

CHICAGO, Aug. 17.—"Skill Shot, one of our latest token pay-out games, is scoring a hit everywhere, according to reports we have received from operators," reports an official of the Grootchen Tool Co. "This shot is backed up by the order which are being received."

"Skill Shot introduces an entirely new application of the token pay-out principle. The machine is attractively styled with a bevy of archers and it automatically dispenses a token when the player has scored 15 hits.

"If the player scores a hit it is automatically registered by the reward target dial and thus a player is constantly kept informed of his own progress. Naturally this is reflected in the cash receipts, as the player is reluctant to quit after he has covered hits scored to his credit."

"Additional reward target dials together with simple instructions for the adjustment of payout are furnished so that operators may set up Skill Shot to award one token on 5, 10, 15, 20 or 25 hits."

"This flexible pay-out arrangement is winning great popularity with operators inasmuch as they can regulate this machine to conform with the operating conditions in various types of locations."

Skill Shot is available for immediate shipment, according to Grootchen Tool Co. officials.

**Omaha city council prepares ordinance banning use and possession of slugs**

OMAHA, Aug. 15.—Omaha city council has introduced a measure to suppress the sale and possession of slugs following widespread use in coin machines and parking meters in Omaha. An operator appearing before the Omaha city council declared that he had taken almost \$3 worth of slugs in one day from his machines and asked passage of an ordinance banning sale and possession of slugs. It is said that the proposed ordinance will have teeth in it providing jail sentences and fines to anyone making, using or possessing the spurious coin-shaped slugs. Federal agents are being consulted on possible applications of counterfeiting laws.

The slugs now in use, the operator testified, are made of alloy very similar to nickel and closely approximating the weight of a 5-cent piece. Exactly the same size as a nickel and with milled edges, the slugs are marked with such legends as "No Cash Value" and "Good for Amusement Only."

### Confer With G Men

Omaha's city collector told the council that while persons might be prosecuted who were found using slugs, possession and sale are not banned under existing laws. He also added that inspection of some slugs had revealed that they resembled nickels so closely that they might violate the federal counterfeiting laws. The city collector reported that he

had conferred with the district attorney's office and with federal agents.

### To Hit Slug Sellers

Omaha authorities, it is hoped, will seek to eliminate the source of the slug evil by forcing certain stores, now selling slugs, to discontinue the sale. It has been continually pointed out that most purchases are made with the intention of evading payment for services rendered by coin-operated devices such as telephones, subway turnstiles and all types of coin machines.

Much bitterness against the sale of slugs by certain stores has not only come from Omaha, but from countless other cities throughout the U. S. No criminal has ever been advanced as to losses incurred thru slugging, but the yearly total must be fairly large. An Omaha ordinance banning sale and possession of slugs will rid the city almost completely of petty cheating, declare those who have been victimized by sluggers.

## Evans Novelty in Mystery Offering

CHICAGO, Aug. 17.—The cloak of mystery surrounds a new "sensational" soon to be introduced by Evans Novelty.

Jack Hazelton, president, is walking around with a far-away look in his eyes and a big grin on his face. When you ask him what the activity and secrecy are about all he'll say is, "What an item, what an item!"

Jack Dahlstrom, advertising manager, is even less communicative. All he says is "Wow!"

**TRADE IN**  
Old Counter Games of Any Description at  
**LIBERTY BELL—IMPS—MERCURY—**  
**VEST POCKETS**  
LIBERAL ALLOWANCE  
**MARION COMPANY**  
WICHITA, KANSAS



## Monarch

**"SNAP UP BUYS"**  
**"FREE PLAY GAMES"**

Western Baseball 1940 Deluxe Model, Brown  
Cabinet—Free Play—Excellent Shape ..... \$89.50

BALLY		GEMCO		KEENEY	
Gold Cup Console	\$84.50	Cadillac	\$59.50	Boon Champs	\$62.00
Wrench	42.50	Big Town	44.50	Red Hot	46.50
Roller Derby	37.50	Fallies of 1940	42.50	Super Six	39.50
Top Notcher	37.50	Punch	37.50	Rope Game	22.50
G. O. D. JACKIE	37.50	Mr. Galsie	39.50	Big Six	22.50
Speed	34.50	Kinky Bottle	27.50	Thriller	18.50
Vocals	34.50	<b>GOETTER</b>		Cowboy	12.50
White Ball	29.50	Oh John	\$44.00	<b>EXHIBIT</b>	
Pick-Sm	27.50	Competition	57.50	Boys & or B. Ball	\$42.00
<b>CHICAGO COIN</b>		Drum Major	57.50	Flagship	34.50
Hour	\$42.50	Scoutboard	47.50	Justice	32.00
Commodore	44.50	Libbard	42.50	Robocon	27.50
Makers	24.50	Seeling Alley	59.50	Conquest	24.50
Write for Complete List—Free Play Novelty Games—Dial-in—Coin-in—		Big Show	30.50	Contact	10.50
Photograph—10¢		1680 N. W. 31st Street—Chicago, Ill.		MARION CO. INC.	

**MONARCH COIN MACHINE CO.**  
1731 BELMONT AVE., CHICAGO, ILL.

FOR THE BIGGEST PROFITS YOU'LL EVER EARN BUY

## Evans' "IN-THE-BARREL"

LOCATION TESTED! 100% MECHANICALLY PERFECT! FULLY GUARANTEED!

### BROOKLYN AMUSEMENT MACHINE CO.

660 BROADWAY, BROOKLYN, N. Y. (AIF PHONES: EVERgreen 8-4732)

**IF IT'S COIN OPERATED \*\* WE HAVE IT \*\* NEW OR USED!**

ARCADE EQUIPMENT	Range 50¢, P.S.	Price	Price
Best Moving Picture	Beauty Parlor	\$45.00	Price Range—Black
Washing	Beauty Parlor	55.00	Price Range—Green
1940 Western Show	Tom Mix Rides	59.00	Price Range—Blue
Baltimore, P.P.	Tommy Gun	59.00	Price Range—Red
1880 Western Show	<b>CONCOLES</b>		Price Range—Gold
Auto-Airport Gun	1938 Truck Times	\$72.00	Price Range—Silver
Black Cabinet	Kanucky Club	45.00	Price Range—Copper
Early Show	Mr. Four Girls	59.00	Price Range—Bronze
1933 Ten Rides	Mr. Squig Bells	70.00	Price Range—Nickel
High Speed Wheel	Price Catalogue	25.00	Price Range—Dime
	Price Range	37.00	Price Range—Penny
	Order, Maurice E. D. D.		Price Range—Candy
			Price Range—Candy

CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Ave., Cleveland, Ohio



**ALLIED BARGAINS**

**FREE-PLAY GAMES**

Bill 1-50 24.50	Viper 25.50
Bill 50-100 34.50	Flora 24.50
Bill 100-150 42.50	Avon 24.50
Bill 150-200 41.50	Headlamp 24.50
Bill 200-250 41.50	Big 24 22.50
Bill 250-300 40.50	Head Tilt 22.50
Bill 300-350 39.50	Centars 22.50
Bill 350-400 38.50	Clydes 21.50
Bill 400-450 37.50	Triple Wheel 21.50
Bill 450-500 36.50	Bookies 17.50

**WESTERN CARROLL FREE-PLAY AND PAYOUT COMBINATION, 1939 LATEST MODEL, \$109.50**

**AUTOMATIC PAYTABLES**

Healthco 89.50	Spool Page 89.50
Head 83.50	Yachtswan 89.50
Ohio Model 65.50	Grandized 87.50
Kloster 27.50	Debit Time (8 Coin Mch.) 82.50

**PHONOGRAPHS**

Wurlitzer 500 131.50
Wurlitzer Counter Read. 67 with 510 87.50
Wurlitzer 510 84.50
Wurlitzer 710 84.50
Wurlitzer 1939 Deluxe 134.50
Wurlitzer Standard 1939 142.50
Wurlitzer Royal 20 Record 134.50
Wurlitzer Royal 20 Record 83.50
Wurlitzer R11 20 Record 82.50

**LEGAL EQUIPMENT**

241 8-12 (Standard) 308.50
241 8-12 (Ezile) 79.50
241 8-12 (Gamb) 79.50
241 8-12 (Gottlieb) 79.50
241 8-12 (Edle) 42.50
241 8-12 (Target, Model F) 12.50

Tommy 1 1/2 Depot, Ralston C. O. D., P. O. B. Chicago

**Allied NOVELTY COMPANY**  
 Phone: Central 4747  
 1520 W. Fullerton Ave., CHICAGO



**GAM SALES CO. EMPLOYEES and their families held their annual picnic at Rosville Gardens, Peoria, Ill., July 21. Many Central Illinois operators joined the Gam employees in enjoying the day's outing.**

**Sol Gottlieb On Eastern Swing**

CHICAGO, Aug. 17.—Reports of enthusiastic receptions are coming in daily from Sol Gottlieb, official factory representative of D. Gottlieb & Co., now making an extensive tour thru the Eastern part of the country.

"Operators and distributors are acclaiming the phenomenal success of Trapez and Score-a-Line," Sol Gottlieb reports.

"Orders are pouring in. Both games have gone to the top and are now among the leaders in their fields. Distributors who get aboard are reaping the benefit. They sing the praises of these Gottlieb hits in the most gratifying terms. Everything points to a great season ahead for everyone concerned."

**Le Vine Reveals New Connections**

CHICAGO, Aug. 17.—"It's about time I got the cat out of the bag and let all my many friends know that I am now devoting all of my time to my business, the Allied Novelty Co.," declares Harry Le Vine.

"The fact that Le Vine is the real head of the Allied Novelty Co. won't surprise his many friends in the coin machine industry throughout the country.

"Allied Novelty Co. has made exceptional strides," said Le Vine. "My friends throughout the U. S. know that I can supply the trade their needs in a hurry due to my contacts and knowledge where to pick up the machines they may need in a hurry. We give them not only service but quality and value as well. Our stock is large but so are our sales facilities."

**Landslide Called Surprise of Year**

CHICAGO, Aug. 17.—"Surprise game of the year only mildly expresses the extent of the success Landslide has made from Coast to Coast," declares John Christ, sales manager of Exhibit Supply Co.

"Never before has a game taken hold so fast and so quickly proved its money-earning ability on location. News of the big earnings of Landslide precedes the game, so many distributors have arranged by wire or telephone for quantity daily shipments even before sample shipments have arrived.

"A game that nets winter profits in August must be good," says Christ. "A summer hit that so captivates the interest of players that they keep it going continuously on location is a pleasant surprise for operators who are quick to take advantage of their opportunity—placing more Landslides in operation daily."

"Production has been increased steadily by means of employing additional workmen and extending working hours to an overtime schedule, but there seems little possibility of catching up with orders on hand in the near future. Repeat orders pouring in hourly have never been equaled in Exhibit's history."

"Altho pressed to double daily shipments, Exhibit officials have taken precautionary measures to assure the trade that each Landslide is carefully inspected and will meet the rigid requirements of mechanical perfection associated with Exhibit equipment."

**Ajax Moves From Philly to New York**

NEW YORK, Aug. 17.—Ajax Mfg. Corp., after doing business in Philadelphia for the past 15 years, now has its plant and offices in New York.

The firm manufactures a complete line of salesboards and slotboards.

**NOVELTY GAMES**

Flagship 32.50	Fantasy 52.50
Bally Beauty 39.50	Triumph, V.S. 32.50
Lite-o-Card 39.50	Mascot 59.50
Lots-o-Fun 22.50	4-5-6 18.50
Scoop 32.50	All Babs 29.50
High Flyers 39.50	Rebound 19.50

All above games are free play convertible and thoroughly checked in our shop before shipment.

**PAYOUT TABLES**

Track Record 880.00	Proakness 515.00
Patrol Pushers 29.50	Parlor Vows 15.00
Flashes 24.50	Grandstands 69.50
Hot Days 15.00	Winning Thr. 44.50
Handicappers 22.50	

**CONSOLES**

Fest Times 599.50
Buckley Track Odds 57.50
1940 Pace Reels 92.50
1939 Pace Reels 79.50
1939 Susatoga, 10x-25x 79.50
1939 Susatoga, Non-Slag Proof 69.50
Mills Dewey, 25c 39.50
Jannings Liberty Bells 14.50
Bang Tall (47) 22.50
Longhamps St. 19.50
Triple Entry 79.50
Track Time (Red Head) 22.50
Secure Bells 69.50

**PHONOGRAPHS**

Wurlitzer P-10 522.50
Wurlitzer P-22 24.50
Wurlitzer 412 32.50
Wurlitzer 412 32.50
Wurlitzer 400 32.50
Wurlitzer 616 59.50
Wurlitzer 616, Marble, Gills 89.50
Wurlitzer 616, S.P., Marble, Gills 97.50
Wurlitzer 616 Dora, Marble, Gills 109.50
Wurlitzer 24 89.50
Wurlitzer 24, Marble, Gills 109.50
Wurlitzer 616, Marble, Gills and Heads Up Selector 109.50
Wurlitzer 600 149.50
Wurlitzer 600A 159.50
Wurlitzer 600, Key Board 159.50
Wurlitzer 600A, Key Board 169.50
Wurlitzer 500 169.50
Wurlitzer 500A 179.50

**MISCELLANEOUS**

1939 Western Epoch Combination 369.50
Keeney Anti-Ale Craft Gun, Bnk. Cab. 115.00
Casco Skill Roll (Free Play) 49.50
Beam Im Dag (Legal adywhere) 29.50
200 Mills Size Fronts from \$29.50 to \$42.50

ALL MAKES OF SLOTS at any price you wish to pay.

100 Jendings in the Bag Peanut Machines, like now. **WRITE FOR PRICES**

35 Micky Mouse Vendors.

Bally Allys (like new) 319.50  
 Evans Ten Strikes 69.50

**COUNTER GAMES**

Jolly or Heads or Tails 511.95
Tokette (Token payout, gum vendor) 12.95
Dennell's Doughboy 4.95
Gottlieb's Gripper 9.50
Totalizer 9.50
Spin a Peck (4-way, dicker) 7.50
Day's X-Ray (Cig. Racks Token Pay Gum Vendor) 19.95
West Pocket Balls (Cig. Racks) 29.50

**ACME NOVELTY CO.**  
 1124 HENNEPIN AVE.  
 MINNEAPOLIS, MINN.

**AMERICAN EAGLE**

World's Greatest Money-Maker!

**DAVAL, 2043 CARROLL AVE., CHICAGO**  
 BRANCH OFFICE - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.

**QUALITY SPEAKS FOR ITSELF**

<b>FREE PLAY</b>	<b>FREE PLAY</b>	<b>Males</b> 117.50
City Detail 44.50	Scope 24.50	High Life 17.50
Elmer Bowling Game 38.50	Wally 24.50	Overton 17.50
Front 38.50	Archie 24.50	All Babs 17.50
Front 34.50	Pat King 24.50	Head Tilt 17.50
Supercharger 24.50	Up & Up 10.00	Chief 12.00
Lucky 24.50	Alpout 10.00	Free Race 12.00
W. Cope 24.50	Big Biz 10.00	Slicker 12.00
C. D. 20.50	Control Champ 10.00	Dixie 14.00
4-4 20.50	Recess 10.00	Rubbies, Novelty 10.00
Wackey 22.00	Pyramids 10.00	Slip & Go, Novelty 10.00
Picnic 24.50	Conquests 17.00	

1 1/2 Depot, Wm. Debe - Ralston C. O. D.

**MODERN AUTOMATIC EXCHANGE, INC.**  
 2518 CARRIAGE AVENUE, CLEVELAND, OHIO

**IMP \$1250**

MOST SUCCESSFUL GUM VENDOR IN A DECADE.  
 Cigarette or Cherry Reels.  
 Biggest Stock in South—We Ship Same Day.  
 Send Your Trial Order.

**H. C. PAYNE CO.** 312 Broadway NASHVILLE, TENN.



# SCORE-A-LINE

Coast to Coast — Canada to the Gulf —  
Hailed the Outstanding Machine!



**ALIVE WITH WINNERS!  
8 WAYS TO WIN!  
TWO DOZEN WINNING  
COMBINATIONS!  
PLAYER COMES CLOSE  
TO A WINNER IN  
EVERY GAME!**

NEW High Award Roll-  
over! NEW Supersensi-  
tive Bumpers! A score of  
Brand-New Features!

**\$99.50**

IMMEDIATE  
DELIVERY

GOING  
STRONG  
ON  
TRAPEZE  
MULTIPLE  
3-COIN  
FREE PLAY!

**D. GOTTLIEB & CO.**  
2736-42 N. PAULINA ST. CHICAGO

## Our National Income...

probably will be bigger this year than in any year since 1929, according to the Alexander Hamilton Institute. Chances are that the figure will reach \$73,000,000,000. Highest national income during the last 10 years was \$71,172,000,000 in 1937. Up to July 1 the national income was \$34,078,000,000 as compared to \$30,554,000,000 for the first six months of 1939. The present outlook is that the last half of this year will be better than the first half.

### Addiston Novelty Formed in Chicago

CHICAGO, Aug. 17.—Labeled by its owners one of Chicago's largest distributing agencies, the Addiston Novelty Co. will soon open its doors at 3323 N. Halsted street, Chicago. Heads of the firm are Julius Greper and Abe Robinson.

Both owners are prominent coin machine men who have been in the coin machine industry from the inception of the modern phase of extended operation.

The firm will handle a line of new and used equipment. Specialization in the reworking of old equipment and in quick delivery will be featured by the Addiston Novelty Co. The owners reveal that extensive equipment is now being installed to insure the perfection of all equipment leaving the doors of the new concern.

### Atlas Installs New Spray Devices

CHICAGO, Aug. 17.—"With the installation of new spraying equipment in the refinishing department of the Atlas Novelty Co., reconditioned machines will reach our shipping platforms faster and in the best possible shape," declares Irving Ovtis, of Atlas.

"Constant reworkings in spraying equipment and the paints used in them make possible finer refinishing jobs on coin-operated equipment. Atlas is abreast of the developments in this field, and is quick to take advantage of anything which will improve the appearance and life of Atlas reconditioned machines," declared Ovtis.

Atlas officials meanwhile prepared a statement as regards a new Seeburg offering which Atlas will handle in their territories. "More gentlemen are going to be sold for Seeburg when they hear of this new deal," they declared. "To our way of thinking, this will be one of the most progressive steps ever made and it will begin a new era of more profitable operating."

### Bally Gun Popular In Motor Capital

DETROIT, Aug. 17.—Players, location owners and operators here are all cheering for Rapid-Fire, the machine gun with diving submarine target, manufactured by Bally Mfg. Co. according to M. Y. Blum, of Ajax Novelty Co., Michigan distributor for the gun.

"The reaction of the public," Blum said, "is astounding. Ray guns have enjoyed success here in the past, but players are literally standing in line to play Rapid-Fire. Location owners, hearing about the sensational Rapid-Fire collections, are swamping us with phone calls, and requests for installations are piling up faster than we can deliver machines to operators."

"As to the operators, they are shouting their praise to the sky. They took on Rapid-Fire in the first place as a life-saver machine; something to keep going with. Now they are finding out that Rapid-Fire collections actually exceed highest expectations. All in all, Rapid-Fire certainly justifies the operators' happy cry of 'Bally's done it again!'"

### Grand National Reports Big Biz

CHICAGO, Aug. 17.—Grand National Sales Co., distributor for Bally's new Rapid-Fire Gun, is running overtime demonstrations for this fast-selling new gun game, it reports.

"This one's a natural," declared Mac Chivers, "it hits all of the play appeal and the present-day defense idea of things wrapped up in a package that's expected to break earning records."

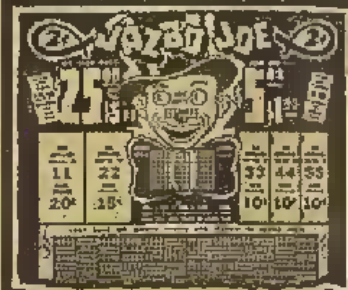
Operators who have seen our demon-

stration have been quick to realize the game's possibilities. In fact, they've stayed and banged away at the disappearing and reappearing submarine by the hour. They've got such a kick out of it themselves—all they have to do is play it and then they order."

Al Sebring, head of Grand National, has extended an invitation to operators to witness one of these demonstrations. Bally's Rapid-Fire has an adjustable pace so that the location can step up the game's action easily and quickly. This is another feature that operators are interested in seeing.

"Our three large salerooms are loaded with all types of expertly reconditioned games," said Sebring. "From this month's sales we feel that we are on the verge of the most successful season in our entire history."

**OVER \$36.00 PROFIT  
ON THIS 2¢ BOARD**



NO. 3600 JAZBO JOE

Just 10¢ profit—more pay only 2¢ to get a crack at the \$25.00 top award! Jazbo Joe has 2000 or 1200 in 11 Jazbo Joe in the most prominent board entertainment in years! Two Jazbo Joe with three \$5.00 winners and two \$25.00 winners, but only one chance in 100 completed boards to hit top award! Plenty of complete! Simple simple! Jazbo Joe makes this board easy to understand and play! Board game with Jazbo Joe! BIG AVERAGE PROFIT OF \$30.28!

WRITE NOW FOR CIRCULARS  
HOT OFF THE PRESS DESCRIBING  
GARDNER'S LATEST SMASH  
HITS!

**GARDNER & CO.**  
2305 SO. ARCHER - CHICAGO

Am the **FARMER'S DAUGHTER**  
a "Superior" girl



America's most popular girl—THE FARMER'S DAUGHTER—is coming to town. A real "road doctor" she'll win plenty of interest and reap plenty of profits. 1-600 B&B Sales. Coinit "mother drama" symbols. Average profit \$15.00 to each board. For an introduction to the "latest number" to years, write for details.

**SUPERIOR PRODUCTS**  
211 N. MICHIGAN ST. CHICAGO, ILL.

ATTENTION! MARYLAND — DELAWARE  
& DISTRICT OF COLUMBIA OPERATORS!

## Bally RAPID-FIRE

MACHINE GUN WITH DIVING SUBMARINE TARGET

Ready For Immediate Delivery  
Write, Wire or Phone

The **CALVERT** Novelty Co.  
703 N. HOWARD ST., BALTIMORE, MD.  
Phone: Yeman 3034



"They're Burning Up the  
Wires for Daval's  
**AMERICAN EAGLE**"

THE WORLD'S  
SMALLEST COUNTER  
GAME IS A GREAT  
BUY AT —

10 for \$275  
Sample 51250

SMALL GUM MODEL 22 EXTRA

**10 DAYS' FREE TRIAL**

**A. P. SAUVE CO.**  
2002-04 Grand River, DETROIT, MICH.

**DAVAL** BUILDS AMERICAN  
FINEST COUNTER GAMES





**MOSLEY'S SPECIALS**

The machines listed below are slightly used and offered subject to better bids. 5% commission deposit with order, balance C. O. D. Prices below are effective August 24, 1949.

- B-BALL FREE PLAY**
- 1 Telegraph ..... \$37.50
  - 1 Chicago ..... 20.00
  - 1 Vegas ..... 21.50
  - 1 Daily ..... 22.50
  - 1 C. O. D. ..... 21.50
  - 1 Soccer Baseball ..... 27.50
  - 1 Elab'l. Jumper ..... 25.00
  - 1 Chicago Home Run ..... 27.50
  - 1 Ohio Cup Game ..... 25.00
  - 1 2-2 Fast Balls-1 Ball ..... 30.00
- SMALL AUTOMATIC & CONSOLE**
- 1 Guard National ..... \$27.50
  - 1 Sport King ..... 27.50
  - 1 Sporting Nat. Fruit Pies ..... 27.50
  - 1 Ray Track, X 340 ..... 19.99
  - 1 Baby's Power, 250, C.P. 340 ..... 187.00
  - 1 Paces Race, Jackson C.P., Bay No. 347, 20-1 ..... 175.00
  - 1 1933 Bull Time ..... 79.00
  - 1 Henry Kentucky Skill Time ..... 27.00
  - 1 Daily Royal Flush ..... 30.00
  - 1 10 Sporting Nat. Time, Free Play ..... 30.00
  - 1 2-2 Minute Fast Time, Cash Play ..... 28.00
- MISCELLANEOUS**
- 1 Seaboard Corridor ..... \$127.50
  - 1 Staro The Bumper ..... 75.00
  - 1 Elab'l. Washer ..... 27.00

**B-BALL REGULAR NOVELTY**

- 1 2-2-2, 1 Major, 1 Major ..... \$25.00

**NOTICE!**

**IMMEDIATE DELIVERY OF BALLY'S RAPID FIRE**

While in for sale price on any brand-name machine you may be interested in that is now operated and that has been released by the respective manufacturers, write and ask us to put you on our mailing list.

**MOSLEY VENDING MACHINE EX., INC.**  
63 BROAD ST., RICHMOND, VA.  
Day Phone 3-4511 - Night Phone 5-3724

**Speedway—New Keeney Offering**

CHICAGO, Aug. 17.—Keeney does it again. This time it's Speedway, a free-play game that will bring payable profits to every Speedway operator," Bill Ryan, sales manager of J. H. Keeney & Co., announced.

"We have always offered operators machines that are different, machines whose appeal has built such high profits that Keeney operators have become the most successful of operators," Ryan declared.

"We could cite examples after examples, but it isn't necessary. Just recently two Keeney products tightened their grip on first place honors in sales and earnings. Keeney's Anti-Aircraft Machine Gun and Keeney Wall Boxes. Now with Speedway we are convinced that the Keeney laurels will be increased with top honors in the free-play game class.

"Speedway brings players a new and entirely original playing idea that will send profits soaring to new heights. Each hit against an unlighted bumper scores 100 and advances a racing car around the track in the backrack. A ball rolling over the top roll-over when lighted lights the three white bumpers and three white flags around the race track; the second roll-over, the three green bumpers and three green flags, and the third roll-over, the three yellow bumpers and three yellow flags. Lighted bumpers score 1,000. A ball passing over either of the two side lanes causes the racing car to progress around the track to the starting position and gives 1,000 for every lighted flag it passes. If all flags are lighted by rolling over the aforementioned lanes, a free game is awarded for every flag passed. If a ball rolls over the bottom lane when lighted a free game is awarded for every flag the auto passes. Two special skill lanes when lighted give free games whenever passed over. Player wins an high score also. All these interesting ways to win increase the appeal of Speedway and make it the top game of the year in the free-play category."

**Double Feature**

5c And 10c Play ... Big Extra "Double Feature" Awards

Nickel Play—Player tries for high score. "Extra" bumper awards skill point if contacted when lit.

Ten Cent Play—Offers big "Double Feature" incentive. Player may try for high score or lights out, with the opportunity of receiving "Double Feature" awards, which are made in addition to skill points earned. And how these "Double Feature" awards draw the play!



**Stoner CORPORATION**  
AURORA, ILLINOIS

**DIVE RIGHT IN TO BIG PROFITS AGAIN WITH**



**H. G. PAYNE COMPANY**  
312-314 Broadway, Nashville, Tenn.

**DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES**

**Al Douglas Plans Road Trips**

CHICAGO, Aug. 17.—A. S. Douglas, president of the DAVAL Co., Inc., reports that DAVAL field representative, Harry Levine, who has for some time been the owner of the Allied Novelty Co., Chicago, has become so busy attending to Allied's rapidly growing business that he is now obliged to devote all of his time to that firm and can no longer spare any time as a traveling representative of DAVAL.

"Harry is a splendid fellow and one of those rare salesmen that would rather tell the truth and stand by it than exaggerate," said Douglas. "It goes without saying that we wish him and the Allied Novelty Co. every success."

Douglas further stated that now he will have to spend more time on the road himself as well as to have Milton Jacobson, son-in-law of Dave Heisenberg, also cover some of the territory.

**JACK POT GAME NO. 266**

Single Scripts \$2.00  
1 Do. Ltr. Case 40%  
Great Lots, Less 50%  
Immediate Shipment, Cash With Order.  
Mfg. by  
Buffalo Toy & Tool Wks., Buffalo, N. Y.



**Imps For Sale, \$12.50 each**  
Liberal allowance on Peanut, Gum or Counter Machine.

**O'BRIEN**  
60 THAMES ST., NEWPORT, R. I.



**SKY FIGHTER**, manufactured by International Microscope Reel Co., New York, on location in a New York store. Delivering 360 shots for 5 cents, the scoreboard above the gun registers shots fired and the number of hits.

**HERE ARE THE BEST FREE PLAY BUYS!**

<b>BALLY MASCOOT</b> BALLY BEAUTY \$45.00 Each	Exhibit's Short Stop \$48.00 Cathodone ..... 27.50	Home Run ..... \$46.00 Keeney's Super Bill ..... 25.00 Tutwiler ..... 27.50
------------------------------------------------------	-------------------------------------------------------	-----------------------------------------------------------------------------------

1/3 Deposit With Order, Balance C. O. D.  
**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE 8-3700  
BRANCH OFFICE: 36 E. Merrick Rd., Freeport, L. I. (Tel. Freeport 2100)

**OLIVE NOVELTY CO.**

2625 LUCAS AVE. (Phone Franklin 3620) ST. LOUIS, MO.  
This Week's Bargains in Reconditioned Equipment

FREE PLAY GAMES		
Arrowhead ..... \$10.00	Woods-Hall ..... \$17.50	Top ..... 11.50
Big Big ..... 22.50	Lancer ..... 30.00	Yacht Club (F. S.) ..... 72.00
Big Top ..... 45.00	Nippy ..... 30.00	<b>LEGAL EQUIPMENT</b>
Smoking Alley ..... 27.50	Old Johnny ..... 22.50	Bally Alley, 1939 ..... \$37.50
Sickaroo ..... 20.00	One-Two-Three ..... 22.50	Ball-Base-Base, 1940 ..... 15.00
Chief ..... 18.50	Parade ..... 15.00	Top Dime, 1933 ..... 47.50
Chubbie ..... 17.50	Pick Six ..... 25.00	Top Dime, 1938 ..... 52.50
Choppers ..... 22.50	Rebound ..... 18.00	<b>COUNTER GAMES</b>
Cowboy ..... 17.50	Red Hot ..... 22.50	Bally Dime ..... \$5.00
Double Feature (Daily) ..... 12.00	Score ..... 30.00	Daval Race ..... 2.00
Doughboy ..... 17.50	Score Champ ..... 27.50	John White ..... 4.50
Fish Inside ..... 17.50	Spook ..... 25.00	Lucky Park ..... 0.50
Flare ..... 15.00	Stoner Baseball ..... 27.50	Real Dime ..... 3.00
Fellow Up ..... 15.00	Super Big ..... 35.00	Steel Wheel ..... 3.00
Four-Five-Six ..... 25.50	Thelma ..... 17.50	Stroker's Race ..... 8.00
Gladiator ..... 25.50	Variety ..... 27.50	Three Way Gripper ..... 7.50
Golden Gate ..... 22.50	Woods ..... 30.00	Daval's Riding C. O. D.
Gun Club ..... 15.00	Yacht Club ..... 72.00	
Junior ..... 25.00		

When in St. Louis, Visit Our New Headquarters  
We have a display of 60 Pin Games here to see and made to play for your convenience.  
**DISTRIBUTORS FOR BILLS PHONES, GAMES AND SLOTS**  
Don't fail to come in and see the new Mills Empire and Tiers of Mills Phonographs in our New Display Room. We carry a complete line of Mills Empire. Also a complete line of New Counter Games, Free Play Games and Popper Machines. While We Prices on all New Games.



# 3 TO 1

LEADING OPS INSIST ON  
**GENCO GAMES**  
 BECAUSE THEY ALWAYS MAKE MORE  
 MONEY—STAND UP LONGEST AND BEST  
 IN OPERATION AND TRADE-IN VALUE!

GET ON THE **GENCO** BANDWAGON

**BUILDS GREAT GAMES**

2621 N. ASHLAND AVE. CHICAGO, ILL.



**BERT  
 LANE  
 Says:**

GET ON THE BAND WAGON  
**GENCO  
 BUILDS  
 GREAT GAMES!**

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
 Phone, Wisconsin 7-5688

### ONE-BALL PAYOUTS

Dead Ball	\$85.00
Guthrie	85.00
Blupper	85.00
Red Star	85.00
Western Standard	85.00

### CONSOLES

Evans' King Tuff, Daily Dbl. Mod.	\$100.00
Hyacinth Race, Jeopardy	75.00
Patrol Race, 20 to 1	50.00
Red Head Truck Tote	45.00
Triple Aces	45.00
Rocky Luck	100.00

1/2 Dpmt. Required With Order

**Automatic Coin  
 Machine Corporation**

340 Chestnut St., SPRINGFIELD, MASS.

### Sky Fighter Gains Popularity

LONG ISLAND CITY, N.Y., Aug. 17.—Officials of International Microscope Reel Co., Inc., report that their anti-aircraft machine gun, Sky Fighter, is daily gathering greater sales momentum and is proving to be a consistent, long-time money-maker on all locations.

Sky Fighters have been on the same locations for six months and more and continue to show increases from week to week," declared Bill Harkin, Microscope President.

"After a period in which some machines would be about ready for discard, the sales figures on Sky Fighter are just climbing into high gear. It has taken some time for operators to discover the merits of Sky Fighter as a substantial,

### Voca-Tele Co. Into Production

LOS ANGELES, Aug. 17.—With an announced production potential of 25 units per day, the Voca-Tele Co., of Los Angeles, has signaled its entry into the wired music field. The organization is headed by E. M. Burnham, owner of the Burnham Mfg. Co., producers of cabinets and furniture and formerly makers of the Burnham phonograph. Experienced coin machine men are said to make up the company's personnel.

"Our production facilities embrace five plants, housing \$300,000 worth of specially designed equipment," said an official. "This set-up projects Voca-Tele into the national picture as the largest producer in the wired music field and at the same time assures prompt deliveries of guaranteed orders."

William Hicks Jr., Eastern representative for the firm, states: "Wired music has created a sensation on the West Coast, and now that American Telephone and Telegraph has given its blessing to the new industry, we expect big things throughout the United States. Wired music with its 1,001 selections, with the sparkling personality of its girl controls provides entertainment features never before offered patrons of coin-operated music."

"Slogan of Voca-Tele is 'You Say It—We Play It,' and with its thousand of more selections it covers the world of recorded music, old and new. Exclusive distributors are being signed."

### Monarch Reports Business Increase

CHICAGO, Aug. 17.—"Monarch sales this week set some kind of a new record," says Al Stern, of the Monarch Coin Machine Co. "During the week we shipped more individual machines to more operators in more different places than at any previous time. I suppose that you'd call it a variation record of some sort."

"No matter what you may call it, it tells us one thing. More operators everywhere are gaining more confidence in Monarch equipment. Through our policy of perfect reconditioning of used machines and faster service we have gained the confidence of operators everywhere."

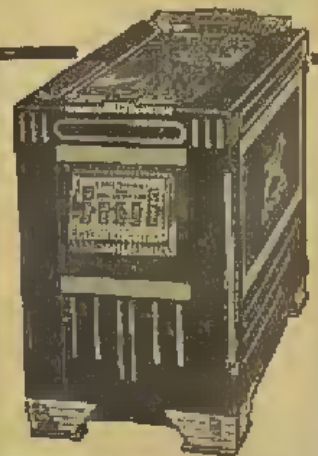
"Fame spreads fast and operators all over the country have learned that they can fill almost any need at Monarch. In fact, we have added many operators to our long customer list just for this reason."

consistent money-maker. Now, however, with the many distinct advantages of Sky Fighter finally coming to light, we are being hard pressed to keep up with orders. Sky Fighter is built to last as well as to make money fast.

"Everything is in one compact unit that takes up no more floor space than a pin game, which means locations are very easy to get. We have put everything we've gained from 40 years' experience in this business into making Sky Fighter an outstanding machine from every angle."

### N. Y. Incorporations

ALBANY, N. Y., Aug. 17.—D. Fozel, H. Katz and E. Silver, New York, are the principal stockholders of the Vercela Concessions, Inc., New York, authorized today by the secretary of State to engage in the business of dealing in automatic vending machines of all kinds. Firm has a capital stock of \$25,000.



### 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.  
 2526 Washington Blvd., Chicago.

### ANGOTT

HAS IT!!

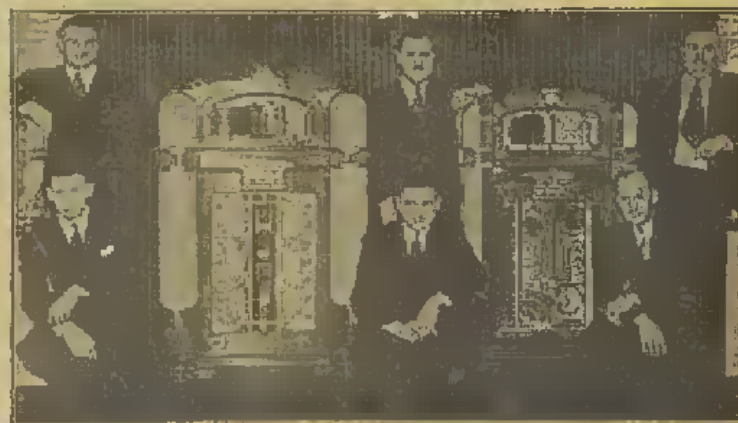
**GENCO'S  
 DUDE RANCH**

Ready for  
 Immediate Delivery

**ANGOTT SALES CO.**

3166 Cass Ave., Detroit, Mich.

P. S.: We also have Mills and Gottlieb Products



ROME NOVELTY CO., MINNEAPOLIS, hosts an active sales force headed by O. R. Truppman. Shown above, left to right, kneeling: Jack Hunter, H. Johnson, William Perry; standing, Larry Lockhart, O. R. Truppman and Fred Heints. Ken White, roadman, was out of town when the picture was snapped.

in SAN FRANCISCO  
 BUY DAVAL'S  
**AMERICAN EAGLE**  
 FROM

Golden Gate Novelty Co.  
 540 Turk St., San Francisco, Calif.

On 10 Days'  
 Free Trial

10 for \$275

Sample  
 \$72.50  
 Ball Gun  
 Model  
 \$2 Extra



**DAVAL** BUILDS AMERICA'S  
 FINEST COUNTER GAMES



THEY'RE ALL CHEERING



DAVAL'S

**AMERICAN EAGLE**  
 WORLD'S  
 Best  
 SELL  
 WITH  
 FREE  
 PEAK  
 TONER  
 AWARD  
 AND  
 GUM  
 VENDOR

**10 FOR \$275**  
 Sample \$32.50  
 Bulk Gum Model \$2 Extra



**10 DAYS' MONEY-BACK GUARANTEE!**

175 Depot, Ontario, O. O.  
**ATLAS NOVELTY CO.**  
 2300 N. Western Ave., CHICAGO, ILL.  
 Associate Offices:  
 5001 Fifth Ave., Pittsburgh, Pa.  
 ATLAS AUTOMATIC MUSE CO.,  
 1822 E. Jefferson St., Detroit, Mich.

**DAVAL BUILDS AMERICA'S FINEST COUNTER-GAMES**

**ART NAGELS Weekly Specials**  
 BUY WITH CONFIDENCE AT AVON NOVELTY!

Keeney Super Six \$35.00 Each or 2 for \$67.50  
 Evans Ten Strikes \$79.50 Each or 2 for \$145.00  
 Rockola Ten Pins \$79.50 Each or 2 for \$145.00  
 GET IN ON OUR MAILING LIST!

**AVON Novelty SALES CO.**  
 1921 PROSPECT AVE CLEVELAND, OHIO



**IMP GUM VENDOR**  
 Will accept Quarter, Pearl and Gum Machines in trade.  
**\$1250 Each**  
 6 for \$67.50

**O'BRIEN** 57 THAMES ST. NEWPORT, R. I.

**Plug In a Button And the Informant Gives the Answer**

CHICAGO, Aug. 17.—New York has long had its Automat, wherein one inserts his coin in a slot to obtain his favorite piece of pie or his hamburger sandwich, but Chicago now has its Informant. This device answers questions that strangers usually ask policemen and street car conductors.

At 20 E. Randolph street, a bus terminal is the machine. It mechanically answers a host of questions. For example, names of Loop office buildings, hospitals, streets within two miles of the Loop and names of many retail stores in and around the Loop are all listed, each having a number. Below the listings is a row of numbers corresponding to those for each subject. A lever is adjusted to the number desired and the listener then applies an earphone and hears the answer to the question he has selected.

There is no charge for the service. The advertiser who supports the machines by paying \$10 per month have the benefit of the recording, which tells something of their stores and locations.

The machine is the invention of an Andrew Johnson and required three years to perfect. Additional machines are to be placed shortly, it is said, and country-wide distribution of the machine is expected later. It is simple to operate, very popular and is available to interrogators 24 hours a day.

Would that there were a gadget on this machine to give us dependable information about the weather and politics. That would make it well-nigh indispensable.—Chicago Journal of Commerce.

**Gam Employees Hold Annual Picnic**

PEORIA, Ill., Aug. 17.—Employees of the Gum Sales Co., Peoria, recently held their annual picnic at Mesville Gardens. Families and friends as well as many Central Illinois operators joined in the merry making.

During the day Gam employees enjoyed a program of games and activities, including a baseball game between department teams, the Jar Deals and the Tullies. Gam manager Maurice Sax pitched the first ball and made the first hit of the game. Other activities of the afternoon included novelty races, husband calling and horseshoe pitching, with the winners receiving prize awards.

After a picnic supper, a program of variety acts was presented by employees and several local night-club favorites. A dance closed the day's activities.

**Bloomington Ops On Honor System**

BLOOMINGTON, Ill., Aug. 17.—Pinball machine operators of Bloomington are employing the honor system to keep their business running smoothly without legal action being employed against operations, it is revealed here.

City License Inspector Clarence Patterson disclosed that he had received but one complaint of violation of the cash payout prohibition in three months, "and the operators took care of that."

When Illinois' attorney-general held last year that cash awards could not be used in Illinois under existing State laws, the city framed an ordinance licensing machines paying only "free game" slugs.

Some violations cropped up and the city warned operators that it could not continue. The offer of the operators to police their own operations and fine violators resulted. About 215 machines are licensed in Bloomington.

**Des Moines Distrib In New Quarters**

DES MOINES, Aug. 17.—O. Aubrey Gibson has moved his Gibson Distributing Co. to larger quarters at 911 Louisa street here. The new quarters were required because of the need for additional space to handle the growing business. Gibson reported.

Gibson recently was appointed a distributor for Rock-Ola and handles phonographs and records exclusively.

**1ST! AMONG OPERATORS WHO KNOW!**  
*Evans'*  
**GALLOPING DOMINOS**



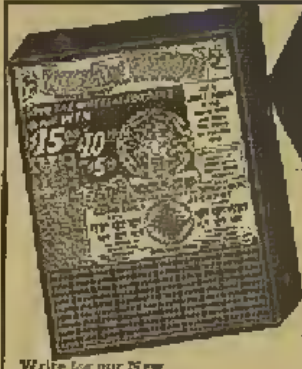
**Leads the Parade of Profit-Producers!**

Ops in the know pick Evans' GALLOPING DOMINOS as the sure bet—proven by the greatest record ever attained by a coin machine! 4 years in production, outselling, outclassing every other flat top. Positively unequalled for performance and profit!

Has sweeping BIG PLAY appeal! Evans' gyp-proof 7-coin head absolutely protects your profits! Silent, shielded, bug-free mechanism. Evans' famous precision engineering. In every way, it's an unmatched investment for money-making! Also available in Jackpot model!

Get the Dope on **EVANS' TEN STRIKE**

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



**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.

**"The House of Proven Winners"**

NOVELTY GAMES	FREE-PLAY GAMES	FREE-PLAY GAMES
Exhibit Selling ..... \$7.50	Shower Shower ..... \$21.50	Exhibit Cabinet ..... \$17.50
Bally Variety ..... 7.50	Chicago Coin Bicy ..... 17.50	Rear Drumby ..... 22.50
Bally Red Jacket ..... 7.50	Bally Holly Duff ..... 22.50	Bally Triumph ..... 40.50
Bally Alley ..... 20.50	Bally Books ..... 22.50	Exhibit Couch (1 or 2) ..... 47.50
	Bally Diney ..... 18.50	Bally ..... 47.50
	Bally Tappet ..... 24.50	Keeney Counterpart ..... 24.50
	Keeney Thriller ..... 24.50	Bally Charm ..... 50.50
	Exhibit Flashing ..... 42.50	Keeney Super Six ..... 34.50

One-Third Cash With Order, Balance O. O. P.—Write or Mail Us Your Orders.

**J. and J. NOVELTY COMPANY**  
 4940 MIT. ELLIOTT AVE. (MICH 1433) DETROIT, MICHIGAN

**GUARANTEED FREE PLAY GAMES READY FOR SHIPMENT**

Bally Beauty ..... \$40.50	Kurka ..... \$24.50	Boop ..... \$36.00
Champion ..... 17.00	Playboy ..... 22.50	Through ..... 30.50
Charm ..... 32.00	Gold Girl ..... 27.50	Wife ..... 17.50
Chips ..... 47.00	Junior ..... 19.50	Wagon ..... 22.00
Daisy ..... 20.00	Old Johnny ..... 27.00	Warily ..... 20.00
Deception ..... 30.50	Soft Social ..... 37.00	White Balls ..... 25.00

**COIN MACHINE SALES CO.**  
 Exclusive Bally Distributors  
 210 M & M BLDG. HOUSTON, TEXAS









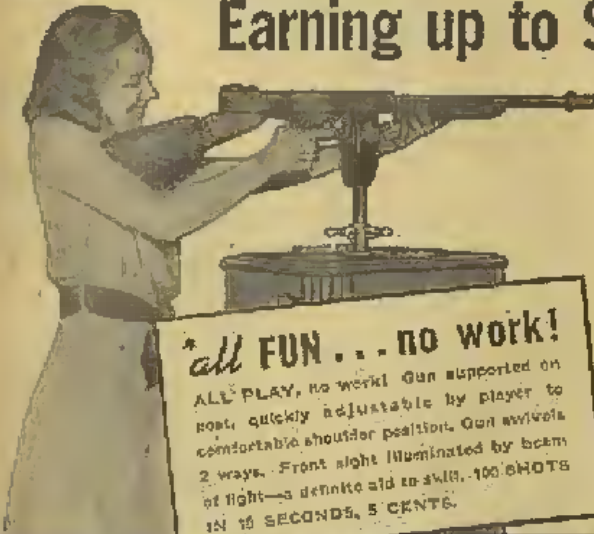


# The GUN that's all FUN\*

# Bally RAPID-FIRE

**MACHINE GUN**  
WITH DUCKING, DIVING  
SUBMARINE TARGET

Earning up to \$100 a week!



**\*all FUN... no work!**

ALL PLAY, no work! Gun supported on  
rest, quickly adjustable by player to  
comfortable shoulder position. Gun avails  
2 ways. Front sight illuminated by beam  
of light—a definite aid to skill. 100 SHOTS  
IN 10 SECONDS, 5 CENTS.

NATIONAL DEFENSE dominates the thoughts of America today! Millions of war-conscious men and women welcome RAPID-FIRE as a thrilling outlet for their patriotic fight-for-America mood. And in every section of the country RAPID-FIRE provides daily practice for Americans who are eager to improve their marksmanship. Grasp your opportunity now! Get in on the ground floor with RAPID-FIRE—and earn the biggest, steadiest profits in amusement history!



**\*all FUN... always!**

LONG LIFE and repeat play insured by fact that players can ask location to stop up the pace as their skill increases. Diving and reversing action of submarines—and speed—quickly adjustable by location.

## BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE  
CHICAGO • ILLINOIS

ALSO IN PRODUCTION BY BALLY: VACATION, RECORD TIME, SANTA ANITA, BALLY BABY

### NATIONAL'S SPECIALS!

#### 5-BALL FREE PLAY GAMES

Billie 1-2-3 \$59.00	Big Game .. 224.00
Cardace .. 59.00	Madame .. 22.00
Flannels .. 49.00	Supercharge .. 22.00
Jolly .. 49.00	Backstab .. 22.00
Yacht .. 44.00	4-6-8 .. 22.00
Big Show .. 39.00	Pickups .. 19.00
Lucky .. 39.00	Alperts .. 19.00
Big Town .. 39.00	Robbers .. 19.00
Recess .. 34.00	Blitz .. 17.00
Loose-Fun .. 24.00	Spots .. 15.00

#### PHONOGRAPHS

Rock-Ola 100 Dr. Luke, Gold .. \$149.50
Rock-Ola Monarchs, 20 Records .. 22.50
Walt, 500-5's, 10 Recs. with Gulls .. 25.00
Rock-Ola King, 20 Recs. .. 25.00
Rock-Ola Ambassadors, 10 Recs. .. 25.00
Rock-Ola Standards, 12 Recs. .. 25.00
Waltzies 312's, 12 Recs. .. 24.00

#### SLOTS

24 Wills Blue Prints, Serials over  
400,000, Dr. P., S.J., .. \$38.00 Ea.  
20 Blue County Bells, Late  
Serials, Dr. P., .. 44.70 Ea.  
Mills Q.T., 100 Plays, Green Pall, 27.00.  
Greatest Columbia, Gold  
Award, Free Patrons, .. 28.50  
4000 All Stars .. 300.00  
50 Life P.P. Clocks .. WHITE FOR  
50 Assorted Double Games (1) PRIZES  
SEND FOR COMPLETE LIST OF FREE  
PLAY NOVELTY GAMES, COUNTER  
GAMES, SLOTS, ETC. 50c. Pk.  
TERMS: 1/30 Duesell, Baltimore, O. D.  
P. O. B. Chicago

**NATIONAL COIN MACHINE EXCHANGE**  
1454-52 Divisy Blvd., CHICAGO, ILL.

### FREE PLAY GAMES

Commodore .....	\$20.50
Jolly .....	37.50
Super 212 .....	27.50
Triforce .....	14.00
Triumph .....	27.00
Macon .....	45.00
Super 200 .....	42.00
O'Boy .....	36.00
Big 22 .....	54.00
Police .....	29.00
Blitz .....	27.00
Score Champ .....	35.50
Becky .....	42.50
Super Charge .....	37.00
1/3 With Odds, Balance Shipped C. O. D.	

### WE'RE NOW DELIVERING!

CHICAGO COINS  
**SKYLINE**

### FREE PLAY GAMES

White Balls .....	\$47.50
Yacht .....	35.00
Big Show .....	20.00
Beating Alley .....	27.50
Low Boy .....	12.50
Punch .....	24.50
Roller Drive .....	24.50

#### SPECIALS!

Bally Alley .....	\$38.50
King Ten Billa .....	75.00
Merry, slightly used 10.50	

Have Your Name on Our  
Milling List, Write Today!

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N.Y.

GET OUT FROM BEHIND



## POOL BOWLING

100% LEGAL

See Your Distributor \$99.50  
or Write Direct!

POOL BOWLING MFG. CORP., STEGER, ILL.  
Chicago Phonodiversion 9760 (direct 19-1410)

WE ARE DISTRIBUTORS FOR

# Bally RAPID-FIRE

Immediate Delivery on This Sensational Machine-Gun  
With Ducking, Diving Submarine Target

Wire, write or phone us your order today  
Drop in to see "Rapid Fire" on display in our show rooms.  
**GRAND NATIONAL SALES COMPANY**  
All Phones—Humboldt 3420 2300-08 Armitage Ave., Chicago

### NEWEST VOICE RECORDING MACHINE!

## "RECORDIT"

AUTOMATIC COIN OPERATED

RECORDS YOUR VOICE ON A SIX INCH RECORD, IT PLAYS IT BACK TO YOU  
AND THEN SENDS THE RECORD. LEGAL. PROVEN MONEY-MAKER.  
TESTED ON LOCATION!

**SIMON SALES, 437 West 42nd Street, N. Y. C.**



30 DAYS' FREE TRIAL  
10 FOR \$275  
DAVAL'S  
**AMERICAN EAGLE**  
"BIGGEST LITTLE HIT  
IN YEARS"  
RUSH YOUR ORDER TO  
SOUTHERN VEND. MACH. CO.  
2833 W. Pico, Los Angeles, Calif.

**DAVAL** BUILDS AMERICAN  
FINEST-COURT GAMES

### BIGGEST HIT THIS YEAR!

## AMERICAN EAGLE

Liberal Trade-in Allowance  
on Your Used Counter  
Game!



**O'BRIEN** 89 THAMES ST.  
NEWPORT, R. I.  
Also Downtown & Peabody Bldg., 522.00 Ea.





# Surprise Game of the Year

# LANDSLIDE

with 5 Big Ways to WIN!

AN OVERNIGHT HIT FROM COAST TO COAST!  
THE GAME THAT PEPS-UP SUMMER PLAY.  
COLLECTION RECEIPTS TOP WINTER PROFITS.

FREE PLAY 10450 CONVERTIBLE

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

## SUMMER SPECIALS!

**FREE PLAYS**

Partridge	\$14.50	40-4	\$24.50
Shanty	19.50	Jump	22.50
Teddie	24.50	Knock Ball	34.50
Fluke	24.50	Top	35.00
Popcorn	24.50	Eye Bowling	
Dandy	24.50	Eye	35.50
Hot Liza	24.50	Bally Alley	39.50
Rita	24.50	Eye, Barometer	42.50
Dray Model	24.50	Roller	44.50
		Oh Johnny!	74.50

**PHOTOGRAPHS**

Rockola	Standard \$120.50
	Deluxe 148.00
	Rockola 19 30.00
	Rockola 12 22.50

**WORLDWITZER**

P-12	\$22.50
4-12	34.50
Wozl, 600	140.00

Exhibit Distributor New York, New Jersey, Connecticut  
FOR EXHIBIT'S NEW  
**SENSATIONAL HIT OF THE SEASON!**  
**LANDSLIDE**  
**WESTON DISTRIBUTORS, INC.**  
659 TENTH AVE. NEW YORK CITY (CORNER 47TH STREET) CH-6-6145

**MONEY BACK IF NOT SATISFIED**

<b>BALLY ALLEYS</b> \$37.50	<b>DELUXE BASEBALL—NEW</b> \$119.50	<b>EXHIBIT BOWLING</b> \$42.50
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**FREE PLAY**

Score Chart	\$40.50	Liter-Gard	\$59.50
Open-Header	20.50	Deuchter	34.50
Big Six	10.50	Spectra	12.50
Red Hot	30.50	Big Show	37.50
Tricker	10.50	Older Game	18.50
Rebound	10.50	Big Town	35.50
Jump	17.50	Bally Beauty	42.50
Scop	25.50	Facile	30.50
Reading Alley	20.50	Tricker	30.50

**NOVELTY**

Warrior	\$22.50
Cherion	1.50
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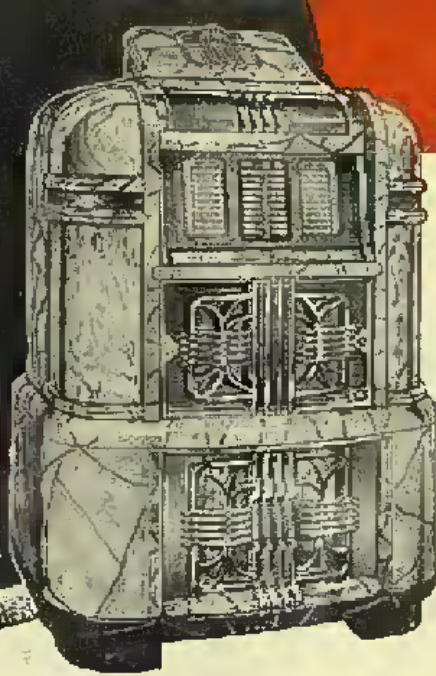
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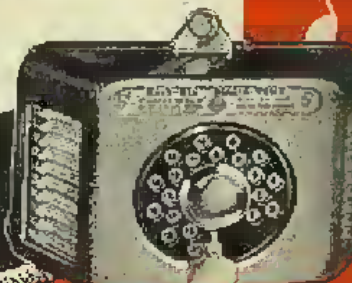
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