

The Billboard

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JOHN
BARRYMORE

NO. 2 in a series of **LETTERS FROM MUSIC MACHINE MERCHANTS** commenting on the first edition of **TALENT and TUNES on MUSIC MACHINES**

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Irving C. Sommer
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**SECOND ANNUAL EDITION OF
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will be published as a supplement to the
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SHOW BIZ IN THE DRAFT

AGVA Board Awaits Polls; Agents Checked

NEW YORK, Aug. 3.—New York local of the American Guild of Variety Artists will make no effort to replace the eight resigned board members prior to its annual elections to be held next month. Hoyt S. Haddock, national executive secretary, who just returned from a three-week trip to the West Coast and Chicago, declared that a complete list of nominations will be prepared and will be presented to a membership meeting for election.

Haddock stated that he expects to have a showdown with the Artists' Representatives Association Wednesday (7) to determine whether or not the ARA, which has been franchised by AGVA, intends to submit a daily report of acts employed by ARA members. So far, ARA has not been co-operative, and unless reports are filed, Haddock declared, he intends to cancel the contracts AGVA members have with ARA agents.

Another meeting between Haddock and the vaude theater chain reps is scheduled for next week to complete negotiations (See AGVA BOARD on page 23)

Millions in 'Weed' Bonanza Seen as Boon to Show Biz

RALEIGH, N. C., Aug. 3.—Tobacco farmers in the South have voted themselves an added bonanza of from \$35,000,000 to \$50,000,000 for the 1940 marketing season now getting under way in leaf-growing States. In a statement for *The Billboard*, J. B. Hutson, Washington, assistant administrator in the Triple-A and an authority on tobacco, estimated the tremendous increase in cash returns which tobacco farmers may expect as result of the crop control referendum July 20. Growers in the six flue-cured producing States voted overwhelmingly for a three-year program of crop control to combat falling foreign markets and the gigantic surplus of tobacco now on hand.

Hutson's prediction is considered to tremendously brighten the outlook along Tobacco Road, which was overcast with fear and gloom last spring after Great Britain and China, because of their wars, clamped embargoes on tobacco. They were the South's largest foreign customers.

Consequently, showmen may expect a better season in the South during late summer and fall than the spring outlook warranted. The government intends, by purchasing this year's surplus, to keep tobacco prices at or maybe a little above the 1939 level, so it is said showmen may anticipate about the same business conditions as prevailed last year in rural areas. The situation also may be boosted by extra cash loosed by the national defense program.

States voting in the referendum and thereby due to benefit in the aggregate by the estimated \$35,000,000 to \$50,000,000 were North and South Carolina, Georgia, Virginia, Florida and Alabama. Carolinas and Georgia are due to benefit most, it is anticipated.

Georgia markets opened today. The cash will begin flowing on August 20 in the border belt, which includes South Carolina and North Carolina markets near the State line. North Carolina's border belt towns are Chadbourne, Clarkton, Fair Bluff, Fairmont, Lumberton, Tabor City and Whiteville. Sales will

Fire Destroys Ventnor Pier

VENTNOR, N. J., Aug. 3.—Fire, believed to have been started by a discarded cigaret dropped thru decking, destroyed the \$130,000 Ventnor Pier in less than an hour early Thursday. Loss to the city is estimated at \$50,000. Insurance in the amount of \$85,000 was carried on the resort, built in 1927. Frame and stucco construction of the establishment made it an easy prey to the flames which spread to the fishing pier, 100 feet away, and gutted it. The auditorium and two smaller buildings, connected by arcades, were razed. Effects of the Mae Desmond Players, a stock company appearing in the pier's theater, were destroyed, along with some instruments of the Vincent E. Speciale Orchestra, which had been conducting Sunday night concerts.

Joint Union Committee Formed To Take Charge of All TA Benefits

NEW YORK, Aug. 3.—A committee composed of the executive secretaries of the five leading performer unions was formed this week and empowered to take all action on benefits, formerly the duty of Theater Authority. Committee was formed at a joint meeting of committees from the Associated Ac-

start on September 3 in the new bright belt, with some of the largest flue-cured tobacco markets in the world. In this belt are Aboskie, Farmville, Goldsboro, Greenville, Kinston, Robersonville, Rocky Mount, Smithfield, Tarboro, Wallace, Washington, Wendell, Williamston and Wilson. Towns in the middle belt, opening on September 17, are Aberdeen, Carthage, Durham, Fuquay Springs, Hen-

(See WEED BONANZA on page 62)

Atlantic City Clubs Worried as Mayor Opens Anti-Gambling Drive

ATLANTIC CITY, Aug. 3.—A hint that further raids will follow his sensational dismantling of gambling at four night clubs Sunday (28) has been made by Mayor Thomas D. Taggart Jr. While Police Chief James McMenamin was at home sleeping, Hizzoner armed himself with a six-shooter, rounded up 40 policemen at his home, and in a spectacular raid pounced on the Paradise Club, Club Harlem, Wonder Bar and Little Belmont Cafe, all located in the Northside district.

Hizzoner, finding the casinos in full swing, dismantled roulette wheels, bird-cages, dice tables and other equipment valued at between \$7,000 and \$8,000. Gambling casinos have always been an important adjunct of the bigger night clubs here, and it's the accepted practice after each floor show for the emcee to invite the guests to the casinos.

Only explanation given by Taggart for the raids is that "certain guys around this town have shown themselves to be peculiarly immune to arrest." The remaining 18 casinos are on edge. Six alleged proprietors and 26 employees were placed under arrest.

Asked if the raids were the forerunner of a general drive, the gun-toting mayor-of-10-weeks said: "Whenever I find anything detrimental to the city I try to

Conscription Could Affect Many Fields; World War Draft Recalled

NEW YORK, Aug. 3.—While Congress is mulling the passage of the Burke-Wadsworth selective compulsory military training bill, the entertainment fields are beginning to figure how greatly passage of the measure will affect them. While amendments may change the provisions of the bill as they now stand, one thing is definite many entertainers will exchange make-up boxes for kit bags if the bill passes.

Most unions in the entertainment field keep no statistics on the ages and family connections of their memberships. However, by comparisons with the effects of the World War draft, most union of-

ficials have formed an idea of the effects of the enactment of the bill upon their memberships. Hardest hit would probably be the mechanical departments of the out-door fields. Most roustabouts are single and without family ties. Their ranks were decimated during the World War, and many circuses were in difficult straits.

In the International Alliance of Theatrical Stage Employees the membership of the Class B locals, including film exchange employees, front of the house help and ushers, averages from 16 to 21 years old. Local 702, including lab technicians, who number about 1,100, and the same number from Local 682 in Hollywood have an average age of 25. Few exemptions would stem from that group, according to IA spokesmen. The next age group includes the motion picture projectionists, of whom there are about 20,000. The average age here is from 40-45. The oldest group in the International is the stagehands, whose average age is 57. There are 22 apprentices under 30. Other than these, the conscription up to 31 wouldn't get more than 100 potential recruits from that field.

In the last war, Local 1 had about 300 members in the draft. The union was left shorthanded, despite the fact that the industry was classed as an essential, which meant that the government gave it extra consideration as a propaganda agency.

Not Many Actors

According to Frank Gillmore, head of the Associated Actors and Artistes of (See Show Biz in the Draft on page 23)

In This Issue

	Pages
Broadway Beat, The	4
Burlesque	25
Carnival	41-48
Circus and Corral	31-33
Classified Advertisements	50-52
Coin Machines	64-92
Endurance Shows	26
Fairs-Expositions	37-39
Final Curtain	28
General News	3-5
General Outdoor	59-63
Legitimate	15-16
Letter List	29 and 53
Magic	25
Music	9-14
Music Merchandising	70-76
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Notes From the Crossroads	59
Orchestra Notes	10
Out in the Open	59
Parks-Pools	34-36
Pipes	57-58
Possibilities	5
Radio	6-8
Radio Talent	7
Record Buying Guide	74
Repertoire-Tent Shows	26
Rinks-Skaters	40
Sheet Music Leaders	11
Show Family Album	51
Songs With Most Radio Plugs	11
Sponsored Events	49
Television	6
Vaudeville Reviews	22-23
Vaude-Film Grosses	21
Wholesale Merchandise-Pipes	54-58
World's Fair	30

ROUTES: Orchestra, page 14. Acts, Units and Attractions, 24 and 60. Dramatic & Musical, 24. Repertoire-Tent, 24. Ice Shows, 24. Grand Stand and Free Attractions, 60. Carnival, 61. Circus and Wild West, 61. Miscellaneous, 61. Additional, 61. Lists of Events for Two Weeks, 58.

DAIRY BELT LAYS AN EGG

Plenty Club Work in Upstate N. Y. But Low Salaries; Few Local Acts

By PAUL DENIS

ROCHESTER, N. Y., Aug. 5.—There's a lot of work for talent and local musicians in Upstate New York night clubs and hotel spots, but salaries are low. This city is the main booking center, with Buffalo second and Syracuse and Albany next. Rochester bookers claim there are more than 10 full week stands locally and another 35 or 40 weeks booked from here for the surrounding territory, including Binghamton, Auburn, Hornell, Elmira, Batavia. Three Buffalo bookers dominate Western New York and send acts frequently into near-by Canada. Four Syracuse bookers squeeze a living out of their area, and the lone Albany booker operating out of an office concentrates mostly on private club dates. In addition, there are several other bookers in Upstate New York who operate under their hats, out of cabins, from hotel rooms or from public phone booths. Generally, it's a tough proposition, with the bookers fighting among themselves and trying to ward off Detroit, New York and Boston bookers who send up girl lines and acts. Dance schools, which sell girl lines and young dancers for practically no salary, are another menace to bookers.

Traveling bands can't make much money in this territory, there being only a few ballrooms taking out-of-town bands in entire New York State. There is practically no vaude in the State, especially during the summer, with Buffalo being the only upstate city using names and name bands quite regularly.

Salaries for acts are usually \$25 to \$50 per person a week, sometimes including room and board, altho an occasional small name can get as high as \$125.

Line girls usually get \$18 to \$25 a week, often with room and board and occasionally with transportation paid to and from the club. There is a big demand for girl lines that mix, and the more the girls drink the easier they are to book. One Rochester booker makes a specialty of lines, employing two chauffeured—

(See POOR PAY on page 17)

Ice Lead Changed Again

NEW YORK, Aug. 5.—Third change in lead of the ice show in the Terrace Room at the Hotel New Yorker came when Erna Anderson replaced Edwina Blades, who rejoined *Ice-Capades of 1940* in Atlantic City Thursday. Alfred Trenkler, who was to have been replaced by Jackson and Lyman, remains. The latter team is included in *Ice-Capades*. Remainder of New Yorker show lists Nathan Walley, Edith Dustman, Roberts and Farley, De Lories Ziegfeld and the ballet.

NEW YORK, Aug. 5.—American Theater Wing of the Allied Relief Fund held an orchard party yesterday at the home of Aline Bernstein at Whipoorwill Road, Armonk, N. Y. Proceeds from the \$1 admissions will be added to the war relief fund. Beatrice Sterling was chairman of the affair.

Didn't He Know?

PHILADELPHIA, Aug. 3.—The twin daughters of Edwin Schloss, local music dean and critic, returned home the other week-end for a surprise visit from their studies at Columbia University in New York. At the moment the doorbell rang their daddy was working intently at his typewriter.

"The twins are here," exclaimed Mrs. Schloss, flinging open the door.

"Are they new ones," came the pre-occupied answer, "or is it the same old pair?"

Canadian Kid Curfew

DETROIT, Aug. 3.—New curfew regulations were made effective this week in war-time Windsor, Ont., applying especially to theaters. Under the new regulations issued by the police, no children under 16 will be allowed on the streets or in theaters after curfew unless actually accompanied by their parents or legal guardians. Youngsters found in theaters are to be taken home by police, and their parents subjected to prosecution for the offense.

Columbia Class Disks Down

NEW YORK, Aug. 3.—Effective Tuesday (6) Columbia Recording Corp. is reducing the list price of its classical records as much as 50 per cent in some classifications. The 12 and 10-inch records will sell for \$1 and 75 cents, including disks by Leopold Stokowski and the New York Philharmonic Symphony Orchestra.

The Broadway Beat

By GEORGE SPELVIN

DEPARTMENT of Spectacular Waste: Jack Powell, who recently returned from Rio de Janeiro, tossed out some 500 of his photos while making a plane trip thru Brazil. The stunt, however, netted little valuable publicity. The pictures landed in a jungle. . . . The head of a band agency, moaning over the closing of an out-of-town spot he had been booking, told of an all-time low so far as the gate receipts were concerned. During one week-end the spot netted just \$4 worth of business. But he pleaded that the name of the band at the spot at the time be kept a deep, dark secret. Because, of all the bookings he had made, that band was the only one that his agency owned outright. . . . One of this column's stooges got invited to a rare (if not esoteric) treat—dinner in the ultra-ultra farmhouse on the electric farm run by the electric utilities at the World's Fair. Among the high spots was the sampling of the first ears of corn (aside from those on Midway stages) ripened on the Flushing meadows. For the records, the crop is sweet and tender. Janet Griffith runs the fish-bowl model kitchen into which all the crowds may peer, and Robert Alden runs the farm itself and lives in the second story of the farmhouse (into which the crowds may not peer). He's expecting a blessed event in the cowfold any day now and declares that the chickens seem none the worse for their inclosed lives. . . . Tip to music men: Aurelia Celinda, who's singing at El Chico, is using an unpublished Mexican number that's earmarked for the hit classification. It's in bolero tempo, and is called *Cuatro Vidas*. She sings it very well, too.

ARCH OBOLER'S wife looks so very young that Arch ran into a lot of trouble while traveling thru Idaho recently. He was stopped by cops so many times that now he carries his marriage license along when the Oboler menage goes tripping. Incidentally, Arch, who has a reputation not only for his terrific scripts but also for his intensive informality in the matter of clothes, gave his idea of being well dressed when he flew in from the Coast recently. He was wearing a brand-new sweatshirt. . . . Ben Yost, he of the numberless musical acts, has turned life-guard. At least he rescued Vera Dreiser, niece of Theodore Dreiser, last week at Rockaway Beach. Ironically enough, Miss Dreiser is a former Olympic entrant, while Yost has only been a swimmer for the past two years. . . . Incidentally, the Yost group at the Roxy is billed as The New Yorkers—but not a single one of the eight boys and girls hails originally from the big town. Which, after all, is the usual case with people who advertise themselves as New Yorkers. . . . The past week-end (27-28) saw songpluggers invading Atlantic City as thick as locusts, due to the number of bands down there. And when it got hot Teddy Powell, who's resting at the beach resort, took pity on them and gave them an iced tea party at his cabana in front of the Ritz.

JOHN GARVIS, former newspaper and publicity man, is the newest recruit to the hotel ranks. He is now secretary to James McKinley Bryant, new front man at the Cafe Pierre. . . . Harry Kramer, conductor of WINS's chatter column, *Notes to You*, has added 10 papers to his out-of-town syndicate. . . . Art Franklin succeeded Al Wilde this week as publicity director for Moe Gale. Wilde's setting up his own office for personal management and publicity for bands. . . . The nerve-of-the-thing dept.: A uniformed sandwich girl advertising the cheaper rates of travel by private auto is making her regular stand in front of one of the Stem's bus terminals.

Thru Sugar's Domino

Regulation of Gambling as a Public Service

ONE need not be bitten by the gambling bug to approve of gambling—that is, gambling that is properly regulated and removed from the reach of impressionable minors. To condemn gambling; to take an active part in repressing it is just as futile as trying to make men in a democratic country wear identical ties, shoes or hats. And just as unfair and hypocritical. We find as a general rule that the pressure groups lined up against gambling are composed of persons who know as little about life as it is possible to know and still get along or of persons who are pitifully inhibited; of hypocrites or, of course, blends of all of these.

The American public is a gambling public. If Mr. John Jones is prevented from gambling in one way the instinct to court Lady Luck will manifest itself in another. Wise public officials—that is, public officials who are wise as well as honest—are aware of this and they consequently make it their business to regulate gambling as closely as possible. They do not suppress it entirely because they know human nature and they have no desire to benefit financially from the tribute paid out by gambling promoters. The men who espouse gambling in communities dominated by the puritanical, hypocritical and administered by grafting politicians are realists. They don't waste valuable time beating around the bush. To them the difference between run-of-the-mine politicians is in degree rather than kind. One politician differs from another in regard to the lowest tribute he will accept. When you are up against such a situation in a community the welfare of the public is hardly a consideration. The politician cares as much about the people who elect him or support the machine that appoints him as Hitler cares for the rules of cricket. Whether or not a community permits gambling to take place openly or behind closed doors depends not at all on the conscience or public spirit of the politicians. It is a very simple proposition of the comparative strength of bargaining power between the gambling promoters and the grafting politicians.

Events all over the world in recent years and, more specifically, in recent months have caused Americans to take stock of themselves. This is the one bright spot in the present world blackout. While we are taking stock of ourselves as a democracy and how a democracy should operate to the advantage of the masses that it serves we should as well inquire more searchingly into the various hypocrisies that have cramped our style as a great nation. The major hypocrisy, we believe, is the attitude towards gambling of the men who write and pass our laws and those who enforce these laws.

We do not advocate a complete surrender to the gambling instinct or strain in Americans. This would be going to the other extreme. Gambling as a major element in our lives would destroy everything that we hold precious. On the other hand, the restraint of the normal impulse to gamble occasionally works just as much havoc because the public suffers by the pollution of its politicians and by the operation of gambling under conditions that are unwholesome, to say the least. Many States have recognized that it is impossible to curb betting on horse races and they have turned this to good advantage by making pari-mutuel betting legal, thus giving the sucker a better break and diverting money

(See SUGAR'S DOMINO on page 27)

JOHN BARRYMORE

(This Week's Cover Subject)

JOHN BARRYMORE made his stage debut in 1903, at the age of 21, at Cleveland's Theater in Chicago in "Magda." Two years before that he had appeared with his father, Maurice Barrymore, in "A Man of the World," but that was only for a single benefit performance. From the time of his professional debut he had a constant succession of increasingly important roles in plays that included "The Dictator," "Alice Sit-by-the-Fire," "The Fortune Hunter," "The Yellow Ticket," "Kick In," "Justice," "Peter Ibbetson" and many others. He made his London debut in "The Dictator" in 1905 and his Australian debut in 1906 in William Collier's company.

His line of stage successes was climaxed in the period between 1920 and 1922, when he appeared with his brother Lionel in "The Jest" and played the leads in "Claire de Lune" and "Richard III." In November, 1922, he appeared at the Sam H. Harris Theater, New York, as Hamlet and was acclaimed the greatest Hamlet of his generation.

After touring "Hamlet" for three years and appearing in it in London he went to Hollywood in 1925 and made films for 14 years. His many picture successes included "Sherlock Holmes," "Dr. Jekyll and Mr. Hyde," "Beau Brummell," "The Sea Beast," "Don Juan," "Moby Dick," "A Bill of Divorcement," "Reunion in Vienna" and "Counsellor-at-Law."

In 1939 he returned to the stage to play the lead in "My Dear Children," in which he toured and scored heavily in Chicago and New York. After the close of the play he returned to Hollywood, where he is now making "The Great Profile" for 20th Century-Fox. Leading figures in the show business voted him the greatest performer they had ever seen in a poll conducted last spring by The Billboard.

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Miss Yeo Set for Ice Revue

CHICAGO, Aug. 3.—Skating Artists Agency has signed Mary Jane Yeo, 16-year-old skater, to a long-term contract for Arthur Wirtz, of Sonart Productions, Inc., which will produce the ice ballet at the Rockefeller Center Theater, New York.

PUSH NON-ASCAP WAXINGS

Hacked "Carmen" At Detroit Fair

DETROIT, Aug. 3.—Streamlined *Carmen*, produced by A. F. Thaviu, played to about 7,000 people at the race track at the Michigan State Fair Grounds here for two shows. Opening Monday to about 3,000, the show built to 4,000 for the second night. The show just about broke even on production expense, according to Fred W. Hamilton, treasurer. With a dollar top, total gross was estimated at about \$5,000.

Despite the relatively low attendance, plans are already under way to repeat the venture with a similar sponsored show next year.

Carmen has been playing other cities, mostly under auspices of similar organizations, with one-nighters the rule. Attendance elsewhere appears to have been better than in Detroit, with 10,000 reported for Canton's single show.

The show itself is best described in Thaviu's own phrase as "a modified revue instead of an opera." Only the outstanding bits from the opera are given, interspersed with plenty of ballet routines.

New "Ice Follies" Sept. 6

SAN FRANCISCO, Aug. 3.—*Ice Follies* will open with a new winter show September 6 at the Pan-Pacific Auditorium, Hollywood, which seats around 5,500.

Oscar Johnson, one of the producer-stars of the revue, said appearances in 20 other key cities are scheduled before the end of the year, but that opening dates are not definitely set. Meanwhile, engagement here has been extended thru August.

Show broke all records here last year with a continuous run of five months, and has already played to almost 200,000 so far this year.

Ice Revue Will Return to Hotel St. Regis in October

NEW YORK, Aug. 3.—Hotel St. Regis will reopen an ice show in its Iridium Room in October. Gaston Laurysen, executive director, planned yesterday for Beverly Hills to consult James Mitchell Leisen, Paramount producer-director, on plans for the new show.

En route, Laurysen will stop in at the Nicollet Hotel, Minneapolis, to review Dorothy Lewis, the Heasley Twins and the St. Regis Busters, featured last winter at the St. Regis.

Ice Show Opening Delayed

PHILADELPHIA, Aug. 3.—Opening date of the *New York Ice Revue and Ballet* at Ray Fabiani's outdoor Ice Gardens has been delayed to either August 12 or 13. Was scheduled originally to open the 8th. Cast has been augmented by Maribel Vincent, Duffy and Simone and Zig and Zag.

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Possibilities



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

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

For LEGIT MUSICAL

BEN BERI—comedy juggler caught recently at the Strand Theater, New York. Has a hilarious routine that makes use of balls, clubs and tambourines; tho the tricks are familiar, his presentation is novel and extremely amusing. Should fit nicely into a legit revue as a single or as a feature in a production number.

MURIEL SHERMAN—vocalist now singing with Mickey Alpert's orchestra at the Coconut Grove, Boston. A sweet-looking blonde with a fine voice and plenty of personality, she has done considerable band and night club swinging. Has terrific delivery, can handle lines well, and looks like a good bet for a legit musical, with films a possibility later on.

Robinson Leaves NBC

CHICAGO, Aug. 3.—Ken Robinson, continuity chief of NBC Central Division, has tendered his resignation, effective August 9, to join the radio department of Neisser-Meyerhoff Agency. Arthur E. Meyerhoff, president of the agency, stated that Robinson was hired for no specific account but would concentrate at first upon the creation of new material for presentation to various clients.

William J. Murphy was appointed to take Robinson's place as continuity chief at NBC. Murphy is now assistant continuity editor. His first task probably will be to name a new assistant and hire an addition to the scribbling corps.

Vick's To Use McGivney

NEW YORK, Aug. 3.—New WBBM, Chicago, newscaster Donald McGivney, commentator, traveler and soldier of fortune, begins a series of newscasts over that station Monday (5). Titled *Donald McGivney and the News*, programs will be aired over WBBM on a Monday thru Saturday schedule from 8:15 to 8:30 a.m. CDST.

A corollary to this announcement is the report that McGivney will only air sustaining for six weeks, having already bagged one sponsor, if not two. Vick's Vapo-Rub, handled by Morse International here, is believed to have signed a 26-week noncancelable contract which begins September 16. It is probable, but not yet definite, that sponsorship of the 6-day-a-week newscast will be split with a nationally circulated magazine.

WPEN's New Theme Song

PHILADELPHIA, Aug. 3.—Receiving special permission from the publishers, WPEN now opens and closes the broadcasting day with the playing of *God Bless America*, discarding the old theme song, *Lights Out*, which had been used for the past four years.

'Journal' FM Station

MILWAUKEE, Wis., Aug. 3.—The *Milwaukee Journal Co.* has filed application with the Federal Communications Commission for a Class C 50,000-watt commercial FM station. New station will replace the *Journal's* present W9XAO FM station, and will be inaugurated with 17-hour service daily from 7 a.m. to 12 midnight. It will provide a program service entirely separate from WTMJ.

Survey Shows Library Service Jacking Up Non-ASCAP Tunes to 50%; Recording Field Opening

NEW YORK, Aug. 3.—Transcription libraries are rapidly increasing their percentage of non-ASCAP music, and in some instances have jacked up the score to a 50-50 break for non-ASCAP and ASCAP numbers. Survey of the output of one of the leading wax libraries, whose clients include more than 100 radio stations, shows this fact graphically. In July of 1939, Associated Recorded Programs Service Library cut 34 ASCAP songs as against six non-ASCAP. Associated's last release, for the beginning of August, 1940, includes 29 ASCAP and 17 non-ASCAP tunes.

Complete breakdown of ASCAP and non-ASCAP recordings made by ARPSL for the months between July, 1939, and August, 1940, follows:

Month	ASCAP	Non-ASCAP (Public Domain, BMI, AMP)
July, 1939	34	6
August	31	6
September	40	7
October	28	14
November	24	17
December	35	14
January, 1940	33	31*
February	35	13
March	32	16
April	42	3
May	41	6
June	32	8
July	30	14
August	29	17

*Jump in January is due mostly to Christmas season and consequent use of Christmas carols, etc.

Number of non-ASCAP tunes in month of April, 1940, shows a sharp drop, but company explains this by saying that the three numbers waxed were exceptionally long, as *Finlandia*. During last two months, however, the non-ASCAP score is markedly up, and it is a pretty sure assumption that the industry in general will continue to increase the non-ASCAP wax percentage between now and the end of the year.

Associated, for instance, claims that before the current ASCAP-radio industry fight the general monthly output maintained a 90-10 percentage. Currently, the output is approaching a 50-50 break. Associated's commitments for August 5 indicate 30 per cent non-ASCAP material; August 20 release, 50 per cent; and 50 per cent on the September 5 release. Thereafter, until first

of the year, this ratio will be kept.

Meanwhile, the waxers are getting up a strong backlog of non-ASCAP tunes which are being held on the shelves, so that if ASCAP contract is not inked transcription firms will be able to supply stations immediately.

Some waxers are not going overboard on non-ASCAP material, angle being that the companies have licenses with Music Publishers' Protective Association which covers firms until end of the year, so e. t. men feel they may as well take advantage of same. But the trend is definitely toward a higher non-ASCAP ratio.

Broadcast Music, Inc., has cracked the ice with leading record companies, including RCA-Victor, Columbia and United States Record. Recent releases, and some slated to be released shortly, include two BMI tunes for Victor by Freddy Martin and Bob Chester. Tunes are *The Same Old Story* and *Practice Makes Perfect*. Columbia disks of BMI tunes have been made by Ray Herbeck, Al Donahue, Frankie Masters. Tunes, respectively, are, *What God's the Moon: Madame Will Drop Her Shawl* and *The Same Old Story*. For U. S. Record, Johnny Messner has disked BMI's *Some-one*.

BMI figures these name and semi-name band leaders will be of immense value in popularizing tunes via coin-operated machines.

WIND New Business

CHICAGO, Aug. 3.—New business for WIND includes contract renewals for participation in *Sports Edition* by Axton-Fisher Tobacco Co. for an additional 26 weeks; Michigan Avenue Chevrolet for an additional 13 weeks; Wilson & Co. (Ideal Dog Food) for an additional 13 weeks; Mapleton Cigarettes (Fleming-Hall Co.), thru Weiss & Geller Agency, new for 13 weeks on *Sports Edition*; Goldenrod Ice Cream Co. thru Goodkind, Joice & Moran, 35 announcements weekly for 13 weeks; Swift & Co., thru J. Walter Thompson, 18 announcements weekly for 13 weeks; Manhattan Brewing Co., 24 announcements weekly for 52 weeks, and Quality Wet Wash Laundry, thru Newby, Peron & Flitcraft, 10 announcements weekly for an indefinite period.

WESTERN UNION

WHEN TRAVELING—EASE THE ANXIETIES OF THOSE AT HOME BY SENDING DAILY LOW RATE WESTERN UNION TOURATE TELEGRAMS—ONLY 35c FOR THE FIRST FIFTEEN WORDS.

RKO THEATRES

1270 SIXTH AVENUE
RADIO CITY • NEW YORK

STOCK TICKETS

ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
ROLLS 2,000 EACH
Double Coupons,
Double Price.
No C. O. D. Orders
Size: Single Tick., 1x2"

YOUR ORDERS FOR TICKETS

No matter how small or how large, will be appreciated and

THE TOLEDO TICKET COMPANY
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TOLEDO good ticket Center

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Roll or Machine
10,000 \$ 6.95
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50,000 12.75
100,000 20.00
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Double Coupons,
Double Price.

ARE SOLICITED

NOT WORRIED ABOUT ASCAP

"We Can Get Along Without You Very Well," Sing Ad Agencies

NEW YORK, Aug. 3.—Check-up of advertising agencies to determine their reactions to the fight between the networks and the American Society of Composers, Authors and Publishers indicates that agency opinion generally is on the side of the radio interests. About 16 agencies in all were queried. General tenor of the answers was that, if and when the showdown comes, the agencies will be able to do without ASCAP music. Typical statements from agency execs follow.

LORD & THOMAS: Edward Lasker stated, "If the showdown comes, we will have to manage. We will get along without the American Society of Composers, Authors and Publishers."

WILLIAM ESTY: Dick Marvin, chief of agency's radio department said, "We can manage without ASCAP." Marvin pointed out that, of the agency's seven radio programs, one uses public domain music; on two programs music is not important; and on two others only mood music is used. The only program seriously affected will be Bob Crosby's. "We are not worried," added Marvin.

American Association of Advertising Agencies: F. R. GAMBLE, Four A's spokesman said, "It's tough! But we may have to manage."

J. WALTER THOMPSON: Spokesman stated that thus far the agency had no official statement. Indicated, however, that "the agency is faced with the fact that it will have to get along without ASCAP music." He added the situation was "involved and delicate," and that it was probable the agency would have to abide by decisions of the broadcasters. Felt that a compromise was not likely.

YOUNG & RUBICAM: Spokesman stated that of course the Kate Smith program would have to be revised, but added that in the event of a showdown, "we can manage."

A top agency that asked for anonymity: "Our feeling is identical with that of the networks. The networks have waited too long and should have opened

the battle long ago."

FRANKLIN BRUCK ADVERTISING CORP.: M. J. Kleinfeld said, "We can readily substitute BMI and other catalogs."

BADGER, BROWNING AND HERSEY: Robert W. Hersey stated agency was not using much music and certainly, therefore, not much ASCAP music. Music requirements, he added, could easily be met without ASCAP.

PEDLAR & RYAN: Edgar Sisson stated that, outside of the Guy Lombardo-Lady Esther program, the agency would not be seriously hurt because most of its programs are dramatic and theme music could be switched. Regarding Lombardo, it was said that whether or not they could do without ASCAP would depend upon how far they can go without changing the character of the band.

CHARLES W. HOYT CO.: R. G. Pratt is anticipating two musicals for the fall. Intention is to start programs with a cross-section of music from both BMI and ASCAP, and to use BMI increasingly as winter season approaches—so that by the first of the year "the change will not be too apparent."

BERMINGHAM, CASTLEMAN & PIERCE: George C. Castleman stated the agency's problem had to do with transcriptions. Pointed out that, if some of the network affiliates or independents make ASCAP deals, agency will be in a jam regarding programs originating on NBC or CBS outlets with BMI contracts.

BLACKETT-SAMPLE-HUMMERT: "We are not worried."

STACK-GOBLE: Big problem here is Horace Heidt's two programs on NBC. Hal Kemp stated that "all depends upon what the networks and ASCAP do between now and first of the year."

MCCANN-ERICKSON, INC.: Agency stated it does not have programs which depend much upon ASCAP except *Make Believe Ballroom* spots; but since that business goes off August 10, agency feels it has no problem. Agency stated that, if need be, all its programs could switch to non-ASCAP scores.

Other agencies are just biding their time, pointing out that a settlement may (See NOT WORRIED on page 8) be effected between now and the end of

10 Percenter in Reverse

PHILADELPHIA, Aug. 3.—Story is making the rounds of a local lad, discovered on one of the one-lung stations in town, who in the past two years has become a radio name via network commercials. Back in town for a visit, his first since taken out by a New York manager, the home-town product is beefing to all his envious pals that he hasn't a dime in the bank.

Assuring he hasn't turned playboy, the radio star said, "I can't figure it out. It must be my manager."

"Haven't you the regular 10 per cent deal with him?" he was asked. "Oh sure," he shot back, "but it's me who gets the 10 per cent."

Short Wavers To Spend \$2,000,000 for Equip't

WASHINGTON, Aug. 3.—South American programs directed from this country by our short-wave stations have proved highly popular, the NAB has informed the Department of State, and because broadcasters want to increase their scope in international radio they are committing themselves to spend \$2,000,000 for newer and more powerful equipment. Programs of this nature may be sponsored under the rules of the FCC. However, there are limitations upon the commercial plugs used.

News programs have proved the most popular among South American listeners, it was said, but there is increasing interest in educational talks, fashion notes and Hollywood gossip. American short-wavers are now pumping 449 hours of news per week to the Latin Americans.

Mullen Is New V.-P.

NEW YORK, Aug. 3.—National Broadcasting Co.'s board of directors yesterday elected Frank E. Mullen vice-president and general manager. Mullen, who has had 17 years' experience in radio, joined NBC in 1926, serving for eight years as director of agriculture. In 1934 he became manager of the department of information of Radio Corp. of America, and in 1939 was elected vice-president of RCA in charge of advertising and publicity.

NBC, CBS, MBS Billings Boom

NEW YORK, Aug. 3.—Network radio billings continued on the increase, according to figures released by Columbia Broadcasting System, National Broadcasting Co. and Mutual.

CBS billings for July, 1940, were \$3,067,870, as compared to \$2,311,953 for July, 1939. This is an increase of 32.7 per cent, and is the 10th successive month over \$3,000,000 for CBS. CBS cumulative figure, taking in from January thru July of this year, is \$23,525,242, as against \$19,264,926 for a similar period last year. Percentage increase on the cumulative figure is 22.1.

NBC billings for July, 1940, were \$3,830,438, as against \$3,283,555 the corresponding month last year. Increase is 16.7 per cent. NBC cumulative figure for seven months is \$28,390,314, as against \$25,882,492 the previous year. Increase is 9.7 per cent.

Mutual's billings for July, 1940, were \$235,182, an increase of 8.6 per cent over the corresponding month last year, when billings were \$216,583. MBS cumulative figure for seven months this year is \$2,266,505, an increase of 23.1 per cent over the \$1,840,818 figure of similar period last year.

MBS "Series" Build-Up

NEW YORK, Aug. 3.—Starting August 6, Mutual Broadcasting System will air *The Pennant Contenders* in order to create the greatest possible build-up for Gillette's World Series broadcasts. Mutual will air program each week from cities of the eight first-division clubs of the major leagues. Managers, players coaches will be interviewed. Program starts in Boston and will wind up October 1, the day before the series.

Chi Lord & Thomas Switch

CHICAGO, Aug. 3.—New time buyer replacing Holly Shively at Lord & Thomas is Jack Laemmar, who resigned last week as time buyer under Harlow Roberts, radio chief at Blackett-Sample-Hummert. Miss Shively goes to the copy department. At B-S-H, assistant time-buyer Gene Fromherz has taken over Laemmar's work, Irving Sloan moving into Fromherz's position.

Min. Income Guarantees To Be Set by AFRA

NEW YORK, Aug. 3.—Pyramiding of commissions and long-term contracts which do not guarantee a minimum of employment and income, as will be required by union standards or as are commensurate with a performer's normal activity, will be prohibited in the regulations which the American Federation of Radio Artists is drafting for licensing talent bureaus. Union exec explained that the practice has faced all the other performer unions in the past also. Other branches of the Associated Actors and Artistes of America have all included similar curbs in their individual licensing regulations and standard performer contracts.

Tho the AFRA committee working on the agency regulations has not yet worked out details of these provisions, the consensus is that, unless talent bureaus can guarantee a performer a specified amount of work and salary, and actually live up to the requirements, employment contracts will automatically expire. There will also be limitations to length of run of any contract to prevent long-term deals which sew up performers' most productive years. Pointed out that in current procedure agents obtain exclusive employment contracts and fail to deliver jobs, thus forcing actors to turn to other agents and pay double and sometimes triple commissions. August 12 will probably see the end of that. AFRA members and bureaus have been warned these past few months that all new contracts being signed would be void unless they are modified to comply with forthcoming stipulations when the union inaugurates its whole licensing policy.

Advertisers, Agencies, Stations

NEW YORK:

LINNEA NELSON, head time buyer at L. J. Walter Thompson, left for the NAB convention in San Francisco. . . . **JWT** will handle spot announcement campaign for Bromo Quinine. . . . **First Nighter,** for Campana, goes over 53 Columbia stations at 8:30 p.m. beginning Tuesday, September 3. Set by Aubrey Moore & Wallace. . . . **Tom Harker,** formerly with Ed Petry, has joined the sales department of Mutual in New York. This addition gives MBS four salesmen here and two in Chicago. . . . **Ed Sammis,** in charge of CBS's mag department, left to join *Look*. . . . **Ralph Edwards'** *Truth or Consequences* program has been assigned NBC's largest studio, 8H, when it starts August 17. . . . **Leith Stevens** is using nine mikes on the Ford Summer Hour. . . . **Benay Venuta** to go to Coast with Abbott and Costello and remain in Hollywood for balance of the Ipana contract. . . . **Ferguson and Walker** have been appointed national reps for WBNX. . . . **Radio Advertising Corp. and Gellatly, Inc.,** have merged and will represent stations on lists of both firms. Titled **Radio Advertising Corp.,** officers are **W. B. Gellatly,** president; **Walter I. Tenney,** secretary and treasurer, and **L. J. F. Moore,** vice-president. . . . **WHN** Transcription Service is cutting disks for Adam Hat fall campaign. . . . **Bob Carter,** WMCA announcer, has married **Agnes Hermansen.**

PHILADELPHIA:

FRANK BOSSONE, brother of Denny Welsh, *Fox-Movietone* newsreel expert here, makes his air debut next month on WIP, singing with **Joe Frassetto's** staff ork. . . . At the same time,

Toni Rota, torch singer, makes a return to the airwaves via the same station. . . . **Frank Carver,** formerly with WBZA, Boston, added to the KYW engineering staff. . . . All accounts formerly handled by **Wise Associates** now to be serviced by **Schoneman-Hening,** new local agency, since **Stanley A. Wise Jr.** left the agency field to take a post in Washington as advertising manager for the **Harry Kauffman** department store. . . . **John B. Geraghty** agency gets the **Philadelphia Gardens** account, new sports center using local spots extensively. . . . **Fred Wood,** who handles the all-night record show on WIP, planning a South American cruise for the latter part of the month and aiming to drop in on some of his Latin American listeners. . . . **Ken Stowman,** WCAU publicity chief, in charge of the station's short wave activities and adding two hours daily to the DX schedule to further promote South American good will.

HOLLYWOOD:

SINCE resignation of **Bob Braun** as radio head for **Edington-Vincent**, agency is dickering with **Nat Wolff** to handle job. . . . **Arthur Church,** head of **KMBC,** Kansas City, is in town for confabs with CBS over his new strip show. He will attend the NAB Convention and then vacate at **Del Monte.** . . . **Tracy Moore** has been made sales manager of **NBC-Blue** in the Western Division. Appointment was made by **Edgar Kobak,** web exec, who will spend a few days here breaking **Moore** into the new job. . . . **Harry Lubcke,** chief engineer of **Don Lee** Televis, goes to New York for FCC confabs.

Television Review

Reviewed Wednesday, 9-10:20 p.m. Style—Variety and dramatic. Reviewed on RCA Television Receiver. Station—W2XBS.

National Broadcasting Co. on Wednesday wound up its 15-month series of regular television service. **Alfred H. Morton,** NBC vice-president in charge of tele, closed the session with a brief speech thanking the public and explaining that production would begin as soon as necessary changes were made in the transmitter.

Program had **Eugene Jelesnik's** Band, the **Southernaires,** **Charles Althoff,** **Eleanor Steber,** **Amelia Hull** and a hokey but effective thriller titled *The Drums of Oude,* with **Maurice Wells,** **Patricia Calvert,** **Carl Harbord,** **Jack Cherry,** **W. O. McWatters** and **James Swift.**

Presentation of music, either orchestral or vocal, has long been a tough problem for the tele producers. On this program **Jelesnik's** Ork showed to advantage, the maestro putting dash and personality into his past violin sequences. Vocalists **Eleanor Steber** and **Amelia Hull,** however, were troubled by the old bugaboo, namely, bad facial contortions in close-up shots.

Charles Althoff, doing a hillbilly fiddler's act, was excellent—his tramp make-up being strictly sock. **Southernaires,** too, scored.

Drama, a piece by **Austin Strong** glorifying the British in India, was carried off well by a good cast. From standpoint of production the play had an economy of cast, with action restricted to definite limits. This is demanded by tele in its present stage of development, and on this program the producers made the most of their material. *Ackerman.*

Radio Talent New York

By JERRY LESSER

MERI-BELL, wife of DEL SHARBUTT, the announcer, is considering a comeback to the air-planes after guesting on the LANNY ROSS show. . . . JAMES MEIGHAN is the father of a baby girl. JIMMY is heard on *Just Plain Bill*. . . . JOE GRANBY, radio heavy, says he'll commit any crime at AFRA rates. . . . SAM WANAMAKER, whose wife, CHARLOTTE HOLLAND, plays Cathy on *Against the Storm*, is in New York to join his wife in radio work. . . . SID SLON, who plays Dr. Romaine on *The Goldbergs*, has written a new series which may soon hit the airways. . . . JOHNNY GREEN has lost 11 pounds in the last three weeks, a combination of hard work and diet. . . . EDDIE DUNHAM, director of the *Cities Service* program, has produced some of the best-known shows on the air.

B. S. BERCOVICI, WINS news commentator, will discontinue his two-a-day broadcasts for two weeks. . . . If anyone around the studios wants to know about tropical fish, he asks EUSTACE WYATT, of the *Our Gal Sunday* cast. EUSTACE is proprietor of a thriving tropical fish store. . . . SANTOS ORTEGA has bought a home in Little Neck, L. I. . . . WALTER KING will resume his *Dog Gone* program after Labor Day. It had to leave the air when KING was stricken with pneumonia. . . . MARGE KERR, production chief of Tom Fitzdale, Inc., flying to the Coast for a month's stay, where she will relieve VIRGINIA LINDSAY, of the Hollywood branch, who vacations. . . . GWEN JONES, of CBS's Program Ideas Department, reports that her office is overflowing with "war show" scripts. . . . SAMMY PRAGER, CBS pianist, has sold two popular numbers and a piano solo to a New York publisher. . . . CARLTON YOUNG is betting that his second child will be a girl; and the bets on my first, due within the next three weeks, are for a boy. . . . PHIL TULLEY (Step Down

Donovan), of *The Perfect Crime*, is commuting from Lake Oswana, N. Y., every Friday for the show. He named his spot *Villa Rose Marie*, after his favorite light opera. . . . FRANK WILSON, author of *The Bishop and the Gargoyle*, is penning two other mystery serials. . . . HARRY HOFF, of General Amusement, is offering a new dramatic serial with JAY JOSTYN in the leading role. . . . The Lambs "wash" didn't exactly prove a washout for JACK NEGLEY of WINS, who won a pair of 24-carat gold cuff links pitching quoits. Each link is engraved with a picture of a pair of lambs. . . . ESTHER RALSTON has been added to the cast of *Big Sister*. . . . IRENE WINSTON was proposed to via the mail. A young Oklahoman, worried by the trials and tribulations of Eve Stanley, the part IRENE plays in *When a Girl Marries*, wrote a long sympathetic letter offering a home and a husband's protective arm. . . . CARL SWENSON was arrested for speeding last week-end. The judge of Hyde Park, N. Y., fined him \$10 and then asked him for an autographed photo.

SHOW BOAT has been renewed. . . . When FIBBER MCGEE and MOLLY return to the air in a few weeks they'll find that their sponsor has added nine stations, bringing total outlets up to 89. . . . DORIS DUDLEY is hobbling to her broadcasts these days. She stepped on a rusty nail and got a foot infection. . . . BERNARD ZANVILLE and HUMPHREY DAVIS, who play the two shepherds in the current sequence of *Light of the World*, are called the "Ba-Ba" boys by the rest of the cast. . . . JACK KNELL will do BOB TROUT'S commercially sponsored newscasts, while Bob, under doctor's care, rests up from his recent convention and heavy war newscasting schedule. . . . LEITH STEVENS, conductor of the Ford Summer Hour, collects biographies of composers and conductors.

Chicago

By NORMAN MODELL

AFTER many auditions and equally as many aspirins in quest of an actor to replace FRANCIS X. BUSHMAN, director of the *Stepmother* show, CHARLES PENMAN finally discovered him in his own backyard; in fact, it was he himself. . . . NANCY DOUGLASS' abandonment of this city to be with hubby JACK HURTLE in New York will begin a new round of replacement auditions. . . . GAIL HENSHAW'S collapse from the heat last week gave BETTY ARNOLD an opportunity to prove her ability. She subbed for three days on *Kitty Keene* and, according to fellow mkesters, really strutted her stuff. . . . FRANK PAPP is sacro-diabling his sacroillac, which is in a cast and weighing him down at Passavant Hospital. . . . MURIEL BREMNER, who played the voice of Bambi's mother in the picture of the same name, is taking over JANET LOGAN'S role in *Road of Life*. . . . FRANK DANE is auditioning a new serial entitled *Beyond Tomorrow*.

ARNOLD MOSS, of the Al Jolson troupe, was cast as Giles Hennig in

Mary Marlin. . . . MARY PEARL SALISBURY, former Jane of *Judy and Jane*, is in town visiting her pals and vacationing from Missouri domesticity. . . . WILLIAMS BROTHERS' QUARTET, of Des Moines, has been signed by WLS for regular appearances on the *Barn Dance*. . . . JEANNE JUVELLER, who just got the part of Mamma Felzer on *Guiding Light*, declares she'll fight tooth and nail any proposal that AFRA meet less often than once a month. . . . MERYL FUGIT finds no difficulty in leaping from the loquacious to the laconic when he bridges the mental gap from the role of Percy Van Schuyler to the Extra hollerer on *Uncle Ezra*. . . . FRANK BEHRENS, JUDITH ALBEN, and FRANK PACELLI, of Radio Theater, Inc., are cowbarring it up at Oconomowoc in a play called *As the Twig Is Bent*. . . . MALCOLM CLAIRE'S publishers have asked for permission to lift the story of *Old Faithful* from his book, *Tune in Tales*. Story has been so popular it will be published separately.

Hollywood

By DEAN OWEN

LOIS COLLIER, who has appeared on the *Blondie* and *Luz* shows, is doubling now at the Mayan Theater in legit. . . . NAYLOR ROGERS and DICK WEED to Chicago for confabs relative to talent line-up for Keystone Broadcasting. . . . Latest to sign up for Braven Dyer's column is *Long Beach Independent*. Dyer works overtime pounding out copy for his column and dishing the sports over CBS. . . . BOB GARRED captained the KNX soft ball team to a 5 to 3 victory over KAY KYSER'S boys. . . . HERB ARONSON back in town after vacash in Frisco. . . . NICK COCHRANE and his boys have wound up their engagement at GRACE HAYES' Lodge and are heading for Santa Barbara once

again. . . . ARTIE AUERBACH is offering a slightly used fishing outfit for practically nothing or less. Artie spent five days hopelessly trying to convince some trout that they should get hooked. . . . MEREDITH WILLSON gets a four-week extension on his *Musical Revue*. . . . MARIAN and JIM JORDAN are back in town after a vacash in Chicago and New York. They resume for Johnson Wax on October 1. . . . BUD ABOTT and LOU COSTELLO, who have been signed by Universal for the new Allen Jones flicker, *Riviera*, in town. . . . DARSIE DARSIE, who has been conducting a golf column in the Los Angeles *Herald Express*, is reported about to take the air over a network for a local

'No Munich' Twixt ASCAP-NAB; Miller Reviews Legislation, Code, Labor; NAB Mulls War Problems

SAN FRANCISCO, Aug. 3.—Annual report of Neville Miller, president National Association of Broadcasters, to be presented to the broadcaster's convention at the St. Francis Hotel here Monday, is more optimistic than usual. Relations with everybody have been improved by the association's public relations policy, he declares, and even in those cases where improvement is still being sought there seems a more moderate stand than heretofore—except in the case of music copyright. He predicts there shall be no "Munich" between the NAB and the American Society of Composers, Authors and Publishers.

Reviewing the past year in radio, Miller will cite the sale of 9,000,000 receiving sets as an indication of public interest in broadcasting. Referring to membership in the NAB, he will say that the association has grown by 35 members as a result of his policies and the special membership drive put on during the last few weeks. Canvassing the NAB situation in the several fields classified, Miller will say in effect that:

LEGISLATION adverse to broadcast interests was still bottled up in Congress and that there is little chance of any important changes in the radio laws this year. He will describe a need for revision in the copyright law and for some restraining force upon the FCC.

PUBLIC RELATIONS had improved with respect to educational interests. Friendliness between press and radio now exists because of co-operation between the nets and newspapers in coverage of the European war and because the NAB sales promotion campaign is based on the idea that there is room for both media.

NAB CODE is being generally accepted by all groups as the most equitable way to operate broadcast stations in the public interest.

LABOR RELATIONS on the whole have been unmarked by serious conflict. The industry's average weekly wage of \$45.20, he said, is believed to be the highest in the country.

RESEARCH activities of the NAB were credited with modification of FCC informational forms. Also that the new application blanks required by the FCC from new applicants or one desiring modification in existing licenses were burdensome, and that change is desired.

BUREAU OF RADIO ADVERTISING since last September has developed new material to aid local broadcasters in promoting radio as a good advertising medium, especially in fields which have offered strong resistance to radio heretofore.

PROMOTION of radio jointly by the NAB and the Radio Manufacturers' Association has been successful in focusing public attention upon benefits of radio to the home.

ENGINEERING activities in NAB headquarters co-operated with the NAB Research department in modifying FCC forms.

MUSIC COPYRIGHT has a chance for solution if the NAB members get behind Broadcast Music, Inc., in order to break the "monopoly" of ASCAP. He will claim that broadcasters are willing to pay for use of music but are unwilling to buy music in a closed market. Miller will also declare that radio pays 40 times as much per dollar to ASCAP than the composers get from any other users. He will say that BMI already has over 300 member stations and that this group now pays over three-quarters of the total paid to ASCAP by the radio industry.

In conclusion, he will remind the broadcasters that they must be ever alert to threats of censorship and that free radio is now a pillar of democracy.

One of the most important problems which confront the convention is the industry's position alongside the government's plan to mobilize all of this country's business resources in the present national peace defense plan.

There is much talk that the FCC has advised against too much spending, and

that some sort of governmental reorganization is being planned to make radio more closely allied with Uncle Sam's preparedness plans.

Radio, more so than any other trade group, is vulnerable in this respect. A war with this country as a participant could end radio advertising. However, FCC Chairman Fly is expected to declare that there is no need for the broadcasting industry to be alarmed about any defense plans at this time.

Louis Johnson, former assistant secretary of war, is slated to speak at Tuesday's luncheon, followed by further business sessions. Similar group and general sessions will be held Wednesday, the final day of the convention, which will conclude with a banquet at the California Ballroom on Treasure Island.

Tele Subcommittees Work on Standards

NEW YORK, Aug. 3.—Fifteen organizations representing all phases of the television industry convened at the Hotel Roosevelt Wednesday (31), setting up the National Television Systems Committee, which will seek to unify and co-ordinate activities with a view to removing objections raised by the Federal Communications Commission in its denial of full commercialization. Nine subcommittees were appointed to handle the problems for setting up standards.

FCC Chairman James L. Fly told the delegates that the commission was ready to give the go-ahead signal to television as soon as the industry itself could agree on standards. Follow-up meetings are scheduled for September, by which time subcommittees are expected to have made reports.

Republic Pix To Film WNEW's 'Milkman's Matinee'

HOLLYWOOD, Aug. 3.—Republic Pictures will make a picture titled *Milkman's Matinee* and has already cleared the title with WNEW, station which has aired the program for years with Stan Shaw. Film is expected to debut in the fall, with WNEW co-operating on a big promotion splurge.

Dick Bard, station's publicity director, left for the Coast yesterday to take in the National Association of Broadcasters' Convention, following which he will plane to Hollywood to confab with Republic's producer, Bernard Vorhaus.

Carley P. A. for WBT

CHARLOTTE, N. C., Aug. 3.—A. E. Joscelyn, manager of WBT, Charlotte, has appointed William F. Carley promotion and publicity director of the station. Carley until recently was with J. Walter Thompson and formerly was promotion head of NBC's managed and operated stations.

Promotion had been handled by Arthur Forrest, resigned, and William Winter, who has been moved up to news editor.

FCC Okehs 2 Stations

WATERTOWN, N. Y., Aug. 3.—After more than five years deliberation, the FCC has granted authority to the Brockway Co. and the Watertown Broadcasting Corp. to build two new radio stations here. The Brockway Co., headed by Harold B. Johnson, publisher of *The Watertown Daily Times*, has permission to operate at 500 watts, daytime only. The other license was granted for operation at 250 watts and unlimited time. The Watertown Broadcasting Corp. is headed by Dean R. Richards.

BMI Awards on Dorsey Shot

NEW YORK, Aug. 3.—Cash awards for songwriting contest conducted by Tommy Dorsey over National Broadcasting Co. are being provided by Broadcast Music, Inc., which is also publishing the weekly prize song, paying full royalties for sheet music, records and transcriptions in addition to performing rights. Songs are performed on Dorsey broadcasts. Under the performing rights plan BMI officials estimate that the winners earn between \$1,000 and \$1,500 per quarter from radio performances alone.

Program Reviews

EDST Unless Otherwise Indicated

"NYA Varieties"

Reviewed Thursday, 5-5:30 p.m.
Style—Variety. Station—WNYC (New York)

Program, presented by the Radio Workshop of the National Youth Administration, is a 30-minute period delivering band music, vocals, a brief drama and an interview, latter conducted by Stanley L. Stevens, project's director.

When caught, *Varieties* shaped up as passable on the musical end, but not so good in the dramatic section, which was given over to a piece titled *Crankcase*. Situation and plot of *Crankcase* was not clearly defined.

Musically, tho, Stevens put together a nice layout, including Phil Napoleon's Orchestra, emcee and vocalist Buddy Breeze, and additional tonsil artists Billy Gilbert, Virginia Waring and Helen Sofia. Breeze revealed a smooth baritone and speaks well. He delivered a lilting lyric titled *Get the Moon Out of Your Eyes*; Gilbert passed muster with *Tumbleweeds*. The femmes were not so good, Miss Waring doing something in a more serious vein and Miss Sofia rendering *Ooh, What You Did*.

Wind-up of the program, a period during which Stevens interviews someone from the entertainment industry or from the NYA relative to the work of the project, was cut short on this program. *Ackerman.*

"I'll Never Forget"

Reviewed Wednesday, 1-1:15 p.m.
Style—Singing and dramatized true stories. Sponsor—True Story Magazine. Agency—Arthur Kudner. Station—WOR (Mutual network).

I'll Never Forget is a 15-minute session with some good warbling by Frank Luther and a dose of schmaltz in the nature of dramatized true stories. Latter are dramatized adaptations of letters sent in by listeners, who are asked to send in accounts of experiences they will never forget. Board of judges picks the most likely letters, awarding three \$50 prizes, three \$25 and three \$10.

On program caught, dramatization told of a man's meeting with the love of his life, a girl named Jeanie. Jeanie died shortly thereafter (not thru her meeting with our hero, it is to be hoped). This sad denouement is perfect for Frank Luther's next song—*Jeanie With the Light Brown Hair*.

In line with the general tenor of program, the narrator read a brief piece from one of Bernard Macfadden's editorials, the substance of which was that love is the important thing in life.

We presume this is true, but, true or false, it is great stuff for the tired females, who are likely to get a kick out of the *I'll Never Forget* letters and Macfadden's brainstorms.

Luther's few songs were excellently delivered, and Pat Barnes is okeh as narrator. *Ackerman.*

"Ring Up the Curtain"

Reviewed Tuesday, 5-5:15 p.m.
Style—Quiz. Station—WBZ (Boston). Sponsored by North Shore Players.

A quiz on the theater and theatrical personages, sponsored by a cowbarn and conducted by Helen Hoerle, p. a. for the North Shore Players, the program is built on lines of *Information Please*, with Miss Hoerle doing a Fadiman and the board composed of visiting stars and a drama critic. Questions submitted by listeners, who receive a brace of tickets for current presentation if board misses.

Show caught was definitely a fine plug for the players, with Libby Holman, Ralph Homes and Betty Hutton of the company as guests, and Mary X. Sullivan, of *The Boston American*, completing the board. Miss Hoerle has a fine radio voice and capably conducts the shot. Easy and informal, they go thru a sur-

prising number of questions during the 15-minute period. Only four sets of tickets were handed out on show caught, which is fair percentage. Guests were stumped more on questions pertaining to films than anything else. Bob White capably handles the few real commercials, while Miss Hoerle manages to plug the current show subtly without offending. *Kaplan.*

"In Chicago Tonight"

Reviewed Thursday, 10:30-11 p.m.
Style—Variety. Station—Sustaining on WOR (Mutual Network).

The following the standard pattern of variety programs, *In Chicago Tonight* manages to add a touch of timeliness with the presence of guests who are local (Chicago) news.

Besides Harold Stokes' Orchestra, the musical burden was carried by Bruce Foote and Annette Stewart, finalists in the Chicago Opera contest. Foote had a slight edge over Miss Stewart.

The second chapter of the show consisted of regulation interviews with John Ringling North, owner of Ringling Bros. and Barnum & Bailey Circus, and Alfred Court, latest sensation among animal trainers. Routine questions weren't expected to produce especially new or exciting copy.

The dramatic piece de resistance featured Olympe Bradna in tropical love scenes from the picture, *South of Pago Pago*. *Weiss.*

"Good News in Advertising"

Reviewed Thursday, 6-6:15 p.m.
Style—Comment. Sponsor—Farnsworth Television and Radio Corp. Station—WMCA (Intercity), New York.

Good News in Advertising, a digest of the advertisements in the daily local newspapers (a la P. M.), is an excellent idea, but not the way it was presented on its first showing.

First, Ken Farnsworth, the narrator, must acquire a smoother rhythm in speaking. He reads jerkily. Secondly, the program should devote more time to listings instead of trying to be funny in the overworked columnist fashion. The gab attending each item was uncalled for and boring. Further, it interfered with the continuity of the digest. Thirdly, the speaker seemed ridiculously sensitive to the mention of women's underwear. Maybe the gimmick was posed as a teaser. It turned out to be simply annoying.

Fourthly, there was no order to the ads and certainly hardly enough to constitute a digest. Classifying and grouping the ads would be a service.

To interest a shopper the digest should present special buys, bargains, oddities, new devices, household hints and "just the thing I've been waiting for stuff." A program like this, if organized well, could be a morning and late p.m. shot, to take in both morning and afternoon newspapers.

Since selection does not depend upon sponsors (Farnsworth commercial may prejudice just one field—radios), the listing can be free of favoritism. Show originates in the Johns-Manville Building at the New York World's Fair. *Weiss.*

"Manhattan at Midnight"

Reviewed Wednesday, 8:30-9 p.m.
Style—Dramatic. Sponsor—Commer Products Co. Agency—Young & Rubicam Co. Station—WJZ (New York, NBC-Blue Network).

The chase (not the fox-hunt blend) is a great institution. In this night's sketch it reverses itself at least three times.

As oft presented under different colors, Catherine Stanley, career woman, returns to her home town for her wedding. Her fiance is a wealthy New Yorker of the smart set. Back home, however, her original love of 12 years ago outsmarts the New Yorker to marry the noted designer. Six months of married life in hectic New York, however, cause the rift. The husband scoots back to the small town. The wife follows soon after, but she has to work to win back her man. Then she becomes independent and so the chase pendulum swings back and forth until the final clinch.

Maybe customers for Energine cleaning fluid and Energine shoe white like this fare. *Weiss.*

WCAU To Spend 100G's On FM in Three Months

PHILADELPHIA, Aug. 3.—Addressing a meeting of Stromberg-Carlson radio dealers, John G. Leach, technical supervisor of WCAU, disclosed that the station will seek a license to build a high-power frequency-modulation station in the center of town. FCC application will point out that the station will cost at least \$100,000 and that it will be in operation within three months after the license is granted. WCAU was recently granted a television license and is proceeding to build a tele station here.

Dealers were treated to an FM demonstration broadcast from an improvised broadcaster on the roof of the Architects Building, where the meetings were held. Engineers emphasized that while FM greatly reduces, it does not entirely eliminate the two kinds of static: acts of God, such as thunder, and acts of man, such as the electric razor in the next door apartment.

Fairs Give 'Barn Dance'

CHICAGO, Aug. 3.—Two state fairs, Wisconsin and Indiana, will again present the full four-and-one-half hours broadcast of the WLS National Barn Dance as their opening night grandstand attraction this year. This will be the third year the *Hayloft Gang* of WLS has opened the Milwaukee fair, the ninth year at Indianapolis. In addition, other stars of the Barn Dance and its stage units will be included in the cast of the *International Barn Dance Jamboree*, opening attraction of the Illinois State Fair in Springfield. This show will include talent from KMOX, WJJD, WBBM, WMBD, WDAN and other Midwest stations. Both the Wisconsin and Illinois fairs open on August 17, with the Indiana fair scheduled for August 31.

Stroh Program to WJR

DETROIT, Aug. 3.—Detroit's biggest locally-sponsored musical show shifted from WXYZ to WJR this week. Gus Haenschen's 36-piece string orchestra, with Thomas L. Thomas, baritone, and Margaret Daum, soprano, which is sponsored by the Stroh Brewing Co., made the move after 13 weeks on WXYZ. Present contract is for 39 weeks. Conductor and soloists will have to commute weekly from New York for the Tuesday show.

Harry Wismer To Maxon

DETROIT, Aug. 3.—Harry Wismer, announcer on WJR, has resigned to become account executive at Maxon Inc., advertising agency, but will continue to broadcast the Detroit Lions football games this fall. Joe Weeks, who pinch hit for Wismer when the latter was on his honeymoon recently, will handle the assignment on the daily *Inside of Sports* program.

R. & R. Sets 'Dreams'

CHICAGO, Aug. 3.—Ruthrauff & Ryan, acting for H. Fendrich, Inc., has contracted for the 1 to 1:30 p.m. CST period on 10 NBC-Red network stations Sundays beginning September 29 for 13 weeks. Program again will be *Smoke Dreams*, featuring the philosophy of the Dreamer. The broadcasts will originate at WLW and will be heard over WLW, WMAQ, KSD, KSTP, WHO, WOW, WDAF, WSPD, WEBC and WSM.

Bigelow to Coast for JWT

NEW YORK, Aug. 3.—Joe Bigelow, scripter for J. Walter Thompson, planning to the Coast to do the Kraft Music Hall program. Carroll Carroll, regular scripter, is sick and was replaced by Dick Mack. Mack was floored by sinusitis. Kraft scribbling assignment, one of toughest in radio, calls for 18,000 words each session.

NOT WORRIED

(Continued from page 6)

the year, at which time the ASCAP contracts expire. N. W. Ayer, for instance, sums up this feeling, one exec stating that the agency is now investigating non-ASCAP music sources. He added that ASCAP would also be approached to give its side of the story. Agency expects to formulate some opinion within the next few weeks.

Still other agency men felt that, even if some agencies should attempt to string along with ASCAP, they nevertheless could not include ASCAP music in the event ASCAP had not settled with the nets. One exec pointed out that his agency had experienced just such a situation when the Warner music interests pulled out of the Society some years ago.

Until recently, the ASCAP-radio struggle has been fought with the agencies on the sidelines. Recent letters addressed to agencies by NBC, CBS and BMI, and in particular, Sidney Kaye's recent confab with agency execs, have suddenly made the agencies aware of the problem facing them.

NEW YORK, Aug. 3.—James Petrillo, president of the American Federation of Musicians, stated yesterday that neither the American Society of Composers, Authors and Publishers nor the radio networks had approached the musicians' union for aid in the present radio-music crisis.

Petrillo stated he would consider a request for aid from the Society, but that at present the AFM has not as yet looked deeply into the matter. AFM prexy believed a settlement would be likely between networks and ASCAP before the expiration of the current ASCAP-radio contract.

Feeling between ASCAP and AFM has been rather cordial, reports springing up sporadically that the two orgs were mulling a tie-up.

Comment

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

The fifth and sixth units in the series of *Forecast* programs presented by the Columbia Broadcasting System Monday nights at 9 (EDST) consisted of the same division, a drama from Hollywood and a variety program from New York. The second half was a sock package which earned for Ed Gardner a heap of credit.

Again in the role of "Archie," but in a performance which surpassed those of *This Is New York*, Gardner used the old gimmick of building the show around an absentee character. Production and execution were tops, so that the idea bloomed afresh. Archie conducted "Duffy's Tavern," with Duffy in silent and remote control, supposedly voicing his opinions via telephone calls at the close of each act. Only Archie's end of the conversation, of course, was audible, and that represented some of the best demonstrations of that basic form of humor—mispronunciation and misuse of words. The choice of words so victimized included polysyllables new to such treatment. Also, the malapropisms were sprinkled thruout the copy, instead of being unloaded. The result was smooth and effective fun. Archie's raspy voice and slow delivery fitted the part

and copy to a T. Archie also kept the show unified. And here again the scripters—Abe Burrows, Keith Fowler, Frank Galen and John Whedon—should take a bow with Gardner. The lines were smart, not smart-alecky. All who had any speaking parts gave full measure to their lines. Applause for Col. Lemuel G. Stoopnagle, Gertrude Niesen and whoever had the roles of Patrolman Clancy and the waiter.

Remaining talent was good, with Larry Adler and harmonica nothing short of terrific. Miss Niesen's pipes gave out a lusty version of *Say Si Si*. Stoopnagle is still a credit to himself. John Kirby kept the band on the high level of the show. The program gives evidence of careful planning, rehearsing, direction and balance.

The dramatic half from Hollywood remains a typically anaemic production which is all sweetness and light, stock heart throbs and synthetic characters. The play was *Angel*, a femmy piece about the romance and glories of the Red Cross, with Loretta Young and Elliott Lewis in the leads. The presentation was too obvious and fiction-like in content and execution. *S. W.*

Burrelle's
ESTABLISHED 1898
PRESS CLIPPING BUREAU Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
Barclay 7-5371.

BATTLE OF BALLROOMS IN LA.

Savitt May Try ACRA Walk; Asks for Rest

NEW YORK, Aug. 3.—That Jan Savitt may try to release himself from present agency and management ties was indicated by band leader while playing a one-night stand at the Turnpike Casino, Lincoln, Neb., last Friday (26), when he said that he is dissatisfied with the manner in which he has been sold. Savitt also communicated with Charles E. Green, prexy of Consolidated Radio Artists, to whom he is under contract, and told him not to make any bookings for the Savitt Band in September.

Rumors around the street have had it that Savitt has decided to give up his band in September and accept the post of musical director of a West Coast radio station.

Green stated yesterday that Savitt didn't elaborate in the note, which, he said, was just a request not to make any September bookings. When informed, however, that Savitt had said in Lincoln that he was dissatisfied with the way in which he is being handled, Green stated:

"I don't know what Savitt is dissatisfied about, because the only thing we ever did for him was to take him when he was a \$100-a-week studio band leader in Philadelphia and build him into a \$6,000-a-week theater attraction. If he is sore about anything, he's keeping it a secret from us."

Green stated that if Savitt merely wants to take a vacation during the month of September it will be impossible, because of a signed contract to appear at the Paramount Theater, New York, during the middle of the month. Until Green definitely hears from Savitt, who is still on a one-night tour, he said he would continue his normal operations with the band. Savitt's contract with CRA still has five years to run. Artie Shaw, under similar circumstances, took a run-out powder from the band business, but when he returned recently he was obliged to fulfill his two-year contract with General Amusement Corp.

At press time Savitt was still on the road and couldn't be reached for comment.

Gordon, Williamson Into Personal Mgt.

NEW YORK, Aug. 3.—Fred Williamson, recently resigned exec of Frederick Bros.' Music Corp., and Herb Gordon, ex-band leader and one-night booker for the Frederick agency, have joined forces and will open their own band personal management office, to begin operation early next week.

Williamson, who has managed bands for Frederick for the past eight years, vacated his post there several weeks ago. Norman Campbell, former manager to Paul Whiteman, succeeded Williamson this week. Gordon, comparatively new in the booking field, had been a baton-waver up to the time he joined Frederick.

Firm will be known as Gordon-Williamson, Inc.

WPA Competition in K. C.

KANSAS CITY, Mo., Aug. 3.—New troubles developed here this week for dance promoters. James R. Shepherd, city director of recreation, announced that the WPA playground band would play a series of concerts of waltz music at the various parks on Friday nights. Dancing will be permitted on the cement tennis courts. Lights will be strung around the courts and corn meal will be spread to facilitate the dancing. A fair crowd of jitterbugs attended the first session, and the WPA band delivered a few swing tunes between the waltzes.

Backward, Turn Backward

LINCOLN, Neb., Aug. 5.—When Ben Bernie and his sax man, George Bone, landed in Montgomery Ward's catalog on strength of Bone's indorsement Bernie thought it would be a great build-up for him in the country. When he failed to steam up much of a crowd here on his Turnpike Casino date (28) he was at a loss to figure it out.

"Chic Sale must have been right," he mourned. "The farmers must be way past the music and into the harness section of the catalog by this time of the year."

Knoxville Sings the Blues as 199-Year- Old Law Is Revived

KNOXVILLE, Tenn., Aug. 3.—Last week-end saw the lid on dance spots thruout the county, as an in-operative Sunday Blue Law, enacted in 1741, was brought to life and enforced in Knox County by Division Highway Patrol Chief E. C. Tayloe, who said he planned to extend it to 20 counties if he can obtain permission from attorney-generals in his district.

Spots that live off the revenue of dancing and beer were shuttered last week from Saturday midnight to Monday, after Tayloe issued warnings that no beer selling or dancing would be permitted in establishments where beer was dispensed.

Altho the ban on Sunday dancing applies only outside the Knoxville city limits, some of the bigger city dine-and-dance spots closed because of the fear that they might be pointed to as examples and the idea adopted by city officials.

Operators of dance emporiums attribute the campaign to the current gubernatorial primaries, and feel the whole thing will blow over after election.

Dance Hall-Tavern Called "Greatest Evil" in Mo.

SIKESTON, Mo., Aug. 3.—Presaging what may be a State-wide drive by reform groups against taverns, Melvin Englehart, of Fredericktown, Mo., prosecutor of Madison County here, advocated the separation of the dance hall from the beer parlor in a speech here before the Methodist laymen's committee of the Cape Girardeau district.

He described the dance hall-tavern as one of the greatest evils now in the State and urged that liquor be taken out of politics.

Ia. Ballroom Ops Mull One-Price Ducats, Uniform Fee for Names

CLEAR LAKE, Ia., Aug. 3.—A uniform admission price for name bands and federal tax problems took a prominent part in discussions at the second annual meeting of the Iowa Ballroom Operators' Association held last week at Carl Fox's Surf Ballroom here.

The association felt that admission prices should be stabilized, with a uniform charge on name bands which sometimes overlap in operators' territories, with price differences causing embarrassment to the operators. It was suggested that the operators should contact each other to find out what gate charge to put into effect on the top bands.

It was pointed out by some members that no fixed rules can be laid down for establishing admission charges with the conditions that govern the price of a dance ticket differing with almost every ballroom.

Also up for discussion was the one-price ticket, which was said to be far more satisfactory from the standpoint of advertising than a breakdown with different prices for men and women. The one-price ticket was believed to be less confusing to the public and a help to simplify bookkeeping for operators.

Four New Spots To Make Calif. Name Band Competition Center

NEW YORK, Aug. 3.—The greatest name band migration in years to the West Coast is expected to take place this fall, with agencies battling to grab off sessions at four new ballrooms which will open early in October. Two will be in Los Angeles and the other two within a 15-mile radius of L. A.

The new "go-West-young-man" trend will be directed at the new Palomar Ballroom here, the original of which was completely razed by fire some time ago; Play-Dium Ballroom, which will be operated by Lou Brecker, of the Roseland Ballroom here; the Casa Manana Ballroom, in Southgate, which will be rebuilt by that time, and the new Glendale Auditorium, in Glendale.

All four are planning on network wires, which will immediately set the agencies into action on placing name bands; but the competition of four neighboring name bands is expected to create a battle of ballrooms such as the trade has never seen before.

This move is also expected to heighten interest in establishing the West Coast as a ballroom and dance center, something which heretofore hasn't been done. In the opinion of one-night bookers, California doesn't offer much of a field for revenue, with a total of only three weeks in one-nights and just a scant half-dozen location dates. As a consequence, agencies have concentrated on giving their bands the buildup in the East, where between New York and Chicago a band can play 15 weeks of one-nighters, provided, of course, the offices can make the bookings.

The major agencies have steered clear

of the West Coast as a build-up spot because of the lack of ballrooms and the scant wire time that comes out of that area. But with the addition of four major ballrooms the picture is destined to change plenty, in the opinion of local bookers.

It was pointed out that while several names have played West Coast engagements the bulk of the popular bands of the past year have avoided California because of the lack of employment opportunities.

Ballroom operators will also get a break now, it is expected, with the West Coast migration as certain as it seems to be, because bands have generally been willing to accept motion picture possibilities as bait for below average salaries. With the plans set forth for the new ballrooms, agencies figure that they will be show cases to exhibit their bands to the picture interests.

The new Palomar set-up is said to be an affair running between \$500,000 and \$1,000,000. Casa Manana is doing a complete rebuilding job in anticipation of the strict name band policy. Play-Dium is talked about as something completely new and modernistic, and Glendale Auditorium is a huge place where a band, if it has the stuff, will be able to play to tremendous capacity.

Savitt, Bernie Heat Victims In Lincoln, Neb.

LINCOLN, Neb., Aug. 3.—With extreme bad weather for dancing—a heat wave which reached 113 degrees and stretched out over nine days—takes emulated those of May, when losses were heavy.

Jan Savitt, without the college bucks who yelled for his appearance during the winter, got only \$540, \$1.10 advance and \$1.35 at the door. Hot weather, said Turnpike Casino manager R. H. Pauley, is not time to be playing a hot band. Savitt's appearance (26) represented about \$250 loss for the date.

Ben Bernie came in two days later (28), drew an equally warm night and the same kind of a gate, \$500, but the buying price on him was less and admission same, therefore the loss not so much.

Bernie's bad luck on weather was not a Lincoln patent, since he was rained on heavily at Tom Archer's Val-Air, Des Moines, an outdoor spot. Tally, according to his books on the date, was \$600, prices 75 cents. In Springfield, Mo., at a Mosque Shrine blowout, \$1.50 per, he got \$1,500, very good (26). For the two-day Tuscola, Ill., home-coming (24-25), with two dances for two-bits, he gathered \$1,500 on the two days.

Savitt, coming into Lincoln, played Evansville, Ind., Country Club (75 cents-\$1.10), got \$1,400 (21); Des Moines Riverview Park, same admission, \$1,510 (22); Omaha's Peony Park (24), at \$1, getting excellent \$2,100; and Kansas City's Fairyland Park (25), 65 cents-90 cents, getting \$1,610.

Pauley has booked one more attraction for the Turnpike this summer, Ted Weems (6), and then will lay off, he says, until Ted Lewis opens for him early in September. His heavy profit on Glenn Miller has been practically eaten up by inroads of other bands.

Chattanooga River Dance

CHATTANOOGA, Tenn., Aug. 3.—Moonlight excursions and dancing on the river will return to Chattanooga August 8-11 when the excursion steamer Idlewild will come here and make five trips.

Largest pleasure packet plying the river, the Idlewild has a capacity for 1,500 people. King Perdue and his orchestra, colored band, will furnish the music for dancing.

Two matinee trips will also be made by the Idlewild while here.

Savitt Cracks Riverview Record With \$1,855 Gross

DES MOINES, Aug. 3.—Jan Savitt, playing this territory for first time, lived up to his disk popularity here and turned in a \$1,855 gross at the new Riverview at Riverview Park July 23, for the summer ballroom's largest gate this season. Charge was \$1 per.

Phono recordings were given a large share of credit for Savitt's turnout, with the band's disks favorites here. Operators report three or four of his records are usually among the top fares and that his phono listeners turned out for the one-nighter.

DES MOINES, Aug. 3.—Ben Pollack Ork pulled a \$1,600 house at Tom Archer's out-door Val-Air ballroom July 20. The charge was 75 cents per, and 1,700 went thru the gates.

HARLAN, Ky., Aug. 3.—Moonlite Gardens, now in the process of remodeling, will open August 17. Traveling bands will be used Saturdays and holidays.

Girl Organist-Vocalist
Versatile — Attractive — Experienced
Own White Hammond Electric
AVAILABLE FOR LARGE OR SMALL ORCHESTRA COMBINATIONS
Write or Wire
BOX 443, THE BILLBOARD, CHICAGO

GIRL MUSICIANS WANTED
DAVE SCHOOLER'S
16—"SWING HEARTS"—16
AMERICA'S FOREMOST GIRL BAND
Must be young, personable, first-class Musicians (Brass, Saxes, Rhythm, Violins, Flute, Cello, Harp). Send detailed information: Age, experience, etc., including recent photo or clean snapshot.
Address: DAVE SCHOOLER, Care Sammy Berk, Mills Artists, Inc., 1619 Broadway, New York City.

Orchestra Notes

By SOL ZATT

Broadway Band Stand

WOODY HERMAN captured the coveted one-night assignment to play at the *Daily News Harvest Moon Ball* at Madison Square Garden August 28. . . . **ARTIE SHAW**, who has been quiet for almost a week, has been booked by GAC into the Palace Hotel, San Francisco, to follow Henry Busse about September 2. . . . **BENNY GOODMAN** is apparently very much on the mend because he sent his brother Harry a wire asking for a clarinet, phonograph and all of the records he could lay his hands on. . . . Benny, incidentally, leaves Mayo clinic at the end of the week for a three-week sojourn to Banff, Alta., Canada. . . . Will reorganize his band when he gets back, with the nucleus of Ziggle Elman, Charlie Christian and Helen Forrest, who were on the pay roll during his illness. . . . **LIONEL HAMPTON** hops out to the Coast next week to form his own band with Goodman's financial backing. . . . **GEORGE HALL** is in town for two weeks, his first vacation in 10 years. . . . **BILLY SHAW**, one-night booker at CRA, joins the vacationers with a hop to Virginia Beach and Atlantic City. . . . **CHAUNCEY OLMAN**, personal manager, is among those returned from a fishing trip at Thousand Islands. . . . **SAMMY KAYE'S** opening date at the Hotel Commodore is set for October 17. . . . **DINAH SHORE** has inked a one-year pact with Victor Records, for whom she's been recording on a piece-work basis. . . . **JOE RINES** stepped into the WMCA house band spot, succeeding Lee Grant, last week.

This Changing World

BARBARA BENEDICT, of the Frederick Brothers office force, leaves her job this week and takes a berth with Fred Williamson's new personal management office. . . . **ALVINO REY** made several changes last week, adding **FRANK SUTTLE** to the vocal department, and replacing Eddie Jenkins, drummer, with **Bunny Shawker**, of the late Teddy Powell Band. . . . **DAVE BOWMAN**, who has played with many London bands, has replaced Nat Jaffee at the piano seat in Jack Teagarden's outfit. . . . **TEAGARDEN** leaves Sea Girt (N. J.) Inn, August 9 for a one-night hop. . . . **VAN ALEXANDER** succeeds. . . . **CY WOISMAN** replaced Frank Wathen in the sax section of Johnny Long's Band, current at Roseland, New York. . . . **AL APOLLON**, at the Tampa (Fla.) Terrace Hotel, has taken on Jeanne Renard to do the vocal stint. . . . **HARRY JAEGER**, drummer man with Red Nichols, will leave the maestro after his theater tour to join up with Ben Pollack. . . . **DON O'BRIEN** left the piano chair of Jackie Conrad's Band to become an arranger for Larry Clinton. . . . **RALPH BLANK**, another pianist left Harry Sosnick's crew for a Tem Weems offer.

Eastern Echoes

JOHNNY O'CONNOR bending an attentive ear to the music of **NEIL FONTAINE** at Jack Lynch's Walton Roof, Philadelphia. . . . He's Fred Waring's manager and may take Neil under his wing. . . . Atlantic City stands finds **RUSS PETERS** coming in for the Saturday night dancing at the Shelburne Hotel and the Albany Arms Cafe, a late-season opener with **GEORGE MOORE'S** music. . . . **SONNY SAUNDERS**, w. k. radio singer in Philadelphia, just had his schnoz bobbed as the first step in leading a band of his own. . . . **LEW BEAL** brings on the week-end music at Tommy Murphy's Cafe, Camden, N. J. . . . **JIMMY NIGRA** gets the nod at Bay Shore Cafe, Somers Point, N. J. . . . **LEW ENTIN**, former Philadelphia song plugger, turned tune purveyor, takes on **MONA WILSON** for the vocals. . . . **BILLY La PATA**, who once took over the late Eddie Lang's assignment of providing **BING CROSBY** and the **BOSWELL SISTERS** with guitar accomps, building a band of his own at Victoria Nite Club, Wildwood. . . . And at the same Southern New Jersey resort, **WILL RODMAN** and his Palm Beach Playboys locate at Blackstone Cafe; **TED AUSTIN** takes in an indef run at Atlantic Hotel and **MICKEY BRUA** brings his boys to Lavelle's.

Midwest Murmurs

BOB SYLVESTER and his boys at the Ramona Ballroom, in the Michigan resort territory are in something of a quandary. All of the arrangements are built around Sylvester's vocalist-wife, who is reported to have left him and the band. . . . **COUNT SULLIVAN**, former Chicago radio arranger has organized his own band. . . . **HAL GRAYSON'S** Ork, a West Coast outfit, succeeded George Jean at the Wil-Shore, open-air dansant on Chicago's North Side, August 1. . . . **AL KING**, trumpet tootler is working out his notice for Freddy Martin and will leave in time to join Bob Crosby for his Catalina Island engagement. . . . **LEE WILLIAM'S** Band received the indefinite stay nod from the New Pershing Hotel, Chicago. . . . **RED NORVO** took his new band out to the Muehlebach Hotel, Kansas City, Mo., August 2 for a tri-weeker. . . . **SHEP FIELDS** takes in a week at the Meadowbrook Country Club, St. Louis.

Miscellany

HENRY BUSSE trains into California September 25 for a six weeks' jaunt at the Casa Manana Ballroom. . . . Deal is being worked out to place **CLAUDE THORNHILL** into the Mark Hopkins Hotel, San Francisco, in September. . . . **HAL KEMP** takes in a four-week stand at the Roosevelt Hotel, New Orleans, and follows with two weeks at the Peabody Hotel, Memphis. . . . **BOBBY DAY** has been re-signed indefinitely at New York's Roseland Ballroom. . . . **THE COQUETTES**, all-girl band, answer the call at Pallsades (N. J.) Amusement Park August 10 for a week. . . . **VAL VALENTI**, with Buddy Breeze and Joan Mayo, are on location until mid-September at Harbor Rest, Rockaway, L. I. . . . **PHIL MURPHY** and his Bostonians are also on a full-summer stand at the Pine Springs

Tempo

ATLANTIC CITY, Aug. 3. — Boss Charlie, up at the Wagon Wheel, tells about a couple of women members of a party at his nitery who volunteered to do some piano playing while the girl orchestra was having a breather. The two pounded away furiously at the ivories in a duet. Finally one stopped, lifted her hands from the keyboard, stared at the other, and asked: "What, aren't you thru yet?"

Music Items

Songs and Such

BAND leaders have broken out into a songwriting rash in the past few weeks and have been churning them out by the score. Jimmy Dorsey penned *Let's Start With a Kiss*, with Don De Vito as his helpmate.

Jack Teagarden, in collaboration with Gladys Shelley, knocked off a swing ditty called *I Wanna Go Home to My Trombone*.

Johnny McGee comes next with a collection of Onandaga Indian folk tunes which he set to music with the aid of Alfred Weinstein.

Eddie De Lange, with Martin Lowell as his partner, has as his latest *I Reach Too High*.

Al Kavelin, with Ernest Gold, is responsible for *Blue Grass Region*.

Freddy Martin, working with his arrangers, Gene Gifford and Jimmy Klier, turned out two new ditties, *Mad Moon* and *Yours Forever*.

And after the *Hit Parade* announcements, Russ Morgan and arrangers, Sid Bass and Ken Hecht, went to town on *It's Eight O'Clock*.

British songwriters and publishers are negotiating with their American confreres to set up a refuge plan for their children for the duration of the war.

Hughy Prince and Don Raye have written a song dedicated to music machines, "A Nickels Worth of Rhythm."

Frankie Carle's latest ditty, "Falling Leaves," being published by Jewel Music Co., will be the featured number in Horace Heidt's "Pot o' Gold" picture.

Philly Highlights

Idea of dedicating a song to the place of playing is catching on in the hinterlands. Bill Fairbanks, pianist with Clem Williams at Spread Eagle Inn, Strafford, Pa., just finished a tune tabbed *Spread the Eagle*.

Neil Fontaine, maestro at Jack Lynch's, Philadelphia, will introduce a new song penned by Eddie De Luca, his pianist, and himself, *All the Time*, on their regular WCAU airings.

Band leader Leo Zollo and composer Moe Jaffee are hunting for the writer of *Bell Bottom Trousers*, a tune of yesteryear. They have lived up the lyrics and orchestration, figuring it will click. One-third of the profits will be held in escrow for six months. If the unknown fails to make a claim, the Red Cross will benefit.

Add to the current wave of Americanism ditties the doings of Marten Lowell, Max Spickol and Maurie Hartman, all of Philadelphia, with *My American Rose* the entry. And Powers Gouraud, who used to write the hit songs at the turn of the century, makes a return with a topical tune, *We'll Win with Wilkie, and How*.

Cass Franklin, emcee at Jack Lynch's, Philadelphia, gets Joe Frassetto, on WIP, to introduce his *Forsaken*, fashioned along with Irving Moselowitz. Mickey House, pianist at the town's Jam Session haunt, collabed with boss Billy Kretchmer for *Mississippi Moan*; and Barney Zeeman, Rhythm Bar boss, locked heads with Jack Strouse, who's been writing them for two decades, to make *I Never Wanted the Night to End*.

House, Freehold (In The Catskills), N. Y. . . . **PAUL PAGE** was booked into Sylvan Beach, Houston, after being signed for *The Showboat*, Fort Worth, which was destroyed by a \$100,000 fire. . . . **GUY GRANADO**, originally scheduled for a week at the Fleeta Danceteria has been held over for the summer. . . . **JOHNNY BURKARTH** opened Joyland Park, Lexington, Ky., August 1 for a month. . . . **CAROLYN CAMPBELL'S** takes in the Hiawatha Bar, Wisconsin Dells, Wis., for the second season, until Labor Day.

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The Billboard

WEEK ENDING AUGUST 2

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.

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

GOING STRONG

- MAKE BELIEVE ISLAND. (8th Week) Mitchell Ayres, Dick Todd, Dick Jurgens.
IMAGINATION. (6th Week) Glenn Miller, Tommy Dorsey, Ella Fitzgerald, Kate Smith.
WHERE WAS I? (5th Week) Charlie Barnet, Jan Savitt.
THE BREEZE AND I. (3d Week) Jimmy Dorsey, Charlie Barnet, Frankie Masters.
SIERRA SUE. (3d Week) Bing Crosby, Glenn Miller.
I'LL NEVER SMILE AGAIN. (2d Week) Tommy Dorsey.
FOOLS RUSH IN. (1st Week) Glenn Miller, Tommy Dorsey.
COMING UP
I CAN'T LOVE YOU ANY MORE THAN I DO. Benny Goodman, Mitchell Ayres.
HEAR MY SONG, VIOLETTA. Glenn Miller, Frankie Masters, Will Glahe.
WHEN THE SWALLOWS COME BACK TO CAPISTRANO. Glenn Miller, Ink Spots, Jack Leonard.
GOD BLESS AMERICA. Kate Smith, Bing Crosby.
I AM AN AMERICAN. Gray Gordon.
PENNSYLVANIA 6-5000. Glenn Miller.
TENNESSEE FISH FRY. Shep Fields, Jimmy Dorsey, Kay Kyser.

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: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Washington: George's Radio Co., Inc. Denver: Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meir and Frank Co., Inc.; Sherman Clay & Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. Chicago: Sears, Roebuck & Co.; Garrick Music Shop; Goldblatt Bros. Cincinnati: Clifton Music Shop; Song Shop; Willis Music Co.; Wurlitzer; Steinberg's, Inc. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Famous & Barr, St. Paul: Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nolen's Radio Service Shop. E. E. Forbes & Sons; Monarch Sales Co.; Louts Pizitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

Table with 3 columns: NATIONAL, EAST, WEST COAST. Each column lists record titles and artists with their position and weeks on chart.

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

Table with 3 columns: NATIONAL, EAST, WEST COAST. Lists sheet music titles and artists with their position and weeks on chart.

List of Songs With MOST RADIO PLUGS

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays for the week ending Friday, August 2. Independent plugs are those recorded on WOR, WNEW, WMCA and WEN. Film tunes are designated as "F," musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Table with 4 columns: Position, Title, Publisher, Plugs. Lists songs and their radio plug counts.

On the Records

A critical analysis of the latest record releases, stressing 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—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

SAMMY KAYE (Varsity)

The World Is in My Arms—FT; VC. *Love Lies*—FT; VC.

With this couplet comes the much-heralded debut of Sammy Kaye on a new label after several years of waxing them under the Victor seal. Both sides here reveal evidences of extremely careful handling to make this latest Varsity acquisition (and by a good deal its biggest record name) as attractive to disk buyers right from the start as possible. Tune A is from the new Al Jolson musical comedy, currently trying out in Chicago, and displays itself in Kaye's hands as a fairly listenable ballad. *Love Lies* is a great deal more in the popular groove, and as such has a much better chance for retail and music machine attention. The arrangements are typical swing and sway, altho, as noted above, there is a studied carefulness about them that makes them seem fuller and more unusual than most Kaye voicings. Technically, it's Sammy's best recorded job in some time, and with this attention to musical detail maintained, plus the tremendous advantage of being marketed at 35 cents instead of his previous 75 cents, Kaye is likely to give the phono leaders a nice run for their money.

LARRY BREESE (Varsity)

I Feel Like a Kid Again—FT; VC. *Good Morning*—FT; VC.

Presumably another Varsity debut of the week (inasmuch as this is the first time this corner has come across Breese's name on Varsity lists), but lacking in every respect the auspiciousness of Kaye's initial pressing for the United States Record Co. *Feel Like a Kid* is a bad song, is played weakly, is sung worse, and in toto adds up to three minutes of nothing. Side B contains a song that ran its course a number of months ago, and even at that time its course was a very limited one. Why its reappearance here, particularly in a version that is very much from hunger, is a mystery. To add to the confusion Varsity releases periodically contain platters by Lou Breese's band. The name similarity isn't going to do either maestro any good—especially Lou.

WALTER GROSS (Bluebird)

I'm Always Chasing Rainbows—Piano solo. *A Slight Case of Ivory*—Piano solo.

Walter Gross, a pianistic staple around the CBS studios in New York and the conducting guidance behind not a few recording dates (notably the Bea Wain waxings for Victor), now steps out of the anonymity of a supporting record role to debut as a label-carrier in his own right. No band is under Gross' directorship here, just his talented fingers, and he does the sort of job of piano execution his followers customarily expect of him. It's a rambling style of playing that is described as full and rich by those who like it that way, and as disjointed and sprawling by those who don't. *Ivory*, a Gross original, has a main theme that bears a striking resemblance to the first measure of *Shake Down the Stars*, which resemblance, of course, may be vice versa. At any rate, this is a disk that can have a large retail sale among those who know and like Gross' work, but that will be passed up completely by non-Gross admirers in particular and the music machine field in general.

DETROIT SYMPHONY ORCHESTRA (Victor Kolar, Conductor)—Decca

American Fantasia—Parts 1 and 2

This 12-inch recording is one of the most worth-while items yet issued in the scramble to release anything and everything of a patriotic nature. Properly exploited, it has the capabilities to run up very large retail sales because of its melodies, its arrangement, its superb handling and its timeliness. Victor Herbert years ago was responsible for taking a half-dozen of America's most familiar and best loved airs and blending them into one inspiring patriotic salute. The Detroit Symphony, under Victor Kolar's fine and sensitive baton, here takes this truly *American Fantasia* and projects it in a manner that rates it a place in the record library of everyone in the country. A splendid potentiality for extra-heavy retail sales.

DINAH SHORE (Bluebird)

The Nearness of You—V. *Maybe*—V.

Here are two sides that genuinely give anyone his money's worth. Miss Shore's vocal ability is no longer a matter for doubt or conjecture—her talents are definitely established by this time, and here she has the benefit of two excellent numbers. And they have the benefit of her treatment, which makes it a three-way benefit, with the public the party of the third part.

RUSS MORGAN (Decca)

I'll Never Smile Again—FT; VC. *Get the Moon Out of Your Eyes*—FT; VC. *Blueberry Hill*—FT; VC. *I'm Home Again*—FT; VC.

Morgan strikes a pretty bad average in making only one out of four sides the least bit attractive for potential disk buyers or music machine nickel droppers. *Home Again* is the side, played nicely, simply and quietly. But the rest are bad, *Smile Again* especially so. It's little short of a disgrace to treat a number of the quality of this one to the corniness of Morgan's wah-wah style, as is done in the last chorus here.

INK SPOTS (Decca)

Stop Pretending (So Hep You See)—V. *You're Breaking My Heart All Over Again*—V.

After getting away from the pattern of *If I Didn't Care* and what seemed to be millions of similar disks after that click, the four Ink Spots return to it on the heels of a couple of recent releases that had the benefit of being a bit different. *Heart* brings them back to the familiar style, and therefore it's got the same chance as hitting, particularly in the automatic phonos, that *Care* had. *Pretending* is uneventful and not awfully good.

(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 or potential commercial value of the band, as well as its musical quality.

Ann DuPont

(Reviewed at Roadside Rest, Long Beach, L. I.)

MAINSTAY of the musical quotient of Miss DuPont's new band is her superior clarinet, and, quite consistently, the mainstay of its commercialism is the reputation this talented girl has built in the past couple of years as the female Artie Shaw.

The all-male aggregation she has gathered around her this time is woefully lacking in the musicianly ability with which she sets the pace out front. It's a pace with which the boys simply can't keep up, and while their inability to do so points up even more Miss DuPont's splendid work and thus redounds to her credit, conversely it emphasizes the band's weaknesses when she puts the clarinet down and lets the boys take over.

Instrumentation includes three sax, four brass, piano, drums and bass, aside from the leader. The stock ballad delineation is pretty sad, with many a clinker pulled in a generally slipshod performance. Things get a bit better on the jump stuff, the band really managing to hit in a decisive, toe-tapping style on ensemble riffs. But these flashes of strength are too few and far between.

Which brings it right back to Miss DuPont. When the arrangements point to her it's a highly listenable performance, her clarinet work being possessed of as much imaginative invention, tone and generally good musicianship as that of almost any of her trousered colleagues. She deserves a great deal better instrumental backing than she's getting from this outfit.

Gal does heroic work not only musically but as a personable, appealing front. She announces numbers, not enough to put the showmanship touch in a monotonous groove, but enough to get away from the too-infrequent, too-casual method of doing same that is just as ill-advised. And she also sings occasionally. The spirit is willing but unfortunately the voice is a little weak.

That, however, is unimportant. The main thing is that, backed by a group of equal talents, Miss DuPont could go far. The outfit she has here isn't much more than a millstone around her neck.

Richman.

Nat Brandwynne

(Reviewed at the Merry-Go-Round, Ritz-Carlton Hotel, Atlantic City)

WHEN it comes to satisfying the hordes at this hotel room, this piano-playing maestro has no peer. This is his second season here and he fits in as perfectly as the midway merry-go-round which gives this Boardwalk watering post its character. As ever, the music making gets its inspiration from Brandwynne's smooth piano stylings, scintillating throughout. And it's admirably show-cased by the setting provided by the three sax, single trumpet, bass, guitar and drums.

Song selections hold no barrier, running the gamut from Viennese waltzes to south of the border, with primary emphasis on current faves and musical comedy songs. Tempos are nicely varied, band getting its direction from the Steinyway seat.

Playing the New York supper rooms for so many years, Brandwynne is as much concerned in making certain the table-sitters get the same personal touch as the dancers, all of which spells popularity for the maestro and institutionality at the spot.

Phyllis Myles makes a lovely lady of song, her throaty piping most effective in the rhythm register.

Orodenker.

Bardu Ali

(Reviewed at Paradise Club, Atlantic City)

DOING front duty for the late Chick Webb for 10 years, Bardu Ali is hardly a novice when it comes to leading a band. This is his first time out on his own. From the highly rhythmic brand of syncos being dished out here, he's a worthy contender for sepia royalty in the ork whirl.

Selling an ingratiating personality out front, and always demonstrating his ability to make the downbeats count for more than just blind stabs of the stick, Bardu leaves all the playing to the bandsmen. Combination takes in three trumpets, one hitting the roof with high notes with the greatest of ease; two trombones; four saxes and three rhythm, the pianist manipulating the upper register of the keys in the swing sensational manner.

Band is solid thruout, but wisely breaks up the Harlem brand of stomp and ride with selections in the smoother order. And it's highly hoof-provoking all the way. Moreover, crew is capable of blaring the rafters and on the next chorus toning it down to the supper room salon style. No attempt is made to develop any definite style, distinctiveness lying solely in being able to give out thoroly danceable music on the hot side.

Vocals entirely ignored when caught, undoubtedly due to the large floor show here, the band's break-in location, with some half dozen performers as qualified song sellers.

Orodenker.

George Olsen

(Reviewed at Elitch's Gardens, Denver)

OLSEN, an easy styled fronter who knows the angles of band selling, puts out a nice, steady flow of rhythm for dancing, and from the show standpoint he runs top money. With an instrumentation of four brass, four reeds and three rhythm, he keeps a solid front going at all times. Also has some nice five variations which are obtained by the use of four crook soprano saxes backed with open brass and, to mellow the sweet sending, a french horn and euphonium combo is used. The music in general leans toward the sweet side, with a definitely rhythmic lift given all arrangements.

Jean Blair does the soprano sending, covering a wide range in a sweet youthful manner. Isabelle Miller, combining blond looks and a contraltoish voice, does some nice singing with a torchy touch. Judy Wright handles most any type of number well, with her voice and manner both selling on the sweet side.

Ronny Mansfield, who handles the male ballad department, combines a powerful set of pipes with a smooth presentation that sells well. The Four Bachelors, Mansfield, Bob Rice, Jack Gifford and Bobby Borger, could go as a nice sell on their own, really putting out top novelty and comedy work.

Trackman.

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

Ray Kinney

(Hotel Lexington, New York City, NBC Blue Network, Thursday (1), 11-11:15 p.m.)

KINNEY profitably uses his before-midnight dance session to exploit his song-of-the-islands style, setting it off with a dreamy atmosphere, but not allowing the cream to curdle before it's time. The Hawaiian maestro sells his stuff with a bang, picking off the guitar strumming and then giving live instrumentation to the standard island numbers.

In between sets, the announcer does yeoman duty by giving explanations of the romantic tenor of the music to follow, which sets the pace and serves the psychological purpose in giving the listener a more diversified program than just a series of songs with nothing to chain them together.

It's a very solid program.

Al Kavelin

(Essex House, New York City, CBS Network, Thursday (1), 11:15-11:30 p.m.)

AL KAVELIN does an excellent job of selling himself via his "cascading chords" route, which is constantly stressed thruout his remote, with both vocal and musical interpretation. It's one of those programs that commands attention because the music is there and the style is novel.

The neatest trick is the projection of what sounds like a full-bodied string section and the surprise move of announcing that no string instruments were used during the program. It tends to set the listener wondering, talking and trying to dope out the technique. In addition, the band balance is fine and the tune selectivity on a par with the rest of the program.

Tommy Tucker

(West End Casino, Long Branch, N. J., Mutual Network, Thursday (1) 12-12:30 a.m.)

TOMMY TUCKER'S nocturnal sustainer is a combination of the right idea and the wrong way to express it. His boys and girls approach the mike with the proper amount of showmanship in presentation, but too often in the program it becomes bogged down and confused.

His idea of putting on Amy Arnell for the rhythm pumpers, a male member of the band on the ballad stuff and The Voices Three for the choral work is essentially along the lines of good balance. But it's overdone. They alternate on every other number, making it virtually an all-singing program with an orchestral background.

Too much attention is given to the vocalists, and not enough to the band. The band is infinitely more important.



Selling the Band

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

Comic Slides

CONSIDERING the fact that Raymond Scott has so long been identified with screwy titles for his original compositions, he's having cartoons drawn to depict or suggest *A Siberian Sleigh-Ride* and such, which will be inserted in a slide projector and thrown on a screen behind the band during the playing of the song.

Velvet Music

BERNIE COLLINS, making the music around Saratoga, N. Y., calls his style "velvet music" and boasts a novel way of getting the impression across. He mails out to dancers cards of postal size, one side of which is entirely covered by a piece of velvet. Serves to remind customers, and the boys who buy the bands, that his band has a definite style. Reverse side lists a long list of spots where the band has played successful dates.

Stunt started earlier in the year by Sammy Kaye at the Commodore hostelry in New York, the "So You Want To Lead a Band" idea, with cash customers coming up on the stand to give the downbeats, is getting terrific reaction on the road, with the result that Kaye is ordering guest batons in lots of 1,000. Each guest maestro gets a souvenir baton; ties in with music stores in various towns rate the amateur conductors an autographed Kaye recording for the effort, and on theater dates Kaye offers money prizes to the finalists, who are the audience choices from each day of the engagement.

Others have taken it up already, which is a sure sign that the stunt is a success. At the Ritz Ballroom, Bridgeport, Conn., Casa Ritz Orchestra promotes a "Band-Leader's Contest," crediting Kaye with the idea. Would-be maestri get autographed batons, comp ducats for future dance nights and \$10 in cash prizes. Along the same lines, Gray Gordon, at Hotel Edison, New York, permits the candid camera addicts to take pictures of themselves in front of the band. Since such photos pass thru many hands, it's a continual plug for the band.

Press Manual

IRA STEINER, who also schemes up stunts for Benny Goodman, has gotten up a new press manual for Woody Herman which rates comment. It's entirely a loose-leaf exposition, making it convenient for band buyers to pick out the items desired; and, more important, it puts special emphasis on exploitation values.

In addition to the usual photographs, mats and publicity stories (all, incidentally, making judicious use of the maestro's top rating in the college popularity poll conducted by *The Billboard*), Steiner has a dozen and one exploitation angles.

First consideration is rightly given to recordings, tying in the personal appearance both with appearances in the record sales department of department and music stores and with the all-important music machines, an appropriate sticker calling attention to Herman's record in the machine and his appearance in town. In that connection it is interesting to note that Irving's Music Shop in Atlantic City hopped on the wagon immediately and made capital of Herman's appearance last week at Hamid's Million-Dollar Pier there. Woody showed up at the shop, autographing his recordings

and handing out comp tickets for his pier dances. Also, for music stores, attention is called to tie-ins for window displays on instruments in view of the fact that the maestro and some of the boys in the band play certain makes exclusively.

Other angles outlined suggest radio interviews for the maestro, especially in connection with recorded programs; acting as guest columnist at one of the local newspapers; a wood-chopping contest in front of the theater or ballroom with appropriate prizes in view of Herman's hand-within-a-band, the "Woodchoppers"; carrying the wood-chopping theme over to furniture store displays and newspaper advertising, viz., "Woody Herman's Woodchoppers make fine music. Our Woodchoppers make fine furniture"; dress shop and fashion shop exploitation, making use of Dillagene, band's vocalist, with the emphasis on a "blue" note in all the fashion copy and displays in view of the fact that the Herman organization is billed as "The Band That Plays the Blues"; a "Woody Herman Swing Sundae" for the counter cowboys at local drug chains and soda fountains, stickers ballying the delicacy also calling attention to the local appearance, and guest appearances at local civic and political clubs and college campuses.

Manual further lists of all Woody's recordings and outlines an amateur recording contest worked with dealers selling the portable recordings outfits, Herman selecting a winning voice from the recordings of the contestants. Contest itself makes for plenty of bally in advance of the engagement.

Kay Hansen, of the Hansen-Williams idea factory, has fashioned a sure-fire giveaway to make the kids go for Jimmy Dorsey. It's a novelty bar pin holding three miniature records carrying the Dorsey imprint. The item has 5-and-10 store distribution, miniature recordings also fashioned as chain pieces for bracelets. Varied selection of recording names means a new fad is catching on, and another source of royalties, from records for the maestro.

Song-O

ENRIG MADRIGUERA has an audience participation stunt that he calls *Sing-O*. All the folks out on the floor dancing are given numbers corresponding to numbers in a bird cage with song titles on them. A number is pulled from the cage and the dancer holding the corresponding number has to sing the title of the tune called. Exercising the vocal pipes rates a dollar, with five chances given to each contestant.

The money left over from the original amount of \$100 in the cage is put in a jack-pot. The play-offs are asked if they would like to have a recording of their voice, platters made with a portable recording unit. The waxed singing of the finalists is played back and the voice rating the most applause hits the jack-pot. The idea is registered by the maestro.

Victor Disks Geo. M. Cohan

NEW YORK, Aug. 3.—George M. Cohan will do a bit of flag-waving Tuesday (6) when he records two sides for Victor. Tunes are *This Our Side of the Ocean* and *It's a Grand Old Flag*. Leonard Joy, Victor's recording director, will conduct the orchestra.

Anti-Social

WILKES-BARRE, Pa., Aug. 3.—Included in the platform set forth by John J. (Butch) McDevitt, former millionaire for a day, who announced he will run for president of the United States this November, was the following regarding songwriters.

"A fine of \$100 or imprisonment for 10 years for all big husky males caught singing sickly, would-be sentimental love ballads. Writers for the next 10 years will be put to death if they insert the words of moon, star, light, blue, lonely or romance into their compositions."

Philly Musicians' Union Loses Wired Music Box Battle

PHILADELPHIA, Aug. 3.—A. Rex Riccardi, secretary of the local musicians' union, waged an unsuccessful fight this week before City Council's Public Safety Commission to prevent granting of permission to the AMI Distributing Co. for facilities to set up "central" music boxes in town. The centralized music being offered here to taprooms and soda fountains is a wired service. But instead of having transcriptions played, it follows the music machine principle and patrons phone in to the central station for recordings at the usual 5 cents per platter rate.

Central station have over 20,000 phonograph records available, cataloged so that the requests can be filled immediately. Riccardi attacked the service, as he has fought against the introduction of all wired music services in town, charging that it contributes to musician unemployment. The committee finally approved the ordinance. Riccardi won one point. The AMI firm will be prohibited from installing the devices at dances, balls, parties or any other single night function usually calling upon the services of live musicians.

Shool Bands Boom Instrument Sales; War Hikes Prices

CHICAGO, Aug. 3.—The convention of the National Association of Music Merchants was held at the Stevens Hotel this week, the keynote sounded being one of optimism.

Outstanding trend in instruments is electrical amplification, according to manufacturers, who report that electrical guitars, basses, violas, violins, mandolins have shown marked activity. Great interest was also shown in the electronic piano.

Officials of the convention declared the greater activity in the instrument market is due in part to war reaction and in part to radio's educational influence in music appreciation. In the piano field the first six months of 1940 showed a 19 per cent increase over last year. Another boon to the instrument market has been the rapid increase of school bands.

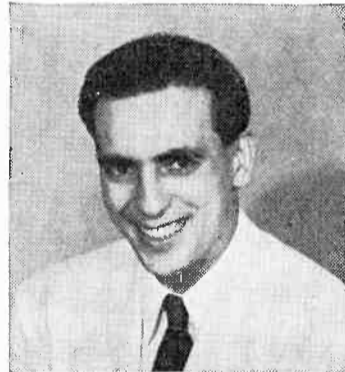
With the European supply of instruments cut off, some well-stocked outfits have inflated their prices. Lower prices may be expected when local manufacturing gets into full swing. The French reed crop was used for military camouflage, but American houses have about five or six years stock of reeds on hand.

Tony Martin, Lombardo Pull 2,600 on Two Ohio Stands

YOUNGSTOWN, O., Aug. 3. — Two name bands, appearing here within four days, fared okeh at the box office, drawing down the best grosses for names in several months.

Tony Martin, fronting the Bob Zurke Band, playing at Tony Cavalier's Mansion July 15, attracted 1,100 paid customers at a buck each.

Following Thursday (18), Guy Lombardo made his first stop here in several years and jammed 1,500 into the pavilion at Idora Park here at \$1 a copy.



Held Over Indefinitely

BOBBY DAY

The King of the Steel Guitar and His Orchestra
Vocals by Patty Morgan

Just completed 8 weeks
The Million-Dollar **ARCADIA BALLROOM**
Broadway at 53d St. New York City
and still going strong

On the Air—CBS Coast-to-Coast Friday and Saturday after Midnight

Direction: Music Corporation of America
Tommy Morton, Per Mgr., R.K.O. Bldg., N. Y. C.

Weekly Chi Catholic Club Dances Draw 2,000 Fans; Favor Local Orks

CHICAGO, Aug. 3.—Catholic Men's Club here, in a period of four years, has developed one of the most successful dance promotions in the city. It has the support of parents whose children patronize these affairs, which are conducted under the club's supervision.

Dances are held Sundays at both Medinah Club and the Edgewater Beach Hotel, the former drawing some 1,500 weekly, with the Edgewater attracting up to 500. Local bands are employed, with a 50-cent admission plus tax. Profits from these promotions enabled the club to secure scholarships amount-

ing to \$14,000 in the last four years. Among bands employed are Gay Claridge, Kenny Leighton and Charles Conte, all local outfits who have developed followings principally as a result of these weekly dates. The members attending like their music both sweet and swing.

Idea originated in the clubrooms of the Medinah in 1936, when recorded music was used for dancing. Dance fans increased in numbers and a three-piece combo was engaged. Increasing attendance encouraged the men in charge to up the budget for augmented attractions.

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

SYMBOLS
DL—Day Letter
NL—Night Letter
LC—Deferred Cable
NLT—Cable Night Letter
Blue Ballroom

REMEMBER THE BIRTHDAYS OF YOUR FRIENDS WITH COLORFUL TELEGRAMS. THEY BRING SO MUCH PLEASURE AND ARE NEVER FORGOTTEN. COST ONLY 20c LOCALLY AND 25c TO ANY WESTERN UNION POINT IN THE UNITED STATES.

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

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

B
Baer, Billy: (Bear Mountain Inn) Bear Mountain, N. Y., nc.

Bailey, Layton: (Crystal Palace) Paw Paw Lake, Mich., b.

Bakay, George: (Wilson's) Phila, nc.

Barlow, Ralph: (Escambron Beach Club) San Juan, P. R., nc.

Barnet Charlie: (Cedar Point) Sandusky, O., b.

Barrett, Hugney: (Ten Eyck) Albany, N. Y., h.

Barron, Blue: (Joyland Park) Lexington, Ky., 8; (Aud.) Quincy, Ill., 12; (Roof Garden) Arnolds Park, Ia., 13; (Frog Hop Ballroom) St. Joseph, Mo., 14.

Barrows, Charlie: (Berkeley-Carteret) Asbury Park, N. J., h.

Basile, Joe: (Fair) Norwich, N. Y., 6-9; (Fair) Batavia 12-17.

Becker, Saxie: (Top Hat) Phila, ro.

Beekman, Jack: (Brown) Louisville, h.

Benedict, Gardner: (Netherland Plaza) Cincinnati, h.

Bestor, Don: (Norumbega) Auburndale, Mass., p.

Biltmore Boys: (Sir Francis Drake) San Francisco, h.

Blanco, Pedro: (Embassy Club) Phila, nc.

Bob and the Twins: (Schlitz's Palm Gardens) World's Fair, NYC.

Bono, Richard: (Statler) Cleveland, h.

Booris, Al: (Tremont Plaza) Boston, re.

Bradshaw, Tiny: (K. of P. Hall) Waycross, Ga., 6; (Bryant's Casino) Valdosta 7; (Buckaroo Beach) Hampton, Va., 9; Myrtle Beach, S. C., 13.

Bragale, Vincent: (Beachcomber) Boston, nc.

Breeze, Lou: (Kennywood) Pittsburgh 5-17, p.

Brown, Les: (Arcadia) NYC, b.

Brownagle, Chet: (Hollywood Beach) Hollywood, h.

Bruno, Anthony: (Latin Quarter) Boston, nc.

Bryson, Jack: (Belvedere) Baltimore, h.

Burkhardt, Johnny: (Joyland) Lexington, Ky., p.

Burke, Morty: (Purple Derby) Phila, nc.

Burke, Sonny: (Bledsoe's Beach) Angola, Inc. Burns, Vincent: (Village Barn) Virginia Beach, Va., nc.

Bush, Eddie: (Hurricane) NYC, nc.

Byrne, Bobby: (Glen Island Casino) New Rochelle, N. Y., ro.

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

Cabot, Tony: (Villa Moderne) Chi, nc.

Canay, Fernando: (Ross-Fenton Farms) Asbury Park, N. J., ro.

Camden, Eddie: (Cold Springs) Hamilton, Ind., h.

Cappo, Joe: (Westwood Club) Little Rock, Ark., nc.

Carlton, Dick: (Lakeside) Roger City, Mich., b.

Orchestra Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Evans, Bobby: (Cotton Club) Phila, nc.
Everette, Jack: (Baden) Black Hills, S. D., p.

F
Fabian, Teddy: (Bolton) Harrisburg, h.

Faye, Lew: (Fiesta Danceteria) NYC, re.

Fedor, Jerry: (Fischer's Casino) Detroit, nc.

Fielder, Johnny: (Plaza) San Antonio, h.

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

Fielding, Alan: (Club Bali) Phila, nc.

Fields, Irving: (Yacht Club) Scarborough, Me., nc.

Fields, Harry: (Anderson) Monticello, N.Y., h.

Fio Rito, Ted: (Roosevelt Grill) New Orleans, La., nc.

Fisk, Charlie: (Shadowland) St. Joseph, Mich., nc.

Florenza: (Jack Lynch's) Phila, re.

Fisher, Freddie: (Happy Hour) Minneapolis, c.

Fisher, Art: (Club Minuet) Chi, nc.

Fiske, Dwight: (Savoy Plaza) NYC, h.

Fodor, Jerry: (Fischer's Casino) Detroit, nc.

Fontaine, Nell: (Jack Lynch's) Phila, nc.

Foster, Chuck: (Oh Henry) Chicago, b.

Francisco, Don: (Palmer House) Chi, h.

Freedley, Bob: (Troc) NYC, nc.

Fuhrman, Clarence: (Willow Grove) Willow Grove, Pa., p.

Fulcher, Charles: (Bon Air) Augusta, Ga., h.

G
Gaines, Charlie: (Lexington Casino) Phila, nc.

Garcia, Kiki, & His Siboneys: (El Patio) Baltimore, h.

Gastorn: (Monte Carlo) NYC, cb.

Gentlemen of Rhythm: (De Witt Clinton) Albany, N. Y., h.

Gilbert, Jerry: (Cawthon) Mobile, Ala., h.

Gill, Emerson: (Bayshore Club) Virginia Beach, Va., nc.

Glass, Billy: (Pastor's) NYC, nc.

Glass Sisters, Four: (Middletown) Middletown, N. Y., h.

Gordon, Al: (Frolic Club) Albany, N. Y., cb.

Gordon, Gray: (Edison) NYC, h.

Gordon, Chuck: (Pier) Ocean City, Md., b.

Hugo, Victor: (Little Rathskeller) Phila, nc.

Humbert, Don: (Ort's) Boston, c.

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

J
Jackson, Jimmy: (Paradise) Chi, b.

Jaffe, Moe: (Poland Spring House) Poland Spring, Me., nc.

Jahns, Al: (Riley's Lakehouse) Saratoga Springs, N. Y., nc.

James, Sonny: (Renault Tavern) Atlantic City, nc.

Jay, Lou: (Wagon Wheel) Atlantic City, nc.

Johnson, Freddy: (Club 509) Detroit, nc.

Johnson, Johnny: (Monterey) Asbury Park, N. J., h.

Juneau, Tommy: (Show Boat) St. Louis, nc.

Jurgens, Dick: (Casino) Catalina Island, Calif., nc.

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

Kalan's Happy Hoosiers: (Battle House) Mobile, Ala., h.

Kavelin, Al: (Essex House) NYC, h.

Kay, Herbie: (Blackhawk) Chi, nc.

Kaye, Freddy: (Olson's) Chi, re.

Kaye, Sammy: (Oriental) Chi, t.

Keller, Leonard: (Bismarck) Chi, h.

Kendis, Sonny: (Beachcomber) NYC, nc.

Kenley, Billy: (Essex) Boston, h.

Kent, Peter: (New Yorker) NYC, h.

Kent, Larry: (Biltmore Bowl) Beverly Hills, Calif., nc.

Keys, Van: (Beach Club) Nags Head, N. C., nc.

King, Russell: (Steve's) NYC, nc.

King, Teddy: (Chez Ami) Buffalo, nc.

King, Henry: (Mark Hopkins) San Francisco, h.

King's Jesters: (Philadelphia) Phila, h.

Kirby, John: (Jungle Room) World's Fair, NYC.

Knecht, Charlie: (Buck Horn Casino) Belvidere, N. J., nc.

Krupa, Gene: (Chicago) Chi, t.

Kuhn, Dick: (Ritz-Carlton) Atlantic City, h.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Gorman, Johnny: (Club Casa Rio) Atlanta, nc.

Grafiolier, Frenchie: (Club 100) Des Moines, nc.

Granado, Guy: (Fiesta Danceteria) NYC, re.

Grant, Tommy: (Peninsula House) Seabright, N. J., h.

Grayson, Hal: (Wil-Shore) Chi, b.

Green, Hy: (Harmony) Hurleyville, N. Y., cc.

H
Haggerty, Harold: (Leighton's) Ardley, N. Y., nc.

Hahn, Al: (Paxton) Omaha, h.

Hale, Tige: (Fair) Ithaca, Mich., 5-10.

Hall, Sleepy: (Biltmore) NYC, h.

Hallett, Mal: (Kennywood) Pittsburgh, p.

Ham, Chick: (Cappy's) N. Eaton, Mass., nc.

Hamp, Johnny: (President) Atlantic City, h.

Harper, Don: (Grove) Orange, Tex., nc.

Harris, George: (Bradford) Boston, h.

Hauk, Happy: (Chez Ami) Buffalo, nc.

Hawaiian Trio: (University Grill) Albany, N. Y., nc.

Hayes, Joe: (Streets of Paris) Phila, nc.

Hays, Billy: (Open Door Cafe) Phila, nc.

Kurtze, Jack: (Sagamore) Rochester, N. Y., h.

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

Lake, Sol: (606 Club) Chi, nc.

Lamb, Drexel: (Larry Miller's) Clear Lake, Mich., nc.

Lane, Eddie: (Bossert) Brooklyn, h.

Lang, Sid: (Hi-Hat) Chi, nc.

Lang, Lou: (Canoe Place Inn) South Hampton, L. I., nc.

Layne, Lesse: (Midland) Staten Island, N. Y., h.

Lemish, Bert: (Stamps) Phila, nc.

Leonard, Gene: (Windsor) Rochester, N. Y., h.

LeRoy, Howard: (Orlando) Decatur, Ill., h.

Lester, Earle: (Colonial) Bridgeport, Pa., h.

Lester, Bill: (Homestead) Kew Gardens, L.I., h.

Lewis, Ted: (Chez Paree) Chi, nc.

Lewis, Hank: (Dog House) Reno, Nev., nc.

Little, Little Jack: (Troadero) Wichita, Kan., 1-14, nc.

Livingston, Jerry: (Van Cleve) Dayton, O., h.

Lombardo, Guy: (Coney Island) Cincinnati 8, p.

Long, Johnny: (Roseland) NYC, b.

Bands on Tour--Advance Dates
JIMMY DORSEY: Hecla Park, Bellefonte, Pa., 7; Summit Beach Park, Akron, O., 8; Michigan Theater, Detroit, 16-22; Sandy Beach, Indian Lake, Russell's Point, O., 23; Mt. Lawn Ballroom, Newcastle, Ind., 24; Meyers Lake Park, Canton, O., 25; Canadian National Exposition, Toronto, Ont., 26-28; Hershey (Pa.) Park, 31; Hunt's Ocean Pier, Wildwood, N. J., Sept. 1; Lakewood Park, Mahanoy, Pa., 2; Buffalo (N. Y.) Theater, 6-12; Palace Theater, Cleveland, 20-26; Hippodrome Theater, Baltimore, Oct. 18-24; Earle Theater, Washington, 25-31; State Theater, Hartford, Conn., Nov. 8-12.
SAMMY KAYE: Orpheum Theater, Omaha, Aug. 9.
CLAUDE HOPKINS: Regal Club, Dallas, Aug. 12; Pilgrim Auditorium, Houston, 14.
DUKE ELLINGTON: Pleasure Beach, Bridgeport, Conn., Aug. 15; Bemus Point Club, Mamaroneck, N. Y., 17.
WILL BRADLEY: Roller Skating Rink, Bear Mountain, N. Y., 16; Dorney Park, Allentown, Pa., 17.
ELLA FITZGERALD: Savoy Ballroom, Chicago, Aug. 18.
JOHNNY GREEN: Madison Beach Club, Madison, Conn., Aug. 24.
LOU BREESE: State Theater, Hartford, Conn., Sept. 30-Oct. 4.

Mack, Johnny: (Paddock International) Atlantic City, nc.

Maddaps, Merry: (Colonial Gardens) Louisville, Ky., nc.

Madden, Bill: (Traymore) Atlantic City, h.

Madriguera, Enric: (Lido Club) Long Beach, N. Y., cc.

Mallak, Gene: (Rendezvous) Gaylord, Mich., c.

Mann, Milton: (Joe's Casino) Wilmington, Del., nc.

Mansfield, Pick: (Blackstone) Chi, h.

Manzanares, Jose: (La Conga) Chi, nc.

Marinero, Joe: (Park Lane) NYC, h.

Marshall, Bill: (Lawsonia) Green Lake, Wis., h.

Marshall, Mary, & Bachelorettes: (Milton Lake) Diamond, O.

Martell, Paul: (Arcadia) NYC, b.

Martin, Bobby: (Jiggs) NYC, re.

Masters, Charlie: (20th Century Tavern) Phila, nc.

Masters, Frankie: (Taft) NYC, h.

Matteo, Dan: (Brown Derby) Albany, N. Y., nc.

Maya: (La Conga) NYC, nc.

Meadows, Frankie: (Swing Club) NYC, nc.

Meakin, Jack: (Surf Club) Virginia Beach, Va., nc.

Menchon, Al: (Belmont Plaza) NYC, h.

Messner, Johnny: (McAlpin) NYC, h.

Meyer, Jack: (Book-Cadillac) Detroit, h.

Meyers, Al: (Engleside) Beach Haven, N. J., h.

Miguel, Don: (Gaucha) NYC, nc.

Miller, Murray: (Dempsey's Broadway Bar) NYC, c.

Miller, Glenn: (KFC Aud.) Rochester, N. Y., 9; (Celestion Ballroom) Celeron, N. Y., 10; (Pier Ballroom) Geneva, O., 11; (Lakewood Park) Mahoney City, Pa., 12.

Miller, Russ: (Jack & Bob's) Trenton, nc.

Mills, Skippy: (Asbury-Essex) Asbury Park, N. J., h.

Mills, Jay: (Colony Surf Club) Asbury Park, N. J., nc.

Mills, Floyd: (Indian Beach Club) Rehoboth Beach, Del., nc.

Mills, Frank: (Idle Hour) Point Pleasant, N. J., nc.

Monchita: (Colony) Chi, nc.

Morris, George: (Whirling Top) NYC, nc.

Morton, Ray: (Yacht Club) Sea Bright, N. J., nc.

Murphy, Larry: (DuPont) Wilmington, Del., h.

Murphy, Prof. F.: (New Goblet) Albany N. Y., nc.

Murray, Charley: (Mammy's Chicken Farm) NYC, nc.

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

Nance, Bill: (Chanticleer) Madison, Wis., nc.

Nave, Sal: (Montgomery House) Conshohocken, Pa., h.

Navis, Mary: (Yacht Club) Phila, nc.

Nelson, Ozzie: Jones Beach, L. I., N. Y.

Nielsen, Paul: (Greystone) Mansfield, O., nc.

Noble, Ray: (Palmer House) Chi, h.

Noble, Leighton: (Cleveland) Cleveland, h.

Norris, Bobby: (Pabst Blue Ribbon Garden) World's Fair, NYC, re.

O
Ohman, Phil: (Troadero) Hollywood, Calif., nc.

Ohman, Val: (La Martinique) NYC, nc.

Oliver, Fred: (Warwick) NYC, h.

Oliver, Eddie: (Ross Fenton Farms) Asbury Park, N. J., nc.

Orlando, Carlos: (Nor-Bridge) Phila, nc.

Orlando, Don: (Chez Paree) Chi, nc.

Osborne, Will: (Strand) NYC, t.

Owens, Harry: (St. Francis) San Francisco, h.

P
Page, Paul: (Sylvan Beach) Houston, h.

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

Palmquist, Ernie: (Troadero) Wichita, Kan., nc.

Panchito: (Versailles) NYC, nc.

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

Patrick, Henry: (Stork Club) Phila, nc.

Paul, Eddie: (Manitou Beach Pavilion) Manitou Beach, Mich., nc.

Perez, Milo: (885) Chi, nc.

Perry, Ron: (Belvedere) NYC, h.

Peters, Bobby: (Lake Worth Casino) Ft. Worth, Tex., nc.

Petti, Emil: (Savoy-Plaza) NYC, h.

Pierre: (New Russian Art) NYC, nc.

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

Porter, Alden: (Pinebrooke Lodge) Nichols, Conn., cc.

Powell, Walter: (Woodward's Pavilion) Colom, Mich., b.

Prima, Louis: (Frolles) Revere Beach, Mass., nc.

Pringle, Gene: (The Campus) Lake Placid, N. Y., nc.

Prospero, Fritz: (Rainbow Room) NYC, nc.

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

Quintana, Don: (El Chico) Miami Beach, Fla., nc.

R
Raus, Hal: (Cronecker's) Sea Isle City, N. J., nc.

Ravazza, Carl: (Lake Breeze) Buckeye Lake, O., h.

Ray, Alvino: (Biltmore) NYC, h.

Read, Kemp: (Old Mill House) Hyannis, Mass., nc.

Reichman, Joe: (Ambassador) Los Angeles, h.

Reisman, Leo: (Ben Marden's Riviera) Fort Lee, N. J., nc.

Resh, Benny: (Bowery) Detroit, c.

Reynolds, Howard: (Palumbo's) Phila, cb.

Ricardel, Joe: (Claremont Inn) NYC, nc.

Riley, Jean: (Old Vienna Gardens) Russell's Point, O., nc.

Riley, Mike: (Fontaine Ferry) Louisville, p.

Rimac, Gino: (La Conga) NYC, nc.

Rizzo, Vincent: (Jack Lynch's) Phila, nc.

Rocafort, Joseph: (Valenti) Rockaway, L.I., h.

Rodriguez, Johnny: (Stork Club) NYC, nc.

Rogers, Buddy: (Baker) Dallas, h.

Rollini, Adrian: (Buffalo) Buffalo, t.

Roth, Eddie: (Alabama) Chi, nc.

Rudolph, Jack: (Jungle) Youngstown, O., nc.

Russell, Cordy: (Hollywood Hill) Old Forge, N. Y., h.

S
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SUNDAY SHOWS "GO" SIGN

League-Equity Basic Agreement Renewal Before AEA Council

NEW YORK, Aug. 3.—In response to a request from the League of New York Theaters that its basic agreement be renewed, Actors' Equity Association, at its Tuesday (6) council meeting, may adopt one of two courses. Council may give the managers an immediate renewal on the agreement and ticket code, but reserve the right to change the minimum salary scale during the course of the contract. If the managers want something more definite, Equity may be forced to delay the whole matter until a final referendum on the minimum has been made. This would take at least a month. Execs maintain that, no matter how the council votes on raising of minimums, a membership vote will have to be taken in view of the fact that membership meetings three times went on record recommending council move to up the present \$40 figure.

The Equity participation in the ticket code increased the code's working efficiency this past season, there are still some council members opposed to Equity's tying itself up so closely with the managers. This opposition is expected to give voice Tuesday when the renewal is brought up for discussion.

Pioneer Fest Folds; Drops 6G

HOLYOKE, Mass., Aug. 3.—Mountain Park Casino, operated by the Pioneer Drama Festival, Inc., which has been presenting a series of plays featuring screen and stage stars, has closed for the rest of the season with a \$6,000 loss, owing in part to poor weather, David F. Perkins, co-manager of the theater, announced Tuesday (30).

"At the end of the fifth week it became apparent that a summer stock company playing at 55 cents and \$1.10 prices did not meet sufficient response from the public, and the players were given two weeks' notice," Perkins announced, adding that the backers of the festival would not continue to support it.

Altho it had been planned to continue with traveling shows such as Shella Barrett, in *Crazy With the Heat*; *Pins and Needles*, etc., a misunderstanding regarding the contract for the first-named production necessitated the closing of the theater for good, Perkins said. The producers were under the impression that Miss Barrett's company would open at the Casino Monday night (29) but discovered the contract they had signed had not been confirmed.

Serlin To Rewrite Tryout Set for Fall

ERIE, Pa., Aug. 3.—Oscar Serlin, producer of *Life With Father*, and Boris Kaplan, of Paramount, scouted Lake Erie Summer Theater's repeat performance of *I Shall Say Good Night*, premiered earlier in the season here, and made deals with author, Walter Charles Roberts, and leading player, Robert Courtleigh.

Serlin and Roberts will collaborate on rewriting the play for Broadway, and the former will produce it there in September or October, while Kaplan has arranged a screen test for Courtleigh next month at Paramount.

The Best Things in Life Are Free

WHITEFIELD, N. H., Aug. 3.—Members of the Chase Barn Playhouse have a new angle on the difference between Broadway and a summer theater in the White Mountains.

As the chorus of *The Best Things in Life Are Free* was being rendered during a presentation of *Good News*, a skunk with Thespian ambitions made his presence felt—in the only way he knew.

The customers held their seats and their noses until Jack, the Chase farm collier, routed the intruder from under the floor of the playhouse.

Stagehands Okeh Single Pay; Question Is Now Up to Equity

NEW YORK, Aug. 3.—The 20-year fight for Sunday legit shows is about over if Actors' Equity Association, at its council meeting Tuesday (6), lives up to previous declarations to forego extra Sunday pay rates if the other legit crafts make similar sacrifices. The "other" major crafts—the staghands and musicians—this week agreed to shift their work week to keep Sunday on the ordinary weekly schedule of pay without treating it as overtime.

The struggle to permit Sunday shows

won its first leg in the campaign during the spring of 1935, when all the theatrical unions, with the exception of Equity, succeeded in getting the State's blue laws revoked. Equity thereupon passed a union regulation (reported exactly five years ago this issue of *The Billboard*) requiring an extra eighth salary for Sunday shows, even tho another night off were given. The stagehands followed suit shortly after, and refused to back down from that position until this week, when a membership meeting of Local 1, followed by an executive board meeting yesterday, approved trying the new plan to see if the concession would help business.

Few managers since 1935 have tried Sunday shows, in view of the extra overtime expense entailed. In April, 1938, Philip Dunning presented *Schoolhouse on the Lot* as the first test case since Sunday shows had been legalized. Other trials had been sporadic; Dunning's was an effort to run shows regularly on the Sabbath. In face of competition from a Stage Relief Fund showing of *A Doll's House* and a huge Jewish charity benefit, Dunning's *Schoolhouse* grossed \$800 in its initial try. Figure failed to clear dough for the double salaries, and the attempt was abandoned after several weeks.

Last spring, Sunday show issue was revived by managers who asked for concessions for a 26-week season during the run of the New York World's Fair. Equity dodged the issue, after membership discussions, by throwing matter back in the laps of the stagehands. Equity refused to go thru with a referendum until the stagehands had assured the actors that Local 1 would forego the double Sunday pay. Stagehands voted no, so the matter dropped again.

This time when managers brought the matter back to life, they went directly to the stagehands. The musicians, being on a seven-day rate anyway, were little trouble. Having been assured now of the support of the staghands and musicians, James F. Reilly, secretary of the League of New York Theaters, called Equity. Council is expected to face the show-down Tuesday.

If approved, the plan will not take in the hits, however. Project calls for the managers to submit a list of shows to a committee representing the crafts. Committee would then select the shows for the Sunday experiment.

Treasurer's division of the IATSE, having no double rate for Sundays for regular shows (scale being the weekly rate of one sixth), promises to co-operate with the staghands in the shift of the work week for Sunday shows. As of September 1, in accordance with the two-year agreement with the League, treasurers and assistant treasurers will have salaries increased from \$80 and \$55 to \$85 and \$60.

Black Prepares Three

LONDON, July 9.—George Black has three new shows in active preparation for fall presentation at the London Palladium, Hippodrome and Holborn Empire. *Haw-Haw* closes July 20 at Holborn, where the new show will be the last pre-invasion Folies Bergere revue, *Madame La Folie*, tentatively retitled *Apple Sauce*, to star Max Miller, Florence Desmond and Doris Hare. Bebe Daniels and Ben Lyon are to go into the new Palladium musical, along with Flanagan and Allen, Nervo and Knox and Tommy Trinder.

Minnesota Rotary Stock

MINNEAPOLIS, Aug. 3.—A stock company which will tour the entire State on a subscription plan is being inaugurated by Henry Adrian. Project is slated for 15 of Minnesota's largest cities, and includes seven Broadway plays to be given in high school auditoriums primarily. Season tickets will sell for \$12. Price entitles a member to take two children to a monthly matinee. Name actors will probably be brought in to supplement regular casts.

From Out Front

By EUGENE BURR

MOST of the time when people set out to write about a certain business or profession they either know something about it to start with or else make a real effort to learn. A novelist writing about a doctor is careful not to confuse the clavicle with the cranium; a playwright dramatizing an advertising agency makes sure that he distinguishes between the duties of a copywriter and a space-buyer; a magazine potboiler concerned with a big business man would think shame to allow his hero buy a controlling interest in a steel mill at the produce exchange. Only two professions seem to be generally exempt from the general care. A novelist or short-story writer setting out to do a yarn about either the theater or the newspaper game goes blithely ahead, secure in the knowledge that any monstrosity will be accepted as fact.

This really does little harm to newspapers or reporters. The glamorous, romance-filled city room packed with hard-swearing editors and sex-appealing sob sisters, which is so well known to every film fan, is appreciably pleasanter than the actuality. Newspaper men may growl and grouse at the fantastic absurdities of fictioneers; but the resultant glamour not only gives newspaper men an undeserved place in the ranks of human beings, but actually makes them on occasion the envied of their betters.

In the case of the theater, tho, it's quite different. Since the days of Oliver Cromwell and his spindle-shanked Roundheads, the stage has been the butt of all manner of attack; and even now, when the fine personal qualities of most stage people are generally known and accepted, the populace at large still retains the underheaded suspicion that the theater is a place of wild and woolly doings, of free and easy business ethics, and of a personal carelessness unmatched elsewhere in a still (at the moment) ordered American society.

This corner makes no claim that the stage is a dull and hidebound business, scrupulously administered by a retinue of maiden aunts; it does, however, claim that the business ethics and personal standards of the stage are no worse than those of any other business and a good deal better than most. When a stage contract is broken, that is news; when an ex-drygoods salesman and an ex-manicurist in Hollywood get themselves a divorce between "acting" assignments, that is news; when a play is postponed after its originally announced opening date, that too is news. It is not news, however, when broken contracts or divorces or postponed openings occur in less "glamourized" fields. The aberrations of the stage receive the publicity; but in point of fact they are, I believe, less numerous than similar aberrations in most other walks of life.

ALL of which leads up to the suggestion that people writing about the stage in novels and magazines first try to find out what they're writing about. A few do; but more misconceptions concerning the stage and its people are spread by sloppy, lazy and criminally careless writers of popular fiction than by any other means. These people plunge heedlessly ahead, telling their stupidly tall tales, regardless of fact. The theater should become more vocal in its protests against them.

ONE such story, of a minor yet annoying sort, appears in the current issue of *The Ladies' Home Journal*. It is called *A Week in April*; it is by Price Day and George Bradshaw (who are as unknown to this department as show business seems to be to them); and it concerns a faintly amazing new star—a girl, of course—who has achieved that exalted station, so far as the authors let you know, by appearing as ingenue in a 53-week hit on Broadway the previous season and by having her picture printed in *Life* magazine. That in itself is sufficiently startling, but even more so is the fact that she has never once been to a dance in all her life. This, the authors seem to feel, is very pitiful—but they neglect to give a reason for it. The reader presumably is to suppose that Jane, the star, was too busy getting ahead on the stage; but this corner prefers to think that it was simply because she had halitosis.

In any case, Jane meets a lad from Princeton—from Princeton, yet—and falls for him so hard that when she gets her new starring show immediately after the closing of her previous hit she does even more amazing things. The show is to try out in Princeton before playing Chicago; and Jane, that great star of one year's standing, refuses to repeat a scene in rehearsal because she wants to keep a date. Also, she goes out so much with her Princetonian that she fails to memorize the third act after four weeks of rehearsal—which would be bad enough even if four weeks of rehearsal hadn't been outlawed by Equity. Then at another rehearsal (incidentally, this particular company must have had all sorts of Equity dispensations, because rehearsals go on for more than eight hours a day) this great star who is wrapped up in her career calmly announces that the Chicago opening will have to be delayed for a week because she is going to stay around for a flurry of Princeton house parties. And, believe it or not, she is evidently so very, very great a star that she gets away with it, without even being brought up on charges before Equity—and without being fumigated after she finally does leave Princeton.

Her big speech (delivered, mind you, by a 20-year-old "star" who has given up everything for the stage) really deserves quotation: "Fifty-three weeks and never a day off. Right into rehearsals for this. Work, work. I'm 20 years old and I've never done anything I wanted to since the day I was born." Has any ingenue any comment on that one?

Incidentally, a slight wrench is thrown into the idyll when Jane finds that her Princetonian for the past two years has "had the biggest young actresses in New York down to house parties." But two years later they're discovered happily

(See FROM OUT FRONT on page 16)

BROADWAY RUNS			
Performances to Aug. 3, Inclusive.			
Dramatic		Opened Perf.	
Ladies in Retirement (Miller's)	Mar. 26	151	
Life With Father (Empire)	Nov. 8	310	
Male Animal, The (Cort)	Jan. 9	239	
Man Who Came to Dinner, The (Music Box)	Oct. 18	336	
Separate Rooms (Plymouth)	Mar. 23	153	
There Shall Be No Night (Astrin)	Apr. 29	112	
Tobacco Road (Forrest)	Dec. 4, '33	2829	
Musical Comedy			
DuBarry Was a Lady (46th St.)	Dec. 6	278	
Louisiana Purchase (Imperial)	May 28	79	
New Hellzapoppin (Winter Garden)	Dec. 11	272	

Cowbarn Notes

New England Biz Up

Business at the cowbarns in this sector, which hasn't been so forte, took a turn for the better this week, with the New England Playhouse at Ridgefield holding over Grace and Paul Hartman in *Tonight at 8:30* for an extra four days, being followed by Jimmy Savo in *Mum's the Word* for an eight-day engagement instead of the usual week run. . . . Frank Gaunt's Players at the Plymouth Theater, Milford, Conn., enjoyed so much success with *Margin for Error* that they are holding the play over for another week, to be followed by *Our Town*. . . . The Pinebrooke Theater, Nichols, Conn., is throwing in dancing as an added attraction to lure the customers, with Alden Porter's 10-piece combo doing the honors. . . . John Haggott, who in conjunction with John Cornell operates the Westport Country Playhouse, Westport, Conn., displayed his versatility last week when John Ford, Hollywood director, who was supposed to fly east to direct *Green Grows the Lilacs*, failed to show up. Haggott very creditably directed the production. . . . Rose Poindexter, colored actress, deserves an orchid for her bravery in going on at the opening performance of *Royal Roost* at the Stamford Community Theater, Stamford, Conn., a tryout, while having a fever of 103 degrees. . . . Betty Field, screen starlet, changed her vehicle and her theater this week, but remained within the orbit of Philadelphia playgoers, going to the Bucks County Playhouse, New Hope, Pa., to appear in *Coquette*. . . . Walter Slezak, taking Frank Morgan's old role in *Topaze*, is the next New Hope attraction. . . . While Julie Haydon plays the lead in *Smilin' Through* at the Cape Theater, Cape May, N. J., a second unit of the Cape playhouse, led by Jill Stern, opens this week at the Wildwood (N. J.) Crest Pier Theater in *The Whole Town's Talking*. . . . Robin Hood Theater, Arden, Del., revives *Dracula*, with Frank Raymond in the horror role. . . . *Susan and God* will be the week's offering by the Mae Desmond Players at Ventnor (N. J.) Pier Theater. . . . The Penn Players present *Death Takes a Holiday* at Willow Grove Park, Philadelphia. . . . Mrs. Wiggs of the *Cabbage Patch*, with Sheila Bromley and Warren Douglas in the leads, offered by the Gretna Players, Mount Gretna, Pa. . . . Mountain Playhouse, Jennersville, Pa., current with *Primrose Path*, Helen Ray, Grace Choppin and Byron McGrath in the leads. . . . Following the premiere of *By Any Other Name*, McCarter Theater, Princeton, N. J., brings in this week Ethel Barrymore in *School for Scandal*. . . . Garden Pier Theater, Atlantic City, is current with John Barton in *Tobacco Road*, with the premiere of Eddie Dowling's *The Little Dog Laughed* advanced to August 13. . . . Berkley Players at the Haubert Theater, Newfoundland, Pa., open with *Double Door*, Helen Ruddy and Anne Hamilton in the leads.

Friendship's Friendship

With the announcement of a summer stock company at Friendship, Me., it would appear that if any actors are out of work it is not the fault of this Northern outpost of the spoken drama. An outfit known as the Boston Group has opened the old Friendship Playhouse for a tryout season. Friendship is a small coastal town in Knox County. Douglas Mills is head of the group, and others associated are Doris Clinkard, director; Samuel Evans, scenic artist; Myra Kueken, Barbara Libby, George McConville

and Joseph Francis. The first two also perform. . . . Altho the Maine Civic Theater at Portland closed July 27 for one month, many of the regular company will continue with Guy Palmerton's summer theater at Lake Whalom, Mass. Robert Perry, Erin-Jo Gwynne, James Ganon, Frank Lyon, Volia Blakely and Frederic Lynwood will move on to Massachusetts. Nancy Duncan plans a vacation in Canada, and then goes to New York. She may rejoin to Players when they open here Labor Day. The same is true of Byrd Bruce. . . . Picture personalities and several new plays featured the week of July 22 in the summer theaters within Philadelphia's radius. . . . Hollywood came to McCarter Theater, Princeton, N. J., when Betty Field starred and John Ford directed *Green Grow the Lilacs*. Starting Monday (29), Warren P. Munsell Jr., producer of the theater, premed his *By Any Other Name*, Winifred Lenihan and Harry Ellerbe heading the cast. . . . At Bucks County Playhouse, New Hope, Pa., Louis Calhern starred in *The Affairs of Anatol*, Heinrich Schnitzler directing his father's (Arthur) play. . . . Hedgerow Theater, Moylan-Rose Valley, Pa., continues until August 10 its seventh annual Shaw Festival, with *Major Barbara* offered in celebration of Shaw's 84th birthday. . . . Garden Pier Theater, Atlantic City, had Walter Hampden in *A Successful Calamity*. . . . Arthur Treacher, filmland's butler, spent the July 22 week at Kenley's Deer Lake Theater, Pottsville, Pa., for *The Hottentot*. . . . Peter Blackmore's *Lot's Wife* had its American premiere Wednesday (24) at the Spring Lake (N. J.) Community Playhouse, with Nancy Carroll in the lead. . . . Edward Hunt's comedy, *Now You Take a Fellow*, had its pre-Broadway showing Wednesday (24) at Pikesville (Md.) Summer Theater, the author in the lead. . . . The Berkley Players presented three one-acters at the Haubert Theater, Newfoundland, Pa. . . . Neighborhood Players, Philadelphia, are converting their city barn into a music hall for a revival of *Perils of the City*, with pretzels, peanuts, Hawkshaw the Detective, hissing, but no beer.

Toby in a Cowbarn

Probably one of the most unusual spots in the New England circuit this season is the Bolton Lake Playhouse, Manchester, Conn., which, instead of presenting the usual line-up of Broadway productions, is housing Capt. Alan Moore's Showboat Players for the season. There have been packed houses since the opening June 25, and local playgoers are enjoying their first sight of Toby shows and typical rep bills, with the cast doubling, tripling and frequently quadrupling, and with the entire company offering specialties between the acts. The players are Helen Jones, leading lady; Sandra Page, ingenue; William Raymond, general business; Doug (Toby) Morris, comedian, and Alan Moore, director. Sets are by Edward Gordon, and music is furnished by Miss Page, piano; Raymond, trumpet, and Morris, drums. Among the plays have been *The Lure of the City*, *Shanghai Goldie* and *Toby and the Nazi Spy*, which is said to be the first new Toby bill in 20 years. . . . Sinclair Lewis played *Shadow and Substance* last week (29) at the Lake Whalom Theater, Fitchburg, Mass., supported by Marcella Powers, Frances DeSales, Virginia Stevens, Louise Kirtland, Barbara Brown and Kermit Kegley. . . . The Yellow Springs (O.) Summer Theater unveiled a world premiere August 1 with the presentation of *Jack Rabbit Flats*, which tells about what happens when romance replaces duststorms as the main interest of dry farmers in Utah. Featured were Paul Rohmann, Cleveland Thomas, Arthur and Sally Lithgow, Skip Faust and Dorothy O'Dell. . . . The Pine Brook Theater (Nichols, Conn.) will be presenting an original revue starting Au-

gust 11. Sketches by Alan Dinehart Jr. and Charlotte Manson; lyrics by Art Ross; music by Buddy Marsh and Alden Porter; title, *Sables for Two*. The cast will include Sandra Lynde, Bill Johnson and Jackie Michaels. . . . Featured in the leads of *The Animal Kingdom* at the Litchfield Hills (Conn.) Theater are Dora Sayers, Derrick Lynn-Thomas and Strelsa Leeds, with Jess Wynne, Warren Young, Geraldine Sindell, Tom Barbour and Lucine Lorrimer in support.

Mitzi Mayfair Returns

Mitzi Mayfair, who can't seem to stay away from the sparkle of the stage despite the sparkle of carbonated beverages, made another brief return when she appeared in *Little Jessie James* at the Hunterdon Hills Playhouse (Jutland, N. J.). She pulled in record crowds. Others in the show included Eddie Nugent, Robert Berry, Betty Kean, Bobby Mitchell, Ione Kennison and Jane Kean. The chorus kids were Miki Beaty, Eleanor Jardell, Doris Swintner, Sue Spayth, Margaret Probyk and Anne Dufford. . . . Starting August 6, the bill at the Newport (R. I.) Casino will be *No Time for Comedy*, with John Beal, Arlene Francis, Kate Warriner, James Todd, William Watkins, Lulu King and John F. Roche. Edward Massey is directing. . . . The Woodstock (N. Y.) Playhouse, under the

direction of Robert Elwyn, tries its first new play of the season August 8. It is *White Pony*, by Marion Lloyd, and Charita Bauer will star in the role of a 16-year-old girl. . . . The Prevue Players, at Green Mansions, Warrensburg, N. Y., will present a revival of Molnar's *The Glass Slipper* August 10 and the group hopes to bring the piece into New York in the fall, along with its modern-dress *Othello*, Walter Kerr's *Christopher Over Chaos* and a new revue with music by Goetz Van Eyck. Martha Mitchell is directing *Slipper*, and Ruth Ford will play the lead. . . . The Greenbush Summer Theater at Blauvelt, N. Y., won't be doing a new play August 14 after all. Instead, *Fly Away Home* will be the bill, and the new play (unannounced as yet) will follow a week later. . . . Piner's *The Enchanted Cottage* will be presented by the Gloucester (Mass.) Theater August 9 and 10. Robert Brooks will play the lead. . . . Due to what they describe as "a popular revolt on the part of the local audience against sophisticated comedy," the Farragut Players (Rye Beach, N. H.) have canceled the scheduled showing of *No Time for Comedy* the week of August 13, and have substituted *The Bat*, with Art Smith and Jean Guild. The following week the bill will be Frances Farmer in *Little Women*. No insidious label of "sophisticated comedy" attached to that.

Summer Theater Reviews

"By Any Other Name"

(McCarter Theater)
PRINCETON, N. J.

A comedy by Warren P. Munsell Jr., with Harry Ellerbe, Winifred Lenihan, Morgan James, Harold Vermilyea and Margaret Curtis. Produced by Warren P. Munsell Jr. Directed by Warren P. Munsell Sr. Settings by Bradford Ashworth.

The age-old Shakespeare controversy at long last offers comic relief, thru the playwrighting of Warren P. Munsell Jr., who is also producer of the summer theater season here. Referring to the Bard rather than to the roses, *By Any Other Name* offers the novel sight of William Shakespeare portrayed as a simple country gull watching the plays performed in his name but in reality written by Edward de Vere, 17th Earl of Oxford.

Munsell's exposition of the theme is not a mere diatribe grinding an intellectual ax. Instead, he has woven a historical comedy-drama of considerable interest and charm which tells the story of a man whom literary contemporaries held in high esteem, yet whom subsequent generations have ignored. Capitalizing on the novelty of this rather dubious literary theory reaches its height in the second scene of the first act, where Oxford and young Shakespeare watch a performance of *All's Well That Ends Well* from backstage at the Blackfriars' Theater in London in 1585. This particular scene reaches a high point for stage settings and theater interest, altho the other Elizabethan settings designed by Bradford Ashworth are strikingly effective as well.

Harry Ellerbe plays the main role of Oxford with careful restraint. The interesting if unimportant role of Shakespeare, the simple country boy, barely literate, is well handled by Morgan James. Winifred Lenihan, making one of her infrequent stage appearances, was good as Queen Elizabeth. Harold Vermilyea, as Lord Burleigh, Oxford's guardian and father-in-law, and Margaret Curtis, as Burleigh's wife, are satisfactory. Warren P. Munsell Sr. did a fine job of directing, marking one of the rare occasions in the theater where father and son have collaborated in the production of an opus.

The first play to expound this Oxfordian theory, *By Any Other Name* promises to be one of the most controversial plays of the coming Broadway

season. Its opening in New York is also expected to mark the return of Helen Menken in the role of Queen Elizabeth, which she played opposite Helen Hayes in *Mary of Scotland*.

M. H. Orodener.

"The Royal Roost"

(Stamford Community Theater)
STAMFORD, CONN.

A drama by Richard Dwenger, with Nat Burns, Lloyd Gough, Rose Poindexter, Gene Kelly, Richard Courtney, John Lorenz, Juliet Forbes, George Sturgeon, Florence Dunlap, Barbara Fritchie and Mitchell Harris. Produced by Monte Proser and Walter Batchelor. Directed by Lem Ward. Settings by Louise I. Welsh.

This is just another of the many problem plays that hit the Main Stem every so often—only this one seems just a little goofier than some of the others. It is about the unoccupied home of an heiress, located in New York City. Its owner went abroad after her father had killed himself and her mother had died in the large mansion. The lonesome, kindly old caretaker living there alone invited a motley crowd of homeless wanderers in to share the home, including idealists, communists, drunks, a crook, a couple of homeless kids and even a colored girl. The heiress comes home when she is not expected, to find the house occupied by the riffraff. At first aghast at the spectacle of this group occupying her palatial home, she orders them out into the street where they came from. Then she relents, falls in love with one of them and is even willing to marry him until he puts it up point blank to her that she must embrace his radical ideals, give up her social position and work side by side with him. She realizes that she can't do this, and the play ends with all going back into the streets and she staying in the house all alone with just the lonesome old caretaker.

Story does not solve any problem whatsoever and leaves the audience in too depressed a mood. Its chances on Broadway seem rather dubious.

Cast is very well balanced, with Nat Burns, Barbara Fritchie and Lloyd Gough giving superb performances. Blue language should be toned down considerably and the choice swearing by the young boy in the cast should be eliminated entirely. Samuel A. Lefkowitz.

FROM OUT FRONT

(Continued from page 15)

married after all (which serves them both right), while Jane is in the 18th week of still another play.

THERE'S nothing very criminal in all this—but it does serve to give the general public an entirely phony idea of show business. And it's a phony idea that has something of a stench. It certainly should be protested.

As for the authors, they are not only being stupidly unfair to the theater; they are also convicting themselves of being slipshod, untrustworthy and utterly incapable craftsmen who don't even bother to find out about the things of which they write. They're almost as unfit for their own business as their imaginary "star" is for hers.

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Lid on Saratoga Lowers Salaries; Bookers Wary

SARATOGA SPRINGS, N. Y., Aug. 3.—Spots which customarily have gambling casinos here during the racing season could not secure their liquor licenses until they promised they would not allow gambling. Piping Rock and Arrowhead Inn, as a result, did not accept any reservations until the last minute opening night Monday (29), not being sure their licenses would come thru.

Talent, too, is taking it on the chin because of the gambling ban. Names find no market here this season and most of those already in for the opening shows have accepted drastic cuts.

Opening night was quiet, since many of the bookies and their followers on hand during previous seasons were missing. Pari-mutuel betting, in existence here for the first time in history of the local track, is keeping many of the big gamblers and spenders away.

Cross and Dunn, one of the few big acts here, are at the Meadowbrook, topping a show that has Rodrigo and Francine, Gaye Gaylor and Howard Lally's Ork. Small-budgeted girl shows are at the Club Felix and Mother Kelly's.

Piping Rock and Riley's Lake House, booked by Herman Citron, of New York, hope to continue for remainder of season with small names. No elaborate shows will be staged because of the gambling lid. The Rock has Patricia Ellis and Cappella and Beatrice, while Riley's features Deane Janis, to be followed next week by Terry Lawlor.

Will Open Mobile Spot

MOBILE, Ala., Aug. 3.—E. V. Murray, operator of the Airport Restaurant, which was torn down to make way for army air depot, will build a \$9,000 night club on the east side of Washington avenue. E. H. Cropp is contractor.

Poor Pay But Plenty Work In Upstate New York Clubs

(Continued from page 4)
tomobiles to take his lines from one nitery to another.

Four Licensed Bookers

There are four licensed local bookers, Harry Stone, Arthur Argyries, Charles Kramer and Al Norton. Al Ladad, former dancer, now books out of Norton's office, and George Kendall is with Argyries. Loraine Abert and Gladys Bliss are among local dance schools that also spot dancers and lines into private entertainments and night clubs.

Local conditions are not good this summer. The Times Square Supper Club has closed, and the Bartlett Club has cut shows to week-ends for the first time in eight years. The Golden Grill is down to a small-budget show six days a week.

Local bookers estimate there are around 400 local performers available for club dates, but only about 40 or 50 are considered good. About 100 out-of-town acts are now working out of local offices. Stone says there is a shortage of good emsees, magicians and comedy acts.

Performers are complaining that local bookers are again charging 10 per cent commission on room and board as well as salary, with room and board being figured as \$10 a week per person. The performers say contracts have carried a commission-on-food-and-board clause for a long time, but that the clause was rarely invoked. Now, apparently, bookers are having a tough time and find it necessary to pick up that extra dollar of commission.

Three in Buffalo

In Buffalo there are three active bookers, Wally Gluck, Ray Kneeland and Frank Murphy. They do a lot of private entertainments, occasional one-day vaude, and sometimes spot acts into ballrooms and amusement parks.

Syracuse has Max Volan, doing night clubs mostly; Don Horton, booking bands; Irving Jacobs, emcee and night club booker who ran his own club last year; Izzy Cohen, night clubs, and Eddie

Largest U. S. Liner Using Entertainment

NEW YORK, Aug. 3.—The American, largest United States liner, which sails on its maiden South Seas islands voyage this afternoon, will use several acts on its initial entertainment bill. Talent is engaged thru usual free room and board and vacation offers, plus \$40 to \$60 per act. Among those booked for first two 12-day cruises are Nixon and Andre, dance team, recently closed at the Village Barn.

Heat Wave Fails To Dent Philly Niteries Badly

PHILADELPHIA, Aug. 3.—Month of August finds only two clubs giving up. The Viking Cafe, in operation since prohibition, shuttered completely. Stamp's Cafe also darkened but only for alterations.

The 69th Street Rathskeller reopens this week with an all-girl show upon the completion of alterations. Irvin Wolf, who usually spends the summer in Atlantic City, has decided to keep his Hotel Senator Rendezvous open.

The two other spots may rush the season if negotiations go thru. Harry Drob, one-time operator of the Club 21, which darkened as the El Chico earlier this year, is dickering to take over the Anchorage, which was closed by the government last month for failure to pay taxes. Benny Fogelman seeks to take over the 24 Club, center city spot. His former spot, Benny the Bum's, is now the Club Ball.

Falmouth Club Opens

NEW YORK, Aug. 3.—Barclay Club, Cape Cod, West Falmouth, Mass., will open Friday (9).

Dixie Dunbar is signed to head the first show. Miles Ingalls booked Miss Dunbar.

Fonda, booking night clubs out of the John Van Arnam office. Syracuse is a lively night club center.

Jimmy Daley is the only Albany booker with an office. A few others operate out of their hats. He is giving practically all his time to private entertainments, fairs and occasional ballroom promotions. This leaves the night club field open to New York City bookers, including George Godfrey, Bernard Bernardi and Al Davis, who send up acts and girl lines. The Roth-Berdun dance school of Detroit has sent a couple of girl lines to the Albany territory, with Jack O'Mara, Schenectady booker, handling the bookings. One RB line is working the Royal Pines, Lake George, and another Rocco's Saratoga Springs.

Albany Talent Fading

Daley says Albany talent is fading, there being only 13 "home guard" acts available, compared to 58 a year ago. However, there is a steady stream of acts coming up from New York, mostly girls, and they work in and around Albany for anything from a week to a year, mixing night clubs with private club dates. Daley says girls are always in demand in the Albany territory, which includes Troy and Schenectady. They average \$20 a week and must mix, he says.

According to Daley, there are fewer than six ballrooms using traveling bands within a 100-mile radius of Albany. Ballroom promoters have tried again and again to interest patrons in name bands, but with no real success. Apparently, local bands and music machines satisfy the dancers. Practically every tavern and night club uses music machines.

Good points in the upstate field are small jumps, long engagements, moderate living costs, frequent free room and board and opportunity to polish up new material. The bad points are small salaries, compulsory mixing, lack of opportunity to be seen by the better agents and bookers and lack of vaude and radio opportunities as stepping stones for developing night club talent

Morris Agency, Eddie Smith Rebuked by NY Agents Assn.; Versailles Bars Paul Small

NEW YORK, Aug. 3.—William Morris Agency, together with Paul Small, of its night club department, were reprimanded for conduct unbecoming to members at Wednesday's (31) meeting of the board of governors of the Artists' Representatives' Association. Eddie Smith, who brought the charges of unethical conduct, was also censured by the board.

The board's rebuke to the Morris office and Small was based on Small's alleged violation of a verbal agreement whereby Small would not contact Peter Iodice, booker of the Bowery, Detroit, which Smith serviced from New York. The agreement came about because of Small's refusal to do business with Smith, forcing Smith to go into the open market for acts for that spot. Smith claims that after he contacted several Morris acts direct, Small was forced to co-operate with him.

ARA censured Smith for contacting Morris acts direct.

Small was warned that repeated offenses would be dealt with more severely.

Because of this decision the ARA recommended that in the future an agent authorized to submit an act under contract to another office shall agree upon the price of the act prior to submitting the act to the employer so that the agents will not be able to underbid each other in order to get the spot. The board also recommended that all negotiations between agents be reduced to writing.

Following the decision on the Smith case, the board began its hearings on charges brought by Dave Taps against Paul Small and the Morris office. Taps claims that the Morris office okeed a deal whereby the office and Taps would split commissions on the booking of Romo Vincent at the Hurricane. After publicity had been released Taps alleges Small entered the deal and refused to have the commissions split, even while acknowledging that Taps had really booked Vincent.

Small, Dick Henry and William Morris Jr. appeared on behalf of the Morris office. Hearings will be continued at the next meeting of the board, which will probably be held next week.

NEW YORK, Aug. 3.—The William Morris Agency has taken the Versailles off the calling list of Paul Small. William Morris Jr. will now handle that account.

The shift followed a heated discussion with Small in the presence of William Morris Jr. Nick D. Prounis, who operates the club in conjunction with John Boggiano and Arnold Rossfield, charged Small with a breach of a verbal contract in booking Joe E. Lewis into the Riviera on the bill which opens Thursday (8). Prounis says Lewis had been promised him for the opening of the season show around October 1, with the proviso that Lewis would not work any other spots in the vicinity. Prounis says he permitted Lewis to get radio and week-end dates at resorts.

Prounis said he harbored no ill feelings against the Morris office and would be glad to do business with anyone in the organization except Small. He said, "If Small comes into the Versailles, he'll go to the hospital, and I'll go to jail."

Prounis said that prior to this incident Small's word had been sufficient and when he was promised Lewis for the opening show he took Small's word for it. He said that very often contracts would not come from Small until after the act bought from Small had been working for several weeks. He also expressed the belief that Ben Marden, operator of the Riviera, did not know of his arrangement with Small on the Lewis booking, otherwise Marden would have bought another act in support of Harry Richman and Sophie Tucker scheduled for that show. Prounis said that Small had been servicing the Versailles since April, 1935, and had obtained upwards of 95 per cent of acts from the Morris office despite the fact that no booker has an exclusive here.

Prounis also cited these facts in a letter to Abe Lastfogel, general manager of the Morris office now on the Coast. Lastfogel is expected to be in New York within a few weeks to attend the dedication of a memorial to the late William Morris at Saranac Lake.

Club Talent

New York:

HARRY SMALL AND LANE broke in their new act, *Taps on Tap Hat*, on a recent 12-week trip and returned to the city.

ARCHIE ROBBINS, member of the *Separate Rooms* cast, will sub for the vacationing Eddie Davis at Leon and Eddie's starting August 16. Others on the new bill will be Lee Sullivan and Ann Barrett.

JUANITA RIOS (not the singer), of the ballroom department of the Gallo Studios, is returning Tuesday (5) on the Coamo from a two-month stay in Puerto Rico.

Chicago:

THE TANNER SISTERS, singing trio, opened Wednesday (31) with the Jolson show, *Hold On To Your Hats*, replacing the Vass Family. Act is handled by Phil Tyrrell and was set for the show by the William Morris office.

WINNIE HOVELER, dance director at Harry's New Yorker, who is taking a flyer in summer drama with the Grand Detour Players, handled the lead in *Lady Windemere's Fan* so well she has been chosen to play the lead this week in *Postscript*, a new play which Charles Washburn, New York publicity man, is trying out.

Philadelphia:

HARRY F. HAHN, Stork Club owner, tenders a testimonial night for BILLY DANIELS to mark the singer's 20th consecutive week at the spot. . . . HARRY ROSE, host and manager at Lexington Casino, marked his 10th wedding anniversary with a celebration at the spot. . . . JOHNNY DeVANT, magician at Jack Lynch's, signed by Warners. . . . LO-LITA GOMEZ brings her Spanish dances

to the Embassy Club. . . . IOLA WHITE, one of the Frances Allis dancers, turns tutor at Roy Bruce's local dance studio. . . . LIBBY FAY, showgirl at Jack Lynch's, planning to turn ice dancer.

Atlantic City:

ETHEL WAYNE tops the new show at Club Madrid. . . . KIKI HALL is new emcee at Jockey's Derby Club. . . . HERBERT WARE AND PHYLLIS PIXON, ballroom duo at St. Denis Room of Hotel Dennis, also take charge of the dance studio at the hotel. . . . BORIS KAPLAN, Paramount pic scout, angling for LAVERNE LUPTON, dancer at Babette's. . . . OTTO EASON, roller-skate dancer at the Paradise, set with Eddie Cantor for a fall musical.

Here and There:

MARIAN DE VOLL, of the dance team of Marino and De Voll, fell and sustained a broken ankle while being featured at Earl Kite's Patio in Jackson, Miss., and will be out of the act for a short time. . . . DONALD MARLOWE is in for two weeks at the 1800 Club, Akron, O. . . . NORMAN HARRIS, of Harris and Shore, dancers now at the Casino Urca, Rio de Janeiro, is recovering from minor injuries received as a result of the dunking he took when a boat in which he was fishing capsized. . . . THE GYPSY TRIO is in its third week at the Syracuse Hotel, Syracuse, N. Y. . . . SARA ALLEN is at the Royal Palms, Englewood, N. J. . . . VALLEY AND LYNNNE opened Tuesday (30) at Weber's Hofbrau, Camden, N. J. . . . FOUR GOLDEN GATE GIRLS are in their third week at the Chateau Club, Rochester, N. Y. . . . ANNE BRADLEY has joined the Major Bowes Sixth Anniversary Revue.

Edgewater Beach Hotel, Beach Walk, Chicago

Talent policy: Dance and show band; relief band; floor shows at 9 and 11:30. **Management:** William Dewey, managing director; Dorothy Dorben, dance director. **Prices:** Dinner from \$2; drinks from 50 cents. Admission, \$1.25 week days; \$1.50 Saturdays.

A most delightful spot on the lake front, accommodating about 1,000 persons. There is a huge dance floor, open to the sky, and at one end a brilliantly lighted and beautifully decorated band shell. Tables, set beneath trees strung with colored lights, surround the dance floor, and the long walk directly to the lake is made gay with colored lanterns.

An ideal setting when the weather is favorable. During rainy weather the show is staged in the Marine Dining Room.

Horace Heidt and his Musical Knights are the attraction, a show in themselves. The only other entertainment is furnished by the Dorothy Dorben Dancers. At show caught the dancers presented two production numbers. First was a pretentious military number in which the 12 girls executed a series of clever and entertaining marching routines. Second was the colorful *Caprice Vienna*, a beautiful number in which the girls, in diaphanous blue robes, flitted about in graceful gyrations. Production numbers are cleverly routined and well executed.

Heidt has a versatile crew of tunesters who dispense a pleasing array of rhythmic dance numbers, interspersed with many vocal and instrumental specialties that are first-rate entertainment. Heidt himself sells his wares convincingly. Fred Lowery scores nicely with his whistling solos; Art Carney gives true-to-life impersonations, and Red Farrington handles comedy smoothly. Others are Larry Cotton, tenor; Jean Farney; Frankie Carle, pianist; Henry Russell, Josette Romay, Ollie O'Toole, Bernie Mattison, Ruth Davis and the Drane Sisters, all of whom do an excellent job.

Donna and her Don Juans, girl and three boys, furnish excellent intermission music. *Nat Green.*

Night Club Reviews

Bismarck Hotel, B-Bar-H Ranch Room, Chicago

Talent policy: Four-piece combo for dance and show; floor shows at 8:30, 10 and 11:30. **Management:** Otto K. Eitel, manager; William T. Padgett, publicity. **Prices:** Dinner from \$1.50; drinks from 40 cents. Minimum, \$1.

What formerly was the Bierstube, famed for Bavarian entertainment, has become the B-Bar-H Ranch Room, with strictly Western atmosphere thruout. The room has always catered to a clientele strong for informality, and the new set-up fits ideally.

Band stand has been transformed into the front of a ranch house, and the room, with its beamed ceiling, has been decorated with hoeshoes, Indian blankets and small murals. Waiters wear blue denim overalls and bandannas, and the band men and performers are decked out in full cowboy and cowgirl regalia. "Bill" Padgett, who framed the show, had the problem of getting together something that would not compete with the Walnut Room downstairs, where a conservative atmosphere prevails. He has done a good job.

Show opens with Ding Bell and the Chuckwagon Boys (squeeze-box, guitar, bull fiddle and clarinet) playing and singing songs of the range. Bell's attempt to simulate the Western cowboy drawl in his announcements is a bit strained, but otherwise the boys are okeh and do a satisfactory job with both Western and pop numbers.

Dottie Eden, cute tapster-jitterbug dancer, warbles *Ma, He's Making Eyes at Me*, then whoops it up with some lively stepping that goes over nicely. Gaye Matthews, pretty and brown haired, has a rich, full voice and puts across pop songs pleasingly. Among her numbers were *Why Do I Love You*, *Only Make Believe*, *My Ideal* and *Sleepy Time Down South*. Audience would have liked more.

Comedy touch is added by Hank the Mule (Tex Morrissey and Joy), and act well known and liked in night spots. Antics of the mule in climbing over the tables and fraternizing with the customers garnered plenty of laughs. Lucio

Garcia, vocalist of the Walnut Room, adds a Mexican touch to the show with his Latin songs.

Show closes with Bell and the Chuckwagon Boys (Shorty Carson, originally with the Ranch Boys; Eddie Fritz and Kenny Carbonel) playing and singing oldtime songs, the audience joining in. *Nat Green.*

Hollenden Vogue Room, Cleveland

Talent policy: Dance and show band; floor show, 8 and 11:30, plus Saturday matinee. **Management:** Richard Marsh; Abby Landis, publicity.

George Duffy, who got his start in Cleveland and who long was a favorite with patrons of the Mayfair Casino, the Lido Club and Child's Gingham Cafe, is back again with his boys, making music for dancing and entertainment here. Starting in Cleveland more than a dozen years ago, the piano-tickling young maestro built up a following that is flocking to meet him again at this DeWitt hotel. His 11 troubadours are well balanced, and his music varies to please every taste. Charlie Scalle is the featured vocalist, and the Goldenaires back up the group with their specialties.

Haskell the Magician is one of the top features. Theodore DeWitt, owner of the hotel chain, has a soft spot in his heart for practitioners of legerdemain, and scarcely a week passes that one is not spotted at the Hollenden. Haskell is a personable young chap with a neat routine. While his effects are along the established line, he puts them over with ease and certainty.

Parker and Fredericks are billed as "Sweethearts of Song." He is a personable chap; she has feminine charm. Together they click from the start. And there are Barbara and Barry Leslie, who furnish the footwork to give divertisement to the whole.

Grace Morgan and her planologs are getting a big hand. She fills in the cocktail hour and from 9 until 10 each evening, keeping the customers in good humor until Duffy's Band takes over.

Harlowe R. Hoyt.

Paradise Club, Atlantic City

Talent policy: Dance and show band; floor show at 12:30 and 2:30; breakfast show, Sundays, 6 a.m. **Management:** Ralph Weloff, proprietor-manager; Mall Dodson, press agent; Leonard Harper, show producer. **Prices:** Drinks from 50 cents; no cover, no minimum; \$1 admission Saturdays from 12 to 2 a.m.

For the past 27 years the Paradise has been the forerunner for the fast and furious Harlem shows at this resort. And the show produced this summer stacks up higher than that of other seasons. Produced by Harper, who has embellished it with exciting production numbers, and emceed by Bardu Ali, who also provides the musical setting, it's a finely wrought 90-minute unit.

Production numbers have story body. Roy White is the leading man, possessing a fine bary voice as well, and a chorus of eight fills out on the raised floor. Willie Jackson, who has been playing in Paradise shows the past 15 summers, gives comic relief, with the other acts pitching in from time to time. Best production bits are a fiesta number and a Robinson Crusoe jungle setting on the sexy side.

Jackson, this year teamed with his 15-year-old son, Willie Jackson Jr., also comes in for an inspired interlude of comedy, singing and dancing.

Star of the show is Rose Brown. It's her blues singing that sells, teeing off nicely with a 'Cause You Never Seemed to Care torch, shouting the blues for *St. Louis Blues*, and without the mike for serious singing of Gershwin's *Summertime*. Later teams with Jackson for one of those *One Hour Mama, One Minute Papa* song and delicacies without which a Harlem hottery would never be complete.

Also on the singing side, but in the swing groove, is Judy Carol, colored screen star. Alma Hubbard, dramatic soprano, makes nothing else matter in *God Bless America*. And Mary Bryant gives a double entendre twist to *Ain't Misbehaving* before going into her comical eccentric dance.

Edwards Sisters, both lookers, open the show with neat rhythmic taps interspersed with challenge flashes. McCain and Ross, mixed ballroom duo, make a

personable pair for the more polished footwork.

On the show-stopping side are Otto Eason and the Crackerjacks. Eason, tapping it out on a pair of roller skates, is a smash. He ties the show into a knot when tapping on a miniature staircase.

The Crackerjacks, five males, one of the fastest acro acts seen on floor, found favor on every trick and turn. After a round of taps, team breaks off for specialties. One hurdles two chairs in his dancing, another twirls two drum major batons, while a third contorts on a chair to a position where he does a soft-shoe bit on the top of the chair-back. For the finish they tap it out with canes and then go into a series of tumbles and somersaults.

Bardu Ali, former leader man of the late Chick Webb's Band, has his own band of 13 here. And apart from tying the long show together and directing the musical background it gives out hot and rhythmic musical incentives for dancing.

Club is situated away from the Boardwalk, deep in the Harlem belt.

M. H. Orodener.

Stork Club, New York

Talent policy: Dance band, Latin relief band. **Management:** Sherman Billingsley, owner; Charles (Chic) Farmer, press agent. **Prices:** Dinner from \$2.50 and a la carte; \$2 cover after 10 p.m.

Gathering place for the socialites who come to observe and be observed. Prices are high enough to keep the masses out and limit patronage to the swanky East Side crowds. Spot is open every night in the year and is widely publicized by columnists and society editors, who find plenty of copy here.

Entertainment budget is limited to two small bands, which provide continuous music until the wee hours of the morning. Unknowns are employed, management being anxious to sell the name of the club rather than its attractions. Bands playing here often cash in on the room's popularity later on. Sonny Kendis and ork, among others, started here.

New band-stand combination includes Charlie Wright and band. Wright, accordionist who has been playing fashionable cocktail lounges, recently organized the outfit and played the classy Detroit Athletic Club. His name is familiar to the upper bracket night clubbers, and that should help him establish a long run here. He is a performing leader, playing the accordion well and selling songs with vim and vigor. Has a cheerful personality, which is needed here.

His six-piece outfit plays well, concentrating on pop tunes most of the way. Dawn Roland, pretty brunet, is the femme vocalist. A decorative band-stand feature.

Alternating band is Frank Ramoni's rumba combination, fronted by the dynamic Nina Orla, here over a year. She is a striking Latin and a stimulating worker. When there are no dancing customers on the floor she exhibits informal South American dances with one of the musicians.

Sam Honigberg.

McVan's, Buffalo

Talent policy: Production floor shows at 9 p.m., 12 and 2:30 a.m.; dance and show band. **Management:** Lillian McVan (Bain) and Edward Bain, owners and managers; Mrs. Ruth Salter, hostess; Ruth Hurley, producer; Margaret Thompson, costume designer. **Prices:** dinners, \$1 and \$1.25; drinks from 25 cents; minimum, \$1; no cover.

This spot's continued success thruout 18 years is probably largely built on the policy of giving patrons snappy, entertaining shows, but without "putting on the dog" and scaring the middle class element away.

Shows, which stay for five weeks, are built to a great extent around luscious

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PENDING NITE CLUBS S. F. AND L. A.

SPORT SHORT FILM

Direction: Eddie Elkort, MCA Artists, Ltd.

girl lines. Production features a patriotic motif and, titled *American Swing*, is fast-moving and well-planned.

Charles Pickard and Patricia, a trained seal, sold themselves well with a clever and arresting novelty act. Pickard, a nice-looking chap, put his partner thru a balancing and juggling routine, had her sing, do a handstand, give audience the "bird," play the saxophone, and finish with a lively rumba. A warm hand rewarded both.

Bill Scott, a hard working lad with a sweet romantic voice, proved not only that radio is his medium (he appears here on WBEN), but that he'll hold a live audience as well. His soothing, mellow arrangements of *I'm Stepping Out With a Memory Tonight* and *Fools Rush In* went over nicely. Ozzie Wells, magician, was unable to appear in this show.

Dorothy Taylor, blond, continues her two and one-half year hold on the crowd with plenty of fast ones. As usual, her ad libbing and special song-talk material included much borderline stuff. Two ditties went over okeh, titled *You Can't Do a Good Job in the Garden of Love With an Old Rake and Cheer Up, Everything's Going To Be Lousy*. As straight emcee, she is adequate.

An unusually peppy, charming and nice-looking young ballroom team, Walter and Jean Brown, scored with every number. They combine grace and facility in dance steps, spins and whirls with a right amount of clowning and pantomime to make for a far-above-average presentation. A South American fast routine was outstanding, but very pleasing also were the Browns' solos in girl production numbers, one a parasol dance, the other a patriotic high kick. Wardrobe is in very good taste.

The eight-girl line is the show's real backbone, not only because of their good looks, but also due to their well-rehearsed precision, and thru very pretty costumery. Opened show with a precision routine that clicked. A hotcha tag classified a colorful high kick, jitterbug jamboree, in which Joan Thompson came thru with a snappy solo of wiggles. A parasol picture number in very scanty, feathery get-up was fine, featuring a sexy-looking brunet, Jerry Wayne, in a semi-nude walk-around. Finale, in red-white-blue outfits depicting the Spirit of '76, was a fitting climax, which included a strut by the line, and some

drum-playing and marching; Jerry Wayne in another uncovered pose; the Browns' duo, with Walter dressed as Uncle Sam; Pickard's flag waving; and Miss Taylor's *God Bless America*.

Frank Terry's Chicago Nightingales, an all-colored unit, are a fixture here, and do a good job of accompanying and purveying hot dance music.

Eva M. Warner.

La Conga, New York

Talent policy: Floor show at 8, 12 and 2:30; two bands. Management: Irving Zussman and Milt Rubin. Prices: Dinner from \$1.25; \$2 minimum supper.

A pleasing floor show. The main attractions are the two Latin bands, Maya's Ork making its debut here, and Eliseo Grenet's Band, held over. Maya, who plays the marraccas, drums, sax and violin, leads his six men thru lively, thoroly engaging Latin tempos. His band plays the first two shows and Grenet the last one. Grenet's Band is a good, solid Latin outfit that rips off tingling congas and rumbas.

The floor show features Rosita Rios, held over, and she continues to show development in poise, showmanship and voice technique. Did four numbers, two of them being Spanish translations of current American pops, *The Breeze and I* and *Woodpecker Song*. Nene Montes, slim brunet in tight-fitting black gown, clicked her way thru a couple of Spanish numbers, drawing a fair hand.

Manor and Mignon, ballroom team making its local debut here, make a solid impression. Their waltz, fox-trot and paso doble were embellished with lifts and spins properly spaced and handled. Their work is smooth and the girl is an especially charming well-groomed brunet.

Marco Rosales emsees, making a weak attempt at flip comedy, but does much better singing romantic tunes in soft voice, accompanying himself at the guitar.

Pancho and Panchito, small, lively rumba team, did all right with fast rumba-style dances, with the girl's hip-swaying being the highlight of each number. They were succeeded August 2 by Sylvio and Melba.

Food, excellent; service, good; atmosphere, just right. Paul Denis.

Spinning Wheel, Seattle

Talent policy: Dance and show band; floor show. Management Lindy Linbury.

Opening July 29 with a new floor show, Lomas and Francis head the entertainment with a burlesque of the Gay '90s. They were hilariously funny with their oldtime comedy.

This downtown cabaret has recently come back under the able management of "Lindy" Linbury, who started the Spinning Wheel some years ago with a partner, then withdrew to handle another spot on Pike street.

Art Kinney and his Spinning Wheel Swingsters provide dance music, swing and popular airs. Two excellent blues singers work with the band. Laura Kinney was given a big hand for her rendition of *Nancy Brown*, while Fay Cain, another girl with pleasing voice and personality, rendered in true blues style *Tuxedo Junction* as her biggest number.

Opening the show was Ray Francis. His dancing and singing drew a good hand.

After both Francis and Lomas staged their song and dance specialties they teamed for burlesque and impersonations that build up to a pleasing crescendo of Gay '90 entertainment, winning con-

siderable applause.

Willard Roberts, handsome young baritone with excellent voice, not only paces the show as emcee, but sings semi-classical numbers pleasingly. He has been with the Wheel for the past several months. C. M. Littlejohn.

Arabian Supper Club, Columbus, O.

Talent policy: Dance and show band; floor show at 9 p.m., midnight and 1:45 a.m. Prices: \$1 minimum week-days; dinner from \$1; drinks from 35 cents.

A dance team, a trio of girl contortionists and Peter Higgins, tenor, are the top acts of the current show and the best here in some time.

The dancers, Loyanne and Renard, combine grace with charm, speed and (See NIGHT CLUB REVIEWS on page 27)

MILDRED PARR
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 THE TOWN AND COUNTRY CLUB
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 SIXTH WEEK

Sammy Jackie
TENNER AND SWIFT
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 FORT LEE, NEW JERSEY

U. S. Acts in Rio de Janeiro, Claim Urca Contracts Unfair; New York Rep Denies It's So

RIO DE JANEIRO, July 27.—American acts working the Club Urca say they are discovering that the contracts they signed in the United States are not legal in Brazil. They claim that upon their arrival here they were given Brazilian contracts written in Portuguese and favoring the operator of the club. One of the clauses specifies that the performer must do three shows nightly and four Sunday, and that the second show each night is to be given across the bay from the Urca, in the Ickoroy Casino.

Following the first show, the acts walk from the Urca for some 100 yards to a speed boat which takes them to Nic-toroy (across the bay). There they walk up a hill and get into a taxi for a two-mile ride to the Ickoroy Casino. Following the show there little time remains to make the trip back for the next performance at the Urca.

One act here recently (Harris and Shore) managed to get out of this ordeal because the booking was transacted by cable. The cable stated that the act required to work at the Urca, and no mention of the Ickoroy Casino was made. When forced to double, the act appealed to the American consul, who found the cable contract entirely legal.

Current Urca show has been sliced considerably from its initial bill, which had five acts, several native vocalists and a line of 16 girls. Only three acts and line of girls are now employed.

A disappointment here was Carmen Miranda, who closed at the Urca after her opening night, July 15. She was originally set for two weeks. American acts blame her failure on the local wealthy class, which resents her success in the United States, despite the mighty ovation on her arrival. Opening night was a benefit performance for the local hospital sponsored by the Brazilian President's wife, and the cover charge was \$7 per person. According to local comment, Brazilians resented the American songs she included in her repertoire.

Of the three leading spots here, Urca is the largest. Following, in order, are the Casino Atlantico and the Copacabana.

NEW YORK, Aug. 3.—Jack Powell, comedy drummer who recently returned from Rio, where he completed an eight-week run at the Casino Atlantico, says American acts have to sign Brazilian contracts after landing, regardless of any contracts they may have signed in the United States.

He said that, during his engagement, he worked four days at the Grand Hotel in Santos, operated by the same management. It took two days of travel each way, for which he says didn't get paid.

NEW YORK, Aug. 3.—Francesco De Sousa, director of the Brazilian Pavilion at the World's Fair, who is also the talent representative for Rio's Urca Casino, says he received word of Carmen Miranda's one-night engagement, which was filled as scheduled. He said she was also scheduled for another two-week stay, but doesn't know as yet whether she was on for that fortnight. Martha Eggart, star of *Higher and Higher*, Broadway musical, has been set by DeSousa to open a four-week run at the Urca, starting August 9.

NEW YORK, Aug. 3.—Herman Fialkoff,

Talent Agencies

RAY S. KNEELAND, Buffalo, is booking free acts for Olcott Beach, N. Y., New Rialto Amusement Park, and has set Joe and Ann Howe for a week; also Larry Boye and his Unicycle the following week. He is booking four acts Saturdays for the Buffalo Athletic Club Roof Garden.

NAT LEFKOWITZ, treasurer of the William Morris Agency, left Thursday (31) for a short vacation. Stanley Halperin, of the same office, has also left for a two-week respite. PAUL SAVOY, of the Coast to Coast Agency, Salt Lake City, Utah, is alling in the County Hospital in that city.

authorized talent representative for the Urca Casino management in Rio, denied that there is anything unfair about contracts issued to acts here. He said that acts are given both American and Portuguese contracts to sign, the contents being identical, and that acts know all details of the agreement prior to their departure.

Fialkoff stated that acts are not forced to double, but that they are invited to split their nightly performances between the Urca and Ickroy if they so desire. Because of the excessive salaries paid some acts, he stated, doubling is almost imperative. He cited Laurel and Hardy as a recent example. They did three shows a day in Rio—one at the Urca, another at a Rio theater and a third at the Ickroy.

Francesco De Sousa, Urca rep who is here as manager of the Brazilian Pavilion at the World's Fair, is very cautious about contracts issued acts, since he is also a member of the diplomatic staff of the Brazilian government.

Tracy's First U. S. Date

SAN FRANCISCO, Aug. 3.—Arthur (Street Singer) Tracy opened at the Golden Gate Wednesday for a week. According to his rep, Harry Golub, this is Tracy's first appearance in America since leaving this country for England five years ago.

Charlie Huy has succeeded Benny Westland as press rep at the Golden Gate.

Virginia Beach Spreads

NEW YORK, Aug. 3.—Terrace Club, Virginia Beach, will enlarge its floor shows beginning Saturday (10). Bill going in includes Enrica and Novello, Gloria Blake, Howard Brooks and Ruth Day. Previous shows had only one or two singers. Music Corp. of America books.

Reviews of Six Typical Night Clubs in Upper N. Y. Area

CHEZ AMI, BUFFALO.—Classiest night club in town, presenting a novelty bill backed by Teddy King's excellent show and dance band. Donette De Lys clicks easily with contortionistics that are presented smoothly and embellished with a cute strip bit. Val Setz, novelty juggler, surprises with a remarkable variety of juggling tricks, all done quickly and skillfully. Grace Drysdale wears puppets on her hands and arms and manipulates them in startling fashion above her head. An effective novelty, and a new twist of puppetry. Charles Noonan's novelty harmonica turn held close interest, his oddest being Ravel's *Bolero* while thumping a congo drum.

King emcees nicely and leads the band in lively, personality style. His vocalist is Trudy Gorman, nice-looking youngster who sings okeh. The Beatrice Gardner Girls, six, are good lookers wearing neat costumes and doing conventional routines. They also work the Hollywood hobby horses after the show. (The Donn Arden Girls return here August 5.) Tony Giannitti, harpist, has been here three years and fills the intermissions with any and all numbers requested.

Phil Amigone is the affable boss; his wife is at the key spot, the cash register, and Jack Grood is managing director.

ROCCO'S, SARATOGA SPRINGS, N. Y.—This one of the many less-important niteries flourishing in town regardless of the racing season. It has Chick Darrow emceeing a fair little show composed of specialties and group numbers of the Charles Roth line of six. A couple of outside acts are due to join the show. The girl line is fair; the gals are good lookers; costumes are okeh and routines are conventional. Specialties by the girls are ordinary. Darrow gave the show what punch it had. Eddie Dragon (sax,

Colored Vaude Strong in K. C.

KANSAS CITY, Mo., Aug. 3.—With the exception of the Tower Theater, local vaude is practically at a standstill except in colored theaters. Two colored houses have turned to occasional vaude and are attracting white patronage as well as colored.

Shows at the Castle are produced by V. (Rabbit) Sims and are billed as different versions of the *Twelfth Street Revue*.

At the Princess *The Fifth Street Revue* is presented.

As a result of the abundance of talent the Tower Theater is forming quite a few units which are booked on club dates thruout this territory.

29 U. S. Acts Are Still in London

NEW YORK, Aug. 3.—According to information forwarded by Bert Ross, of London, the following American acts are still in England: Bebe Daniels and Ben Lyon, Vic Oliver; Forsythe, Seamon and Farrell (Forsythe is Canadian); Leigh Stafford, Clifford and Marion, Two Valors; Wilson, Keppel and Betty; Eddie Ready, of Arnaud, Peggy and Ready; Michel Howe, of Michel and Hero; Bob Ganjou, of Ganjou Brothers and Juanita; Kimberly and Page; Harry Baker, of Baker, Dove and Allan; Scott and Whaley; Eddie Stanley, of Stanley, Eddie and Mae; Charles Warren, Tracey and Hay and the Norman Thomas Trio.

Another Detroit Spot

DETROIT, Aug. 3.—New hotel nitery has opened here, the Fiesta Bar, in the Hotel Savarine.

Johnny Johnson and band provide the music, with a strolling combination featuring accordionist Evaline Hamilton. Velva Nalley is vocalist.

Kit Kat License Revoked

NEW YORK, Aug. 3.—The Kit Kat Club had its license revoked by the State Alcoholic Beverage Control Board Wednesday (31). The offense cited was selling liquor during the hours prohibited by the board.

N. Y. Circuit

NEW YORK, Aug. 3.—Add unusual bookings:

The Shyrettos, bicycle act, are currently appearing at the Radio City Music Hall. They close there Wednesday (7) and the following day move over to the Loew's State for a week. Act worked the Roxy week of May 17.

Heat, Union Jam Make Fox, Detroit, Drop Vaude Policy

DETROIT, Aug. 3.—Stage shows are out at the Fox Theater for the next several weeks after over a month of vaude. Hot weather and union trouble are blamed.

The heat wave hurt all theater business, but the Fox would probably have continued with stage shows if last Friday's opening show hadn't run up against a trucker's strike in town. Willie West and McGinty were unable to open because their baggage didn't arrive in time.

The theater sent a union truck driver to pick it up, but he was unable to get thru the pickets. Pulling wires, the house finally got the baggage out in time for the second show.

The Fox itself employs union help in all departments in which there is an active union, but this didn't help in getting the first show ready, despite the fact that the truck driver carried a union card. Another trucking contractor finally had to make two trips with a smaller truck to get all the trio's luggage.

Acts coming in by train will face this situation as long as the strike lasts, altho acts coming by bus are, so far, not affected. In view of the obvious dangers of having a big attraction stranded under these circumstances, the Fox management voted thumbs down on shows till the strike is settled. There was a hair-breadth escape last week when the George White's *Scandals* unit left town just before the strike was called.

The Fox is renovating the stage during the straight film period.

Heat Cuts Into Detroit Talent

DETROIT, Aug. 3.—Prolonged heat-wave caused cancellations at night spots around this territory. Cancellations in some cases were for a week or two only, with shows slated to go back when the heat breaks.

Among spots dropping shows were the Frontenac, Detroit, which just celebrated the 30th week of Karyl Norman's revue; the Hotel Lauth in Port Huron, and Reid's Cafe in Mount Clemens.

In most instances, the bookers, in accepting the cancellations, booked the acts into other spots, so that they are not liable under play-or-pay contracts.

Buys Franklin, La., Club

NEW ORLEANS, Aug. 3.—M. J. Price, local grocer, starts operation of the Rose Club at Franklin, La., next Monday. Price bought the nitery from R. H. Bourgeois.

soprano held close attention with her cold, brilliant voice that slides thru classic, operatic and pop tunes with great facility. Closed with *Let There Be Love*.

Bud Sweeney, amiable emcee, is amusing with his singing, gags and drunk bits. Good looking fellow and very likeable. Dorice and Freddie Drew, young ballroom team, made a fair impression with tap and musical comedy style routines, with the girl doing the selling. George Kirsoff, exotic in a turban, does astrological readings at the tables.

Midge Staud is the owner. Capacity is 360. This is the club's sixth season.

NEWPORT HOUSE, IRONDEQUOIT BAY, ROCHESTER.—George Henner's pleasant little night club right on the lake features Norbert Klem's Band and vocalist Beverly Brant. Klem (violin) is with the Rochester symphony winters, but switches to dance music summers. He has with him piano, sax, drums, with an accordionist joining Saturdays only. The band is okeh; the vocalist is ordinary. Floor shows are added Saturdays also, when a minimum, \$1, is imposed.

Paul Denis,

Vaudefilm Grosses

Raft Big 42G at Strand; Richman Looks Okeh at State; Para Good

NEW YORK. — With few exceptions, Broadway box offices behaved listlessly. Altho the weather provided partial relief, grosses made no appreciable comeback. The Music Hall and the Strand offered the outstanding tallies of the week.

The Paramount, despite a good lineup of talent with the single week's stand of the Jimmy Lunceford and Ethel Waters, got a weak \$28,000 for the week ended Tuesday (30). Pic, *Untamed*. New bill Wednesday (31), consisting of Allan Jones, Irene Hervey, Xavier Cugat's Band and Raul and Eva Reyes, together with *The Boys From Syracuse* on the screen. Expected to gross around \$42,000 for the first week. (Prior bill with three weeks of Orrin Tucker, Bonnie Baker and *The Ghost Breakers* on screen returned a big \$124,000.)

The State continued with unspectacular business, grossing around \$18,000 for week ended Wednesday (31). Layout included Andy Kirk's Band, Dixie Dunbar, the Jewels and Bert Wheeler. Pic was *21 Days Together*. New bill Thursday (1) has Harry Richman as the top draw, with support by Georges and Jalna and pic, *The Mortal Storm*. Expected to gross around \$21,000. (Previous bill, with Russ Morgan's Band, Ethel Shutta and George Beatty together with *Edison the Man*, drew \$18,000.)

The Music Hall turned in another

super gross for week ended Wednesday (31) with \$65,000 for the fourth week of *All This and Heaven Too* and stage show including Jan Peerce and Tiebor's Seals. Previous weeks pulled \$110,000, \$92,000 and \$78,000, for a total of \$345,000. New bill, consisting of Jan Peerce, Yo-Yo, Shyrettos and Gogo with *South of Pago Pago* on screen, will stay a single week and will gross around \$68,000. (Prior bill with *Tom Brown's School Days* brought \$68,000.)

The Strand, with the first week of George Raft in person and on screen in *They Drive by Night*, raked in a hefty \$42,000 week ended Thursday (1). Rest of bill includes Will Osborne's Band, Lucille Page and Ben Ber. Layout stays a second week and may gross around \$35,000. (Previous bill, with two weeks of Rudy Vallee's Band and *My Love Came Back*, pulled a desolate \$47,000.)

The Roxy is not raving about the \$23,000 take for week ended Thursday (1) garnered by Denny Day, Linda Moody, Nash and Evans and Oriental Trio with *Turnabout* on the screen. Dennis Day was held over for a second week, surrounding stage fare having Dick, Don and Dinah; Val Setz and Coleman Clark. Pic, the controversial *The Man I Married*, will probably do around \$27,000. (Prior layout had two weeks of *Maryland* with Franklyn D'Amore, Jeanne Brideson and Whitey's Southerners, which did \$52,000.)

Picture is *Scatterbrain*, not a great aid.

For week ended August 1 the Century filled in with a double-feature attraction which brought the house a measly \$5,300, considerably below average. Pics were *Flight Angels* and *Fugitives From Justice*.

2 D. C. Houses Should Pull 18Gs

WASHINGTON. — *Man I Married*, giving the audience a chance to hiss the Nazis, is expected to do a good \$18,000 at Loew's Capitol for the week ending August 8. Stage includes George Beatty, Jimmy Lackore, Saul Grauman with four girls, Martin and Allen and the Rhythm Rockets. Last week *Gold Rush Mazie* did \$18,500, below expectations.

Red Skelton headlines stage at Warner's Earle for sleeper pic, *My Love Came Back*, which should do an estimated \$18,000 for the week ending August 8. Stage also has Edna Stillwell, Gil and Bernie Mason, Franklin D'Amore, Yvette and the Roxettes. Previous week had *Heaven Too* for third and final week, which registered a surprising \$13,000. The pic, for its three weeks, brought the Earle approximately \$50,000.

Heat No Hindrance To Buffalo Stands

BUFFALO. — Altho ordinarily heat-waves drive people away from the downtown area, last week was an exception. Grosses were surprisingly good and with more moderate temperatures this week business should continue to zoom.

The Buffalo opened week of August 2 to unusually good crowds with a strong layout on hand. Picture, *Pride and Prejudice*, is expected to pull well, and the addition of *March of Time* should also help. On stage, the Adiran Rollini Trio is back for the second time in a few months. Scored heavily on first trip and should draw again. D'Artega Orchestra, the Three Hansonettes and George Breckenridge complete the bill. Take should be at least \$14,500. Average is \$12,500.

Closing August 1 at the Buffalo, *All This and Heaven Too* took in one of the best grosses of the summer and accomplished it without the aid of a name attraction behind the footlights. Gross of \$15,200 was considered excellent, especially for this time of year. *Summer Serenade*, the stage stanza, included the D'Artega house orchestra, the Three Hansonettes, Nina Allen, Meyer Balsom and Anthony Militello.

The Century started off the week of August 2 with fine attendances and claimed the biggest opening day in many weeks. *Crazy Show of 1940* is the stage attraction and features Milt Britton and Orchestra, Samuel Brothers and Vivian, Helen Pammer, Dare and Yates, Mary Ann McCall, Tommy Rafferty, Joe Britton et. al. Expected to do around \$13,000.

Kaye Big Despite Heat; Delivers 10G

INDIANAPOLIS. — Sammy Kaye's Ork at the Lyric for week ended July 26 went over the house par, despite the worst heat wave of the summer. The b. o. tallied a nifty \$10,500, with little draw credited to the pic, *Love, Honor and Oh Baby*. Every other house in town drew grosses below house average. Average Lyric gross is \$8,000.

Bell's Unit Hit By Heat Wave

SPRINGFIELD, Mass. — Mercury at 104 took a slight toll on the box office of the Court Square Theater, featuring Bell's *Hawaiian Follies* unit, and on the screen, *The Biscuit Eater*, for three days ended Saturday (27).

Featured in the *Follies* were John Ka Hookana, Baby Soy, Aloha Lani, Princess Teihe Kahi and Neki La Maka, the Waikiki Beach Steel Guitar Band and Robert Bell.

Carlsen Ork Good For 81C in Mil'kee

MILWAUKEE. — Despite a number of high humidity days, Bill Carlsen's ork turned in a creditable \$8,100 take at the Riverside for the week ended August 1. Show included Gil Rutzen, Zilch Brothers, Dolly Arden, Mickey Dowd, Joe Potzner, the Blanchards and Tommy Trent. Picture, *Love, Honor and Oh Baby!* (Universal).

Circus Tops Seattle; Gets 75C at Palomar

SEATTLE. — Biggest gross in town was registered at the Palomar week ended July 26. The house clicked with a big \$7,500, with the Pollack Bros.' Circus on stage. House average is around \$5,000. Pic was *Grand Ole Opry*.

BURTON BROWN, pianist half of Derickson and Brown, has teamed with George Moon, taking place of latter's partner, Dick Bentley, who returned to native Australia.

State Street Houses Up; Oriental Weak; New Bills Okeh; Krupa, Kaye Open Big

CHICAGO. — Moderating weather helped theater grosses week ended Thursday (1). Excellent bills at the State street houses gave them a satisfactory tho not particularly large week. The ol' lefthander, Joe Sanders, and a good supporting bill drew better-than-average crowds to the State-Lake for a gross of 15G. Across the street at the Chicago the picture *Maryland*, together with Frank Parker and Henry Armetta on the stage, gave the house an okeh \$32,000. The Oriental continued weak with both stage and screen bills of little appeal. Finished to a poor \$12,500.

Current week should be a big one for

the Chicago. Gene Krupa fans are flocking to the house, and in addition the screen offering, *All This and Heaven Too*, is top entertainment. Extra show necessary first two days. With favorable weather the house should gross 47G. State-Lake set-up looks only fair. Picture, *Wagons Westward*, is of only moderate appeal and same holds true of the stage bill, the *Bowery Music Hall Follies*. May hit a fair \$14,000. In Sammy Kaye and his ork the Oriental apparently has a winner. Kaye has an excellent group of entertainers and the supporting bill is okeh. Picture, *I Was an Adventuress*, has fair appeal. A satisfactory 16G is in prospect.

Stagehands Fight Sally Rand; Ask Musician Support

NEW YORK, Aug. 3. — Sally Rand's headaches at the Park Central Hotel are increasing. More trouble may come Monday night (5) when a walkout is expected by the musicians' union unless she accepts a union electrician for the show.

This new difficulty comes on top of her grief with Sid Tomack and the Reis Brothers, who claim she signed them for 11 weeks at \$500 per. Miss Rand dropped the act before the first week was up. They weren't paid on Tuesday (23) when due, and so they went to the American Guild of Variety Artists, which collected their first week's pay. They have been reporting for work by sitting at a table nightly. Their second week's salary has not yet been paid. AGVA may also take action Monday.

Stagehand spokesmen say the musicians' union will walk out in sympathy unless she signs a union electrician. They claim Miss Rand, during her road tour, employed a union stagehand and an electrician, but dropped them in Milwaukee last month when she eliminated scenery from the show. Her notice to the International Alliance stated this fact, claim the stagehand spokesmen, but a visit to the Park Central allegedly revealed that one of the hotel staff was manipulating the switchboard.

According to the stagehands, Miss Rand claims she sold the electrical equipment to the hotel.

The musicians' walkout was previously scheduled for Thursday (1) but was delayed pending Monday's conference.

Tomack and the Reis Brothers, meanwhile, incurred the wrath of the hotel by reporting for duty and sitting nightly at a table. Last Friday (26) the hotel management brought in a policeman but no action was taken, the boys agreeing to pay the cover charge. The management again threatened to incarcerate them last Tuesday (30) but no action was taken.

Miss Rand was not available today for comment.

Vaudeville Notes

PHIL (BOBBY) OLIVER, former performer and booker who has been out of the theatrical profession for many years, has been appointed manager of the Strand Theater, Bridgeport, Conn.

NICK LUCAS is set for week of August 3 at the Commercial Hotel, Elko, Nev., where the State American Legion Convention is being held. ROBERT ROSEN, manager of the Kingsbridge

Theater, Bronx, has arranged for the first patriotic rally to be held in a Greater New York theater, under auspices of the Adolph Ochs Post, American Legion.

LOWE, HITE AND STANLEY have been signed for a series of fairs opening at Peterboro, Ont., August 8.

GEORGE WHITE'S *Scandals* unit will also be active at fairs, having been signed for the Brockton (Mass.) Fair, September 8 to 14. CAB CALLOWAY has been signed for the Paramount, New York, to begin either August 14 or 21.

ANDREWS SISTERS will be at the Paramount following the Calloway show. DIXIE DUNBAR plays the Century, Buffalo, week of August 16. She follows with the Beverly Hills Country Club, Newport, Ky.

A condensed version of the musical comedy, *Irene*, with a kid cast, has been signed for the Paramount, Los Angeles, by Fanchon & Marco. The opening date is indefinite.

SELMA MARLOWE opened Friday (1) at the Riverside, Milwaukee, for a week.

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Paramount, New York

(Reviewed Wednesday Evening, July 31)

Probably the most pretentious stage bill of the summer, to cope with the heat, vacations, and war jitters. In addition to Xavier Cugat's Band (doubling from the Waldorf Astoria Hotel), show includes Ray Bolger, Allan Jones with Irene Hervey, Raul and Eva Reyes and Nina Orla, who fronts the rumba band at the Stork Club. At last show opening night, Richard Rodgers and Larry Hart, who composed the score of the accompanying screen feature, *The Boys From Syracuse*, and Abbott and Costello also went on.

Cugat opens with a Latin version of *Say Si Si* and spots a Cuban singer, Migualits Valdez, in a couple of native tunes. Raul and Eva Reyes score next with a rumba and conga that are authentic and very strong. Raul's control tricks drew heavy applause. *The Breeze and I*, as the next offering, is given a refreshing interpretation by one of the bongo beaters and the band's violin section, highlighted by Cugat's concert solo.

Ray Bolger, following his own act, remains intermittently for the remainder of the show, emceeing and injecting high comedy bits where needed. He is a great performer, both as comedian and dancer. Possesses a bright personality that wins over the audience at once. His eccentric rubber-leg dance satires have never been funnier.

Nina Orla, Latin torso dancer, sings *Six Lessons From Madame LaZonga* and proceeds to demonstrate them with the able assistance of Bolger.

Allan Jones, big and handsome tenor who is also featured in the current picture, gives out with an energetic voice on a Gershwin medley, *Who Are You?* new Rodgers-Hart tune; *The Sleigh* (which he recorded for his new pic, *There's Magic in Music*), and the inevitable *Donkey Serenade*. His wife, Irene Hervey, can't do much, but looks calm and pretty enough. Depends on the ubiquitous Bolger and hubby to strengthen her appearance. It was good-natured kidding which gave way at this show to the extra attraction (Abbott and Costello).

Business capacity at last show.
Sam Honigberg.

Vaudeville Reviews

Chicago, Chicago

(Reviewed Friday Afternoon, August 2)

It's Gene Krupa week at the Chicago and the swing fans are packing the house. Ropes were up on opening day before the first stage show went on and by noon there was a sidewalk line half a block long. Only two acts on the bill besides Krupa's entertainers, but that's enough, as it's the drum beater the folks come to see.

Krupa is an excellent showman and an indefatigable worker. He has a first-rate band that gives out a pleasing brand of swing. Instrumentation is six brass, four reed and four rhythm, with the drums dominating. Band's efforts get an enthusiastic response, but when Krupa goes into his skin-beating the audience wildly applauds. Howard DuLaney, vocalist, sells his romantic numbers nicely, and Irene Daye, an easy-on-the-eyes blonde, puts her songs across with plenty of showmanship.

The two acts are secondary to the band, but are okeh. Alyce Serf, acrobatic dancer, has a fast-moving routine, doing difficult twists, flips, butterflies and headspins with apparent ease. An excellent act for a grand-stand attraction as well as theaters.

The Colstons, comedy dance team, are clever entertainers who win laughs with their accomplished tomfoolery. The girl has a natural flair for grotesque comedy and the pair registers solidly.

Picture. *All This and Heaven Too*, is top screen fare and with Krupa should assure a big week.
Nat Green.

Century, Buffalo

(Reviewed Friday Afternoon, August 2)

After several weeks of on-and-off vaudeville, Century is bringing stronger vaude bills to the Queen City. Success at the box office seems certain with a nutty, but entertaining hour of variety and music titled *Crazy Show of 1940*. Despite a weak pic, *Scatterbrain*, and tail-end of a heat wave, house was filled opening day.

Imagine the pranks and foolery of the Marx and Ritz brothers combined and multiply the result several times and you can guess at the entertainment presented by Milt Britton's band. Altho they produce some serious musical medleys, their forte lies in parody, clowning and slapstick. Walking on and off stage, shooting off guns, throwing clouds of ticker tape, flinging chairs, taking off clothes, wrestling with each other and tearing down the stage curtains and backdrops are only part of the exertions

the gang goes thru to get a laugh. Their efforts were not in vain as they stopped the show several times.

Joe Britton, a dead-pan, and Bud Silvers, jolly fat boy come in for some extra attention, while Larry Collins gets a hand by taking his trombone apart and playing with each piece down to the reed. His more serious *Flight of the Bumblebee* was okeh, too. Tommy Rafferty, comedy dancer, worker along with band members to heighten effects of hilarious hokey. His impersonations, taps, and antics were amusing.

Impressive was a band novelty which had every man wear the facial mask of some famous composer, Wagner to Sousa. Favorite composition of each was rendered straight and then in swing. Clever bit garnered tremendous approval.

Samuel Brothers and Vivian went over well with a smooth and sophisticated array of soft shoe, acrobatic and military dance routines. Dare and Yates scored with their comedy acrobatics but, altho supposedly clumsy effects received a share of giggles, act's routine would gain by condensation. Platinum blonde and a good tap dancer, Helen Pammer put her snappy terpsing over well and—whirls and spins showed her off to best advantage.

Having recently parted with Charlie Barnett, Mary Ann McCall is now out on her own, singing her merry way thru ballads and swingeroos and doing better by the latter. A comely brunet, she clicked with *I'm Nobody's Baby*, *The Breeze And I*, *I'll Never Smile Again*, and *Blue Heaven*. She also offered a sock version of *Boog It*.
Eva M. Warner.

Roxy, New York

(Reviewed Friday Evening, August 2)

Current show carries over Dennis Day for the second week while the rest of the program has been revamped. A reliable talent layout has been collected for the new show. Production, however, is a bit off.

Opener is a table tennis exhibition by Coleman Clark, trick shot, and Billy Willard, West Coast champ. Clark opens with trick paddlings, after which they play with three and four balls simultaneously. They wind up by playing a 15-point match, which was won by Willard by the suspicious score of 15-14. An announcer describing the shots helps generate excitement. They bat out autographed balls to the audience. The country club atmosphere, with the Foster girls lolling around, is good background for this turn. Good audience gimmick is the announcer's dividing the house into cheering sections. Okeh response.

Dick, Don and Dinah, in their comic perch turn, get across with their usual effectiveness. Dick and Don open with an eccentric soft shoe and are joined by Dinah in their comic acro act. Get a big hand.

Val Setz juggles, interspersing gab with his trick manipulations. Works nicely with balls, iridescent Indian clubs and other gadgets. Gets a good laugh by letting a china-filled tray which he is balancing fall into the audience. The dishes, however, are attached by strings.

Dennis Day repeats his sock singing turn of last week. The Jack Benny intro is slightly changed, and the new set of tunes register big. Does among others *I'll Never Smile Again*, *I Sez to Meself*, *Sez I*, and *The Breeze and I*.

The Foster femmes do two numbers befitting the early country club atmosphere, one of them being the oft repeated turn with the iridescent golf clubs. Wind up with a Spanish number.

Pic is *The Man I Married*. Attendance light when caught.
Joe Cohen.

Carman, Philadelphia

(Reviewed Friday Evening, August 2)

Louis Basil, who also emcees in expert fashion, has his orchestra out of the trenches for this session to enhance the stage setting. It's the standard five-act set-up and after the first act it's a succession of dancing turns. Pic, *Queen of the Mob*, is in the Bank Night class. Stage show runs off smoothly for its 50 minutes. Biz fair when caught at late supper show.

Jack Lane is first on with a delightful animal act, putting a half dozen lovebirds thru the paces on miniature props. Birds ride the Merry-Go-Round for the finish, all well received.

George Bell, a Major Bowes grad, gives the deuce spot a nice showing with his musical nonsense. Combines his novelty

fiddle scratchings in the Wilbur Hall manner with eccentric toe tappings. Dittos with a trumpet. For the sendoff he balances a horn on his head while blowing out on another.

Past and Present, on the follow, find the going easy with their tuneful and expert tappings. Boy-Belle team toe it out individually and collectively for the present brand of hoofology, gal bringing on her dad for a sampling of the past, with the old boy just as potent as the youngsters.

First comic relief and voice comes next-to-shut. It's Jack Sully and Muriel Thomas, the femme foil aiding the comic loads in getting still another fling out of the bewhiskered material, the delivery turning the truck all around. Then turn to the hoofing, interspersing their footwork with an odd assortment of Millerisms, but it all adds up to fancy returns from the fans out front.

Billy Wells and the Four Fays (male and three femmes) make a lasting impression with their standard assortment of comedy and eccentric dances and acrobatics. On finish bring on a fifth Fay, Patsy Lou, who tops it all off nicely with a 1½ twisting somersault in mid-air.
M. H. Orodenker.

Loew's State, New York

(Reviewed Friday Evening, August 2)

State seems set for a good box office this week, a solid stage show with strong second-run pic support dragging in plenty of customers.

Headliner is Harry Richman, one of the stage's best song salesmen. Audience was a pushover. He opened his act with a series of standard tunes, taking in such old favorites as *Cecilia*, *Exactly Like You* and working up to pops including *Let There Be Love* and *With the Wind and the Rain in Your Hair*. Last half of the turn included requests, audience yelling for numbers from old *Scandals* scores. Tops among these were *Puttin' On the Ritz* and *Birth of the Blues*. Richman retains his showmanship and can give plenty of kick to a tune. Introduced Sophie Tucker at end of act, and had to beg off. Jack Golden at the piano.

Opener was the Fredysons, seven-man acro turn. Fredysons did tumbling and teeterboard work to three and four-high landings. Flashy stuff, with stunts coming at rapid pace. A good opener.

Gene Sheldon, panto comic with a swell banjo routine, comes out in stooge costume, remains completely silent, and goes thru a nut mug and panto sequence during which he "steals" a banjo off a chair. Does hokey instrumental routine, getting fingers caught in strings, etc., finally settling down for a bit of straight plunking. Latter part of turn includes a femme straight, Loretta Fischer, who speaks well. Audience liked Sheldon's turn a lot. Only criticism is that it should be shortened by a few minutes.

Closer is Georges and Jalna, superb ballroom dancers. Couple did three or four routines, beginning with a waltz and winding up with a rumba. All have one element in common—a somewhat classic precision—this being evident even in a rumba. Team's freedom of movement is excellent, each often working apart from the other and covering a good portion of the stage. Suave stuff.
Pic, *The Mortal Storm*.
Paul Ackerman.

Tower, Kansas City, Mo.

(Reviewed Friday Evening, August 2)

One of the most entertaining bands to play here for some time is Clyde McCoy's Sugar Blues Orchestra, which practically stages the show by itself. McCoy, a versatile showman has a well-drilled band which turns out neatly phrased music. Show opens with the theme, *Sugar Blues*, offered by McCoy and his muted trumpet, followed by *Tear It Down*, a standard McCoy swingeroo tune played in sock style with a vocal by McCoy and the ensemble, plus Wayne Gregg, and a hot tenor sax takeoff by Ted Lyons. Band measures four rhythm, four saxes, three trumpets and one trombone, not counting the maestro's horn.

Next number is *Ma, He's Making Eyes At Me*, chirped by the Three Bennett Sisters, a vocal trio which turns out neat harmony but is too soft-toned for stage work. Trio also does a short tap routine to the same ditty, and follows with *Playmates* handled more zestfully. Spotlight then goes back to the band, which offers *I Want My Mama*, a swing rumba, with vocal ensemble and a short ride chorus by McCoy.

Chorus line, the Glamour Girls, are then waved on in a number tagged

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McCoy, back on the stand, leads the ork into *Basin Street Blues* with a growl horn on the opening chorus, the tune otherwise being played hot and open. Lester Harding, house emcee, here offers a Negro spiritual, *De Glory Road*, with the full set of verses, in a neat baritone voice and pleasant delivery. Number was well-received and he encoored with *Make Believe Island*.

Chorus, augmented by the Three Bennett Sisters returns in a tap routine, followed by an instrumental arrangement of *Smiles*, which features a clarinet solo and heavy accented rhythm. Wayne Gregg vocalizes on *The Breeze and I* and *I'll Never Smile Again*, after which Ray Swain, acrobat, does several contortions to background music of *Body and Soul*, *Star Dust*, *Charmaine* and *Smoke Gets in Your Eyes*.

Mutiny in the Nursery is sung by Wayne Gregg and the Three Bennett Sisters, and McCoy inserts a neat bit on a miniature trumpet. *Sugar Blues* is again played as a show-stopper, and McCoy then changes mutes to imitate Henry Busse's *When Day Is Done*. Show closes with dancey arrangement of Ravel's *Bolero*, which includes a *Roseland* trombone solo.

Frank Tracy was co-producer of the show, and Mary Graham authored the chorus numbers. First day's biz was good and audience reception fine.

Bob Locke.

Music Hall, New York

(Reviewed Thursday Evening, August 1)

Country Fair, new presentation in for one week with Edward Small's *South of Pago Pago*, is gay, colorful and thoroly entertaining. Thru clever staging, costuming and lighting effects, the unit is framed in the carefree atmosphere of a regional fair.

Opening scene spots the ballet in a novel equestrian number, with Nicholas Daks portraying the pompous ringmaster in pantomime. It is a lively routine, strutted to the music of several bouncing tunes. High spot in this inning is Yo Yo, the wonder horse, and his master, Capt. William Heyer. A remarkable animal, trained to execute many walking and dancing tricks with the understanding and showmanship of a human. A clown scene, next, features the Glee Club and Jan Pearce, melodious tenor, in an elaborate arrangement of *Fools Rush In*. Pearce solos on voice and violin, doing both well.

The Shyrettos scored with their familiar bicycle and unicycle turn that looks its best on this enormous stage. Act has two men and a shapely blonde, each active in the execution of the most difficult stunts. Work singly and as a trio, opening on the two-wheelers and graduating to unicycles for daring control tricks at exit time.

The finale brings out the Rockettes, in brief clown outfits, for a precision routine, embellished with peppery taps and freshly staged group designs. Still the top line in the business. Novel clown backdrop furnishes suitable atmosphere.

The Symphony Orchestra plays an overture of Jerome Kern melodies, directed by Erno Rapee. Richard Leibert precedes with an organ recital.

Business fair last show opening night.

Sam Honigberg.

Finsbury Park Empire, London

(Reviewed Monday, July 8)

At this former stronghold of overseas talent these days a single American act is a rarity. This week's bill has two—Forsythe, Seamon, Farrell, and Wilson, Keppel and Betty.

Opening, blond Darita does fair with rope poses, trapeze swings and fall-out, and upside-down walking, blind-folded and otherwise, from overhead slings. Jack Stanford follows with legmania, humorous dance origin business and a satirical Paul Jones burlesque. Charlie Forsythe, Addie Seamon and Elenore Farrell serve up a mixture very much as before, with lavish applause for Charlie's vocals, Addie's slick tap work and speedy spins, and the interjections and byplay of bulky Elenore.

The doyen of all British vents, Arthur Prince, gives proof that his talents are by no means dimmed in a naval scene with dummy, Jim. Wilson, Keppel and Betty give this half a terrific close with their hilarious burlesque of Oriental dance types, outstanding being the sand and staircase bit. The Seven Vells bit, with Betty's

catch finish, also tickled the out-fronters.

House ork, under leadership of Al Fried, fills in intermission before Verek and Moir open second half with fast and comedy club juggling. Bennet and Williams play phono-fiddles and trot out a string of mild gags before the bill closes with its top item, Geraldo and his Savoy Hotel Band.

A catholic selection of numbers comes from this 15-piece combination, featured items being three-piano rendering of *Blue Danube* and mime impersonations of girl taking a bath by drummer Jackie Hunter. Dorothy Carless and Cyril Grantham are fair vocalists.

Edward Graves.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, July 31)

Arthur (Street Singer) Tracy is lullabying crowds here after an absence of seven years. His numbers include *Chloe* and *Danny Boy* and each of his half dozen songs gets a treatment which sets them apart from the run-of-the-mill offerings.

Nor is Tracy the only good thing about the show. Howard Nichols, who does his work with hoops, is a juggler par excellence, doing some hoofing at the same time. He's a marvel in his line and the audience was quick to appreciate the act.

For superior acrobatics there are the St. John Brothers, who clicked with their smooth, nimble stunts. Marian Daniels is the star in a skillful choral number presented by the O'Neill Beauties.

Ward and Van brought an appreciable amount of comedy and skill to their musical act in which one played popular music on the harp, while the other clown on the violin.

The Villian Still Pursued Her is the pic.

Edward Murphy.

Review of Unit

Sammy Kaye

(Reviewed Friday Afternoon, August 2, at Oriental Theater, Chicago)

After too many lean weeks, it looks as if the Oriental has a winner in Sammy Kaye and his Orchestra together with a fair, family-time stage bill. This is Kaye's first local theater appearance, but evidently he has plenty of radio fans as he was given a rousing reception.

Leaning strongly to the sweet side, Kaye's smooth, rhythmic arrangements and lively tempos are a distinct relief from the procession of raucous swingers, and his melodies are a treat to the ear. Instrumentation is four brass, four reed, drums, guitar, bass, and two pianos, with emphasis on the rhythm.

Band has a number of excellent vocalists. The three Kadets harmonized *Helen* and *Lovers' Lullaby* nicely. Charlie Wilson, Billy Rogers, high tenor; Clyde Burke and Tommy Ryan offered an entertaining variety of tunes, among them *Make Believe Island*, *I'll Never Smile Again*, *Remembrance* and *Sierra Sue*.

Acts included Lillian Manning, cute young tapster; Criss-Cross, a better than average vent act using, in addition to the conventional dummy, a darky figure with which special lighting effects were used; the Dancing Debs, in a conventional tap routine; Gertrude Briggs, clever acrobatic dancer, and the Three Nonchalants, knock-about comedy acrobats who also do difficult pull-ups, handstands and other tricks. Entire show nicely routines for best effects.

At the conclusion of the stage show Kaye presents a "So You Want to Lead a Band" contest in which he invites two boys and two girls from the audience to mount the stage and lead the band. Each day's winners will compete at last show Thursday for various prizes. Interrogation of the contestants by Kaye and the manner in which the kids lead the band is good for plenty of laughs.

The picture, *I was An Adventuress*, is fair entertainment.

Nat Green.

Smart Appeal

ATLANTIC CITY, Aug. 3.—While other nitery ops bally the girls, floor shows and music in their newspaper advertising Tom Endicott, operating the Dude Ranch nitery, has reverted to unorthodox ads.

Show at the Ranch stacks up with the rest of them, but for his ads Endicott gives the night-lifers sermons. First of the ads preached "economy" and "moderation," advising the folks not only to watch their pennies when making the after-dark rounds, but also "moderation" when tackling the bar.

N. O. Club Opens

NEW ORLEANS, Aug. 3.—Paramount Dance Hall is being revamped into a nitery and open tonight with ork and two floor shows nightly. Club is managed by Charlie Smith.

SHOW BIZ IN THE DRAFT

(Continued from page 3)

America, who came to Equity in January, 1918, there wasn't any great actor exodus, at least not enough to affect the theater. Many, like Elsie Janis and Fritz Williams, sailed to Europe to organize theatrical troupes.

Gillmore added that the average age of the Equity member is now much below that of the time of the World War. In those days there were no closed shops on the road, and performers could play for years before joining Equity. Today this condition no longer exists, and performers join Equity with their first job.

During the last war, legit producers attempted to use fewer men because of resentment of many audiences. Chorus men found it hard to get employment.

Conscription would make no great inroads upon radio talent, according to AFRA spokesmen. From personal contacts, one official gathered that the majority of the members are past 35. AFRA keeps no records of the ages of its members.

However, among the announcers and radio engineers an estimate by Leonard Ohl, vice-president of the American Communications Association, hints that 40 per cent of the membership would be liable for the first call. The average age here is 26. Most would go into the Signal Corps of the Army. About 10 per cent of those eligible are announcers.

Ten Per Cent of AGVA

The American Guild of Variety Artists estimates that 10 per cent of its members would be affected.

One agent in the club date field estimates that this department would be hardest hit with conscription. Many of the performers working club dates are those just breaking into show business, and are necessarily of conscription age. He said that teams would be hard hit by the absence of the male member.

During the draft of 1918 many of the older acts were in heavy demand. Audiences resented seeing young men of fighting age on stages, and so femmes and old-timers were used to a great extent. Widespread conscription might possibly produce the same effect.

Localities near encampments and training grounds would probably get a touch of prosperity, as they did during the World War.

However, one thing is certain if conscription comes. The number of benefits and free performances would increase by several hundred per cent. During the last war, the leisure time of acts was spent in entertaining groups

for a multitude of causes. During conscription many societies will use the patriotic approach, with the result that acts will find it hard to refuse to perform free for any cause.

AGVA BOARD

(Continued from page 3)

for closed shop agreements. While in Hollywood Haddock held a conference with Frank Freeman, president of the Motion Picture Producers' Association, who, according to Haddock, promised his co-operation in getting the chain boys to sign AGVA deals. Most of the chain theaters are directly or indirectly controlled by Hollywood production companies.

Jimmy Hollywood, of the Radio Rogues, was elected a member of the national board this week.

* * *

CHICAGO, Aug. 3.—Hoyt S. Haddock, who visited the local office this week, stated that a majority of the board members of the Chicago local approve of Graham Dolan as head of the office. With the exception of Jack Irving and Billy Carr, of the board, no opposition was shown, Haddock stated. He added that the board is at liberty to change its local head at any time and urged the members to bring in a Chicago leader if they so desire. Dolan, in the meantime, remains in charge.

* * *

CHICAGO, Aug. 3.—AGVA office here signed the Barnes & Carruthers Booking Office to a general closed shop agreement which expires November 6. Prior to that time the office is to meet with AGVA to negotiate for a more detailed agreement. Current pact calls for minimums of \$50 for principals and \$25 for chorus people on all B and C fair units. Number of performances is not covered.

* * *

PHILADELPHIA, Aug. 3.—AGVA has blacklisted two clubs for using non-union entertainment, the El Rancho Cafe and The Mill, both spots at nearby Chester, Pa.

* * *

SAN FRANCISCO, Aug. 3.—Hoyt Haddock was a visitor here over the past week-end. He declared that the CIO is attempting to invade the amusement field in California and urged all AFL unions to support the State Federation of Labor. "AGVA boasts a membership of at least 5,000 in two locals in Los Angeles and San Francisco," he said.

ONE UNION

(Continued from page 3)

to look into the situation. Group is composed of Cliff Nazarro, Frank Mitchell and Eddie Davis. Howard wrote the other performer unions suggesting the formation of a committee to study the "one union" plan formulated by Bernard Reis.

DENNIS DAY

of the JACK BENNY "JELLO" Program

Establishes precedent at

ROXY THEATRE, New York



Held over second week with new show

Direction—A. & S. Lyons

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

A
Aarmand & Juliana (Westminster) Boston, h. Adams, Jane (Swing) NYC, nc.

B
Banks, Sadie (Old Roumanian) NYC, nc. Barclay, Irene (Barney Gallant's) NYC, nc.

C
Callahan Sisters (Nixon) Pittsburgh, nc. Calypso Singers (Vanguard) NYC, nc.

D
D'Amore, Franklin (Earle) Washington, D.C., t. D'Arcy Girls (Idlewild) Ligonier, Pa., p.

E
Earl & Josephine (Lexington Casino) Phila, nc. Eden, Dotty (Bismarck B-Bar-H) Chi, t.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE OF THE Billboard
Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

DeVant, Johnny (Jack Lynch's) Phila, nc. Dewey, Duke (Torch Club) Canton, O., nc.

F
Fantasia & her Rhumbaleros (Riverside) Milwaukee, t. Faye, Gloria (Blackstone) Chi, h.

G
Garcia, Lucio (Bismarck) Chi, h. Gardner, Marcelle & Willa Runyan (Minuet) Chi, nc.

H
Hadley, Jane, Dancers (Bismarck) Chi, h. Hale, Carole (Pine Springs Casino) Freehold, N. Y., nc.

I
Irving, Val (Brown Derby) NYC, nc. Jackson, Stone & Reeves (Colosimo's) Chi, nc.

J
Johnson, Dorothy (Harry's New Yorker) Chi, nc. Johnson, Peter (Cafe Society) NYC, c.

K
Kadets, The Three (Oriental) Chi, t. Karen & Crockett (The Oasis) Seattle, nc.

L
La Comparsa Dancers (Bali) Phila, nc. Lackore, Jimmy (Capitol) Washington, D.C., t.

M
McMahon, Larry (Caravan) NYC, nc. Mack, Buddy (Glen Park Barn) Williamsville, N. Y., nc.

N
Nanagon, El (Beachcomber) NYC, nc. Nelson, June & Kay (Ambassador West) Chi, h.

O
O'Connor, Helen (Pennsylvania) NYC, h. Orta, Sergio (Havana-Madrid) NYC, nc.

P
Panette, Jacqueline (Villa Moderne) Chi, nc. Parker, Eddie (Gay '90s) NYC, nc.

Q
Queen Mary (Queen Mary) NYC, nc. Quinlan, Jack (Club Bath and Turf) Atlantic City, nc.

R
Rabiner, Charlie (Cafe Society) NYC, nc. Ralph, Leonard (Barney Gallant's) NYC, nc.

S
Sally, (Nomad) Atlantic City, nc. Florence & Alvarez (Hurricane) NYC, nc.

T
Talley-Ho Tavern (Atlantic City), c. Morgan, Stuart, Dancers (Chez Paree) Chi, nc.

U
Uncle Dan's Hillbilly Circus featuring POLLY JENKINS AND HER MUSICAL PLOWBOYS

V
Vanderbilt, (Village Barn) NYC, nc. Compton, Harold (Idle Hour) Atlanta, p.

W
Walton, (Walton) Phila, h. Duffins, The (Blossom Heath Inn) Detroit, nc.

X
Xmas, (Xmas) NYC, nc. Duffins, The (Blossom Heath Inn) Detroit, nc.

Y
Yarnall, (Yarnall) NYC, nc. Duffins, The (Blossom Heath Inn) Detroit, nc.

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

ICE SHOWS ON TOUR

Icecapades (Produced by Arena Managers' Association) July 19, for the summer, Auditorium, Atlantic City.

DRAMATIC AND MUSICAL

Jolson, Al, in Hold On to Your Hats (Grand O. H.) Chi.

REPertoire-TENT SHOWS

Ginnivan Dramatic Co.: Monroeville, Ind., 5-10. McNally's Variety Show: Wallingford, Vt., 5-10.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

DANTE THE MAGICIAN is reported to have left his West Coast headquarters July 25 for New York, where on September 2 he is slated to inaugurate his long-planned American tour in conjunction with the Shuberts. Charles Hugo, the international booker of magicians, is credited with having concluded the Dante-Shubert deal. Hugo, it will be remembered, booked Dante on his first world tour in 1911 and recently returned to this country from the Far East, where he had the Great Nicola show under his wing. It is reported that Dante is preparing for his American tour what he claims will be the biggest and most pretentious magical production this country has ever witnessed. The tour will begin with an indefinite stand at a New York theater and will mark the first appearance of a magical production on Broadway since 1917, when Carter the Great appeared at the Belmont Theater, also under the management of Charles Hugo. Dante's Broadway appearance and subsequent American tour is the biggest news to crack in magicdom in years and is expected to cause quite a flutter among the magic fraternity. . . . THE GREAT NICOLA finally arrived at his home in Monmouth, Ill., last week, thus writing finis to what was to have been another world's tour for him but which reached a sudden and disastrous end last November when the boat carrying his show struck a mine and sank in Singapore harbor. Nicola tallied his loss in equipment at \$100,000. His many efforts to salvage his show stuff, or at least part of it, proved fruitless. . . . DARIEL FITZKEE'S "Magic in the Air," which launched a theater tour on the West Coast many months ago, closed recently at the Cass Theater, Detroit, but is slated to resume in theaters in the fall. Members of the cast have disbanded. Fitzkee is playing niteries in Saginaw, Mich. The Great Ballentine is at the Harper Theater, Detroit, and Caro and Lynn are at Northwood Inn in the same city. The Eysters have joined the Ballentine turn. Lucille, after an engagement at the Bowery, Detroit, is currently working Toledo night spots. This gives Detroit and surrounding territory the biggest wave of magic acts in years.

LYNN M. PARKS relinquished his post as advance man of Marquis the Magician at Princeton, W. Va., July 29 after serving in that capacity for two and a half years. Illness in his family made it necessary for him to accept a position that would permit him to remain close to his home. After a few weeks' vacation Marquis resumes his tour in Iowa August 21. He says he's set thru May, 1941. . . . HEANEY THE MAGICIAN, who has had his show out under canvas the last several months, has stored his tricks to go to his summer home on Lake Winnibago, near Oshkosh, Wis., for a short rest before cracking the fall season indoors. Business on the tent tour was okeh when the weather permitted, Heaney infos. . . . MAURICE is dishing out his magic drinks at the Hopkins Rathskeller, Philadelphia. . . . DR. A. R. KAMM, mentalist, makes for the intimate entertainment at Hotel Chelsea,

Zipper Problem

PHILADELPHIA, Aug. 3. — Alyne Payne, new stripper, became the subject of feature copy for local newspapermen. Showing the interviewer the new gown she bought for her new assignment, specially equipped with zippers, she continued to explain her art. "An artist," said Miss Payne, "must know how to walk to music." The interviewer sighed. "There's something more important than that," he added. "And what," inquired Miss Payne, "may that be?" "She's got to be sure her zippers don't get stuck."

London Theater Biz Improves

LONDON, July 20.—Better business is being experienced by those West End theaters able to weather the recent slump, and by vaude houses in other parts of London.

Bottle parties continue to flourish, but the life of the least reputable among them is numbered. New Defense regulations being drawn up at request of military authorities will shut down the places whose reputation is questionable.

Talent is still used by some of the better known bottle spots, typical current engagements being Marquee at the Paradise; Diana Ward and girls at the Coconut Grove, and Ike Hatch at the Cuba. At the Stork, a floor show is staged at midnight and two. Resident band is Frank King's. At the Paradise two bands featured, Arthur Rosebery's and Destaphano's.

Tom Mix Lands St. L. 2-Weeks; Morris Producing

ST. LOUIS, Aug. 3.—Tom Mix has been signed for the St. Louis Firemen's Pageant for two weeks, beginning September 16. Lem Ward, director of *One Third of the Nation*, will direct.

The production, tabbed *St. Louis Cavalcade*, will combine rodeo, circus and living newspaper techniques.

The William Morris Agency will produce the show. The Fanchon & Marco office recently staged a circus for the police benefit fund.

Prior to the pageant Mix will be at Hamid's Million-Dollar Pier, Atlantic City, week beginning August 24.

Toronto Resumes Sept. 1

TORONTO, Aug. 3.—Shea's Hippodrome Theater is set to resume vaude beginning with a midnight show September 1. Opening bill has not been signed yet.

Lawrence Golde, of the William Morris office, is booking from New York.

Atlantic City. . . . CARL STONE is magical emcee on the inside of Buddy Rilee's big Ten-in-One Show with Bantley's All-American Shows. . . . PITTSBURGHERS are being regaled with the magic of Del Breece at the Yacht Club, Prince Mendes at the Nixon and Dell O'Dell at the Bachelor Club. . . . ANN BRANDON is currently pouring her magical libations at Phil Barr's 500 Club, Atlantic City. . . . AL DEE has moved into the Lexington Casino, Philadelphia, for an indefinite stand. . . . LEESTON THE MAGICIAN posts from Waynesburg, Pa., that he is enjoying good business in the Keystone State and recently had the pleasure of meeting Sam Ganeir at Washington, Pa. . . . MAL B. LIPPINCOTT and Co., after six weeks of week-end bookings in Pennsylvania amusement parks, began on a string of fair dates for Weaver & Cooke at Owego, N. Y., July 31. . . . JASPER FAIRFAX comes in with the new show, set to remain for the rest of the summer, at the Blackstone Cafe, Wildwood, N. J. . . . JEAN FOLE, Pittsburgh wizard, has been named vice-president of the Smoky City branch of the American Guild of Variety Artists. . . . FRED COUSINS and his assistant, Brooks Crews, are in New York this week for a peek at the fair and a visit to the various magic emporiums.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

HERBERT K. MINSKY, in town last week, told of his closing a pleasant season as manager of the National, Detroit, for the Hirst circuit, and of looking forward to a contract with Arthur Clamage as general manager of Clamage's houses (the Avenue, Detroit; Gayety, Cincinnati; Grand, St. Louis, and Fox, Indianapolis.) Minsky's headquarters will be at the Grand, St. Louis. His duties will include supervision of shows and theaters. . . . BOB EUGENE LASH, former burly comic, is now a steward abroad the S.S. Pacific bound for East Africa, according to a postal postmarked Beira. . . . POPKINS & RINGER plan to reopen the Burbank, Los Angeles, early in September. House has been closed the last six months and the Follies has been the only burly house operating. . . . LOIS DeFEE and George Murray opened at the Eltinge August 2. Valda and Petite Carroll came in the week before. Paula Lind and Joyce Breazelle were their new principals.

JACKIE WHALEN'S soft ball team of the Club Nomad, Atlantic City, beat the Globe's team July 24 by 12 to 5. Happy Hyatt was official score keeper and heckler. Max Furman, George Murray, Denny Lyons and Art Toohey were some of the Globe's players. . . . LEONA THURSTON, celebrated a birthday July 29 backstage of the Eltinge. . . . DOROTHY DeHAVEN returned to the Republic August 9. . . . FRANK HARCOURT, former Columbia wheel featured comic, is now an entertaining waiter in a Ridgewood, L. I., night spot. . . . MICKEY MILLER, last season a burly principal on the circuits, joined *Streets of Paris* at the Flushing fair last week.

HARRY STRATTON, comic, who closed a two-year engagement at the Kearney, San Francisco, expects to open soon at the Capitol, nearby. . . . MAX COLEMAN is being billed "The King of Comedians," at the Troc, Philadelphia. He's celebrating a win of \$800 on a long-shot last week. . . . MARY RADIN, of the Radin Sisters, show girls, is in St. Vincent's Hospital under treatment for a nervous condition. . . . DOTTIE EDWARDS, front line dancer, chorus captain and "official typist" of the show at the Eltinge, left July 25 for a vacation in Bradford, Conn. Alice Braun is substituting as captain. . . . NOEL CARTER, Annette Ross and June Marsh are featured strip teasers at the Club Nomad, Atlantic City. . . . BERT CARR, comedian, is to become a silent partner in a few weeks of his cousin's Bay Ridge, Brooklyn, delicatessen. Signs outside will be changed to Fortgang Bros. and Camm, the latter being Bert's family name. Plans to continue on stage the next two seasons. UNO.

CHICAGO:

The Midwest Circuit managers are going to hold a pow-wow at the Rialto Theater August 12. . . . Gayety Theater, Detroit, will reopen in mid-September. . . . KIRKLAND and MILLS opened in stock August 2 at the Avenue, Detroit. . . . KITTY ELLIS closed at the same house to spend her vacation in Los Angeles. . . . DIANE SHAW and Myrna Dean closed there, too, the latter leaving to play a Philadelphia burly. . . . CLITORIA opened at the National, Detroit, Friday (2). . . . ARTHUR CLAMAGE was in town last week, spending a good deal of time with Milt Schuster in anticipation of fall bookings. . . . Cast at the Avenue, Detroit, has Tommy Miller, Monkey Kirkland, Leon Devoc, Ted Kent, Dolly Dawson, Mickey Thompson, Mickey Dennis, Elaine Lovely and Stella Mills. . . . At the Palace, Buffalo, are Diane Rowland, featured; Eddie Kaplan, Tiny Ford, Al Golden Jr., Buddy Du Boyce, Crystal Ames and King and Rochae.

FROM ALL AROUND:

BOB CARNEY, the comic, and his wife, MARY JOYCE, have turned rural for the remainder of the summer, taking a farm near Mount Holly, N. J. . . . ALYNE PAYNE, at the Troc, Philadelphia, is the niece of wrestler Ray Steele. . . . NEWCOMERS to the Troc show include Johnny Barry, comic, and Myrna Dean, dancer. . . . BOBBY MORRIS in top spot at Frank Bryan's new revue at Globe Theater, Atlantic City, sharing the honors with Billy Foster and Danny Jacobs, with the girl parade including Dorothy DeHaven, Diane Johnson and Romayne.

EVELYN MARIE ELLIS, daughter of Marie Dietz, is vacationing with her mother, who this season is line captain on E. Calvert's *Egyptian Follies* unit, touring the Midwest. . . . STOCK

BURLY troupe at the Moulin Rouge Theater, Oakland, Calif., has Bert Berry, Jimmy (Bumps) Wallace, Tony Chesterfield, Dot Shannon, Netta Crawford, George Clark, Sally May Evans, Elaine Nelson, Anne Chesterfield, Jewel Adams and Eve Lorrie. Arthur E. King is house manager.

Anita Rose, former soubret on the old Columbia wheel with Barney Gerard's *Follies of the Day*, and her husband, Harry Rose, former musical director on the same circuit with the Lew Kelley show, celebrated their 20th wedding anniversary this week in Bridgeport, Conn. Rose is now manager of the Globe Theater, Bridgeport.

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Fred O'Brien Producing

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CHORUS GIRLS WANTED

Must Be Young and Experienced. 40 Weeks' Work, Six-Day Week.
Top Salary. Write, Wire. Rehearsals Start Aug. 15.

BEN BERNARD, Producer

Globe Theatre, Boston, Mass.

Austin Tenter Does a Brodie

Attachments, financial snags snuff out show in Newport News, Va., July 30

CINCINNATI, Aug. 3.—Gene Austin, operator and star of the *Models and Melodies* tent show bearing his name, was on the missing list following the sudden folding of the elaborate outfit in Newport News, Va., Tuesday (30). Also among the missing were Jack Garn, show's secretary-treasurer, and Billy Mann, press agent, with the Sherrill Sisters, featured as mimics, who are said to have left with Austin.

Austin's show opened a projected two-day engagement in Newport News Monday, playing what critics described as an A-1 performance before a sparse crowd. The second performance scheduled for Tuesday night did not go on. Performers were left stranded in a hotel without money.

Show is reported to have enjoyed a fair box-office play the last several weeks and the week before the closing is said to have grossed around \$3,000. However, by the time the org made its appearance in Newport News a total of 11 attachments had piled up against it. Show was unable to pay the Newport city license of \$200 for the two days and several show checks proved of the rubber variety.

All show property was seized by the police and stored in a local garage, pending settlement of claims. Included in this bracket were 15 semi-trailers, electric light plants, canvas and poles bought at a reputed cost of \$2,500 and 3,500 seats. A Newport News deputy hustled out the cookhouse and equipment to feed the majority of the stranded workmen. Total bills outstanding were reported around \$1,500, figure including back salaries. Some of the acts were reported holding the bag for nearly \$400 in back pay.

Talent and personnel went their various ways following the break-up. Frances Faye, accordionist, departed for Hollywood, while her partner, Rusty Wright, bass fiddler and guitarist, went to her Memphis home after wiring there for money.

Al Shrinier, company manager, and Willard Ellis, vocalist, went on to New York. Slim Williams, blackface comic, joined the Milt Tolbert Tent Show, which has just opened the season and now showing in Georgia.

The Figetty Four, jam band, and Tony Brandino, magician, jumped to Portsmouth, Va., but later received a booking at the Byrd Theater, Norfolk, Va.

A judgment for \$7,804.15 was returned in Circuit Court, Birmingham, Ala., June 29 against Gene Austin, the plaintiffs being Mr. and Mrs. Billy Wehle, of Billroy's Comedians tent show, who contended the singer owed them \$8,500 on a tent show allegedly purchased from them.

Calvert Takes to Canvas

CINCINNATI, Aug. 3.—Elbern Calvert (Calvert the Magician), who recently concluded a tour of Warner houses in Ohio with his *Egyptian Follies*, magic-girle combo, has moved the show under canvas for a swing thru the Midwest and South. Troupe is currently in Illinois. Ches Davis, veteran unit show manager, until recently with the Renfro Valley Barn Dance as tour manager, is handling Calvert's advance.

Renaud Set for N. E. Fairs

BOSTON, Aug. 3.—Renaud's Wonder Show, a magic-motion picture trick, which has been working Southern Vermont in recent weeks to good returns, has moved under a brand new tent and will soon begin on a string of New England fairs.

BOOB BRASFIELD

Wants Piano Man, cut tab shows; Chorus Girls, Producing Comic with Midnight Rambles material. For Sale—Beautiful Wardrobe, sets of six.
BOOB BRASFIELD
Gadsden Theater, Gadsden, Ala.

One Down and One To Go

CINCINNATI, Aug. 3.—A fiddle player and pianist on one of the Midwestern tent shows were recently engaged to play a wedding party after the show. It was one of those grind dates, with never a halt for a breather.

After hours of steady playing and with both on the verge of a keel-over, the fiddler cracked:

"Keep poundin' away, will ya, pal? I want to run out front to hear what the band sounds like."

Brasfield in 2d Year in Gadsden; Plans 'Nother Unit

GADSDEN, Ala., Aug. 3.—Boob Brasfield, veteran rep and tab performer and manager, is now in his second year of stock with his company at the Gadsden Theater here. All told, Brasfield has had eight years of stock in the same house. His troupe plays here six days a week, jumping to Chattanooga, Tenn., for Sundays.

Business during the terrific hot spell has been fair, Brasfield says, but the company has been playing to excellent returns on cool or rainy days, which keeps the customers from the lakes and pools hereabouts.

Too Hodges is in his 30th week at the Gadsden as added attraction with his steel guitar. Irving Behmer, piano man, left recently for the West Coast. Rest of the cast is practically the same as when Brasfield opened his present engagement.

Gadsden is enjoying a boom these days, with practically all factories working overtime. Chattanooga, too, is enjoying healthy business, Brasfield infos. He plans to open a second company there on Labor Day in a new theater now under construction.

Rep Ripples

AL PITCAITHLEY, en route with Billroy's Comedians, enjoyed a pleasant visit with Slim Andrews at Lebanon, N. H., July 31. The two formerly trouped together on the Chick Boys show. Slim is with Tex Ritter, movie cowboy, making personal appearances in New England movie houses. Ritter caught Slim last fall when the latter was with the Davis-Brunk Show and signed him to a six-

year contract with Monogram Pictures. Contract calls for him to do eight pictures a year with Ritter. . . . DAVE FREEDMAN, former rep comic, reports good takes for his vaude-picture combo touring Southeastern Nebraska. Now playing halls, he moves into schools in that area in the fall. . . . JOHN WILLIS WALTERS posts from Columbus, O., that things are slow there, but that Johnny Finch, ex-Billroyite, is still plugging along at Benn Blinn's sign shop in the Ohio capitol. Walters is anxious to know what's become of Don and Della Palmer. . . . C. J. WASHBURN says that the Adirondack section of New York is panning out dandy for his picture-vaude show. He promotes dances after the show at most of his spots. . . . BILLROY'S COMEDIANS, now winding up its New England swing, has been finding business spotted in that section. Show winds up the New England trek at Rutland, Vt., August 9, opening in New York State, at Ticonderoga, the following day.

DICK ROYSTER was called to his home in Forest City, N. C., recently, due to the death of his father. . . . B. J. GRAY, owner of Gray's Novelty Tent Show, reports business okeh in the Cherokee section of Oklahoma. Gray wintered in Enid, Okla., and operated a traveling movie outfit around that section the past year. . . . LOLA E. PAINTER, who is putting in the summer as night manager of her sister's restaurant in Brodhead, Ky., was a visitor in Cincinnati over last week-end. She will head for her Florida cottage late in the fall. . . . BILLY BLYTHE has his small vaude-picture trick sailing along to good business in Vermont. . . . FRANK (DOC) CLARKE is making Maine towns with vaude-pic outfit to reported good returns. He is playing some of the spots under merchants' auspices. . . . BOB LINK'S Tent Show is showing to good takes in the Hattiesburg section of Mississippi. It's a vaude-pic layout, with small trained animals worked by Mr. and Mrs. Link. . . . CAPT. A. E. COOPER'S Dixie Showboat is now playing Monroe, La. . . . RICCA HUGHES, of the former well-known rep team of Roy and Ricca Hughes, was in Cincinnati recently for a brief visit with her old friend, Elizabeth Wiley Prather, now out of the business and working as a librarian in Cincy. Ricca is now doing A'nt Idy with the Renfro Valley Barn Dance, WLW feature broadcasting weekly from Renfro Valley at Mt. Vernon, Ky. Miss Hughes recently succeeded Margaret Lillie, another prominent rep and tabster of a few years back, in the A'nt Idy role. Miss Lillie has transferred to Station WLS, Chicago.

Vermont Is Kind To Billroy Show

BURLINGTON, Vt., Aug. 3.—Above-average business on its Vermont tour was reported for Billroy's Comedians by Manager Billy Wehle, during the show's one-nighter here July 29.

Weather has been good in the State, although a downpour came a half hour before opening time here, which failed, however, to mar attendance.

Among the visitors on the show here were Mr. and Mrs. Carl Graves, of Plattsburg, N. Y., who came on to catch Emmett Miller. Graves and Miller formerly trouped together on the Al G. Field Minstrels.

ROUTES

(Continued from page 24)

- Rogan, Jackie (Town & Country Club) Milwaukee, nc.
- Rollickers Trio (Sagamore) Rochester, N. Y., h.
- Rollini, Adrian, Trio (Buffalo) Buffalo, t.
- Ronald & Roberta (Royal Hawaiian) San Francisco, nc.
- Roner, Fred (Wivel) NYC, nc.
- Rooney, Pat (Diamond Horseshoe) NYC, nc.
- Rosales, Marco (La Conga) NYC, nc.
- Rose, Lila (Evergreen Casino) Phila, nc.
- Rosini, Paul (Royale) Detroit, nc.
- Rosini, Paul (Lookout House) Covington, Ky., nc.
- Ross, Murray (Fox River) Batavia, Ill., cc.
- Ross, Geraldine (Chez Paree) Chi, nc.
- Rugel, Yvette (Colosimo's) Chi, nc.
- Rulson, Dorska & Baro (Colosimo's) Chi, nc.
- Ryan, Tommy (Oriental) Chi, t.

- Sadano & Donna (885) Chi, nc.
- Sanderson, Bill (Wonder Bar) Atlantic City, c.
- Scott, Margaret (St. Moritz) NYC, h.

BUSTER SHAVER
with
OLIVE and GEORGE
Casino Atlantico,
Rio de Janeiro, Brazil

- Serrano, Maruja (Havana-Madrid) NYC, nc.
- Setz, Val (Roxey) NYC, t.
- Sharon, Nita (Russell's Silver Bar) Chi, nc.
- Shaw, Wini (Diamond Horseshoe) NYC, nc.
- Shaw, Patsy (606) Chi, nc.
- Sheldon, Gene (State) NYC, t.
- Sheridan, Nora (Gay '90s) NYC, nc.
- Sherman, Filmore (Club Minuet) Chi, nc.
- Sherrick, Arthur (Jungle Club) Kansas City, Mo., nc.
- Shore, Willie (Hi Hat) Chi, nc.
- Shryettes, The (Music Hall) NYC, t.
- Skelton, Red (Earle) Washington, D. C., t.
- Siegel, Irving (Tri-Corners) Marshfield, Wis., nc.
- Siegel, Arsene (L'Aiglon) Chi, re.
- Simmons, Hilde (Nomad) Atlantic City, nc.
- Sires, Mary Ritz (Hi Hat) Chi, nc.
- Spivy, Spivy's Roof NYC, nc.
- Stanley, Irene (Le Polissonier) NYC, re.
- Sten, Elinore (Ervast) Hancock, Mich., nc.
- Stephenson, Gail (Silver Slipper) Louisville, Ky., nc.
- Sterling's Dan, Dukes & Duchesses (Bon Air) Chi, nc.
- Stevens, Harry (Gray Wolf Tavern) Masury, O., nc.
- Stone, Betty (1523 Club) Phila, nc.
- Strett, Fred (State-Lake) Chi, t.
- Sullivan, Freda (Boulevard Tavern) Elmhurst, L. I., nc.
- Summer, Helen (Ivanhoe) Chi, re.
- Sylvia & Melba (La Conga) NYC, nc.

- Taylor, Johnny (Dizzy) NYC, nc.
 - Tell Sisters (Chez Paree) Chi, nc.
 - Tenner & Swift (Palmer House) Chi, h.
 - Terry, Jack (Blue Lantern) Detroit, nc.
 - Therrien, Henri (Geo. Washington) Jackson-ville, Fla., h.
 - Thomas, Don, & Four Dancing Debutantes (Lenox) Duluth, Minn., h.
 - Thon, Valerie (Palmer House) Chi, h.
 - Tisdale Trio (Coq Rouge) NYC, nc.
 - Toman, Jerry (Evergreen Casino) Phila, nc.
 - Tucker, Jerry (Riviera) Fort Lee, N. J., nc.
- see ROUTES on page 60

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

End Nears for Ross' Capitol City Contest

WASHINGTON, Aug. 3.—Hal J. Ross' latest, which opened in Riverside Stadium here July 4 with 27 couples and two solos, is rapidly nearing the final drive. Last Tuesday, at the 624-hour mark, seven teams and five solos were going, but Margie Bright, Jimmie Ferenzi and Eddie Tompkins took the count before the midnight hour.

Remaining at this writing are Johnny Bowman and Opail Ferdig, Johnny Reed and Peggy Jackson, Hughie Hendrixson and Mary Rock, Joe and Margie Van Raam, Mickey and Eileen Thayer, Minnie Ferenzi, Pee Wee Collins, Jack Kelly, Mario Alessandro and Sammy Allen.

Emsees are Bill Stein, Monte Hall and Art Wolf. Don King and his Rio Grandians furnish the music, with Jane Shannon doing the chirping. Contest is aired three times daily over Station WOL.

KENNY GRUWELL pens that he is working at the Derbyshow in San Francisco, expecting to remain there 'till the close. Kenny adds that the contest looks like a winner.

GEORGE L. RUTY'S Baltimore contest came to a close last week, it is reported, with Johnny Groves and Ruthie Carroll pulling down top honors.

VIA THE GRAPEVINE comes the report that Jack Kearns, former contestant in the Ross contest in Washington, re-

cently took unto himself a wife, however, we were unable to learn her name. How about confirmation and details, Jack?

OPAL FERDIG and Johnny Reed, contestants in the Washington contest, threw a joint birthday celebration last Tuesday (30).

THE BILLBOARD'S Letter List Department is maintained for your convenience. When you want to get in touch with friends with whom you have lost contact, write them a letter in care of *The Billboard*, 25 Opera Place, Cincinnati. Let us do the rest. The service is entirely free. Get into the habit of looking in the Letter List every week for your name.

MADILINE SILLETTI cards from Long Branch, L. I., N. Y., where she is located for a short stay, that she would greatly appreciate reading notes here on the kids with whom she has danced.

JUST AS THERE is a place for everything, a walkathon is no place for unnecessary roughness. After taking a beating the past few years, endurance shows are now enjoying a revival, but nothing can kill a good town quicker than to allow a contest to run amuck of the rules of fair play. Audiences have long since ceased to be so gullible as to pay their money without squawking when such unsportsmanlike performances are allowed to persist. An incident brought to light by an avid fan occurred in a recent Eastern contest, wherein the contestant actually resorted to fist fights, with nothing being done by the emsee

or judges, except for the elimination of one of the girls after she was knocked out in one of the scraps. Not all the blame, either, can be laid to the contestants, for there never was a contest that did not bring out some rivalry among the participants. While within bounds, a certain display of rivalry can put an edge on a contest and incite public enthusiasm, but when it comes to the point of irritating the payees to the extent of voicing their opinions of the contest, and in no pleasant words, then it's time something should be done about the matter. And after Johnny Q. Public has squawked, but to no avail, there is just one thing left to do and they do it. They don't come back for more. It goes without saying who really suffers the most.

Political Movie Shows Up; Special Films Add Bookings

Campaign year creates more interest in county and municipal elections

NEW YORK, Aug. 3.—Summer is proving a profitable season for both roadshow operators and cameramen. Since this is a presidential campaign year, giving added zest to county and city elections, those who can make shots of civic improvements are in store for added profits as the general election in November rolls around.

Among those who specialize in political pictures are Arthur Daly and Francis Ring, operating in Northern New Jersey, and Dr. Robert Jones in Pennsylvania. Daly and Ring have been associated with this field for several seasons. Fact that some sort of election is held each year has meant added revenue to that secured by regular showings. Since they are able to make special movies, additional bookings have been obtained because of this work.

This partnership makes a practice of contracting political leaders far in advance of the campaigns. When the work is secured, Daly and Ring set to work to produce a film showing the civic improvements that have been made by that administration. If the projects include drainage ditches, paving programs or similar works, the movie is taken over a period to show conditions that have been remedied by the work. They also try to get as many of the workmen into the picture, as this personal touch tends to insure the film of a large audience. Some of the movies they have made have

Merchant Pic Pulls 3,400 in Nebraska Town of 200 People

HENDLEY, Neb., Aug. 3.—Drawing power of merchant-sponsored movies was displayed here recently when, in a town of 200 population, an estimated crowd of 3,400 people attended a free show. Crowd was estimated by counting cars and figuring on the basis of four passengers to a car. Show was not part of a celebration but was given plenty of publicity by the merchants and D. Leslie Lafan, of Lafan Sound Movies, who put on the program.

At Holdrege the show ran into a severe hail and wind storms. All equipment was saved, with the exception of a 15 by 18 screen. An emergency screen was rigged up and the roadshowman continued playing his schedule.

Lafan plans to continue his merchant show programs during the winter, as conditions "are getting better altho crops are hard hit in this section."

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old-timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write Today!

THE ROADSHOWMAN

25 Opera Place, CINCINNATI, OHIO

16MM. ROAD SHOWMEN! 35MM.

Our New 1940 Catalogue in Sound is Ready! Brand-New Laboratory Prints for Outright Sales at Prices You Can Afford To Pay! Features, Shorts, Etc.

OTTO MARBACH, 630 9th Ave., New York City

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by KEVIN BRENNAN, 108 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

been taken at intervals spread over several months, which was necessary to show the job's progress.

Dr. Jones' work in the field is different in that he is in the processing and editing of political pictures. The outdoor movie season, he said, had increased his business because of the big demand for this type of film. In the winter he shows non-theatrical films in schools.

According to those offering political movies, there is no set season for making this type of film. The work can be worked into other programs whether they are making other subjects or putting on shows. At present Daly and Ring are taking the finishing shots on a movie they began about a year ago. In the meanwhile they are showing 16mm. movies at resorts and filming water sports. The first showing of political films is the latter part of this month.

New and Recent Releases

(Running times are approximate)

UPPERCUTLETS, released by Nu-Art Films. Features Walter Catlett. A sedate business man decides suddenly to become a professional prize-fighter against his wife's will. To stop this escapade, she fills the gymnasium with pretendedly punch-drunk pugilists. The husband gives up the idea when the "dietician" expounds the theory of making furniture of mashed potatoes instead of wood. Running time, 20 minutes.

BAD MEDICINE, released by Nu-Art Films. Cast includes Gene Austin, Clyde Hager and Willie Best. Austin and Hager as purveyors of Dr. Duncan's Dynamic Discoveries. Has rapid-fire gags, ludicrous situations and catchy music. Running time, 20 minutes.

CHRISTOPHER COLUMBUS, released by Mogull Bros. Silent. Memorializes the life, tribulations and voyages of the great discoverer. Running time, 10 minutes.

WE WANT MUSIC, released by Mogull Bros. Singing, tap dancing, comedy and fast music. Running time, 20 minutes.

MINSTREL DAYS, released by Mogull Bros. A complete blackface minstrel show with top-flight singers and fast steppers. Running time, 10 minutes.

VIRGINS OF BALI, released by Mogull Bros. A travel and lecture feature portraying the isle and people of exotic Bali. Running time, 50 minutes.

NIGHT CLUB REVIEWS

(Continued from page 19)

originality in colorful and beautifully costumed ballroom selections which spotlight the stunning feminine member of the team. Comedy was featured in the dancing version of *The Three Little Fishes*. The team is one of the best.

Highlight of the acrobatic work of the Ross Sisters is the back bend by Betsy, who stands on a pedestal and lowers her head 32 inches below her ankles, then returns to a standing position without aid of hands.

Higgins is still pleasing patrons. The Tom Ball line offers new routines. Paul Decker's Orchestra and the singing of Marian Jones are other features of the show. Rex McConnell.

Chateau Country Club, Milwaukee

Talent policy: Dance and show band; three floor shows nightly, except Mondays. Prices: Dinner, \$1; no cover.

Jack Leonard, versatile comic, is the attraction at this nitery north of Milwaukee. Leonard is in his element whether he sings, dances or impersonates celebs. His nonsense is put across in a manner which clicks. The six Alice Purell dancers offer solo and group numbers in first-class fashion. For precision and rhythm the girls are among the best in these parts in quite some time.

Casper Reda and ork turn in some tidy tunes for the floor show and dancers. The band has been at the spot for nearly two months now and

is getting a good play.

Chateau also runs Bingo parties Tuesday, Friday and Sunday, with cash awards running as high as \$250.

H. C. Brunner.

SUGAR'S DOMINO

(Continued from page 4)

to the State treasury that would otherwise fall into the hands of touts.

It is about time we stopped kidding ourselves about cafes and resort communities. Show business knows that the best cafes in the country cannot operate without gambling; that the only way they can afford to spend plenty of dinero on talent is to have the game rooms running full blast. The public knows this, too, but not as well as it should. The same applies, of course, to the resort communities. As far back as they have existed, cafes with game rooms and resorts that cater to spending crowds have depended on gambling to make the wheels go. The lid has been off and on, in most cases, not because public officials have been dishonest and honest respectively but because of trouble in payoffs; honest differences of opinion among thieves as to how much should be paid off.

Hypocrisy enters the picture when good citizens fail to recognize that the barring of gambling out in the open and regulated by the community results in gambling under cover and with a greater percentage of sucker victims. It is to the best interests of the talent end of the cafe business that this hypocrisy be fought and exposed for what it is. As to how it can be done is difficult to say. But it can be done if responsible and honest men in every community were shown how the community suffers when politicians disregard public welfare by making gambling a football to be kicked towards the goal of heavy graft.

We would like to help eliminate gambling as much as any man who sees in gambling an instrument for the amusement of rich men who know their limit and for the ruin of poor men who have no backbone. But gambling cannot be eliminated, being deeply rooted in the nature of our people. It seems logical that the wise thing to do is to regulate it; to take it out of the hands of racketeering politicians and to give the suckers a better break than they get when the doors are locked and the shades drawn. The regulation of gambling can be achieved, we believe, by a process of education. The public should be wised up to the fact that when you scratch a man who condemns gambling you find either a hypocrite or a greedy politician. It is up to those who are engaged in the show business to spread the word. It will not be long before the public sees the truth in this and will act accordingly.

ROUTES

(Continued from page 14)

Savitt, Jan: (Manhattan Beach) Brooklyn. Schroeder, Gene: (The Pirates Den) NYC, nc. Scott, Raymond (Sherman) Chi, h. Senne, Henry: (Melody Mill) Chi, nc. Sharkey, Bill: (Troc) NYC, nc. Shelton, Jerry: (Ambassador) Chi, h. Shepard, Les: (Forest Park Casino) Toledo, O., nc. Shevin, Pat: (Evergreen Casino) Phila, nc. Shilling, Bud: (Terrace Gardens) Port Clinton, O., nc. Silva, Romeo: (Brazilian Pavilion) World's Fair, N. Y., re. Sissle, Nobel: (Diamond Horseshoe) NYC, nc. Small, Wilson: (Hillside Tavern) Albany, N. Y., nc. Smith, Stuff: (Old Vienna) Cincinnati, re. Snider, Billy: (Lookout House) Covington, Ky., nc. Snyder, Mel: (Gibson) Cincinnati, h. Sousa III, John Philip: (Paxton) Omaha, h. South, Eddie: (Capitol Cocktail Lounge) Chi, c. Spor, Paul: (Villa Supper Club) Toledo, O., nc. Spitalny, Maurice: (Mission Inn) Latrobe, Pa., re.

Stanley, Roger: (London Chop House) Detroit, nc. Stelling, Ed: (5100 Club) Chi, nc. Stevens, Bert: (Governor Clinton) NYC, h. Stoefler, Wally: (Belvedere) Baltimore, h. Stricken, Jimmie: (Bellemead Rest) Bellemead, N. J., nc. Strong, Benny: (Tutwiler) Birmingham, h. Storey, Lew: (Graemere) Chi, h. Stuar, Gene: (Club Rhumba) Keansburg, N. J., nc. Suns, Three: (Stuyvesant) Buffalo, h. Swinnettes, The: (Zauef's) Grayling, Mich., nc. Sylvio, Don: (Bertolotti's) NYC, nc.

Tan, Jimmie: (Kaufman's) Buffalo, nc. Terry, Frank: (McVan's) Buffalo, nc. Tisdale Trio: (Coq Rouge) NYC, nc. Tisen, Paul: (Commodore) NYC, h. Tomlin, Pinky: (State Line) Lake Tahoe, Calif., cc. Toward, Pedro: (Henry) Pittsburgh, h. Trace, Al: (Twin Lakes) Twin Lakes, Wis., b. Travers, Ted: (Idora Park) Youngstown, O., p. Tucker, Tommy: (West End Casino) West End, N. J., nc. Turk, Al: (Oriental Gardens) Chi, re.

Unell, Dave: (Alabam) Chi, nc. Van, Billy: (Music Bar) Atlantic City, nc. Varrell, Tommy: (Barrel of Fun) NYC, nc. Varzos, Eddie: (St. Moritz) NYC, h. Versatilians, The: (Syracuse) Syracuse, h. Vierra, Al: (Ivanhoe) Chi, re.

Walker, Johnny: (Riverside) Phoenix, Ariz., b. Walley's: (Gay '90s) Albany, N. Y., nc. Walters, Lee: (Blue Lantern) Detroit, nc. Wardlaw, Jack: (Terrace Beach Club) Virginia Beach, Va., nc. Warren, Arthur: (Village Barn) NYC, nc. Watkins, Sammy: (500 Club) Atlantic City, nc. Watson, Leo: (Onyx) NYC, nc. Weeks, Ranny: (Rice) Houston, h. Wells, Anson: (Coney Island) Cincinnati, p. Welk, Lawrence: (Peabody) Memphis, h. Wendell, Connie: (Ace of Clubs) Odessa, Tex., nc. Williams, Glen: (Hi-Lo Gardens) Bay City, Mich., nc. Williams, Earl: (Glass Hat) Shreveport, La., nc. Williams, Cliff: (Aragon) Chi, b. Williams, Chick: (Gay '90s Cafe) Phila, nc. Williams, Lee: (The Pershing) Chi, h. Willis, Forrest: (Emerald Inn) Albany, N. Y., nc. Wilson, Teddy: (Cafe Society) NYC, nc. Woods, Howard: (Tantilla Gardens) Richmond, Va., b. Wright, Charlie: (Stork Club) NYC, nc.

Yates, Billy: (Grey Wolf Tavern) Sharon, Pa., nc. Young, Roland: (Lombard's) Bridgeport, Young, Eddie: (Buena Vista) Biloxi, Miss., h.

Zahler, Al: (Log Cabin) Trenton, N. J., nc. Zarin, Michael: (Tavern on the Green) NYC, re. Zikes, Leslie: (Chez Ami) Buffalo, nc. Zinder, Max: (Del Rio) Peach Cross, Bladensburg, Md. Zinn, Arthur: (St. George) Brooklyn, h. Zito, Horacio: (Belmont Plaza) NYC, h.

NOTICE

Notice is hereby given that the Board of Park Commissioners of the City of Hammond, Indiana, at its regular meeting to be held on Tuesday, September 10th, 1940, at 8:00 o'clock P.M., will receive bids for the purchase of the following equipment, to-wit: E Super Simplex 35mm. Projectors with R.C.A. Photophone Sound Attachment complete. Two (2) Peerless Magnarc High Intensity Lamp Houses. Two (2) General Electric Copper Oxide Rectifiers complete. Each bid must be enclosed in a sealed envelope addressed to the Board of Park Commissioners, City of Hammond, Indiana, and deposited with the Secretary of the Board of Park Commissioners prior to Eight (8:00) o'clock P.M. on the date stated above and have endorsed thereon the name and address of the bidder. Arrangement for the inspection of the equipment mentioned above may be made with the Director of Recreation. Each bid must be accompanied by a certified check drawn on a solvent bank for 2 1/2 % of the amount of the bid as a guarantee that the successful bidder will enter into and properly secure the performance of the contract within ten (10) days after the award is made to him. Certified checks of the unsuccessful bidders will be returned to them immediately after the award is made, and to the successful bidder after he executes and properly secures the performance of the condition of the contract; it being understood that the certified check of the successful bidder shall be forfeited to the Board of Park Commissioners of the City of Hammond, Indiana, as liquidation damages if the said successful bidder withdraws or cancels his bid, or fails to execute his contract, within the period stated, in case the contract is awarded to such bidder. The Board of Park Commissioners of the City of Hammond, Indiana, expressly reserves the right to reject any or all bids. BOARD OF PARK COMMISSIONERS, CITY OF HAMMOND, INDIANA Irving H. Hill, President R. S. McClaughry, Member John M. Hestenes, Member Irving Chayken, Member Attest: Anne Charles, Secretary

BERNSTEIN—Mrs. Sarah, mother of Mrs. Nellie Berger, Bridgeport, Conn., concert pianist, in that city July 27 of a heart attack.

DELANEY—Frederick George, 84, known professionally as Fred Griffiths, in Herne Bay, Kent, England July 11. Altho best known as the front end of Pogo, Britain's most famous Blondin Donkey act, deceased was a versatile gymnast and clown. When five he was apprenticed to William Frederick Matthews, star all-round circus performer, with whom in the course of world tours he visited the United States, playing both in circus and vaude. He was one of the founders of the Grand Order of Water Rats. Deceased had performed before King Edward VII and Queen Alexandra, also before King George V and Queen Mary at the London Coliseum in 1923. Survived by a son, Fred, and daughter, Lutie. Services in Herne Bay July 15.

DOBELL—Mrs. Edith, 37, member of the Four Dobells Troupe, high-wire act, in a Cumberland, Md., hospital on August 2, two hours after she had plunged 50 feet at Community Ball Park during the Dobells' free-act performance on Keystone Modern Shows' midway. Besides her husband Fred, who saw her fall, a six-year-old daughter survives.

DE LISLE—Frank (Fats), 47, fat man and watchman with Flack North Western Show the past 10 years, in Grace Hospital, Detroit, July 26. Previously he had been with Happy Land, Cole Bros., 101 Ranch and Ringling Bros. shows. Survived by his widow, Elizabeth.

GILLELAND—Herbert A., 32, assistant general manager of Station WPOL, Toledo, of a kidney ailment July 29 in University Hospital, Ann Arbor, Mich. He was formerly sales promotion manager at Station CKLW, Detroit, and later di-

The Final Curtain

rector of publicity at WSGN, Birmingham. His parents survive. Funeral services in Detroit.

GOULDSBERRY—Paul (Tiny), 36, side-show manager for 24 years, at his home in Savannah, Ga., July 28 of a heart ailment after a long illness. Survived by his widow and two sons. Burial in Bonaventure Cemetery, Savannah.

JAMES—J. C. (Doc), 41, carnival trouper for 25 years, in Burlington (Ia.) Hospital July 22 of pneumonia. James had been with United American, Texas Exposition, Crowley United and John Francis Greater Exposition shows, having recently left the latter organization. Survived by his widow; a son, Jack; his mother, Ella; sister, Kate Buncle, and five brothers, Major, Bill, Leon, Roy and J. B.

KEYMER—Harry, 76, for many years a concession operator and a caterer at old White City Park, Euclid Beach and Avon Beach, Cleveland, July 25 at his home in Lakewood, O. Survived by his widow, two sisters and two brothers. Services and burial in Cleveland July 27.

KLING—Saxon, 48, for many years a playwright for the legitimate stage, at the home of a relative July 29 in Marion, O., of a glandular ailment. His last play, tried out in Boston and Philadelphia, was under revision for production in New York. Kling was also an actor, appearing as leading man with Alice Brady in one of her Broadway successes. Burial in Marion.

LAMB—Charles, 73, veteran showman, July 29 in Presbyterian Hospital, Chicago. In his youth, Lamb had been con-

nected with the Buffalo Bill show. Later he managed the Grand Opera House, Rockford, Ill., and built and owned the old Palm movie house there. He also toured for a time with Moran and Mack. Since 1930 he operated theaters in Mount Morris, Ill., and this year built a new theater there, the Lamb. Burial in Rockford.

MARKHAM—Jack, 38, concessioner, July 14 in Chicago. Markham was associated with his brother, Andy, at River-view Park, Chicago, for 20 years. Survived by his mother and brother. Burial in Montrose Cemetery, Chicago.

MARSHALL—Jeannero, 77, old-time acrobat and tumbler, who toured with many circuses shortly after the turn of the century, July 23 in Mercy Hospital, Canton, O., after a two weeks' illness. At the age of 10 he teamed with George Ziegler, another Canton youth, and joined a wagon show. Later they joined Sells Bros.' Circus and following that trouped with the Forepaugh & Sells show. The act, known as Ziegler Brothers, continued with various circuses for 30 years and quit the road with the death of Ziegler. His widow and four sons survive. Services in Canton, with burial in Rowland Cemetery there.

NIEMEYER—Harry H., 63, Hollywood feature writer of *The St. Louis Post-Dispatch* and former drama and motion picture editor, in Hollywood Hospital, Los Angeles, July 27 of acute leukemia. Niemeier had also been in the drama department of *The New York Times* for several years and at one time was personal representative of James K. Hackett, actor. Survived by his widow and father. Funeral service at the Protestant Episcopal Church of the Flowers, Hollywood, followed by cremation.

PATTERSON—William, 74, oldest active stagehand in Erie, Pa., July 23 in Hamot Hospital, that city, of a throat infection. Ill for seven years, he recently suffered a relapse. Associated with the theater for 54 consecutive years, Patterson at one time invested in the Park Opera House, Erie, but the venture failed. He leaves a sister. Burial in Erie Cemetery.

PEREZ—Charlie (Perry), showman for 20 years, in a New Orleans hospital recently after a brief illness. He was a member of the team Princess Helena and Co. Survived by his widow; a daughter, Margie, and his father, all engaged in show business. Burial in New Orleans.

RICE—Paul, at Lake City, Tenn., July 31. He was formerly employed on the advance force of the Ringling Bros. and Barnum & Bailey Circus by Arthur Hopper. Rice started work this spring but had to return home due to illness. He was first with the John Robinson Circus and made his home in Harlan, Ky., and Knoxville, Tenn. Interment in Lake City August 2.

RICHARDSON—Matt, columnist of *The Elmira (N. Y.) Star-Gazette*, in Elmira July 26. His stint and air programs covered a wide variety of subjects, including the circus, a field in which he was also well known thru his friendship with press agents. Six of his newspaper associates were pallbearers at the funeral held July 30, with interment in Woodlawn Cemetery, New York.

RUNDLE—Dean, former manager of Tioga Theater, Oswego, N. Y., July 23. He was a former partner of the late M. E. Comerford, founder of the Comerford theater chain.

TRAINOR—Leonard, 61, actor and stand-in and double for the late Will Rogers, in Cedars of Lebanon Hospital, Los Angeles, July 28 of heart disease. He became ill a few hours after complet-

ing three days of portraying the role of Rogers in the Santa Monica Will Rogers Memorial Pageant. Years ago Trainor was a bronk rider in Major Gordon W. Lillie's (Pawnee Bill) Wild West Show. Survived by his widow, Eva; five sons and two daughters.

VICK—A. M., manager of Union County Fair Association, Union, S. C., recently. **WEISNER**—Edgar L., 42, part owner of 10 Wisconsin theaters affiliated with Fox Wisconsin Amusement Corp., July 26 in Milwaukee. He entered the theater business at an early age, starting as a film salesman for the old Film Booking offices in Milwaukee and for First National Pictures. Weisner was a member of the board of directors of the local Variety Tent for a number of years. Survived by his mother, two brothers and three sisters.

WILLIAMS—Charles (Transfer), pitchman, in Marietta, Ga., recently. Williams and his wife were en route from Cincinnati to Atlanta when he was stricken ill.

WILSON—Jay, 39, actor, at his home in New York July 27. His first stage performance was in support of Ed Smith Russell at the Arch Street Theater, Philadelphia, in 1890. He played with Charles Frohman companies for 11 years and appeared in the Chicago company on *Broadway* under Jed Harris. Among other productions in which he appeared were *The Front Page*, *The Band Wagon*, *Flying Colors*, *Dodsworth* and *Revenge With Music*. Survived by his widow.

Marriages

HORTON-LEWIS—Charles I. Horton and Pearl T. Lewis, secretary to Elias E. Sugarman in the New York office of *The Billboard*, August 3 in Norwalk, Conn.

LUDDLUM-KIENA—Joseph Richard Ludlum, professionally known as Toughy Smith, human pincushion, with Dodson's World's Fair Shows, and Margaret Kiena, nonpro, in Cleveland July 26.

MCCAHOH-STONE—Robert William McCahon, nonpro, and Carol Montgomery Stone, actress-daughter of Fred Stone, actor, July 31 in Forest Hills, Queens, N. Y.

MCHALE-CASE—Duke McHale, dancer, and Kathryn Case, ballet dancer, July 2 in Elton, Md.

NORTON-SCHER—Barry Norton, managing director of the Savoy Ballroom, Chicago, and Peggy Scher, in that city July 6.

REMY-MARLOWE—Dick Remy, of the comedy acrobatic team, Dick and Dottie Remy, and Mickey Marlowe, dancer, in Spokane July 5.



In Loving Memory of My Dear Brother
ORVILLE W. HENNIES

Passed Away August 8, 1939

Just a memory, fond and true,
Just a token of days gone by,
When side by side we worked together
Making our dreams come true.

These are the thoughts and memories
I keep within my heart each day,
Mourning for my Dear Brother, who just walked away.
Ever remembered and missed by your brother—

HARRY

In Loving Memory of My Dear Son
ORVILLE HENNIES
Who Passed Away So Suddenly Aug. 8, 1939.

He had a smile for everyone,
His heart was pure as gold,
To those who knew and loved him best,
His memory will never grow old.
The blow was hard, the shock severe;
We never thought his death so near.
Only those who have lost can tell
The pain of parting without farewell.
We loved him, but God loved him best.
SADLY MISSED BY MOTHER AND BROTHERS
MRS. DAISY HENNIES

DEEPEST SYMPATHY

The Entire Personnel of the
King Reid Shows
Extend Their Sincerest Sympathy
to Their Dear Friends,

The Dobell Family
in Their Hour of Sorrow.

IN MEMORIAM OF

Orville W. Hennies

"In memory's garden we meet
every day"

Noble & Viola Fairly.

In Loving Memory of a Dear Friend

ORVILLE W. HENNIES

Passed Away August 8, 1939
MARGARET & DENNY PUGH

Mrs. Pat Rooney

Mrs. Pat Rooney (Marion Brent), 60, wife of Pat Rooney and a dancer in her own right, died in the House of Calvary Hospital, Bronx, New York, July 28 after a two-month illness. Her health had been failing for even a longer period before that. She had danced with her husband as the vaudeville team of Rooney and Brent, touring the circuits 27 years. Both had been on the stage about 10 years prior to their teaming up.

Arthritis forced Mrs. Rooney to retire in 1932, tho she came back for a special celebration April 10, 1935, at the Capitol Theater, New York, to mark her 32d wedding anniversary. When active the team had a repertoire of about 100 routines, the most noted of which was their waltz-clog to the tune of *She's the Daughter of Rosie O'Grady*. Their son, Pat Rooney III, is also a dancer.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

Carrigan, J. E., 10c Higgins, Windy, 11c Colston, The 6c Johnson, Elizabeth, 3c Crowe, Mrs. E. C. Murray, Jack, 20c Warriner, Miss Bobbie, 8c Wilson, Marie, 3c

Women

Adams, Mrs. Felix Ainslow, Betty Lou Alberts, Leona Alexander, Mrs. Rena Alperin, Mrs. Vickie Anderson, Florence Andrews, Mrs. Dudley Andrews, Mary Antoniette, Princess Applegate, Mrs. Joe Arner, Pearl & Milton Arnold, Mae-Joe Baldwin, Jean Ballenger, Mrs. Sarah Barbare, Miss Bobbie Barnes, Lois Barrett, Betty Lee Bawtinheimer, Mrs. Chas. Beers, Mrs. Chas. W. Bell, Lela C. Bell, Mrs. O. A. Bellinger, Eva Bennett, Mary Alice Berry, Mrs. Jack Billings, Mildred Blair, June Blais, Fanny Blankenship, Marlyn Blanton, Frances Bodine, Mrs. Bertha Bonberg, Gertrude Borts, Zella Bowman, Clara Brown, Lizzie B. Brown, Miss Toots Bryant, Mrs. Howard Buck, Mrs. Earl Bumgarner, Mrs. Pat Burke, Mrs. Gladys Burns, Mrs. James J. Burton, Betty Bush, Mrs. H. L. Cady, Mrs. Sally Cales, Mrs. Norman Ballinger Call, Mrs. Bessie Camp, Mrs. Edith Carroll, Dee Casey, Sally Childers, Patsy Childsons, Mrs. Estelo Claire, Mrs. C. Claire, Madam Clayton, Edna Cleo, Princess Clutter, Nellie Clyde, Mrs. J. W. Chaugavia, Maxine Coody, Mrs. Sallie Cole, Mrs. King Collins, Molly Commond, Margie Cook, Mrs. Myrtle Cooper, Virginia Coriell, Verenell Cox, Mrs. Lillian Cronin, Mrs. Stella Cudney, Mrs. C. H. Cunningham, James Dabney, Bertha Dakoff, Mrs. Jo Ann Dale, Sylvia Daniel, Lucille Daniels, Mrs. Pauline Dardnella (Acrobatic Dancer) Davis, Dixie Dawkins, Mrs. A. Dawn, Lili Dawson, Dorothy Dawson, Mrs. Bessie Mae Day, Mrs. Agnes DeCisare, Mrs. Jane DeLano, Mrs. Margaret Dean, Dimples Deane, Dorothy Dionne, Mrs. Babe Dixon, Miss Buenos Dixon, Mrs. J. Donovan, Doreen Dutcher, Mrs. S. E. Eagle, Mrs. John Easter, Mrs. Alice Edwards, Estelle Elerding, Mrs. Pearl Ernest, Mrs. Arthur Evans, Hazel Evinger, Mrs. Rosie Ewell, Peggy Eyster, Denna M. Farmers, Ruth Farrell, Mrs. Margaret Faust, Mrs. Lena Ferguson, Norma Ferracolo, Dorothy Fillmon, Theresa Fortier, Myra Lott Foster, Mrs. Ethel Foy, Miss-Toy Francis, Mrs. O. M. Franks, Mrs. Peggy Frezel, Betty Fro, Joan Gallagher, Mrs. Alice Galloway, Mrs. Minnie Giroux, Mrs. F. L. Meyer, Helen

Melrose, Madam Marie Miller, Carroll Miller, Mrs. Lela Miller, Marie Miller, Nancy Miranda, Carman Mitchell, Mrs. Florence Mitchell, Ruby Mixon, Mrs. Tillie Moore, Dotty Moore, Florence Moore, Mabel Moran, Mrs. Frances Morgan, Miss C. Morgan, Hila Morgan, Rosetta Morris, Bee Morrison, Mrs. Chip Morrison, Babe Morse, Mrs. Virgie Munn, Mrs. J. C. Murphy, Dorothy Nash, Beatrice Neadow, Jo Anne Nelson, Mrs. Rosie Mae Nethaway, Lulu Newell, Miss Bobby Norcross, Mrs. D. F. Norton, Alice Norton, Patricia Nye, Nhea O'Neil, Mrs. Leola O'Neil, Mrs. G. G. O'Neill, Ruth O'Shea, Sydna (Mickey) Oliver, Lillian Olson, Eunice Overman, Mrs. Clarence Packer, Hazel Padgett, Mrs. Babe Paige, Betty Palmer, Madam Patterson, Marjorie Peggy, Madam Perry, Mrs. Clyde Peters, Mrs. Frank Petty, Kathryn Pintelz, Mrs. Nina Poke, Mrs. Bessie Polston, Mrs. L. C. Poplin, Mrs. Jewell Powell, Mrs. Elsie Prevost, Sally Prithard, Mrs. J. L. Puckett, Mrs. Eula Quick, Mrs. Marion Quick, Mrs. Ralph E. Rameau, Bessie Ramey, Mrs. Walker Ramon, Chita Raymond, Betty Jean Ramsey, Mrs. Mary Rechee, Mizie Red, Lucy Reese, Mrs. L. I. Reeves, Dolly M. Reisel, Jennie Reovis, Carrie Rhea, Sugie Rice, Mrs. Clara Riddle, Annetta Ridner, Della Riegel, Mrs. Jennie Rinaldo, Kathryn Roberts, May (Musical Merrihews) Robbins, Peggy Roberts, Mrs. Boots Parker Roberts, Leona Rodgers, Smiles Rogers, Beverly Rogers, Mrs. Florence Royal, Mrs. Hazel Alfred, Zed Allen, B. O. Allen, Gerald H. Allen, Lee Allen, Leslie T. Allen, Victor Allie, Dan Alter, Lew Ammons, Harold Anderson, Attillia Andrews, Edw. Ansony, Milo Apple, Jack Archer, Dave Ardittimor, John Ariz, Carl Arnold, Jack Arrianda, Antonio Atkins, Manney Atterbury, R. L. Audette, Raymond Austin, A. (Prof.) Austin, Gene (Tent Theater) Austin, John Avalos, Pete Back, Ray Backer, Earl D. Bacon, Wm. Bailey, W. M. Baillie, John B. Bain, Alvin or Riley Baker, B. Pitchman Baker, Chas. Homer Baker, W. V. Bales, Pete Baldozer, Geo. Bancroft, Fred Bancroft, Raymond Bancroft, Dr. C. Barco, Bill & Orch. Barker, Frank Barlow, Wilford Barnes, Austin Barnes, C. Barnes, Chas. D. Barnes, James S. Barstis, Bill Burr, Clyde Barry, Geo. Barry, Wm. T. Bauer, Burt Baurac, Dan Bawtinheimer, Chas. Baxter, Lois Beard, Elbert



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.

Swain, Mrs. Daisy A. Symons, Mrs. Bert Tamburr, Mrs. D. Teeter, Jaque Thayer, Eileen Thomas, Gracie Thomson, Mrs. Jacklyn Thorp, Mrs. Helen Topping, Clara Townsend, Mrs. Grace Trainer, Mrs. H. S. Turner, Mrs. Ida Twohey, Lillian Van Sickle, Katy Vincent, Miss Bubbles Wade, Bertie (Tattooed Lady) Wade, Mrs. Doris Wagner, Mrs. Amelia Walker, Belle Bonita Wall, Mrs. I. Ward, Alma Ward, Leola Wardlow, Ethel Wasson, Grace Watkins, Miss Al Zoria Watkins, Evelyn Watson, Mrs. Florine Wayland, Mrs. Billy Webb, Mrs. Loran Men Abbins, Morris Ackerson, Wade A. Adams, Walter W. Show Adams, Deadup Adolph, Clarence Aid, Reuben Aikoukion, John Aiken, James (Specks) Aiton, Tom Akeman, Roy Albert, E. J. Alberts, J. A. Alco, Rocco, Esq. Alexander, Leon Alford, Pete Alford, Zed Allen, B. O. Allen, Gerald H. Allen, Lee Allen, Leslie T. Allen, Victor Allie, Dan Alter, Lew Ammons, Harold Anderson, Attillia Andrews, Edw. Ansony, Milo Apple, Jack Archer, Dave Ardittimor, John Ariz, Carl Arnold, Jack Arrianda, Antonio Atkins, Manney Atterbury, R. L. Audette, Raymond Austin, A. (Prof.) Austin, Gene (Tent Theater) Austin, John Avalos, Pete Back, Ray Backer, Earl D. Bacon, Wm. Bailey, W. M. Baillie, John B. Bain, Alvin or Riley Baker, B. Pitchman Baker, Chas. Homer Baker, W. V. Bales, Pete Baldozer, Geo. Bancroft, Fred Bancroft, Raymond Bancroft, Dr. C. Barco, Bill & Orch. Barker, Frank Barlow, Wilford Barnes, Austin Barnes, C. Barnes, Chas. D. Barnes, James S. Barstis, Bill Burr, Clyde Barry, Geo. Barry, Wm. T. Bauer, Burt Baurac, Dan Bawtinheimer, Chas. Baxter, Lois Beard, Elbert

Ellenberg Jr., O. M. Ellum, Mark Emswiler, A. I. Emswiler, Geo. Engel, Ross Ephrim, Mito Ermel, Howard E. Escoco, James Eskew, Col. Jim Ethridge, Lloyd (Whitey) Eley, Dave Eutah, Harold Evano, Nicholi Evans, Bob Evans, Chas. Evans, Chas. S. Evans, Doc Everett, Stanley (Monte Novarro) Eyer, Walter Eyster, James H. Faber, Lindsay Fahy, Frank Fairfield, John Falkeron, L. R. Fann, Carl J. Farmer, Paul Farnell, Jummie Farquhar, James Farrell, Bob Farrell, Chas. B. Farrell, Eddie Faulkner, Jack Faunce, Edw. Faust, Ray Fauty, Louis Fay, Leo Fenrick, Boyal Fenton, Brenshaw Ferdon, James M. Finer, George Fine, Allen H. Fineman, David E. Finkle, Billy Hayden, "Suicide" Fisher, Geo. Fisher, John Fleming, Jack Fleming, W. E. Flourney, G. J. Fogel, Eli Foley & Burke Fonda & St. Clair Forkins, Morty Forman, Buddy Forrester, James D. Forsythe, Jos. Fortiu, Ray E. Foss, John D. Foster, Larry Foutz, Victor J. Francis, D. J. Francois, Frank Frank, Kennis Frank, Mike Franks, Three Hoffman, William (Frank LeFavor) Franks, W. L. Frazier, C. M. Frazier, Hershall Frazier, Leonard Frazier, Whitely Fredericks, Thos. Fredrick, Alfred Free, Geo. French, James Frey, Elmer Fulton, L. B. Gage, Harry (Go-Go Clown) Gailer, Frederick Garber, Edward Garner, Jesse Garner, Leslie M. Garner, R. B. Garrell, E. M. Gashert, Joe Gatewood, A. L. Gaye, Billy Geddis, Geo. Gentry, John H. George, Tom Gerod, Charles Gibson, David J. Gilbert, Les V. Gillison, Saul Gillispie, G. T. Gilmore, Pat Girce, Thomas Glasscock, D. Gleason, W. F. Globe, H. M. Golden, A. M. Golden, Nat Good, Dan Gooding, Roy Goodrich, Billy & Babe Goodwin, Doyle A. Goorean, Leo H. Gordon, Robt. A. Gorrell, Marshall Gowble, J. E. Gowdy, M. A. Grace, Paul (Ferris Wheel) Grace, Ted Grady, Michael Grafio, Ephram Grafio, John Graham, Basil (Jimmie) Graham, Ray Gratiot, M. J. Gray, Benny & Glenda Gray, E. M., Mgr. Green, Jack O. Green, William Greater, New England Shows Green, Thomas H. Gregg, F. O. Gregory, Bill Gregory, G. W. Gregory, William Gressam, R. L. Griffith, B. S. Gross, J. C. Gruker, Vincent A. Gullifer, Phil Guy, Ed Hackett, Edward Hagerman, Blackie Hagg, Homer

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

20,000,000 Gate Mark Now Up to Final 2 Months

NEW YORK, Aug. 3.—The World's Fair signalized the first half of its run today by the dubious achievement of registering its worst week of the season, with a Saturday-thru-Friday paid gate of less than 460,000. It was a red-hot mercury week in which not one day reached 100,000 or even near it, the best effort being last Saturday's 78,000. In the middle of the week the thermometer let up somewhat, but the damage had been done.

Study of the first half of the Forty Fair, with a gate of less than 8,000,000, indicates that a 20,000,000 season is out of the question unless September and October come thru as they did last year—these closing months were 1-2 in '39 and are figured to contribute big numbers again in view of the recent emphasis on this being the finish year of the Flushing event.

While the last two weeks have produced but one 100,000 gate—and that on a Saturday, expo officials point to the fact that that stretch was the hottest on record in New York on a consecutive basis. From this angle officialdom is justified in feeling that big crowds are waiting on deck to come out.

The weekly daily average, after rising for the first four weeks, dropped on the fifth seven-day cluster, then rose sharply again to its peak with an eighth week figure of 131,179. Since then there has been an almost gradual dip and the past week's average registered a new low of but 65,674, which accounted for the below 90,000 daily gate.

"Gateway to the Midway" area, known last year as Children's World, completed plans for adding life to the region and was set to present free acts, mardi gras specials and general fanfare. A small grand stand is to be put up in back of Buitoni's spaghetti shop and there'll be clowns, Punch and Judy, a mouse city, a five-piece band and other attractions. Harry A. Illions, Charles Cagney and William de L'horbe Jr., are in charge of booking and advertising.

Fair's recently awareness of sluggish exploitation was translated into concrete action this week with distribution of subway announcements laying emphasis on special events. Posters to be spotted in and around the metropolis will accentuate definiteness of this being the finish year.

Showmen in Aug. 13 Tribute to Gibson

NEW YORK, Aug. 3.—Harvey D. Gibson, chairman of the board of the New York World's Fair, will be guest of honor at a dinner to be given by the Concessioners' Association on night of August 13. Swank P.I.E. Roof, sponsored by the Petroleum Industries Exhibit, will be the scene of an elaborately arranged menu for the tribute.

Association and others have joined in an advertising testimonial to the popular fair boss which will be published in *The Billboard* and distributed at the gathering shortly after cocktails are served as a prelude to the sitdown.

Committees working on the affair are the officers, including Frank Buck, president; N. S. Alexander, R. H. McIntosh and William F. Rabkin, vice-presidents; J. L. Mott, secretary-treasurer, and Lew Du-

Additional Expo News

Out in the Open—General Outdoor Section (Page 59).

Paid Attendance

(12th Week)

Saturday, July 27.....	78,024
Sunday, July 28.....	76,908
Monday, July 29.....	44,316
Tuesday, July 30.....	43,341
Wednesday, July 31.....	76,941
Thursday, August 1.....	68,263
Friday, August 2.....	71,925
Total	459,718
Previously reported	7,098,433
Grand total, first 12 weeks. 7,558,151*	
First 12 weeks, 1939.....	10,746,686**
1940 decrease	3,188,535
*Daily average	89,978
Weekly average	629,846
**The period May 11-August 2 of last year drew	11,102,049

four and Cy D. Bond. Dufour is in charge of general arrangements and tickets.

It's an exclusive getup with only paid-up members eligible, with but two "outside" invitations extended—to George P. Smith Jr., and Frank D. Shean, co-directors of the amusement department.

On the Flushing Front

—By LEONARD TRAUBE—

NEW YORK, Aug. 3.—Folks, meet Sam Abbott, native of Natchez, Miss., former resident newspaper man of Asbury Park and *The Billboard's* current oracle on Coney Island matters. Dixie Sam is moving over to this corner's desk to dish up NYWF news and chatterbox stints while the erstwhile occupant takes a legal vacation following 50 weeks of loafing—a good portion of them on the meadows of Flushing. The Abbott, also known as the Friar, is your Frontiersman for the next couple weeks. You-all are gonna like him, we-all know.

Gus Chan, talker at Gay New Orleans, was awarded a neat story and mugg layout in the *Candide* column of *The Mirror* on Tuesday. Altho it was devoted exclusively to Chan's career and trouper philosophy, it also represents one of the best pieces of publicity the village has received this year. . . . Betty Wade, the pretty ice skater of Winter Wonderland, sustained a nose injury Thursday while doing her chore and will be out for a spell. . . . Art (Fireworks) Briese, left by plane yesterday to cover the Great Falls (Mont.) Fair for the Duffield office. After that he'll make Billings. . . . Willard Ellis, featured vocalist of the founded Gene Austin rep show, landed a bar spot at Rondevoos thru Al Shriner, who was company manager up until the time the outfit folded in Newport News, Va. Shriner, with Nature's Mistakes last year, was dickering for a berth and probably will have found it by the time this reaches those two readers.

Harry A. Illions, op of Magic Carpet and the triple-threat Ferris Wheels, is working on a "revolutionary" idea—a revolving-rotating wheel for 1941. . . . Ernest Spalding Beaver, mechanical magician of the Dodgem, evacuated the meadows for an evening and took in *Heilzapoppin*, a hectic piece of production delirium which was probably inspired by the action and movements of the ride. . . . Talking about organized noise, agents Bill Sladler and Bob Simpson are holding up better than well under the fury of the attack at Frank Buck's Bull in a China Shop—the store where the idea is to demolish crockery and glassware. . . . Eddie Gibbons, member of Davidson's Rollers, is holding down the fort as skate-room manager of the Johnny Johnson rink.

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO May 25 to Sept. 29

Expo To Cut in Shows on Ducat On Special Days

SAN FRANCISCO, Aug. 3.—Expo management has agreed to cut in all midway shows on big fair-sponsored attractions for the remainder of the run. Plan was conceived following the success of General Motors Day last Saturday, when paid attendance was 80,156. Ops are said to be enthusiastic over the idea, which was put into effect by General Manager W. W. Monahan and Concessions Director F. M. Sandusky.

Plan will operate on special days yet to be announced. All shows and rides are to be on the package ticket to be sold with entrance admissions at greatly reduced prices. Shows which will operate in this manner on special expo-designated days include Terrell Jacobs' African Jungleland, reduced from 5 to 15 cents plus 3 cents federal defense tax. Other regular 25-centers which are to offer reduced tariffs are Incubator Babies, Pantheon de la Guerre, Artists and Models, Elysium, Miss America, Nude Ranch, Chinese Village and Palace of Fine Arts.

Employees To Sell Special
America, Cavalcade of a Nation, a 40-center, will be lowered to a quarter, tax exempt. Ripley's Odditorium, 40-center, will drop to 29 cents, tax included. Other shows are Glass Blowers, from 10 to 5 cents; Life Show, 20 to 15 cents; Paris Peggy, 20 to 15 cents; Giant Octopus, 15 to 10 cents.

Rides will include Auto Skooter, 15 to 10 cents; Diving Bell, 15 to 10 cents; Flying Skooter, 20 to 10 cents; Funhouse, 10 to 5 cents; Giant Crane, 22 to 18 cents; Merry-Go-Round, 10 to 5 cents; Rolloplane, 20 to 15 cents.

Fair also announced it will have a two-for-one day, possibly on August 13. Expo employees are to sell special 50-cent tickets which will entitle holder and one guest to admission to grounds. Attractionists believe the plan will develop an excellent opportunity for additional receipts. There are about 4,000 persons now employed by the fair.

Robert Russell, son of Milt Russell, assistant to Eddie Brown, now a talker at the Pantheon de la Guerre, was formerly associated with the Royal Theater, Atlantic City. Harvey Enterprises closed the Amazon Show and is concentrating on a milk bottle game.

Midget Act for Jungle
Freezing of French credits has prevented the freezing of an ice rink back-stage at the *Ice Frolics*. Producer Art McChrystal could not find anyone connected with the French government who would finance moving stored goods from last year's exhibit in the building which was formerly the French Pavilion. Since June 4 efforts to locate war-swallowed Alexander Pincus are said to have been unavailing. Only word is that he has been located by the State department, but it did not say where. He is owner of the Pantheon de la Guerre, 40-ton painting of the World War.

Eddie and Mrs. Brown were off to Sacramento and Lake Tahoe on Wednesday, going the river route. Ripley's Odditorium will be host to some 200 members of the Adult Disabled Clubs on August 19. Nate Miller is back from New York.

Jacobs' Jungle Camp has added a midget act. George W. Boyd, formerly with Barnes and Tom Mix circuses, is at the camp. Visiting with Jacobs this week were Trans-Continental Gibby; Vance Hill, formerly with Al G. Barnes Circus, and Mr. and Mrs. Shinner, Minneapolis, circus fans and friends of Mrs. Dolly Jacobs.

Paid Attendance

Thursday, July 25.....	35,830
Friday, July 26.....	31,303
Saturday, July 27.....	80,156
Sunday, July 28.....	71,468
Monday, July 29.....	26,285
Tuesday, July 30.....	39,320
Wednesday, July 31.....	33,968
Tenth week total.....	318,330
Previously reported.....	2,728,429
Grand total 68 days.....	3,046,759
First 68 days, 1939.....	2,338,816
1940 increase.....	707,943

Chair Boys Win Demands

SAN FRANCISCO, Aug. 3.—Strike of expo roller chair boys, which began last week, was settled this week with the pushers winning some of their demands. Wahlgreen Rolling Chair Co. agreed to reduce the number of chairs from 80 to 65 and to cut rental price to the boys 50 cents.

Gleanings

—By WALTER K. SIBLEY—

SAN FRANCISCO, Aug. 3.—Martine Diving Bell furnished the big free show on afternoon of General Motors Day last Saturday by refusing to respond to gadgets used in its operation, staying on the bottom of the miniature ocean for an hour and five minutes, loaded to capacity with thrill seekers. They got their thrill. A concession worker noticed that the bell did not come up as quickly as usual and notified the Island fire department. It was some time before it decided just what it could do but finally started to pump out enough water so that the top of the bell was visible. This permitted unscrewing of a cap on top of the bell large enough to allow the passengers to exit. They all came out laughing. It seems a fuse had blown out in the electric room above ground, leaving no current to operate the device. It is said there is enough air stored in the bell so that the passenger could live five hours beneath the water. This old Gayway is kaleidoscopic. Now the Stocking Wheel has been changed to Boulette, Amazon show to a balloon and ball game, Swiss Village to a hoop-la, Vic's restaurant to a big bar, Midget Village to Lite-a-Line, Monkey Island to midget blowoff, Wilson's palmistry to bicycle wheel and still they are changing!

Expo officials are starting a clean-up of girl show talkers who are careless of their language. Pete Berryman, talker on the midget annex in the Jungleland Show, is doing a fine job, the little show getting about 25 per cent of the front gate. Bob Ellis, ex-manager of the ex-Hollywood show, is promoting a show that he hopes to spring on the Gayway. Hughey Mack and son left to play California fairs. Lincoln G. Dickey, general manager for Billy Rose, who flew in for about two weeks, says business is good here and in New York. Sid Broad, owner of the little wild horses from the Grand Canyon, returned after another expedition to the canyon to secure more horses. He got 'em. Looks now as tho paid admissions on the season will nearly reach the 6,000,000 mark, which will exceed prognostications. Fair management has finally capitulated and there will be a 5-cent gate on the next Kids' Day, August 7. Concessioners have been trying to get expo officials to do this for all Kids' Days. The experiment will be watched with interest. Larry Bogart, who opened a concessioners' club atop the Chinese Village, has had this idea a couple of years, so now he will have a chance to try it out.

Siegrist To Launch Show

Will play under auspices, opening at Du Bois, Pa., for Eagles' Bowling Assn.

CANTON, O., Aug. 3.—Charles Siegrist will launch a circus to play auspices, opening September 16 for a week at Du Bois, Pa., under sponsorship of the Eagles' Bowling Association.

The program will run about two hours. A Wild West concert and a side show will be carried. Show will confine its itinerary this fall and winter to New York, Pennsylvania and Ohio, Siegrist said.

Staff of the show already has set up headquarters in Du Bois and promotion is under way. Frankie Bland will handle the front office and press ahead; Opal Onejean, merchant tickets and tie-ups, and Harry Logan, program and banners. Special paper will be used, furnished by the Erie Lithograph Co.

Siegrist was the free attraction on the Convention Shows until two weeks ago.

Ringling Divorce Suit Upheld by Fla. Supreme Court

TALLAHASSEE, Fla., Aug. 3.—Mrs. Emily Buck Ringling lost her suit to invalidate divorce against the late John Ringling and at the same time the State of Florida came a step nearer to obtaining control of Ringling's museum properties at Sarasota, which were willed to the State.

The Florida Supreme Court, in an opinion written by Chief Justice Glenn Terrell, held that the grounds for divorce were sufficient and that evidence disclosed "some of the elements that induce marriage were totally lacking."

Mrs. Ringling in divorce suit and suit to review records said before her marriage in 1930 that she loaned Ringling \$50,000 and in agreement neither party was to participate in the estates. Later agreement was renewed to include her participation in the museum, she said. Terrell said her notes were amply secured by mortgages and that a first divorce suit, which Ringling dismissed shortly afterward, amply secured property settlement between the two. "We do not hold that any kind of a property settlement in connection with the death of one of the parties would be legal or warranted by public policy," he said. Terrell also dismissed Mrs. Ringling's charges of fraudulent claims by Ringling nurses, doctors and "bosom friend" Frank Hennessy.

Commenting on the Ringling marriage, Terrell said: "Both knew their way around; both had been married before; both had traveled extensively, were seasoned in experience, knew English in all its inflections and could call each other any kind of a name that the state of their temper prompted and whether called in the lingo of the drawing room, boudoir or the sawdust trail, the other was ready to respond in kind."

Two other suits filed by Ida North, Ringling's sister, and his heirs were disposed of by Terrell's opinion.

Had she won, Mrs. Ringling would have received the million-dollar Sarasota home and one-third of his property, appraised at \$23,000,000. Ringling willed the \$10,000,000 museum and certain other properties to the State. Property he owned included circuses, railroads, oil and mining ranges. The estate is administered now by Mrs. North.

Fossett-Ginnett in Wales

LONDON, July 8.—The Fossett-Ginnett horse-drawn circus, owned by Tom Fossett, at present traveling in Wales, features Dick Sandow, strong man; Medina Trio of women gymnasts; Dynamite, performing mule; Young Buck Jones, equestrian; Fossett's troupe of monks and poodles; Powell Brothers, acrobats; Fossett's jockey act; Adaline and Violetta, wire walkers; Sandow's Shetland ponies, and as clowns, Harry Fossett, Bo-Bo, Sausage and Red Hot.

Russell Bros. To Play Bridgeport First Time

BRIDGEPORT, Conn., Aug. 3.—Russell Bros.' Circus will come here August 9 at the old Fairfield avenue grounds. It will be the first time that the show has played Bridgeport.

This will be the second circus to play this city this season, the Ringling-Barnum show having been here on June 20.

Publicity Stunt in Boston

BOSTON, Aug. 3.—Russell Bros.' Circus closed its most successful week of the long Massachusetts trek with a two-day showing in Worcester, where the double date was featured by the publicity stunt engineered with the aid of a former Big Show press agent.

Floyd L. Bell, formerly with Ringlings and now handling publicity in Boston for the Republican Finance Committee, arranged with Mayor William Bennett, Parker Trowbridge, division chairman of the Finance Committee in Worcester and Wayland Wood, local finance chairman in Worcester, to greet the three elephants of the Russell show, and Harry W. Seymour and Frank Danelli, with the show, completed the arrangements and had the pachyderms at the City Hall, up the steps and almost into his honor's lap on time. Then Mayor Bennett, Trowbridge and Wood were persuaded to mount the heads of the elephants and the Worcester and Boston newspaper photographers quickly "shot" them in varied poses. Mr. and Mrs. C. W. Webb, "bosses" of the Russell circus, gave the affair their official sanction and aided the GOP officials in staging the stunt.

Waltham was one of the best of recent stands.

The show is one of the best that has been seen in New England in many years.

Buffalo Goes Over Well for H-M Show

BUFFALO, Aug. 3.—Despite terrific heat, which affected afternoon attendance, the Hamid-Morton Circus here July 22-27 went over well. Folks were on the straw almost every night. Admissions were 35 cents and 45 cents. Exact figures are not available as yet.

The engagement at Niagara Falls, July 29-31, went over to general satisfaction, altho heat kept matinee crowds down. Prices there were a straight 55 cents.

Bob Morton signed contracts for another appearance of the Hamid-Morton indoor unit this fall at Toronto, Ont., in Maple Leaf Gardens. Half of the proceeds will go to the Canadian Red Cross.

BUD E. ANDERSON Circus is playing to uniformly good business from side show to concert.

R-B Will Not Recognize, Deal With AFOICCW as a Labor Org.

NEW YORK, August 3.—American Federation of Outdoor and Indoor Circus and Carnival Workers, claimant to common labor jurisdiction in circus-carnival fields, particularly as applied to the Ringling-Barnum circus, has been repudiated by the latter. A notice posted by the show on July 25, during its Chicago engagement, said that R-B "will not recognize or deal with" the union as a labor organization, or with "any person or group of persons purporting to represent said organization."

Action came about as a result of conferences between the National Labor Relations Board and Ralph Whitehead, president of the Circus, Carnival, Fairs and Rodeo International Union, which received outdoor worker jurisdiction under a charter granted by William Green, president American Federation of Labor. Since the formation of the AFOICCW had charged it with being "company controlled and dominated," an allegation spiked by that union, which in paid advertisements and in formal statements had 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."

In the notice posted in the backyard by the show over the signature of John



A quintuple party takes time out to look into the camera. From left to right, George A. Hamid, head of George A. Hamid, Inc., and the Hamid-Morton Circus; Paul Smith, director of the New York State Fair, Syracuse; Dick Kratz (rear), also of Syracuse; Baron Novak and Lee Powell, Lone Ranger of the films. It all happened during an interim of the H-M Shrine Circus in Syracuse, one of a successful string of canvas engagements.

Gainesville To Open Fall Tour At Bonham, Tex.

GAINESVILLE, Tex., Aug. 3.—Gainesville Community Circus will open its fall season a week earlier than had been planned, an engagement being slated under Lions' Club auspices at Bonham, Tex., August 12 and 13. The following week the show plays at the Cooke County Fair here, August 19 and 20, and goes to Chillicothe, Tex., under Lions' Club auspices August 30.

Boss Canvasman Paul McGehee had the big top in Wichita Falls this week for a food show, and Bud McCann, stilt walker, and Jack Lewis, pantomimic clown, worked the show. Lewis recently recovered from a skull fracture received in an automobile accident near the city.

Verne Brewer will take a group of performers to Hugo, Okla., for a three-day show being staged by Vernon Pratt, August 14-16. Brewer will work a six-horse Liberty act, and Dexter, high-diving dog; Doris Marie Norman and Craighton Hatfield will do rolling globe, Gerry Murrell will work a six-pony drill and wire with Brewer, and Pratt will handle his own four-pony drill. Portis Sims will work menage. The show is furnishing the callope and wagon and ring curbs for the two-ring exhibition.

Cole Bros. Has Four Capacity Houses at Denver

DENVER, Aug. 3.—Cole Bros.' Circus drew four capacity houses here July 29 and 30 on the lot which the show broke in 1937 at 38th and York streets. Adjacent tracks make this an ideal lot. Ideal weather prevailed.

Verne Williams and his boys had the town well billed, and Jack Grimes and Ora Parks got some fine newspaper cooperation from both papers. Spot announcements were used over Station KFEL and three broadcasts direct from the lot, one at unloading and two during performances. On Monday a performance was staged at the Children's Hospital, with units from every part of the show performing. Two thousand children from Denver orphanages were guests of the management at the Monday afternoon performance.

A patriotic note has been added as a finale with an appropriate tableau of girls and the playing and singing of *God Bless America*. J. D. Newman, general agent, was here. The *Denver Post* carried a story that Zack Terrell was contemplating wintering the show here, but no further developments along this line took place.

Previous to Denver the show played Sterling, July 27. Business was good, matinee being better than at night. A windstorm blew down the menagerie tent between shows and repairs were made in Denver.

Will Sunday in Spokane

SPOKANE, Wash., Aug. 3.—Cole Bros.' Circus will appear here August 19. L. B. Greenhaw, contracting agent, was here last week and made arrangements. The show comes from Colfax and will Sunday in Spokane. This is unusual for the Cole show in the West, as J. D. Newman, general agent, keeps it working every Sunday, but due to the fact that Spokane is a Monday show town shows always do much more business on Monday than other days.

Harper Joy, former president of the Circus Fans; Leonard Gross and other Circus Fans entertained Greenhaw.

The show will go from here to Wenatchee, then to Everett, Bellingham and into Seattle. At Wenatchee, Rufus Woods, nationally known newspaper man and writer, publisher of *Wenatchee World* and father of Grand Coulee Dam, entertained Greenhaw. Woods will make his customary tour with the show. Three years ago he clowned with the show and story was carried in *Fortune*, *Time* and *Life* magazines.

Dog Quarantine Strikes At R-B in Milwaukee

MILWAUKEE, Aug. 3.—An attempt by Assemblyman Charles F. Westfahl, president of the Wisconsin Dog Aid Society, to invoke the provisions of a 90-day dog quarantine against C. J. Tryon and his Hector and His Pals, dog act playing E. J. Weisfeldt's Riverside Theater here, provided some first-class publicity for the show but almost prevented Tryon from quitting the city July 25 to fill a New York engagement.

On appeal to Dr. V. S. Larson, chief of the State Live-Stock Sanitation Division, Tryon was given permission to leave town with his dogs. Assemblyman Westfahl continued his drive to enforce the ban against show dogs when he sought to have the dogs accompanying the Ringling-Barnum circus from leaving the city after a one-day stand July 29.

Circus employees were questioned by police here concerning the handling of their dogs, but by the time the observations had been submitted the show had left the city for Madison, Wis.

Tribute to Rhoda Royal

CINCINNATI, Aug. 3.—J. Ed Brown, mayor of the Gayway at the Golden Gate International Exposition, San Francisco, sends the following tribute to the memory of Rhoda Royal:

"Now Rhoda is gone, another old-timer. What a man was Rhoda. I can look back and see him 35 years ago, in full dress and top hat, sitting atop a high-school horse. The crowd applauded him when he bowed by the grand stand. At one time I worked for Rhoda and learned to know him well. He was the last word in generosity. He was this generation's greatest horse trainer. He was courageous, affable, lovable and friendly. Everyone that knew him will miss him."

Milwaukee, Madison, Big

MILWAUKEE, Aug. 3.—Capacity crowds turned out for the Ringling-Barnum circus here July 9 and at Madison, Wis., July 30.

John Ringling North and Henry Ringling North were named honorary colonels to the staff of Gov. Julius P. Heil.



With the Circus Fans

By THE RINGMASTER
CFA

President Secretary
WILLIAM H. JUDD W. M. BUCKINGHAM
25 Murray St. P. O. Box 4,
New Britain, Conn. Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 3.—Claude Elder, Missoula, Mont., reports spending Sunday, July 28, with Fan P. M. Silloway, 77 years young, visiting with the Bud Anderson Show at Stevensville. They accompanied the show to Hamilton, where it exhibited the following day. Nice business has been had thru Montana in spite of rain at some stands. Silloway, whose home is in Lewistown, is spending his vacation with the circus. He has seen the performance some 20 times, still enjoys it and finds new thrills each time.

While Russell Bros.' Circus was in the vicinity of Boston, Roy W. Schlottzauer, brother of CFA Fred W. Schlottzauer, of Oquawka, Ill., visited several times, together with his wife, Jean Martin and Josephine Mulville.

Don Bloxham, of Exira, Ia., writes: "I spent July 19 in Atlantic, Ia., on Cole Bros.' Circus. Everyone praised the performance, but business was very light at the matinee and just fair at night show. Was shown every possible courtesy by members of the staff. Members of the Hal Stone Players, 'SeaBee' Hayworth, manager, which was playing a few miles away, were on the lot, renewing acquaintances with the circus personnel and were guests of the management at the matinee."

CFA Jim Hoye, of Hartford, and Bill Montague, of West Hartford, visited Justus Edwards, of the Russell Bros.' advance, at his hotel in Hartford, Conn., evening of July 24. He was in Hartford in connection with the date of the show there August 6.

A son, Donald Philip, was born July 17 at the Hartford Hospital to Mr. and Mrs. Philip von Essen, of Hartford. Mrs. von Essen is the daughter of CFA C. E. Davis and Mrs. Davis, of Hartford, and they are grandparents for the first time. Charlie announced that young Donald is probably a potential circus fan as he was given an opportunity on July 27 to view the American three-ring circus (mystic), which was pitched on the Davis lot for three days.

F. E. Loxley, of Cranston, R. I., caught Russell Bros. at Fall River and Attleboro, Mass.

Paul Hoy, CFA of Sheldon, Ia., states that so far this season the circuses have missed them but managed to see Bud E. Anderson's show at Le Mars, Ia., and the Cole show at Council Bluffs, Ia. Crowd was slim for Cole due to terrible heat.

Arthur Stensvad is the only member of the Circus Fans' Association in North Platte, Neb., but he certainly did his part in boosting Cole Bros.' Circus when it showed there on July 26. Stensvad, at his own expense, purchased a two-column seven-inch space in the local paper and ran an ad inviting people to attend

LEWIS BROS.' CIRCUS

WANTS FOR VARIOUS DEPARTMENTS
Good Elephant Man, Harold "Buck" Preston, can place you. Truck Mechanics, Big Top Men, good Calliops Player, Musicians all instruments, Cook, Office Help, Side Show Ticket Sellers, George Adams, will place you. Bill Hart, Elephant Man; Spike English, can place you as his assistant. Useful people in all lines, write or wire as per route this issue.

WANTED TO BUY

Wrestling Bear, also other Trained Animals.

B. C. DAVENPORT

Dundee, Ill.

Dailey Bros.' Circus

WILL BUY SMALL CIRCUS FOR CASH

Tents, Seats, Light Plant, Trucks. State condition of Equipment.

BOX D-86, Billboard, Cincinnati, O.

TIGHTS

OPERA HOSE

KOHAN MFG. CO.

290 Taaffe Pl.,
Brooklyn, N. Y.

the show. The ad said in part: "North Platte member of the CFA invites you to attend Cole Bros.' Circus. North Platte will be host to the second largest circus in the United States July 26, when Cole Bros. will set up its acres of tents on the U. P. circus grounds. This fine show is reputed as having the best performance of any circus en route this season. The local members of the Circus Fans' Association of America are doing their best to make Cole Bros.' Circus' first appearance in North Platte a success and hopes that every true circus fan in North Platte and vicinity attends this truly great show."

Mr. and Mrs. Charles Olson and son, Glenn, and Mel and Walter B. Hohenadel, all of Rochelle, attended the matinee performance of the Big Show in Chicago on Sunday, July 28. On the lot they met Mr. and Mrs. Bob Clark, of Joliet, and Gordon M. Potter, of St. Joseph, Mich., who spent five days in Chicago while the show was there.

Lincoln Business Men Interested in the Circus

LINCOLN, Neb., Aug. 3.—Maybe there are waiters among business men in other parts of the country when a circus comes to town—and they cry that the big tops take money out of the community—but that isn't so in Lincoln.

No sooner had Cole Bros. cleared the city limits, after the biggest day's business in two weeks, when in a single day, these calls came to the desk of amusement editor Barney Oldfield, of *The Sunday Journal and Star*, about Ringling-Barnum due August 21:

Biggest garbage company in town wanted the right to contract for the after-show clean-up.

Biggest laundry syndicate dittoed for the wash.

Big department store wanted to know how to hook up for a circus sale day.

Oil company executive wanted to know where to write to reserve six seats front row center.

And five of the local theater managers yelled divvies on passes and said a change of entertainment pace wouldn't hurt their audiences one night.

Kayes Act at Blackpool

LONDON, July 13.—Priscilla Kayes' football dogs, now freed from contract with Bertram Mills' Circus, opened on July 1 at Blackpool Tower. The continental clowning team, Carol Brothers, has left the bill.

AN INDOOR circus event that has achieved unusual success consistently over a long period of years in the South-east, the Macon, Ga., Shrine Circus, will again be held. The Arab Patrol of Al Sillah Temple has started work with expectations of setting a new record. D. C. Ferguson again was named general chairman.

Pinder Lion Given To Manchester Zoo

LONDON, July 8.—To circumvent food and other problems William Pinder & Sons International Zoo-Circus has given one of its 2-year-old lions to Manchester Belle Vue Zoo. This circus, with a complement of 35 people, is traveling on six trucks. Like other circuses of moderate size, Pinder's has found it hard to get bandsmen and is therefore relying on a panatrophe and drums for its music. Program is sustained by two families, Pinder and Biddall.

Surviving for the time being difficulties facing all circuses here, the Sir Robert Fossett Circus is carrying on and meeting with fair business in the Western counties.

When the Lord John Sanger Circus played Oadby in Leicestershire, a member of the British CFA, Harry C. Bates, took along a party of 75 adults and 8 children. This is a record for an effort by an individual fan. Former members of this circus, George Sanger Jr. and Bill Pedersen, are playing in Feldman's season revue, *Keep Smiling*, at Blackpool. Sanger has a dog, pony and monk act, and Pedersen one of the best sea lion numbers in Britain.

Thru calls of military service Rosaires Circus has lost services of Martin Russell Hawkes, trainer of lions and pooches. Son of a parson, Hawkes has at times received publicity in the national press. Shortly after outbreak of the war he married Ida, youngest daughter of the Rosaire proprietors.

Circuses needing new paper are affected by the Control of Paper Order which restricts printing of posters on new paper to a maximum area of 2,400 square inches. Posters in excess are permitted only if printed on the back of others produced before May 27. This does not give much worry to shows out as their letterpress billing is usually under the limited size.

Mills Brothers in Uniform

LONDON, July 20.—Having seen the Bertram Mills Circus packed away in winter quarters where it will remain until the end of the war, the Mills brothers have donned uniform. Cyril is a junior officer at the War Office and Bernard an administrative pilot officer in the Royal Air Force. This is the first time since the start of Bertram Mills Tenting Circus that the brothers have worked away from each other.

Foster Agent for Paulo Show

LONDON, July 17.—Frank Foster, until the recent close, equestrian director with Bertram Mills Circus, is acting as advance agent for Paulo's Circus, which show, like most of the others still out, is sticking to the West and Wales.

Dressing Room Gossip

LEWIS BROS.—Paul M. Lewis received a new orange and red trailer sun canopy from Baker-Lockwood. The Dearo Troupe is a new addition to the big show. The Musical Carters joined the side show in Cheboygan. Captain English has as his new assistant on elephants D. Sheldon. Bobby Gordon left the show at Greenville to play fairs. Wild Bill Oswald is suffering from three broken ribs received in an accident a few days ago. Shirley Bell is practicing between shows every day. John Dusch celebrated his birthday anniversary last week by treating all to ice cream and cake.

The third of a series of soft ball was played between side show and big top teams of Lewis Brosended. It was second victory for big top boys, score 39 to 3. Lewie Watson, head ticket seller, has branched out to be a baritone singer. He does *Old Faithful* very good. Sy So-wash has augmented advance crew to 14 men. The Stitch and Chatter Club, with all members present, went on a picnic in Munising. Sally Ashworth and Jeanette Wallace were hostesses. Chicken sandwiches and pop were served.

EVA HINCKLEY.

COLE BROS.—There has been much sickness the last two weeks. Catherine Ryan, daughter of announcer Jack Ryan, was left in Iowa City, but am informed that she will be out soon and is going to the country for a rest. Ken Maynard was rushed to the hospital and stayed there a day. Is back on show again but

feeling weak. Lewis Nicholson and wife have been with the show the last few days visiting Zack Terrell. At Kearney, Neb., Bill Koplun, old Sells-Floto clown, was on the show all day visiting his old cronies. At Sterling, Colo., a windstorm hit the show and blew down the menagerie. Denver was the biggest stand of the season from all angles, it being the home town of many showfolk, including Bertha and Stella Rowland, Katie and Charley Lucky and Etta Hodgini. Denver gave show two packed matinees and up to the ring bank at both night shows. Visitors included Bobby Behee, brother of Clayton Behee, and Harry and Tommy Ross, formerly with this show, and the Four Clovers.

June Russell is in program doing waltz and rear. Mrs. Freeman, wife of the writer, returned to the show at Denver after being away two weeks in Peru, Ind. She is much improved and is in both riding acts, principal and the Reiffenach big act. She stopped off in Chicago and visited Homer and Juanita Hobson, Orrin and Dorothy Davenport and the Ringling showfolks. The high altitude in Colorado seems to be affecting all the performers on the show, Otto Griebing most of all. Mrs. Fred De Wolfe was a visitor in Denver. Had a chat with the writer and wife. Mrs. De Wolfe is an executive with the Big One. Hear that Nick and Dorothy Carter are doing very well with their new drive-in lunch stand just outside of Peru.

FREDDY FREEMAN.

Circus Saints AND Sinners' Club

By SERGT. LES KRAMER (Pinch-Hitting
for Fred P. Pitzer, National Secretary)

NEW YORK, Aug. 3.—John New, secretary of Charles H. Consolvo Tent, Norfolk, Va., wants to know about our annual convention. From late reports it will be held in New York on September 25, with perhaps another day of festivities devoted to taking in the World's Fair or something as good. The Executive Board is working hard to dig up a Fall Guy of national fame and/or importance. News will be communicated to the faithful as soon as it breaks here.

Harold Hoffman, president of the Dexter Fellows Tent, has invited the executive board of governors to meet aboard somebody's yacht next Tuesday (August 6) off Bay Head, N. J. While individual members of the board have been accused of paying too much attention to liquids, this will be the first time in its history that the entire committee will be afloat.

A week after the yachting party the board journeys to Chinatown for a Mandarin dinner, arranged by Doc Clement thru Dr. William Poy Lee, a good Sinner. From what we've heard these dinners take about three hours and consist of about 25 courses, each topped by its special soup. Wonder what the boys in clown alley are having that night.

Plans are taking form for a big party at the Auguste Estate in Harrison, N. Y., for Sunday, August 18. We're trying to get together a battle royal of the four most famous softball teams in the country—Lowell Thomas' Nine Old Men, Bob Ripley's Believe-It-or-Nots, some other troupe and our own Saints and Sinners team. Tex O'Rourke and Freddie Benham are co-impresarios of this startling shenanigan.

Joe Pearman, governor, dropped by the other day to explain the salient points of some new stuff he's promoting. Joe is an Olympic champion walker and was formerly a leg-man for the *Winged Foot Magazine*; now he's hoofing it for Eagle Air Cushion Heels.

Bill Dunn, vice-president of Manufacturers Trust and treasurer of the Ringling show, is shoving off in a couple of days for a month's concentrated loafing on an island he has just purchased off the coast of North Carolina. A summons has been issued to all striped bass to gather and be gathered.

Ollie Oliphant is taking it easy in Connecticut after a tough winter. His wife had a siege in the hospital. Both are relaxing while we sit here and sweat and carry on.

Sinner Ben Zufall is hunting for a lodge in the Adirondacks.

Fall Guy Sir Hubert Wilkins was out to the World's Fair the other evening at a dinner of the Adventurers' Club. Among other Dexter Fellows Tent Sinners attending were Ray Schindler, Red Haffenden and the legendary Bert Cobb. Fall Guy Frank Buck threw us a one-hour show at his Jungland concession, with free hot dogs and coffee afterward. Capt. Spain's elephants and Koontz's lions did their stuff for us in great shape.

Wathon Interned as Alien

LONDON, July 20.—Instead of being on his way to America, Stanley W. Wathon, circus agent, has been interned as an alien. Following the internment the London County Council revoked his license to act as a theatrical and circus agent. Wathon has approached the United States Consul General in London for assistance in his appeal against internment.

It has been widely understood that Wathon was born in Boston, Mass., but with the news of his internment comes a statement that he is a naturalized American subject of Austrian birth. Arriving in England on holiday, June 28, 1912, he decided to sell his American interests and make this country his home. It was just after the Great War that he came into prominence as a booker of circus talent.

IN PLACE of Charlie Hanke, German-born high-school rider and horse-act trainer, Chessington Zoo-Circus in England has obtained Czeslaw Mrockowski, who was with Bertram Mills Circus right from the time that show acquired its own horses until the recent close. Mrockowski is a Pole, the son of a European circus owner who was killed in the Nazi invasion of Poland.

Under the Marquee

By CIRCUS SOLLY

HORACE E. ROSE (Cairo, magician) left O. C. Buck Shows and joined Hunt Bros.' Circus at Orleans, Mass.

EDDIE ALLEN, in Chicago after playing the Aquatennial at Minneapolis, reports that the affair was a tremendous success.

J. S. KRITCHFIELD saw Cole Bros.' Circus at Gary, Ind., and Ringling-Barnum in Chicago. He is visiting his brother and sister in the Windy City.

C. L. ALDERFER, located at Keokuk, Ia., who observed his 65th birthday anniversary in July, has spent 44 years of that time with the white tops.

FLYING ROMAS have added another girl flyer, Pat Bowers, making a four-girl act, two girls and two men. They have booked a long string of fair dates.

Circuses will not get very far if they play territory out of season.

CLINT W. SHUFORD, for 20 years in the employ of Charles Sparks as treasurer, and Mrs. Shuford spent two week-ends in Macon, Ga., recently while the Alrico Attractions were in that vicinity.

FRANCES J. LE CLAIR, wife of Jack Le Clair of the Ringling show, visited her husband while the show was playing Chicago. She has returned to their home in New York.

DON LeROY Troupe (Don Hammond) closed a four weeks' engagement with Robbins Bros.' Circus and will play fairs for DeWaldo, opening at Park Rapids, Minn., August 8-11.

ROMIG & ROONEY CIRCUS played at St. Clair Shores, Mich., July 27-28 to good business, aided by the weather. Rides and concessions were booked independently. Event was sponsored by the Veterans of Foreign Wars.

LARRY BURNS has been a patient at Binghamton City Hospital, Binghamton, N. Y., since July 4, when taken sick while on the Hamid-Morton Circus. He underwent a serious operation. Burns would appreciate hearing from friends.

FRED KILGORE, contracting agent, and Jimmie Gallagher were guests of Art Lind at the Silver Blue Room, Boston, and recalled many incidents on the Cole Bros.-Clyde Beatty Circus. Max Linderman also was a visitor.

ARTHUR STENSVAD reports that Cole Bros.' Circus had a full house at the matinee and three-quarter house in the evening at North Platte, Neb. *The Daily Telegraph* there gave the show an excellent notice.

JIMMY HURTT, circus cornet player, is doing fine with his band at Thomasboro High School, near Charlotte, N. C. He is also working as first trumpeter in a dance band and solo cornet player with the Shrine Temple Band in Charlotte.

DURING the engagement of the Ringling show in Chicago Al Tint, minstrel man, visited Merle Evans, band leader; Henry Kyes and Joe Dobie, of the band, with all of whom he trouped in the old minstrel days.

JOHN ROBINSON'S elephants, with the Marks Shows, will go to the Wendell Willkie notification ceremony at Elwood, Ind. They will be there with the Cincinnati Republican delegation. Following their "engagement" they will return to the carnival.

Kinker (a performer) is a word that is seldom heard these days. It was a common expression some years ago.

JOSEPH FLEMING writes from Trenton, Neb., that he and his wife, O. G. Smith and O. D. Fleming drove 250 miles July 26 to North Platte, Neb., to see Cole Bros.' matinee. House was full and he says it was good to see some fine baggage stock once more.

MEL SMITH, formerly with the Al G. Barnes and other circuses and later manager for Sally Rand, was a Chicago visitor last week on his way from the West Coast to New York to visit the World's Fair. Smith and his wife, the former Mamie Ward, are now operating the New Chetco Inn at Brookings, Ore.

H. R. BRISON writes from Jay, N. Y., that Fred Timon, circus fan of Oswego, N. Y., made a jump of 216 miles to spend a day on Bell Bros.' Circus. Brison also informs that Beers-Barnes Circus, with Oscar Wiley as agent, is playing resort towns in New York and that Texas Ella Wild West Shows is up around Jay.

WALTER L. MAIN and wife have been visiting Mrs. Main's brother, W. D. Schneider, in Maplewood, N. J. They spent one day in Asbury Park, a Sunday at Coney Island, N. Y., and also saw the New York World's Fair. Main says he expects to make the San Francisco fair later.

GLENN J. JARMES and three sons and daughter, Glenna Jo Anné, were guests of Mike Michaels, Butch and Noyells Burkhardt on Cole Bros.' Circus at Iowa City, Ia., July 24. They drove 150 miles. Ringling-Barnum had a lot of wait paper up around Iowa City for its Cedar Rapids date August 1.

CHARLES SPARKS is continuing to take life easy in Macon, Ga., where he is living at the Hotel Dempsey. Solly understands he is still intensely interested in circus business and is enjoying very good health. He has visited several outdoor attractions playing in that region in recent months.

Something that will kill business with circuses quicker than anything else is grift, yet there are shows that still have it.

IN LAST week's issue it was stated that E. M. Jacobs will present Police Circus in the Boston Garden and that it is understood that he will take the same show to Cleveland and perhaps one other city. In a letter to *The Billboard*, Jacobs says: "Altho there was some talk of my putting on a show in Cleveland, there has been a change in plans, therefore that part of the article is incorrect."

C. M. HIBBARD, formerly assistant superintendent of canvas on the Big One, and son, Herbert, motored to South Bend, Ind., from Sturgis, Mich., July 19 and took in the matinee of R-B. Hibbard says the spec and European animal acts were wonderful and the two and three-quarter hour performance well balanced. He visited with Bill Curtis, Ed Kelly, Bill Bartlett, John Carson, Shanty Parker and others.

ART DEUTSCH, former secretary at Clyde Beatty's Jungle Zoo in Fort Lauderdale, Fla., and press agent for Bob Morton on 1939-'40 indoor dates, left the Hamid-Morton summer show following the Reading, Pa., engagement. Deutsch put in a few weeks at Hamid's Million-Dollar Pier, Atlantic City, promoting outings and picnics before assuming his present position with an electric motor company in Hartwick, N. Y.

DOC WADDELL letters from Springfield, O.: "F. S. Leslie has taken residence at the Ohio Masonic Home and has been made honorary member of the showfolk organization there. James G. Gardner, retired Frisco railroad conductor, known to many circus people, resides at Pensacola, Fla. L. C. Gillette, veteran circus agent, also lives there. His wife celebrated her 72nd birthday anniversary July 26. J. Harry Johnson, old-time show fan of Macon (Ga.) Chamber of Commerce, was recently married."

DOC AND MA KELLEY and Irene Wilcox, of the Doc & Ma Shows, attended Hunt Bros.' Circus at Norwich, Conn., August 1. Charles Hunt extended every courtesy, including an invitation to dinner in the cookhouse. On the lot were Walter and Mabel Buckingham, Doctor Ganey, "Bugs" Raymond, Felix Callahan and Sam Prentice, all Circus Fans. Doc Kelley reports a half house at the matinee and a good house at night. Program is well balanced and acts and 10-piece band are good, he says. Hunt and Kelley started their circus careers in 1889.

The city council of Macon, Ga., recently re-enacted restrictive legislation concerning the exhibition of circuses there in October unless the show appears under auspices of the State Fair.

R. M. HARVEY, general agent of Russell Bros.' Circus, writes that he runs across peculiar and amusing situations. "For instance," he says, "I recently investigated an Eastern city where the show lot, the only one in the city, is

Outdoor Show Workers:

THE RINGLING BROS.-BARNUM & BAILEY COMBINED SHOWS HAS BEEN ORDERED BY THE NATIONAL LABOR RELATIONS BOARD NOT TO RECOGNIZE THE AMERICAN FEDERATION OF OUTDOOR AND INDOOR CIRCUS AND CARNIVAL WORKERS AS A LABOR ORGANIZATION.

This means there is only ONE union that can protect you—

THE CIRCUS, CARNIVAL, FAIRS & RODEO INTERNATIONAL UNION

(Affiliated With the American Federation of Labor)

Robert C. Williams, field examiner for the NLRB, 13th Region, Chicago, notified Ralph Whitehead, international president of the Circus, Carnival, Fairs & Rodeo International Union, on July 30, 1940, that the Ringling show posted an official notice (NLRB Case No. 11-C-2929) on the morning of July 25, 1940, and that said notice will remain up for 60 consecutive working days, as required by the Board, wherever the circus is performing.

The notice further provides that:

- 1—The Ringling show will not interfere with its employees' right to collective bargaining.
- 2—The Ringling show will not deal with the American Federation of Outdoor & Indoor Circus & Carnival Workers.
- 3—The Ringling show will not restrict employees from joining any union affiliated with the American Federation of Labor.

THIS ADVERTISEMENT IS NOTICE TO OUTDOOR SHOW BUSINESS THAT THE CIRCUS, CARNIVAL, FAIRS & RODEO INTERNATIONAL UNION IS THE ONLY A. F. OF L. UNION COVERING WORKERS IN THE OUTDOOR AMUSEMENT FIELDS. THIS FACT HAS BEEN EMPHASIZED AGAIN AND AGAIN BY WILLIAM GREEN, PRESIDENT OF THE AMERICAN FEDERATION OF LABOR.

FURTHERMORE, THERE IS NO JURISDICTIONAL FIGHT BETWEEN THE CIRCUS, CARNIVAL, FAIRS & RODEO INTERNATIONAL UNION AND THE AMERICAN GUILD OF VARIETY ARTISTS. ON JANUARY 18, 1940, THE ASSOCIATED ACTORS & ARTISTS OF AMERICA (PARENT BODY OF ACVA) NOTIFIED WILLIAM GREEN THAT IT "HAS NO INTENTION OF ORGANIZING WORKERS IN THE CIRCUS AND CARNIVAL FIELDS OTHER THAN PERFORMERS." "FRICTION" BETWEEN THE ACVA AND THE CCF&RIU IS JUST ANOTHER SMOKE-SCREEN THROWN UP BY MANAGERMENTS WHICH DO NOT WANT TO GRANT COLLECTIVE BARGAINING.

Workers—Sooner or later you will join the Circus, Carnival, Fairs and Rodeo International Union. So you might as well join now!

Write, Wire, Phone or Contact

National Headquarters at 1560 Broadway, Room 507, New York, N. Y. (Wisconsin 7-9021)

owned by the Board of Education. It refused us a permit to use the grounds because our date would be during the vacation period. It wants circuses when schools are open, but will not rent the grounds if the date is on a Saturday, because it wants to give the kids an extra half-holiday by dismissing schools for the circus. Another incident. The city council of Middletown, Conn., has passed a zoning ordinance which requires circuses to exhibit in the industrial or business section of the city. They are prohibited in the residential sections despite the fact that in fully 95 per cent of the show stands the lots are in the residential sections."

The Corral

By ROWDY WADDY

FEDERATED CLUBS of Detroit will sponsor a nine-day rodeo to be held in Sports Park there soon. Show is not a contest but many cowboys and cowgirls are expected in for the event. Stock and people have been contracted thru Ed Rals, owner YX Ranch, Garden City, Mich.

FIFTH ANNUAL Black Hills Western Gateway Celebration will be held at Newcastle, Wyo., soon in the new rodeo and stock showgrounds. Earl Z. Crum is chairman; Andy Hansen, secretary. T. C. (Boozie) Howell will be in charge of the rodeo. Show is open to all members of the Cowboys' Turtles Association. O'Neill Brothers will clown the show.

RECENT SONOMA RODEO at Millerick Ranch, Shellville, Sonoma County, Calif., attracted some 4,000. Jack Millerick was general manager; Al Caffodio, secretary; Bob Walden and Ward Watkins, arena judges; Doff Aber and Lois Grubb, timers; Abe Lefton, announcer; Steve Shannon, clown. Trick riders were Montie Montana, Louise Montana, Bernice Taylor, Dick Griffith, Alan Pattee, Bud Anthony. Results: Bronk Riding—Pete Grubb, Bill McMackin, Burel Mulkey, Frank Schneider. Steer Wrestling—Glen Shaw, Joe Mendes, Harry Knight, John Mendes. Calf Roping—Harold Jackson, John Bowman, Al Morris; John Schneider and Cleve Kelley split fourth. Single Steer Roping—John Bowman,

Cleve Kelley, Burel Mulkey, Joe Mendes. Bareback Bronk Riding—Sam Fancher; John Bertram and Carl Dossey split second; Frank Schneider. Brahma Bull Riding—Frank Schneider, John Schneider, Manuel Souza.

SOME 20,000 turned out July 4 for the final performances of the annual three-day Texas Cowboys' Reunion at Stamford. Event drew a gate of about 58,000. Finalists were: Saddle Bronk Riding—Woody Lewis, Johnnie Downs, Ace Elmore, Dan Utley. Steer Riding—Gerald Derrick, Joe Hale, Guy Harrell, Johnny Stovall. Wild Cow Milking—George Brown, Jim Reynolds, John Wallace and Curtis Driver. Calf Roping—Jim Reynolds, C. T. Till, Bill Breen, Elmo Favors. Mrs. Christine Northcutt was named champion cowgirl calf roper over a field of 30 contestants. A horse show and election of officers for 1940 were other features, with J. Ellison Carroll named president and E. W. Cowden first vice-president; Kid Jeffers, second vice-president; G. E. Coombes, secretary; Glen Colfee, range boss; Charles L. Mays, wagon boss; Bob Weatherby, wagon cook; Pete Holcombe, horse wrangler, and G. F. Ratliff, chairman, board of directors. Music was provided by the Hardin-Simmons University Cowboy Band.

TWO-DAY MacLeod (Alta.) Stampede, July 1-2, attracted 2,000 the first day and 1,200 the second. Weather was ideal and only minor injuries prevailed. Results: Saddle Ride—First day, Frank McDonald, Jimmy Robinson, Merton Franklin. Second day, Joe Warrior, Jimmy Robinson; Pat Addison and Doug Bruce split third. Finals, Jimmy Robinson, Frank McDonald, Joe Warrior. Steer Riding—First day, Bill Clarke, Roy Baird, Roy West. Calf Roping—First day, Sandy Connell, Norman Porter, Dick Andrews. Second day, Dick Jackman, Frank Many Fingers; Frank McDonald and Jack Streeter split third. Finals, Sandy Connell, Frank Many Fingers, Sandy Porter. Steer Decorating—First day, Frank McDonald, Jimmy Wells, Warner Linder. Second day, Warner Linder, Dick Andrews, Jimmy Wells. Finals, Jimmy Wells, Frank McDonald, Frank Many Fingers. Wild Horse Race—First day, Frank Many Fingers, Jim Wells, Joe Warrior. Second day, Frank Vaile, Roy Baird, Frank Many Fingers. Dan Boyle announced.

Venice Pier Is Holding Draw on Par With Past

VENICE, Calif., Aug. 3.—Venice Pier here, operated by the Abbott-Kinney Co., has been drawing crowds on a par with former years. Weekly nickel days have been good crowd-pullers and special attractions are booked for week-ends. Recently appearing was Jack McAfee's Clown Band. Marked change in type of concessions has resulted, according to concessioners, in somewhat decreased takes. Charles Tuman is director of concessions and owns a number of them.

Edith Bullock, secretary-treasurer of American Amusement Enterprises, ride operator, reported business satisfactory. Ted Newcombe, manager of the fun-house, said addition of attractions has stimulated business. A recent addition is an eight-piece band. President George E. Lewin and E. F. St. Clair, of Giant Dipper Corp., said business was average.

Concessions and attractions include magic goods, Bill Llewellyn, Sam Houston; Clarence Eatery, Clarence Sewerka, owner; Bess Martin, Chester Jordan, May Brennan, Jerry Carstairs. Bright Spot Lunch, Joe Fox, owner; Kirk Burton, Henry Nielsen, Joe Messenger. Photo strips, Ray Kancee, Ellen Beardsley; Curries' Mile Hi cones, Albert I. Ward, owner; May Hutson, Jean McBride, Lottie Youngblood, Ned Orman. Lunch and drinks, George Sewell, Bat Jennison, Hughey Warden, Lee Pearson; sno cones, Jack Matz, Millie Sterling; hot dogs and drinks, M. Horowitz, Esther Muers; Mother's Pantry, Rose Swiryer, Ruth Farrington, Nellie Gilroy; candy and pop (See VENICE PIER AT PAR on page 36)

Tex. Pier May Be Enlarged

PORT ARTHUR, Tex., Aug. 3.—In an effort to get ideas for development of Pleasure Pier here, members of the Chamber of Commerce pier committee recently went to Galveston to investigate cost of recreational facilities and inspect plans for the \$1,000,000 pier to be built there, reported Jules Naquin, pavilion operator. Business is good here. Latest addition to the pier is a gift of 14 benches by a lumber company. Naquin said he plans to screen part of the pavilion, arrange floor shows and may sand the pavilion dance floor.

Heat Aids Tidewater Spots

NORFOLK, Va., Aug. 3.—During the hot spell the best week of the season was registered at Virginia Beach, Ocean View and Buckroe Beach as thousands sought relief from 100-plus temperatures. Rush made up for small crowds the July 4 week-end, when rain and cold kept attendance to a low figure. Tail of a hurricane-like wind struck Virginia Beach Thursday night, damaging the Surf Club considerably.



GUY HUNT (right) and Bill Gerst (left) exchange glad hands with each other on the anniversary of their fourth year of successful operation of Hunt's Ocean Pier, Wildwood, N. J. Guy is the son of William C. Hunt, owner of the pier and one of the leading figures in New Jersey amusement circles. Gerst is also publicity and advertising director for Hunt's Amusement Enterprises, Inc.



HUNT'S OCEAN PIER, WILDWOOD, N. J., is having one of its best seasons, marked by the introduction of two new Funhouses and a mystery walk-thru, making it more than 20 attractions for the single admission. The pier is being operated for the fourth year by Guy Hunt and Bill Gerst, of Hunt's Amusement Enterprises.

Texas Casino Files Some Grosses Up In Bankruptcy Case With Spotty Trade In July 20 Reports

FORT WORTH, Tex., Aug. 3.—Casino Park, Lake Worth, has filed voluntary bankruptcy proceedings in Federal District Court here and a hearing has been set for August 8. However, it is planned for boardwalk attractions, and ballroom to remain open thru the regular closing on Labor Day. James E. Whitmore has been named receiver, and George Smith, president of Casino Park, Inc., will continue as operator of the Casino.

Proceedings were brought to avert a threatened shutdown of the park when the State comptroller last week obtained a temporary injunction in Austin, restraining the Casino from operating until it had paid \$2,000 in back taxes. Comptroller's department also wants the Casino to file quarterly statements of admission receipts. According to Casino attorneys, the dispute with the State involved a levy on a concession on the boardwalk. It is said the State charged a concession operator \$105 per year but raised the tax to \$254 when Smith took over this game. Following the injunction, State officials were to padlock the place on July 26, but the receivership application averted this.

Casino Corp.'s financial troubles were ironed out in Federal Court here last February when the corporation proposed an arrangement with creditors, listing Casino's liabilities at \$39,104 and assets of \$47,991 but listing cash on hand amounting to only \$100. The financial arrangement was approved on May 1, all creditors agreeing to accept notes bearing 5 per cent interest and to receive payments from net profits, plus interest, each November 1 until indebtedness was erased.

According to the receiver, the park will be closed before Labor Day if it does not operate at a profit the remainder of the season. Several name bands, including those of Buddy Rogers and Ted Fio Rito, have been booked for the ballroom, and the receiver is depending on these engagements to increase business.

CHICAGO, Aug. 4.—Gross comparisons with 1939 on the season up to and including the third week in July in reports coming to the offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, here show: Alabama, 30 per cent less; California, 5 per cent less; Eastern Canada 21.5 increase; Maryland, 15.5 per cent less; Northeastern Massachusetts, 18 per cent less; Revere Beach, Mass., 10 per cent less; Michigan, 18 per cent increase; Eastern Missouri, 4.7 per cent less; Eastern New York, 10.6 per cent less; Midwestern New York, 3 per cent increase; Northern Ohio, 15 per cent less; Southern Ohio, 1 per cent increase; Oklahoma, 7 per cent less; Oregon, 22 per cent increase; Eastern Pennsylvania, 6.1 per cent less; Midwestern Pennsylvania, 12½ per cent increase; Northwestern Pennsylvania, 4½ increase; Rocky Mountain section, 14 per cent less; Wisconsin, (See REPORTS TO JULY 20 on page 40)

Detroit Spots Hold Up End In Annual Auto Work Slump

DETROIT, Aug. 3.—Detroit park business had its third good week-end in a row, due entirely to warm weather. Spots 30 miles or so from the city also had increases, in some cases of sizable proportions. These more remote parks, mostly smaller than those in Detroit, suffered earlier in the season from handicap of weather in proportion to their distances.

Detroit auto factories are in the midst of a summer layoff, which is adversely affecting local business, altho parks appear to be getting more than any other type of amusement at present.

Layoff is seasonal, due to annual change of models, but extends well around the many departments of the industry and affects tens of thousands of families, with resultant uncertainty in recreational spending.

Briefs From All Around the Field

PHILADELPHIA. — Frankie Schluth marked his 10th anniversary last week as director of Willow Grove Park's Sunday stage shows. Thruout August Thursdays and Fridays are bargain days in the park, free and part-paid amusement tickets being obtained from milkmen and grocers.

CANTON, O.—Bathing beach in Meyers Lake Park here hung up an all-time patronage record on July 28, Manager Carl Sinclair said, as thousands sought relief from heat. Peak heat period of the last week in July gave the park some big days in attendance, but spending was not as good as it might have been. Hot weather had a telling effect on dance patronage, hurrying name band grosses Sunday nights.

CHIPPEWA LAKE, O.—Bathing beauty

contest for Northeastern Ohio will be a feature of a governor's Citizenship Day rally in Chippewa Lake Park on August 7, said Parker Beach, manager. Winner, to be chosen from 50 entrants from eight counties, will be given a three-day cruise on Lake Erie.

DETROIT.—Fons Lake Park, just north of Detroit, has been leased for 10 years by Earl A. McIntyre, who has been a carnival concession operator in this territory several years. Park, under development for two or three years, has dance hall, swimming beach, concessions and picnic grove. Plans call for addition of rides and other attractions.

MARSHALL HALL, Md.—Marshall Hall Park has scheduled its 56th annual tilting tournament for August 21, officials report. Eight prizes will be awarded and

Hamid Wallops AC "Bickering" Over Aged Deed

ATLANTIC CITY, Aug. 3.—Expressing discouragement at "constant bickering" of beach-front interests on the easement deed, George A. Hamid, operator of Hamid's Million-Dollar Pier here, has threatened "to give these complainants something to complain about." Mayor Tom Taggart Jr. had thwarted an attempt of beach-front interests in instituting court action to have the beach revert back to them on charges that the amusement piers had violated provisions of the easement deed which turned the beaches over to the city for public use. While the whole question had been tabled until fall, trouble broke out anew this week.

Hamid's statement was in reply to an announcement by former Senator Emerson L. Richards, representing boardwalk bathhouse interests, that he would file a suit in Chancery Court to enforce provisions of the easement deed, which prohibits certain commercial activities on the ocean side of the Boardwalk. Richards had specifically complained about Hamid's Pier offering free bathing facilities. Hamid indicated last week that if beach-front interests did not stop bickering he would "install a large restaurant on the pier and give the food away." He was also quoted as refusing terms of a compromise offered on the bathing situation.

Returning to the shore last week, he issued this statement: "Upon my arrival I was astonished to see that the controversy over the easement deed was still raging in spite of the fact that we have done everything in our power to co-operate with the mayor and the city. We have not only complied with their requests after several conferences but have exhibited every effort to save the mayor and city commissioners from any embarrassment, realizing that they have only recently gone into office and, per Mr. Taggart's request, should be given a chance to study the various complaints and violations.

Deplores Lack of Signs

"But it seems, regardless of how much we sacrifice and co-operate, certain selfish interests and so-called prominent citizens are never satisfied. We took over Million-Dollar Pier a little over two years ago and have expended over \$300,000 in improvements and local employment in addition to several hundred (See HAMID WALLOPS on page 36)

All-High Jam Eases AC Ops

ATLANTIC CITY, Aug. 3. — Merchants and showmen, having dropped that harried look on the previous Sunday when 400,000 jammed the shore, found greater throngs last Sunday, an estimate of more than 600,000. This figure, shore officials said, topped by a trifle the all-time record of Labor Day, 1937.

The bulk, as usual, came from Philadelphia and environs, New York contributed more than its share and other inland cities, also in the grip of heat, sent quotas seeking relief. Piers and other seaside spots had overflow crowds, all amusement centers reporting pre-depression business Saturday night with many free spenders making the rounds until daylight. Bathhouses got their first big night patronage.

On Sunday there were nine extra trains from Camden, N. J., and 12 from Philadelphia, while two extra boats were added to regular runs of Market street ferries. The lines estimated a total of 80,000 handled on Sunday, a 10 per cent increase over figures of the previous week, which were termed best in years. Boardwalk and beach-front hotel men reported heavy reservations and agreed that the resort should have one of the biggest Augusts in history.

there will be picnics, free band concerts, dancing, crowning of a queen and an oration. Some new rides have been added. Daily trip from Washington to the park is made on the Potomac River by the new S. S. Mount Vernon. It accommodates 2,400 and offers free dancing on an air-conditioned deck to Meyer Davis' music.

Grand-Stand Shows

BOONE County Jamboree will be presented on the first night of Muskingum County Fair, Zanewise, O. Other three nights will have Col. A. L. Gatewood's Flying X Rodeo, said Leslie Wilson, fair secretary.

BOOKED for Tulsa (Okla.) State Fair are Barnes-Carruthers' *Show of the Century*, Jimmie Lynch's Death Dodgers, Sloan auto races and Thearle-Duffield fireworks, reported Nat D. Rodgers, who will present two special events nightly and handle tickets.

BARNES-CARRUTHERS has booked a show for Mississippi State Fair and Dairy Show at Meridian and Thearle-Duffield fireworks will be presented, said Nat D. Rodgers, who will handle two special events, auto giveaway on the final night and tickets.

AMONG fairs set by George A. Hamid, Inc., for Ernie Wiswell and His Funny Ford, he reports, are New York State Fair, Syracuse, and Maine State Fair, Lewiston.

FOUR KRESSELLS, who have been playing celebrations in Iowa and Nebraska since June 1, report they presented their aerial and comedy acrobatic acts at Donnellson (Ia.) Fair on July 25 and 26.

ACTS booked by the Frank Melville Agency for Stanstead Regional Fair, Ayers Cliff, Que., according to Publicity and Advertising Director Gordon H. Beerworth, are Red Smith, emcee; Musical Plumber, Four Southland Rhythm Girls, Merry Madcap Revue and Captain Engerer's Wild Animal Circus. Two local bands will furnish music.

C. C. BONETTE, balloonist, reported he has signed to appear at three-day Plymouth (N. H.) Fair, where he made his first ascension 48 years ago and has appeared frequently since. In two years he will celebrate his golden anniversary as a performer. He recently worked an event in Lawrence, Mass., under auspices of the American Legion Post and reports he has been re-engaged for 1941.

AFTER playing Greene County Fair, Xenia, O., Renfro Valet Barn Dance troupe broke all attendance records night of August 1 at Plain City (O.) Fair, said Fair Secretary J. L. Rihl.

Trenton Program Completed

TRENTON, N. J., Aug. 3.—Under guidance of William D. Lynn, the number of grange exhibits at New Jersey State Fair here have grown yearly since 1936, when there were five. This year there will be 28 groups exhibiting, representing 12 of the State's 21 counties. In 1937 there were 10; 1938, 15; 1939, 20. Entertainment program for the fair is about completed. Managing Director George A. Hamid will provide a revue, Lucky Tetter's Hell Drivers for two days, four days of trotting and pacing, a one-day program of midjet auto races obtained thru Sherman F. Crose, of Speedway Enterprises, and Ralph A. Hankinson auto races on final day.

Bill Set for Yakima, Wash.

YAKIMA, Wash., Aug. 3.—Greatly increased attendance over the 70,000 of last year is expected at the 1940 second annual Central Washington Fair here, which has taken the place of the old Washington State Fair, said Manager J. Hugh King. It is planned to stage four grand-stand shows, including a rodeo, horse, midjet auto and stock car races and a thrill program on the final day. Charles A. Ziegler's Shows will be on the midway. Live-stock show is expected to be large. Fair has backing of business men and granges. Four counties are interested in it. Prices will be kept to a minimum to draw family attendance.

Ind. Fair Signs Contracts

NEW ALBANY, Ind., Aug. 3.—Three-year contracts with the city and J. F. Sparks Shows were signed by the executive committee of Floyd County Fair Association on July 27, reported President M. A. Garrison. Contract with the city assures the fair association use of Municipal Park, while the agreement with the Sparks Shows gives the midway to that organization. The association was recently incorporated, with civic leaders and J. F. Sparks as stockholders. Proceeds during the next three years will be used to erect permanent buildings on the property.

N. J. Annual Is Extended

PITMAN, N. J., Aug. 3.—Altho it was originally planned to run Gloucester County Fair at Aleyon Park here two days, Gloucester County Agricultural Co-Operative Association, which took over the fair last month after it was dropped by the county grange, has decided to conduct the fair three days. The grange had operated the fair 46 years. With pari-mutuel betting legalized in the State, introduction of horse racing next year is expected to revive many other county annuals.

REGINA'S OPENER

(Continued from page 37)
dreds turned back. Exhibits were well on par with those of former years. Weather was good except on Saturday night, when rain forced the grand-stand show, *Flying Colors*, to halt halfway thru the performance and caused midway shows to close earlier and tear down in a drenching rain. Fair was officially opened by the highest military authority in Saskatchewan, Brig.-Gen. C. B. Russell, D. S. O., who stressed the importance of agricultural production in the war effort.

Popular in Edmonton

EDMONTON, Alta., Aug. 3.—Total attendance at the 62d annual Edmonton Exhibition on July 15-20 was 144,975, a decrease of only 5,655, altho there were two days of rain, said Managing Director Percy W. Abbott.

"The fact the exhibition made such a surprising recovery after two days of rain is proof that the people want their summer fair in spite of wartime conditions," he said.

Pari-mutuels take totaled \$322,651, compared with \$335,638 a year ago. On the final day \$76,846 went into the pari-mutuels, establishing an all-time one-day high. Children's Day was the biggest opener in years, with 24,938 as compared to 23,310 in 1939.

Chilly rain on the second day kept attendance down to 17,105 as compared to 24,879 last year, canceled fireworks in front of the grand stand and forced the revue, *Flying Colors*, and 3,000 spectators into the near-by Arena. During the two hours while a makeshift stage was being built in the Arena and props were being assembled, Lester Cole, emcee of the revue, stayed in front of the p.-a. system, singing and joking and keeping the crowd happy. Because of heavy rain Citizens' Day, Wednesday, was postponed until Thursday by Mayor Fry of Edmonton.

Benefit Show Nets \$7,000

Wednesday, second day of almost continuous rain, drew 17,228, as compared to 29,221 in 1939. Grand-stand performance was again held in the Arena. First fine weather came on Thursday and attendance went to 30,061 as compared to last year's 25,177. Pari-mutuel take was \$56,235 as compared to \$49,331. Largest grand-stand attendance of the week was chalked up, between 7,000 and 8,000. Fireworks display was given for the first time.

At midnight on Thursday a special show was given in front of the grand stand by members of the *Flying Colors* revue and Royal American Shows entertainers, proceeds from the show and sale of refreshments being divided equally among the I. O. D. E. and the Red Cross. Nearly 2,000 attended and 1,000 bought tickets but did not attend. All talent and work was donated; there was no free list. Midway employees bought \$800 worth of tickets; Ted Club, women's organization of the RAS, donated \$80 and fair directors paid \$78. Executives of the Royal American Shows and some directors of the fair paid \$25 each for box seats. Regular reserves sold for \$1 and rush seats for 75 cents. The show, arranged at suggestion of Royal American Shows and Barnes-Carruthers, netted over \$7,000.

On Friday gate was 30,961, as compared to 27,353 last year. Extra seats failed to accommodate the grand-stand crowd of 9,000. Last day drew 24,680, compared to 20,688 in 1939. Over 5,000 saw the night grand-stand performance and between 5,000 and 6,000 attended afternoon races.

Calgary, Edmonton Pay Off

CALGARY, Alta., Aug. 3.—"Recently reference was made to several leading fairs of the prairie provinces being compelled to make reductions of from 40 to 60 per cent in live-stock prize because of loss of federal grants," said E. L. Richardson, retiring general manager of Calgary Exhibition and Stampede.

"Calgary Exhibition and Stampede on July 8-13 paid the prize money in full and such was the case at Edmonton Exhibition on July 15-20. So we cannot

be classed with fairs which have not paid their prizes in full."

AGRICULTURAL DATA

(Continued from page 37)
will be only slightly smaller than the average for the last 10 years, a rye crop of average size is in the making, and the output of feed grains should be substantially above average, according to the Crop Reporting Board. The board said in June: "With pastures good and present and prospective grain and hay supplies ample, feed conditions are favorable for the production of live stock and live-stock products. On June 1 the reported rate of milk production per cow and the number of eggs produced per 100 hens were the highest on record for that date."

Viewing crop productions as a whole, it was indicated that good yields may more than offset the smaller acreage this year. June 1 returns from crop reporters as to composite prospects for "all crops" averaged about 5 per cent higher than at the corresponding time a year ago, but about 2 per cent below the "quite favorable" reports of two years ago.

EXPORTS: REDUCED

United States exports of agricultural products have been sharply reduced in recent months. The total—excluding cotton and pork products—was smaller during the first nine months of the European War than in the like period a year earlier. Prospects for an immediate increase in exports are not good. Meanwhile, new crops are being made in the United States, and large quantities of principal agricultural products will be available for export during the next 12 months. Rough estimates indicate more than 300,000,000 bushels of wheat for carry-over and export during this period, a surplus of between 500,000,000 and 1,000,000,000 bushels of corn (depending on the size of this year's crop), approximately 500,000,000 pounds of lard and 500,000,000 pounds of pork.

The United States could export large quantities of evaporated milk and some butter without materially raising prices to our consumers. Fruits, tobacco and cotton will be in abundant supply to satisfy domestic needs and permit large exports. Cotton supply above domestic mill consumption and reserves will be more than 10,000,000 bales. United States production of soybeans this year

has been tentatively estimated at 100,000,000 bushels—the largest crop on record.

PRICES: LOWER

The break in farm commodity prices following the lightning thrusts thru Europe is reflected in the government index of prices as of June 15. As of that date the general average of prices received by farmers was 95 per cent of the pre-World War base of 100. This compares with 98 as of May 15, and with 89 in June last year. The latest index figure reveals that part of the increase that occurred at the outbreak of European War last September has been canceled. The index of prices received was 88 last August, and a month later the index was 98. Wheat has been the principal loser in the recent decline, nevertheless wheat and most other leading commodities except hogs are selling higher this summer than last.



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GAMES FOR SALE

Kendallville, Ind., Fair, week Aug. 12. X on Penny Pitch, Hicksville, Ohio, Fair, week Aug. 20. Will sell X on Pop Corn, Peanuts, Grandstand Privilege. For Sale—Ten by twelve Top, \$5.00; Salt-Ice Custard Machine, \$45.00; two DeVry Portable Sound Picture Machines, new, \$500.00.
MYERS CONCESSIONS, Dupont, Ohio

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Alteration Program Finished at Denver Spot; Opens July 26

DENVER, Aug. 3.—Remodeled Mammoth Gardens Roller Rink here opened on July 26. A 30-foot neon sign graces the new entrance on Colfax street, one of Denver's busiest thoroughfares. Entrance leads into a tiled linoleum vestibule. Sessions are to be held nightly and matinees will begin in the fall. Free classes in fancy skating are to be held three times weekly before regular sessions.

Additions and alterations include new skate room in which each pair of skates is individually boxed; checkroom, two exhaust fans to provide a change of air every 10 minutes, refinished floor, refreshment lounge and new lighting system controlled from the organ loft, in which three sets of lights, green, amber and white are used.

Operating personnel includes Co-Managers Irving Jacobs, president, and Mrs. H. B. Wilson, vice-president; Morris Sigman, secretary-treasurer; Morris Sobule, cashier; Harley Cross, organist; Glen Brezidine, skate room manager; Frank Carraher, Carl Poster and Duke Van Poffleit, floor managers; Sergeants Dahlstrom and Lowe; Phyllis Casaso and Mary Ann McGovern, refreshment lounge; Merry Preston and Lorraine Gravett, instructors; Max Smalley, maintenance; Elizabeth Hoard, checkroom, and Lawrence Clark, chief skate boy.

\$16,000 Des Moines Spot Slated to Open September 1

DES MOINES, Aug. 3.—H. B. Caple, who has made a \$16,000 outlay for a new rink here, plans to open it about September 1. He is using a building constructed nearly 40 years ago by Charles Namur, another operator. Later the building was used as a garage. Caple also operates two other rinks here, but plans to devote his time entirely to the new location.

When completed the spot will have a 129 by 95-foot double insulated floor. Walls have been insulated with sound-proof material. A 500-seat balcony, luncheonet, lounge and powder room will be available and an electric organ, modernistic fixtures and indirect lighting will be installed.

PRAIRIE (O.) Rollerdom, formerly known as the Black Cat, has been reopened. Sessions are held afternoons and nights on Wednesdays and Sundays. Floor has been reconditioned and other improvements have been made.

HECTOR SIROIS' Roseland Ballroom Roller Rink, Methuen, Mass., was destroyed by fire on July 21. Damage was placed at \$7,000.

ADAM METZ Hillside Rollerdom Co., Inc., Queens County, N. Y., has been authorized by the secretary of state at Albany to establish and operate a roller rink. The company has capitalization of \$9,000. Promoters and subscribers to capital stock are Michael and Jacob Metz, Jamaica, N. Y., and S. Romaine Wiley, Flushing, N. Y.

DORACE MACKENZIE HOWARD, who with her husband opened the \$40,000 Rollarena at Richmond, Ind., in February, reported she has purchased Cortland (O.) Roller Rink and will spend \$6,000 on modernization, including installation of an electric organ and new heating plant. Work started August 3. The rink is slated to reopen August 20. Mrs. MacKenzie, who is well known as a rink organist, will spend her time between the two rinks, directing and play-

ing the organ. The Howards' Richmond venture has been marked with success. An air-conditioning system has been installed in the rink and it is holding patrons. It will be closed from August 26-31 for minor repairs. Summer operating schedule is six nights weekly, with Mondays being turned over to church groups as a good-will gesture. Tentative fall schedule includes private parties, Mondays; gift night, Tuesdays; derby night, featuring hobby horses, Wednesdays, and lucky star box night, featuring candy awards, Thursdays. A successful kindergarten party was staged on July 23, with skaters being awarded prizes for the best juvenile costumes. Another party is scheduled for August 17 and a snow ball party is to take place soon.

CHARLES (CHUCK) HIMES' Ambassador Roller Rink, San Francisco, was the scene of a party staged by Royal Star Skate Club on July 20, reported Dick Wales. Favors were distributed and there were waltzes, races and musical chair. Following the skating session a dance was held on the third floor of the rink. Joe Laurey, manager of Armory Roller Rink, Chicago, and Mrs. Laurey were guests. Rink has a composition floor and operates nightly except Mondays, when many skaters go to Rollerland, Oakland, Calif. The building's second floor contains a skating surface, lounges and business office. Members of clubs from Sacramento and San Francisco were scheduled to visit Phil Pike's Roller Rink, Santa Rosa, Calif., on July 27 and on August 10 they are to visit Art's Rink, Santa Cruz, Calif.

HAPPY, TOM AND JERRY, two men and a woman, recently completed an engagement at Golden Gate International Exposition, San Francisco, reported Dick Wales.

LIGHTNING on July 25 struck Art Schlager's rink which was under construction near Philadelphia. The 80 by 180-foot building was split in two, estimated damage being \$3,500. No insurance was carried on the building.

NEW Wings Roller Rink in Fort Scott, Kan., opened on July 27, with souvenirs being given away. Floor of the rink is 110 by 50 feet. Mrs. Dora B. Drown and Mrs. Myrtle are operators and Kenneth Cook is manager. Free instructions will be given in skate dancing.

E. L. JONSON plans to open a roller rink in Maryville, Mo., soon. Workmen are laying a maple floor which will be housed under canvas.

NORMAN SCHROEDER has opened Green Top Roller Rink in Green Bay, Wis. Rink has 6,000 square feet of floor space and offers daily afternoon and night sessions.

W. J. WOODWARD, St. Louis, manager of Madison Square Garden Roller Rink, New York, in 1906 and 1907, fractured his hip while skating recently at Crapo Park Rink, Burlington, Ia. It was the first time he had on skates in 15 years. A boy collided with him and sent him to the floor. He had taught such celebrities as Will Rogers, Fred Stone and Jim Jeffries to skate.

EXTENSIVE alterations are being completed on Florham Park (N. J.) Arena Rink, reported Eugene V. Regalia, owner and operator. Skating surface is being enlarged 8,000 feet. When completed it will have 20,000 square feet and will accommodate well over 1,000 skaters. Fluorescent lighting system is being installed and the ceiling will be of acoustical tile. Reopening date is set for September 6.

REPORTS TO JULY 20

(Continued from page 34)

10 per cent increase; Northern Illinois, 1½ per cent increase.

Third week in July as compared with corresponding week last year: Alabama, 50 per cent less; California, 4 per cent increase; Eastern Canada, 32.2 per cent increase; Maryland, ahead; Northwestern Massachusetts, 20 per cent less; Revere Beach, Mass., 10 per cent less; Michigan, same as 1939; Eastern Missouri, 2½ per cent less; Eastern New York, 19.7 increase; Midwestern New York, 4 per cent increase; Northern Ohio, same as 1939; Southern Ohio, 16 per cent increase; Oklahoma, 28 per cent less; Oregon, 5 per cent less; Eastern Pennsylvania, 31 per cent increase; Midwestern Pennsylvania, 30 per cent increase; Northwestern Pennsylvania, same as 1939; Rocky Mountain section, 16 per cent less; Wisconsin, increase; Northern Illinois, 17 per cent increase.

Warmer weather prevailed in the third week in July this year. Oregon report is that pool receipts dropped 40 per cent because of an infantile paralysis scare in Washington.

POOL WHIRL

(Continued from page 35)

Price must be considered, naturally, when stock is bought but it can be carried to an extreme. It is hard enough to try to compete when adequately 'tightened' but when the garments given us at pools are such, what chance have we? For an un-athlete, this letter-to-the-editor writer probably has visited as many pools and beaches as the next one. The question might arise that, if we patronize pools so regularly, why not a suit of our own? This, however is the point. To the folks for whom we rashly speak the added cost of renting a suit or a pair of trunks is negligible compared to the convenience of not having to cart around wet togs.

"But we definitely think a change should be made in rented suits offered at most pools. Not knowing textiles, we're reticent; but it couldn't mean more than a few cents per garment for pools to get good suits that would please patrons like ourself as well as the hem variety. As it is, the usual so-called 'stretchies' make swimming difficult in driving thru the aqua with one hand and holding up the panties with the other. Then again we office slaves haven't the stamina that can allow a prolonged session of stroking away. But pool owners and operators should realize that we're the folks who send the money to the tills.

The Paul Bishop recently mentioned in Winchell's column as being a biggie oil man is also in swim pool biz, his family owning and operating Jamaica (L. I.) swim pool. Swell break Art French's beach received with front cover smash on Life. Pools down Florida way, especially in Miami Beach, are said to be doing terrific biz this summer, ordinarily an off season.

AREA

(Continued from page 35)

business done. We feel that John Clare's geniality has considerable to do with present successes.

Wallace St. C. Jones was, as usual, there ready to go to bat when needed. John Clare put Wallace in the chair at the dinner, where he can always function with ease and keep interest up thruout a meeting. Herbert O'Malley got the New England bug early in his managerial career at Playland, Rye, N. Y., and never misses a meeting when he can get away. Coming as the summer meeting does on a Thursday enables him to get back to Playland for the heavy week-end business. He could play real base ball if his team mates would buck up.

Danny Bauer invited us to New Bedford to see the whaling museum which was closed the day we were there two years ago. We shall make it yet.

The old city and environs suffered enormous damage by the storm, much of which is evident yet, but with true American determination, she is carrying on as of yore.

One man operating two rides is not a member of any of our organizations nor does he carry insurance against accidents to his patrons. He would have been advised by any of us to take caution and safeguards that would have prevented an accident. Had he been insured the inspector would have insisted on some safeguards. He was running at too high a speed for the particular device. He surely will be put to far more expense than a membership and insurance would cost. In fact, he may be wiped out and compelled to start

all over again. Operating is a game all by itself and, like any other business, must be learned from ground up if one would succeed.

OLCOTT Beach Park, with its new Rialto Park Annex, near Buffalo, has inaugurated a free act policy. Three Dees and Herrick Brothers recently appearing. Ray S. Kneeland is furnishing talent. Slated to appear soon are Joe and Ann Howe, trapeze performers, to be followed by Larry Boye, wire unicyclist.



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Manufacturers Since 1870
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Tobacco Road Brighter

"TOBACCO farmers in the South have voted themselves an added bonanza of from \$35,000,000 to \$50,000,000 for the 1940 marketing season now getting under way in leaf-growing States." See Page 3 of this issue.

Cetlin & Wilson Get Good Start At Flourtown, Pa.

FLOURTOWN, Pa., Aug. 3.—With good weather, Cetlin & Wilson Shows opened their stand at Greater Flourtown Fair here Monday night to good results. Organization obtained its share of play from the big crowds, which fair's General Chairman William J. Goss estimated at 20,000. All rides, shows and concessions did well and Vittorio Zacchini, human cannon ball, and Flying Zacchini Trio, free attractions, were well received.

Shows were augmented here by addition of several attractions, including Maybry Inc.'s Arctic Girls frozen alive, with Allan Daihly, talker; Ajax, inside lecturer; George Shaw and Gilbert Rex, men in white; Edna Lorden, tickets; Ginger Scott, Sandra Leonard, Francis Bryan, Bee Mahaffey and Ronnie Richardson, arctic girls.

Walter J. Smith, Jr., again is handling public relations for the fair and, with Ray Murry, shows' press agent, obtained co-operation from community and Philadelphia papers, which covered the opening. Hugh Sutherland, staff writer, and Mike Pearlman, photographer, of *The Philadelphia Record*, were on hand for the inaugural festivities.

B-G Chalks Record Midway Biz at Salem Celebration

MUSKEGON, Mich., Aug. 3.—With Earl Merritt, general chairman of the Soldiers and Sailors' Home Festival, Salem, Ill., on July 22-28, announcing that Beckmann & Gerety Shows had set a new record for midway business at the event, William B. Naylor, shows' publicity director, said here today that the management was especially gratified with results, since it followed similar financial successes at Anderson (Ind.) Fair and Milwaukee Summer Festival.

Altho arriving late for their stand in Kalamazoo, Mich., this week, shows did good business at opening on Tuesday and big crowds were on hand Wednesday, Thursday and Friday nights. Nancy Lee Miller, manager Gay Paree Show, is in Bronson Hospital, Kalamazoo, where she underwent an emergency appendectomy Wednesday night. Concessioners and showmen sent floral offerings to the sick room.

Jones Wins Damage Suit

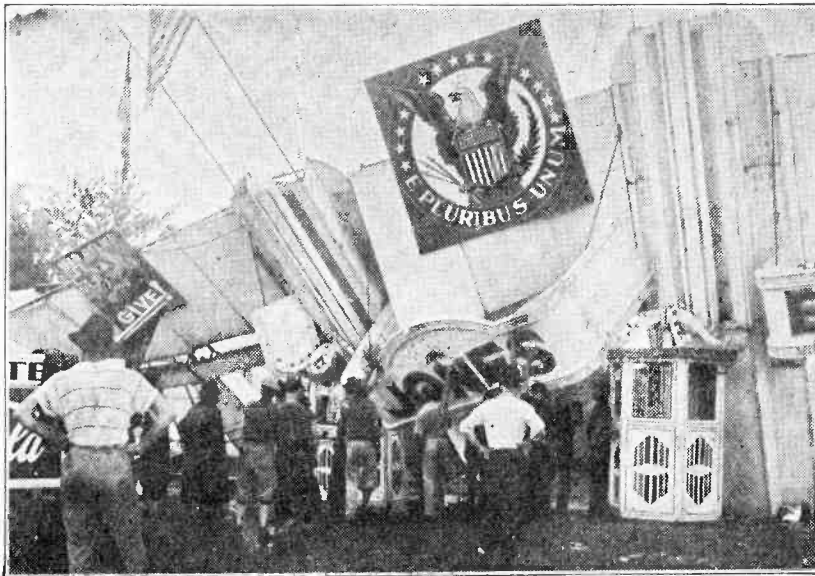
MUNCIE, Ind., Aug. 3.—Word was received here this week by Johnny J. Jones Exposition that the decision awarding \$1,250 damages to Charlotte Klepfer for injuries allegedly sustained at a 1938 State Fair midway ride in the Appellate Court has been reversed by the Indiana Supreme Court, with court costs to be paid by the appellee. Suing in Marion Superior Court after the accident, she alleged that she fell and was injured when her shoe caught on an approach runway to the ride. She won a judgment in Marion County Court, but the Supreme Court reversed the decision, saying no negligence was shown. Shows' counsel, Homer J. Sandusky, represented the carnival.

Weather Break Hikes Biz For Ziegler's Tri-State

DETROIT, Aug. 3.—Tri-State Shows, operated by Charles J. Ziegler, of Ferndale, Mich., are playing local church dates following a few still dates earlier in the season. Business had been about 25 per cent under last year until the past two weeks, when the weather gave shows their first break of the season. Business now is slightly over corresponding dates of 1939, but not enough to indicate that carnival spending in the Detroit territory is good this season.

Shows' stand here this week for St. Francis De Sales Church proved one of the best of the season. Shows are operating now with only five rides, Ziegler's other rides being at Island Lake Park. Concessions at this stand were booked independently by Frank McIntyre.

Clubs Hold Summer Frolics



MOST SERIOUSLY damaged by torrential rain and high winds which hit the Johnny J. Jones Exposition in Lima, O., on July 26 was the new all-chromium, neon-lighted front entrance arch pictured here after the storm had spent its force. Workmen fought in vain to keep the large structure erect during the blow. Loss was estimated at \$5,000 by Owner E. Lawrence Phillips, who said every top and front will be ready for the Indiana State Fair date. Bobby Wicks and crew are working overtime decorating all equipment. Aquavue front, also bowled over, was erected for Muncie (Ind.) Fair minus neon and many panels.

MSA Boatride Has Good Draw

1,150 turn out for third annual lake cruise—Wish is general chairman

DETROIT, Aug. 3.—Michigan Showmen's Association's third annual Moonlight Boatride here early last Saturday morning proved a social as well as financial success, it was reported this week. Starting at 3 a.m., boat went out for a lake cruise from the Motor City and returned to port about 6:30 a.m. Despite the late hour and the fact that numerous local showfolk and families are on the road, total attendance was 1,150.

The Sophistocats, under direction of Paul Leash, provided the dance and floor-show music and acts from several night spots appeared as guest artists. Charley Carlisle emceed the event.

Committee chairmen included Louis Wish, general chairman; Bernard Robbins, secretary; Leo Lippa, police; Edgar McMillan, box office; Red Sobol, gate, and Richard Elwell, tickets and publicity. Special radio plugs for the ride were aired frequently over Station CKLW by Larry Gentile.

Alamo Expo. Wins Williams in Click At Cheyenne Cele. Date at Hallowell; Jamboree Aids NSA

CHEYENE, Wyo., Aug. 3.—Providing the midway for the fourth consecutive year at annual Frontier Days celebration here, July 23-27, Jack Ruback's Alamo Exposition Shows wound up the engagement to fair results, reports Larry Mullins. With four new shows, including Eddie Boothman's African

(See ALAMO EXPO WINS on page 43)

HALLOWELL, Me., Aug. 3.—Ben Williams' Shows closed a 12-day stand at Hallowell Firemen's Annual Carnival and Muster here last Saturday night to highly satisfactory business. Good crowds of spenders turned out nightly, giving

(See JAMBOREE AIDS NSA on page 43)

PCSA Parties At Long Beach

LONG BEACH, Calif., Aug. 3.—Some 62 members of Pacific Coast Showmen's Association, Los Angeles, were guests of local brothers of the club's Board of Governors in the new Virginia Park Bowling Academy here last Monday night at what started out as an informal club get-together, but developed into a delightful social affair. Hosts were Vice-President Joe Glacy, Pop Ludwig, Richard Eyeber and Bill Hobday. Ushered into the banquet room, guests were greeted with a 14-foot welcome sign, bearing the likeness of club's pet tiger.

At the speaker's table were Past President Orville N. Crafts, Treasurer Ross R. Davis, Counsellor William R. Sherwin, Vice-President Joe Glacy, Governors Pop Ludwig, Richard Eyeber and Bill Hobday, and Lou Johnson, executive secretary. Pop and Joe took turns at emceeding the program which included talks by Crafts, Davis, Jack Bigelow, Prof. A. L. Morrell, Irving Larimore, Harry Rawlings, Secretary Al Weber, Joe Horwitz, Ed Walsh, Al Onken, Dad Workman, Bill Hobday, Doc Barnett, Will Brown, Pat Armstrong, Ben Beno, Capt. Charlie Soderberg, Nick Wagner, Bob Myers and Larry Valli. All were well received.

Registration list included Mr. and Mrs. Larry Valli, Mrs. Mary J. Blaisdell, Blanche Dremmen, Bob Pierce, Meyer Schlom, Mrs. Nell Day, Pat Armstrong, Robert L. Meyers, Chet and Mrs. Bryant, Bud White, Harry and Mrs. Rawlings. (See PCSA AT LON BEACH on page 43)

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

By STARR DE BELLE

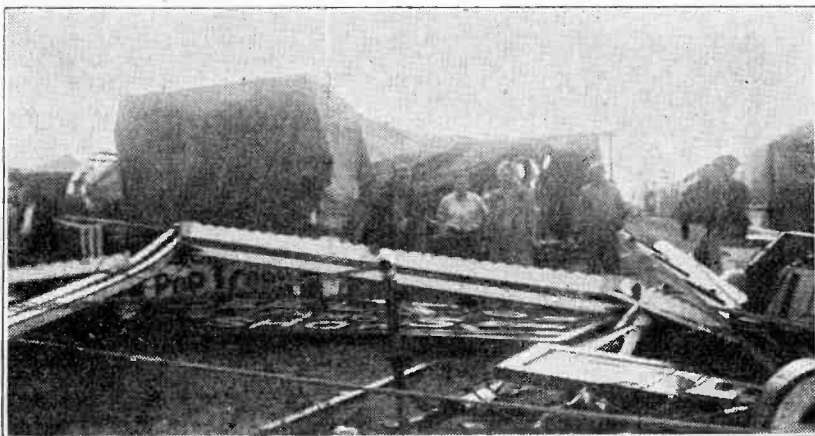
Free-Lance, Ill. Week ended August 3, 1940.

Dear Mixer: To do away with the old mode of booking under which our people and the natives as well were kept in the dark regarding the show's business and future dates were kept secret, General Agent Lem Trucklow set a precedent in contracting dates. Arriving here a week ago last Monday to contact a committee for the following week, the first day was lost entirely because he did not have

time to get his house trailer in shape for home comfort.

Early Tuesday morning our prospective committee arrived in the trailer park to take up general business with our general agent for the sole purpose of out-generalling the show's representative. Due to crowded conditions in the trailer and the lack of shade trees and barroom, the location was switched to a downtown hotel. On their arrival chairs were placed on the hotel veranda to accom-

(See BALLYHOO BROS. on page 43)



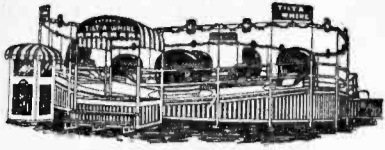
AN INDICATION of the state of destruction left in the wake of a terrific windstorm which hit Dee Lang's Shows at Cass Lake, Minn., on July 24 may be seen from the leveled front entrance arch and bingo stand in the background. Not a single top remained standing on the midway and all rides were blown down or badly stripped in the storm, which officials said did estimated damage of \$20,000. Rebuilding is in full swing and new tops have been ordered to replace those damaged in the blow.

Kids' Day in Ironton Big For John H. Marks Shows

IRONTON, O., Aug. 3.—With Uncle Perry Brunfield, Civil War veteran, as emcee, John H. Marks Shows staged a mammoth Children's and Elephants' Birthday anniversary party here on July 13 to highly satisfactory results, reports Walter D. Nealand, who arranged the event. Attendance was estimated at 6,500 and a local department store sponsored the double feature.

About 10,000 cut-rate children's tickets were distributed and 10 spot announcements were carried over Station WMCI. *The Morning News* and *The Evening Tribune* were liberal with space. Free shows were given daily starting Thursday in front of the store, with Princess Patricia, chimp; Scotty Mac Neal, ventriloquist, and Capt. Bob Elms, sword swallower, as the performers. A huge 80-pound cake was cut with a sword by Queen Antoinette, John Robinson elephant, as one of the events prior to the elephant act.

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TLT-A-WHIRL**

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TENTS-BANNERS

A Stylo Khaki Water-Proofed New Tents with 5-Ft. Walls and Poles and Stakes. Sixteen 16x20s, \$25.00 each.
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CHAS. T. GOSS
With STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

SIDEWALL SPECIAL BARGAINS

Twenty thousand feet Sidewall, slightly used. Light tan, good as new. Seven feet high, \$16.00 per hundred feet; 8 ft. high, \$18.00; 9 feet high, \$20.00. One-half deposit with order, balance C. O. D.

MAIN AWNING AND TENT CO.

230 Main St., CINCINNATI, O.

Club Activities

**Showmen's League
of America**



Sherman Hotel
Chicago, Ill.

CHICAGO, Aug. 3.—A note from President Frank P. Duffield advises he will be back here next week, when a meeting will be held to pass on applications on file. Ralph Glick sent in applications of Irving Chenwar, Leon Finder, D. (Zukkie) Zeller, Peter Andrish, W. Weiss. Beckmann & Gerety Shows came thru with those of Heyward Dennis, R. M. Crawford, Chester A. Arthur, Russell Dennies and Julous Turovh. Other applications to receive action are John P. Snyder, Clinton L. English, George Haley, Elmer C. Smith, Richard H. Ford and Omer J. Kenyon.

Mrs. F. L. Miller, of California, arrived for a visit with her brother, R. F. Trevellick, who is in the hospital. Orville Harris is back from the New York World's Fair. Ned Torti stopped over en route to Michigan. Terry Turner is out of the hospital and Jack Ruback asked for more applications. Sammy Aldrick is back for attention at the hospital. Joe Archer visited, as did Sonny Bernet. Brother Fitzie Brown advises that he has had a silver plate removed from his arm. It had been placed there 19 years ago. Members were grieved to learn of the death of Brother M. J. Duncan. Chairman Bob Miller, cemetery committee, handled arrangements for the recent burial of Brother Izzy Steier. Brother Max Brantman dropped in to make his donation to the Showmen's Home Fund. George Kayser visited.

A number of the boys visited Mighty Sheesley Midway at Hammond, Ind. Sam Gluskin and L. C. Kelley, in town on business, made their usual calls. League is in receipt of a letter of thanks from Mrs. Rhoda Royal for the attention given Rhoda in his last illness and for aiding in his burial. Other callers were Sam Bloom, Lou Leonard, Harry Atwell, Julius Wagner, John O'Shea, Bob Revolt, Irving Malitz, Jack Pritchard, Fred Donnelly, Larry O'Keefe, Nat Hirsch, Joe Murphy, M. J. Doolan, Maurice Hanauer, Ray Oakes, Lew Keller, L. S. Hogan, Whitey Lehrter and Bernie Mendelson.

Confined in American Hospital are Harry Siegal, R. F. Trevellick, L. McFarland and Bob Hunt. Ned Torti and E. Lawrence Phillips, of the membership committee, have started an active campaign drive. Lou Leonard advises he is out for 100 members and a gold life membership card. Remember all applications received now carry a membership for 1941. Remember club's fiscal year 1941 starts September 1. A few brothers are in arrears for 1940. Keep in mind the fact that you are not a member in good standing unless your dues are paid. You owe it to yourself and to the league to keep in good standing.



**NATIONAL
SHOWMEN'S
ASSOCIATION
INC.**

Palace Theater Building,
New York.

NEW YORK, Aug. 3.—Members visiting the general offices of Palisades Amusement Park notice a large sign posted to the effect that dues to the organization are due and payable and to see Joe McKee. It is urged that all shows in the East put up similar signs in their cookhouses or office wagons and appoint a steward to collect dues and distribute applications. Among members at the World's Fair who sent in their dues the past week were Lew Dufour, Murray Goldberg, Frank Miller, Slim Kelly and Joseph Drambour.

Brothers P. S. McLaughlin and Ross Manning write that they are running bingo parties for the club. Inclosed with their letter were new applications

for John Ryan, John P. Miller and Alfred P. Young, proposed by Manning. Ike Weinberg and Mollie Decker, who are with George Traver's Fair at Home Shows, wrote for additional applications and advertising contract forms for the souvenir program issued in connection with club's annual banquet to be held at Hotel Astor, November 27. Club hopes that members on other shows will catch the spirit and follow thru on the same idea. George Traver was in town to pick up his son for a few weeks' vacation on the show.

Bill Bloch's carnival is now playing in Asbury Park. Ed Elkins returned from Norwich, Conn., and announced he did good business there. Pete Benway dropped into the rooms to say hello on his way to Flourtown, Pa., to join Cetlin & Wilson Shows. He was accompanied by Jack Wilson. Past President George Hamid stopped off at the rooms and reported he had just come from the Harrington (Del.) Fair, which was a success.

Birthday congratulations to Al Katzen, August 7; Benjamin Williams, Rex D. Billings, L. James Quinn, 8; Capt. Ernest Engerer, Jack Bassett, 9; William Cohef, Muri Deemer, Louis Reiber, 10; Edward McEvoy, 11; Bernard Renn, Prince Nelson, Edwin P. Coronati, 12.

Ladies' Auxiliary

Sister Shirley Lawrence is improving, which is good news, as is the report that Sister Pearl Rhoades has recovered and rejoined World of Mirth Shows. Sister Mildred Vilarde, daughter of Sister Edna Lasures, who sustained second degree burns recently, was cheered by a visit from Sister Irene Greene. Mail has been received from Sisters Genevieve Canestrelli, Bertha Greenberg, Minnie Traver and Bea Cohen. Rooms are always open and a hearty welcome awaits everyone there. Won't you make it your stopping place whenever you are in the city? Dues are still coming in, but are you and you among those who can show a new membership card?



**Heart of America
Showmen's Club**

Reid Hotel

KANSAS CITY, Mo., Aug. 3.—W. J. (Slim) Lindsey, general agent Reynolds & Wells Shows, visited briefly en route from the South to rejoin shows in Minnesota. Mr. and Mrs. Keith Chapman, owners J. L. Landes Shows, were here on business. Mrs. Marie Brunk, State Fair Shows, underwent an operation last week at the Conley Clinic here. Her condition is reported as favorable. Mr. Sutherland, general agent Landes Shows, came in last week on business.

Doc Day, formerly of Great Sutton Shows, is operating his sound truck for a State Democratic candidate. Brother Col. Dan McGugin, formerly with Fairly & Little Shows, left last week for a short visit with his sister in Davenport, Ia., after which he will join the Burke Shows in Montana. Brother Roger Haney, Great Sutton Shows, came in last week on business. Brother Tony Martone spent the week with Mrs. Martone at Cherryvale, Kan. She operates several rides on State Fair Shows. Brother Harold (Whitey) Elliott and wife, who operated a photo

gallery and scales on State Fair Shows, closed with that organization and joined the J. L. Landes Shows.

Brother Neal Walters, U. S. Printing Co., accompanied by Mrs. Walters, visited State Fair Shows during the stand at Cherryvale, Kan. Tommy Clark, concessioner, is playing county fairs in Missouri. Brother Norris B. Creswell, past president and chairman of the Banquet and Ball location committee, is enthused over the location he contracted for the annual event which will be held as usual on New Year's Eve in Hotel Phillips' new banquet room. Brother Hymie Schrieber, of B. and N. Sales Co., has returned from an extended business trip thru the Southwest. Brother Frank Ryan has disposed of his restaurant in the New York Life Building and is now living at his farm in North Kansas City.

**Missouri Show
Women's Club**

MARYLAND HOTEL

ST. LOUIS, Aug. 3.—Reports from club members are few and far between these summer days with everyone on the road. Mrs. Ellen Cramer, of Washington, passed thru St. Louis en route to Kansas and visited with Mrs. Nell Allen for a few days. On July 3 Mr. and Mrs. Charles T. Goss and Mrs. Nell Allen visited President Anna Jane Pearson on her shows at Whitehall, Ill. Mr. and Mrs. Goss have also visited John R. Ward, Zimdars Greater and various other shows where members of the club are located and all reported a fair season so far.

Millicent Navarro has been very ill, suffering with high-blood pressure and a nervous indisposition. Mrs. Kathleen Riebe and daughter are on the Blue Ribbon Shows, where Mrs. Riebe has her mental act and palmistry stand. Her daughter, Doris Elizabeth, and Wanda Lee Kessler celebrated their 15th birthday anniversaries with ice cream and cake in the side show after work on July 27. Members were grieved to learn of the death of Macon E. (Buddy) Willis.

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CARNIVAL**

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SUITABLE FOR TRAVELING UNIT
EAST SIDE CHEVROLET
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WANTED

Girl for Posing Show. Salary \$18 a week.

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MORGANTOWN, WEST VA.

H. P. LARGE SHOWS

Want Cookhouse, Erie Diggers, Rat Joint, Snow Ball, Scale or Guess Your Age, Penny Pitch, Short or Long Range Gallery, Pan Joint, Legitimate Concessions of all kind and Concession Agents. Want Ride Help for string of the best Homecomings and Celebrations in Illinois. No still dates. Herck August 5-10, followed by Cisne, Noble and Assumption.

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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
ONLY 5c, 10c, 15c & 20c

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WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1c) CENT FOR EACH TEN (10c) CENTS

Rochester Engagement Ends Okeh for James E. Strates

ROCHESTER, N. Y., Aug. 3.—Management of the James E. Strates Shows, which closed a satisfactory two-week stand here tonight, said here today that business in Northern New York State, while not heavy, was satisfactory enough to induce shows to remain here for a second week, their first holdover date of the season. Despite intensely hot weather and much opposition in the form of other attractions shows held their own.

This, to some extent, was due to support obtained from the Jewish War Veterans, sponsors. Shows lost no time to inclement weather.

Painting and priming equipment for the fairs continues and a new aluminum fence has been placed around the Merry-Go-Round. Frank M. Smith and partner, billposters, had shows well billed. Rising Star, of the Osage Indian tribe, is back after a fortnight's confinement in a hospital.

BALLYHOO BROS.

(Continued from page 41)

modate the delegates for both sides. The head committee stated that all agreements, understandings and misunderstandings would be aired in public, as their actions would have to be an open book to all.

A local sound equipment concern erected a loud-speaker system with enough microphones to place one in the hands of each delegate for both sides. Some 150 were needed to supply both sides' demands. Trucklow had one and the opposition the remainder, making the contract a 149-to-1 shot in favor of the auspices. First business to be taken up was percentage and guarantee. Lem's offer was 15 per cent and \$800 safety insurance. This was quickly booted down by the 149 mike holders, as well as the 4,000 spectators and listeners. At midnight an agreement was reached, 20 per cent and a flat grand guarantee. The meeting then adjourned.

Bright and early Wednesday morning the meeting was again called to order to continue with the contract and agreements. Only 130 committeemen reported at the early hour, so it was postponed until their entire forces arrived. At 11 a.m. all reported, but again our head committeemen held up the meeting due to too small an outside audience being on hand. Immediately after lunch business was again taken up. By springing for six dinners, Lem took over five of the opposition's men, thus getting a fair average of five out of six. Location was then taken up. The president of the bus line and the taxicab operators wanted an out-of-town lot, while the barroom proprietors wanted it close in. Again by midnight an agreement was reached, splitting the show on both locations.

On Thursday the meeting and loud-speakers got down to business. Water and lights were to be taken up. Lem held out for a \$1,200 light appropriation but failed to mention our own plants. The committee wanted to cut it to \$200. Just then our advertising truck, the billposters and press agents arrived to start work. Trucklow tried to shoo them away, but the committee spied them first and immediately cut the light appropriation to \$50 and we to pay for the water.

On Friday shavings and cinders were

the chief business. Finally an agreement was reached by nightfall, we to pay both. On Saturday the opposition was ready to pay the newspaper and radio bills. Just when ready to sign our lot superintendent arrived and asked where both lots lay. Before Lem could speak our auspices, knowing that we needed them, canceled all ads from the contract. Saturday being their day off, the contract was held up till Monday.

Monday morning the committee met again and was ready to sign, as everything had been threshed out. Just as Trucklow handed his pen to the head committeeman the show train pulled by on the tracks alongside of the hotel veranda. Quickly our auspices demanded a raise from 20 per cent and a grand guarantee to 50 per cent and \$4,000 guarantee, when suddenly a hurricane hit the town, almost wiping it out, killing the date and saving the show a lot of money. From now on Pete Ballyhoo has decided to book by telephone.

MAJOR PRIVILEGE.

PCSA AT LONG BEACH

(Continued from page 41)

Ross W. Ogilvie, Nick Wagner, Nate Monday, Irving and Edith Larimore, Eddie Blake, Ed Hanna, Leona Horwitz, Professor and Louise Morrell, Will Brown, Tom Rogers, Princess Yucamia, Olga Friske, Al E. Weber, Mrs. William Hobday, Ed. and Mrs. Walsh, Dad and Ella Workman.

Lawrence and Elizabeth Hood, Gertrude Steele, Harry Wallace, Lucille Zimmerman, Jack C. Archer, Charlie Soderberg, Joe and Mary Horwitz, E. P. Pritchard, Al Onken, Zack Hargis, Capt. W. D. Ament, Orville N. Crafts, Ross R. Davis, William Sherwin and Harry Wertz. A feature of the meeting was the presentation to Pop Ludwig of an oil painting of Mrs Ludwig on one of her prize-winning mounts, the work of Ed Hanna. Festivities ended at midnight with a rising vote of thanks to the hosts.

JAMBOREE AIDS NSA

(Continued from page 41)

shows, rides and concessions good results. Firemen's Muster on July 20 drew patrons from a radius of 100 miles. From 10 a.m., until midnight continuous play kept all attractions busy. The *Augusta Journal* and the local radio station co-operated. Broadcasts by members of the show were heard daily at 6 p.m. Among those participating was Henry K. (Hank) Sprow, operator of the Gang Busters exhibit. He was assisted by Madame Evaline, Monkey Circus owner.

First Jamboree and Kangaroo Court of the season was held in the Paradise Revue on July 25 with Matthew J. Riley as Judge. Proceeds amounting to \$52.50 was sent to National Showmen's Association, New York. Jamboree, directed by Marion Berry, featured Monte Novarro as emcee, Professor Ozark, comedy magic; Evaline's trained monkeys; Buttons and Bertha, midget rhythm dancers; Miss Chee Chee, oriental dancer, and many others.

First major accident of the season occurred here Saturday night, when Clyde Cole, ride superintendent, sustained a broken arm while changing a tire. Among visitors were Tex Ritter and Nathaniel Peters. Ritter was entertained by Monte Novarro and Arthur King. Other visitors included several fair committees. Lou King, advance agent and banner man, was called to New York on urgent business, and the writer, who has been publicity agent, has temporarily taken over King's duties.

Billy Ritchey's Water Circus, featuring Daredevil MacIntosh, continues popular.

ALAMO EXPO WINS

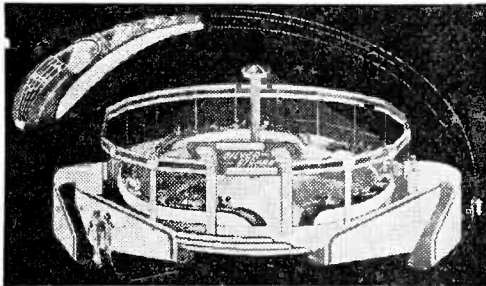
(Continued from page 41)

Jungle, added to line-up, shows presented a bigger midway than in previous years. No day play was obtained, but night business, despite cool weather, was good, with all attractions getting brisk play until midnight.

Tuesday and Friday, parade days, were best, with Saturday night close behind. All attractions reported good results, with the Skooter leading the ride department. Benny Hyman's bingo was best among concessions, all of which did well. Legal department was capably handled by Louis Ringol and Hymie Ruback in the absence of Albert Wright, who was called to California because of the sudden death of his mother.

Flying Millers, free attraction, was well received. Guests of Owner Jack Ruback and General Agent Louis Ringol included Wendel L. Willkie, Republican presidential nominee; Don Wilson, Governor Nels Smith, Attorney-General Kerry and party.

"THE RIDE WITH THE TOP MONEY RECORD"



SILVER STREAK

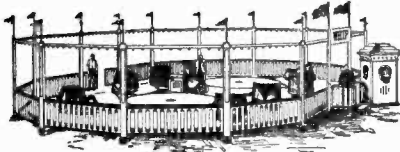
The Greatest Repeat Ride on the Midway—from seven to seventy they all ride and reride—It's the Automatic Banking permitting high sustained speed on rubber tires that brings them back over and over again—an Ultra Modern Capacity Ride—Investigate and you'll invest.

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NEW

8-CAR WHIP

We have just published a new booklet of replacement parts for All Whips, old and new. It also contains valuable Whip Information. Every Whip operator is welcome to a free copy. Send for it today.

W. F. MANGELS CO., Coney Island, New York

Ideal Exposition Shows, Inc.

... America's Best Amusements ...

Can place Showmen and Concessioners at once and for the best route of Fairs and Celebrations, including:

CUMBERLAND, MD., FAIR, week of Aug. 12 (you can open Sunday, Aug. 11)

RONCEVERTE, W. VA., FAIR
AMERICAN LEGION CONVENTION, RALEIGH, N. C.

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SHOWMEN: Want Fun House, Long String Illusion Show, Life Show and Any New Attraction.

Can place Talkers and Girls for Revue and Posing (salaries paid out of office). Want Talker and Manager for Monkey Circus. Want Colored Musicians and Performers. Will book or buy Octopus and Roll-o-Plane.

CONCESSIONERS: Can place Concessions of every description, including Wheels, Grind Stores, Palmistry, Ball Game, Hoop-La and especially Photo Gallery and Guess-Your-Weight Scales. Those joining now will receive preference at all fairs.

Will sell Exclusive Novelties and Scales at Roanoke, Va., and Galax, Va., Fairs.

Write or Wire WM. GLICK, Mgr.

Week of Aug. 5, Johnstown, Pa.; Week of Aug. 12, Cumberland, Md., Fair

DO NOT BE MISLED

We have bona fide contracts for Omak Stampede, Walla Walla Fair, Lewiston Roundup, Enterprise Fair, Coeur d'Alene Fair, Toppensish Annual Hop Festival, Wenatchee Apple Harvest Festival. Others pending. What have you to offer? Book Rollo-Plane or Tilt-a-Whirl. We book anything. Wire

PATRICK'S GREATER SHOWS

RED PATRICK, Omak, Washington, August 5 to 11, Inc.

THE LAWRENCE CARR SHOWS WANT

Stock Wheels that work for stock, Grind Stores of all kinds, Photos, Candy Floss, Apples, come on. No Grift. Ride Help Wanted who can drive trucks. Show carries a free act and free gate. Aug. 13-17, Crowe Park, Maynard, Massachusetts.

JACK BAILLIE WANTS

Corn Game Help, Wheel and Grind Store Agents. Best Route of Fairs in the Southeast. Tickets If I Know You. Everything Brand New, No Partners. Fairmont Hotel, Fairmont, W. Va.; Then Birmingham, Ala., Mecca Hotel.

FAT GIRLS

Wanted for Canadian National Exhibition, Toronto, Ont. Dates to follow optional. Those who can entertain preferred. State weight and send photo. Anita Grant, write or wire. Can also use organized Hawaiian Troupe.

SHIRLEY FRANCES

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GREAT LAKES EXPOSITION SHOWS

Can place Concessions of all kinds for JACKSON COUNTY FREE FAIR Aug. 12th to 17th, Brownstown, Ind. LINTON FAIR, LINTON, IND. Aug. 20th to 24th. All address: AL WAGNER, Mgr., Dunkirk, Ind., this week

DARE-DEVIL OLIVER

World's Premier High Diver At liberty after Aug. 10th A guaranteed attraction. Write or wire EAST LONG MEADOW, MASS.

PEARSON SHOWS

WANT GAME CONCESSIONS & COOKHOUSES. ALL FAIRS AND CELEBRATIONS UNTIL CLOSING DATE. Address: Waverly, Ill. (K.P. Celebration), this week; Lewistown, Ill. (Fair), Aug. 11-16; Chillicothe, Ill. (Home-Coming), Aug. 17-23.

CONCESSION AGENTS

Count Store and Slum Skillo Agents, also Help around Wheels. All Fairs and Celebrations, no Still Dates. Have for Sale—Blower, complete with Balls and Charts, \$20.

H. D. WEBB

DUNKIRK, IND., AUG. 5 to 10

PENNY PITCH GAMES
 Size 46x46", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
 80" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price\$12.00

BINGO GAMES
 75-Player Complete\$5.00
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SEND FOR CATALOGUE. Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Oanés, etc.

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 Single Sheets, 8 1/2 x 14, Typewritten. Per M. 5.00
 Analysis, 3-p., with Blue Cover. Each .03
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 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers. Each .80
 Wall Charts, Heavy Paper, Size 28x34, Each 1.00
 Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC F. T. CARDS. Pack \$6.00
 Graphology Charts, 9x17, Sam. 5c, Per 1,000 \$5.00
MENTAL TELEPATHY. Booklet, 21 P. 25c
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 60c; Sample 10c.
 Shipments Made to Your Customers Under Four Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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19 West Jackson Blvd., CHICAGO
 Instant delivery. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS



MANY SIZES Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction means speed. Canvas permanently attached to frame parts except roof, which is a hood. A beautiful Stand—its flashy Orange and Black Stripes stops the crowds. Circular and canvas samples free.

THE MONROE CO., 35 Bridge St., COLFAX, IA.

POP CORN

SKY-HIGH Brand MINN-HYBRID 250 Dwarf Hull-less, a GENUINE HYBRID produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hull-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt, also Salted in the Shell Peanuts. Write for latest price list.

MIDLAND POP CORN CO.
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HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
 State salary and all details in first letter.
 Open All Year Round.
SCHORK & SCHAFFER

WANTED TO JOIN AT ONCE
 2 reliable Fry Cooks and 4 Waiters. Those not afraid of hard work, come on at once. Drunkards and agitators, stay away.

PETE BURKHARDT
 Royal American Show
 Superior, Wis., week of Aug. 12th to 17th

Wanted For COLORED ELKS' GRAND LODGE STREET CARNIVAL

St. Louis, Missouri, August 23 to September 1.
 Concessions of All Kinds—Rides—Shows.
 Address AMOS WHITE, Grand Traveling Deputy, I.B.P.O.E.W., Southway Hotel, 6012 South Parkway, Chicago, Ill.; Phone: Normal 6700, or Greater St. Louis Lodge, 211 N. Cardinal Av., St. Louis, Mo.

WANTED

Present location of Jack Monroe, Mrs. Charles Cooke, Joe E. Karr and J. K. (Doc) Weber. Will compensate for satisfactory information received. Write us by mail—no wires.

TRAILER FINANCE CO.
 Hemlock, N. Y.

Midway Confab

By THE MIXER
 (Communications to 25 Opera Place, Cincinnati, O.)

WHO invented the no-cx at fairs?
 GLASS FAMILY, with musical revue, joined Zacchini Bros.' Shows in Salem, O.

VIRGINIA CAMPBELL, midget of note of Georgia, is working in New York.

SPENDING a few days in Chicago were J. C. (Tommy) Thomas and L. C. Kelley, of Johnny J. Jones Exposition.

TOM JOHNSON, lawyer, well known to outdoor showfolk, is in Passavant Hospital, Chicago.

JERRY JACKSON and crew of concessioners from Wisconsin joined Hilderbrand's United Shows in Logan, Utah.

MANAGERS will soon see at first hand what they connived and battled for last winter.

JOINING Clark Willey's Moulin Rouge Show on Golden State Shows recently was Vickey Corey.

MORGAN PHILLIPS, with freak pig, joined Frisk Greater Shows in Keewatin, Minn.



THIS SNAPSHOT of Mr. and Mrs. Jacob Pryor, of Pryor's All-State Shows, was made while the shows were in Madison, W. Va., recently. Pryor is owner-manager of the shows and Mrs. Pryor is secretary-treasurer. Organization, reports Harry Banta, is being enlarged for the fairs contracted by Pryor.

TAKING over management of the Athletic Show on Miller Bros.' Shows in Elmira, N. Y., was Norman Warwick.

CURRENTLY doing their clown act on the Motordrome on Johnny J. Jones Exposition are Hub Mooney and Gus Duffy.

NO, Herman, brass is not good at ALL cookhouses on fairgrounds.

ADDED to the Circus Side Show on West's World's Wonder Shows in Taylorville, Ill., were the Five Friendly Friends.

VET CONCESSIONER and now owner of a night club in Barberton, O., Timothy Green visited friends on Zacchini Bros.' Shows in Salem, O.

FORMER troupers Mr. and Mrs. Louis V. Morano are operating a diner and service station in Highland, N. Y., this season.

JOE MARTINI resigned as manager of Captain Henry's Monkey Circus on W. C. Kaus Shows at Lancaster, N. Y., recently to accept a similar position elsewhere.

OFTEN it's a smart ready-made fair that knows its own sponsor.—Milo McGoof.

AFTER a two-week visit with relatives in Northwood, N. D., John Siebrand returned to Siebrand Bros.' Shows and Piccadilly Circus at Wibaux, Mont.

NEW agents on George Whitehead's pan game on Endy Bros.' Shows are Steve Francis and James (Red) Murphy, reports Lester Kern.

SPENDING her vacation working in the custard stand on Byers Bros.' Shows is June Byers, daughter of Owner and Mrs. Carl Byers.

MRS. PETER KORTES stopped over in Chicago for a day while en route to Kalamazoo, Mich., and visited her daughter.

FAIRS in Western Canada (at war) were good. Let's see how the barometer works in the States (at peace).

AL HUMKE, Anderson, Ind., bingo operator, was in Chicago recently stocking up for a novelty concession for the Willkie doings in Elwood, Ind.

GERALD BARKER, with cookhouse, closed with Convention Shows in Mt. Morris, N. Y., to play some previously contracted fair dates.

HOMER R. SHARAR (Roberta Roberts) has refashed the side-show annex on Dodson's World's Fair Shows with all new neon. Mike Forker is in charge of the attraction.

BOB HUNT, concessioner, who has been in American Hospital, Chicago, for the past two weeks, recovered and left the hospital on August 2. His wife, the former Gypsy Leeds, has been with him.

THE old reliable one-man committee quite often nowadays has his counterpart in the one-man fair board.



AFTER MANY YEARS in the field, Alvin H. Thomason, New Orleans, recently severed his connections in outdoor show business to accept a position with the Louisiana Department of Conservation as special agent in the enforcement division. Last year he served as secretary of Eric B. Hyde Shows and prior to that had been special agent and publicity director of Greater Exposition and Buckeye State shows and K. G. Amusement Co.

MR. AND MRS. WALTER F. HUNT, operators of Hot From Harlem Minstrel Show on J. L. Landes Shows, took delivery on a new car and trailer recently in Creston, Ia.

MIDWAY visitors during Hilderbrand's United Shows' stand in Logan, Utah, included Mr. and Mrs. Clarence H. Alton, Mr. and Mrs. Johnnie Cardwell, Roy Smith and Ed Smithson.

MR. AND MRS. BILL ALEXANDER joined Mr. and Mrs. Earl Richardson's cookhouse crew on Hilderbrand's United Shows in Logan, Utah, reports Walton de Pellaton.

FORMER ride superintendent on World of Fun Shows, Whitey Davis is now in charge of Fred Henry's rides playing firemen's celebrations in Maryland and Virginia.

WE blew some of our best dates and then a storm blew down all the fronts and tops and then our boss blew the show.—Joe Blow.

FORMERLY of Hilderbrand's United Shows, Mr. and Mrs. Edward Young joined

Siebrand Bros.' Shows and Piccadilly Circus in Dickinson, N. D., to take over one of Ted LeFors' concessions.

J. W. (PATTY) CONKLIN, president of Conklin Shows, has added seven new fronts to Frolexlant at Canadian National Exhibition, Toronto, of which he again is manager this year.

CONCESSIONERS joining J. F. Sparks Shows in Germantown, Ky., reports Ray Allen, included Mrs. Charles Drill, three; Russell Ballinger, two; Herschell Wright, two; H. W. Branham, two, and Frank Sampson, one.

AMONG VISITORS to Dee Lang's Famous Shows at Cass Lake, Minn., were Mr. and Mrs. Jack Meyer, Mr. and Mrs. S. Nice, Mr. Gangelhoff, Mr. Wardner, Frank Ebach, Albin Olson and Mr. and Mrs. F. Heinrich.

I HAD heard a lot about these "barkers" contests before I realized that they were talking about talkers.—Dime Jam Johnson.

CONCESSIONERS reporting good results during Hilderbrand's United Shows' stand in Logan, Utah, were Ralph Balcom, Florence Appell, Louis Ristick, Frank Dykes, John Donzelli, Myles Nelson and Ida Mae Langer.

WIFE of the owner of J. J. Colley's Shows, Mrs. Aileen Colley is recuperating in a Paris, Tex., hospital where she underwent an emergency appendectomy after being stricken in Durant, Okla., while the shows were there.

OWNER-MANAGER of the Underworld Show on World of Pleasure Shows, Colleen McCormack tendered Rosina Raymond a farewell party when the latter left the annex of the side show to return to the East.

GATE & Banner Shows are playing the best gate territory in years—but the inside is not doing so well.—Cat Rack Annie.

WIFE of the director of Mettler's Family Band on Kaus Exposition Shows, Mrs. George Mettler left for a week's visit with her mother in Pittsburgh. She plans to rejoin her husband on the shows before they leave for the South.

D. EDWARD (BABY DOLL) BELKNAP cards from Linn Creek, Mo., that after 20 years on the road as an agent he's now legal adjuster with Parker Attractions. He says it's good to be able to stay back on the shows.

MIGGETTE McCLAIN advises from Gary, W. Va., that Mighty Monarch Shows' stand there resulted in good business and that organization added a new Merry-Go-Round and Dan Rieley's Side Show.

STRICKEN with a throat infection in Salem, O., Mario Zacchini, of cannon ball act on Zacchini Bros.' Shows, was

BIG ELI NEWS NOW READY

RIDE MEN, be sure to get your copy of the July-August issue. Crammed full of news of the Ride-Business. Special articles about the Money-Getting No. 5 BIG ELI Wheel and the 1940 Model Tilt-a-Whirl. Also: complete reports of the 1940 Fourth of July Contests in this issue. Send a 1c postal card for the FREE sample copy saved for You.

ELI BRIDGE COMPANY
 Publishers
 Opp. Wab. Sta. JACKSONVILLE, ILL.

THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 28 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.

SMITH & SMITH, Springville, Erie Co., N. Y.

removed to a local hospital for treatment. He has rejoined the shows, however.

ASIDE to some g. a.'s: One of these days those North-to-South-Pole moves will get on the boss' nerves and you'll be called back for a "conference."

JIMMIE GORDON cards from Everett, Mass., that Lagasse Amusement Co.'s No. 2 Unit's stand in Providence was successful and that rides and concessions did well all week despite rain on the final day.

"WHILE passing thru Dayton, O., I visited O. C. (Jack) Lydick, who has been in Veterans Hospital there for over a year," cards George Taylor. "His condition wasn't as good as expected. He'd like to read letters from friends."

FAMOUS last words: "I'm retiring from show business and want no more jobs as fourth executive assistant—and no one wanted me as head man."

FRANK ZORDA cards from Iilon, N. Y., that he and Art Converse have enlarged the side show on the Art Lewis Shows and that the No. 2 show is completed and will not conflict with the No. 1 Unit. Crystal Converse, vacationing in Atlantic City, will rejoin her husband in the South.

"JUST arrived here to take over the bally, openings and inside lecturing on Rae-Terrill's double-sex attraction on Reynolds & Wells Shows," pencils Dock Dean from Red Wing, Minn. "This is one of the best dressed annex attractions I've ever seen."

MRS. CARL MARMON and daughter, Mrs. Pauline Blunk, of Kenton, O., mother and sister of Mrs. Bill Snyder and Walter S. Snyder, father of Bill Snyder, publicity director of Zachini Bros.' Shows, visited the organization during the stand in Salem, O.

"PRIDE goth before a fall." Why do most blowdown storms pick on the apple of the boss' eye—the entrance arch?—Egbert Ironbender.

DOC WADDELL reports from Ohio Masonic Home, Springfield, O., that Shirley Lyons and party of friends from Cleveland were entertained on Dodson's World's Fair Shows' midway and in Mr. and Mrs. Eddie Madigan's cookhouse while the shows were in Cleveland.

"JUST MADE a 600-mile jump here to join the Illusion Show on Rubin & Cherry Exposition," inks Prof. L. Levitch, palmistry stand operator and mentalist, from Butte, Mont. "Business has been good when we get the weather breaks and public seems anxious to know the future."

AFTER a number of years of trouping Mr. and Mrs. Roy Foss, formerly with the Madame Lorraine company and with several well-known carnival organizations, have settled in Morrison, N. Y., where they are operating a cabin camp and diner.

I WISH that I could know again the jerks of long ago again, with winners' eyes aglow again and pokes so big and fat.—Smackover Slim.

ROYAL AMERICAN SHOWS took over scales and novelties at Saskatoon (Sask.) Exhibition, with Slim Donaldson in charge. Agents on scales were Lew Brodil, Norman Robinson, Larry Saunders, Roger Baker and Charles Donaldson; novelties, Bill Ukrainetz, Paul Henry, Max David, Bob Mills and Mickey Blake.

THE BILLBOARD sales agent on Hughey & Gentsch Shows, Harry Hisco, was rushed to State Hospital, Jackson, Miss., by J. A. Gentsch while shows were exhibiting in Philadelphia recently, to undergo medical treatment. Harry may rejoin during stand in Water Valley, Miss.

"BERNARD McDERMOTT and I saw Capital City & Latlip Shows in Shinnston, W. Va., and Lawrence Greater Shows in Waynesburg, Pa., recently," pencils J. W. Hartigan Jr., from Morgantown, W. Va. "We plan to visit Dodson's World's Fair Shows when they play Fairmont, W. Va."

AROUND the midways of today are those destined to step into the high places of big shots who ever and anon are getting the office from the Grim Reaper.

CO-MANAGER of Hall of Oddities on Reynolds & Wells Shows, Duke Del Rio

recently took delivery on a new house trailer in Red Wing, Minn., reports Bert Hard. Duke also is painting some new banners for the attraction and Doc Dean joined Rae Terrill's annex attraction, Hard adds.

STERLING (DUKE) DRUKENBROD left his home in Canton, O., on July 24 for the East to join Endy Bros.' Shows where he has a side show, which has been under management of L. D. Hall since early spring. Drukenbrod plans to strengthen his line-up of attractions and ready the unit for fairs.

MARY McKENNON, formerly with Johnny J. Jones Exposition, is in Queens General Hospital, Jamaica, L. I., N. Y., recuperating from a cerebral concussion sustained in an auto accident several weeks ago. Mary is the sister of Joe McKennon, of carnival and circus note and now with Beckmann & Gerety Shows.

COOKHOUSE Gossip: "You can't blame the boss for ranting and raving. He was overbid for every spot down yonder and has nothing to look forward to."

"FORMERLY with West Bros.' Shows, we visited them at Little Falls, Minn.," advise Mr. and Mrs. Paul Farris, of Jay Gould's Circus from Gaylord, Minn. "We found Mrs. Laughlin's health much improved. Owner Laughlin has the organization ready for its fair dates and much repairing and repainting has been done."



ROSELINE LATLIP, one of the Latlip Twins, posed for this photo during Capital City and Latlip Shows' stand in Flemington, W. Va. She, with her sister, Ginger, is presenting the free attraction on the organization this season. Both girls are daughters of Captain David Latlip. Photo furnished by Mickey B. Martin.

SHOWFOLK on Edward A. Hock's Imperial Shows were grieved to learn of the death of the late H. L. (Sheeney) Bush, who died in St. Elizabeth Hospital, La Fayette, Ind., on July 19, following amputation of a leg. Personnel of the show previously had taken up a collection amounting to \$37.50 for the first operation which Bush underwent.

A NUMBER OF the personnel of Zachini Bros.' Shows enjoyed something different late one night while shows were in Ambridge, Pa., when they were served a rattlesnake dinner at the Hugo Zachini house trailer. Meat for the occasion was furnished by the reptile show management and the expert preparation was done by Mrs. Elsa Zacchini.

"IF "carnivals took all the money out of towns" this season, then the old U. S. A. must indeed be in tough shape.—Oscar the Ham.

LINE-UP of attractions now on Diamond Midway Shows, reports George Burger, includes Curly Vernon's Tilt-a-Whirl and Dodgem, Baker's Kiddie Autos, Wiggs' Kiddie Aeroplanes, C. C. Wyrick's Chairplane, Lela Schroeder's steam train, Hamilton's ponies, Montford's Merry-Go-Round, Vernon's Snake Show, Bill Benda's steam thresher and Rusty Wood's Girl Shows.

ANYONE KNOWING whereabouts of a Mrs. Stephens, supposedly with a cookhouse on a carnival, is asked to have her communicate immediately with Dr. Smith, mayor of Harlan, Ky., at Harlan. Her brother, C. C. Patterson, who joined C. E. (Doc) Barfield's Cosmopolitan

Shows recently, suffered a paralytic stroke while shows were playing Harlan and is not expected to live.

ONE of the Presidential nominees plans to make short talks during the noon hour at factory gates. Ah! At last pitchdom comes into its own!—Razor Blade Red.

"DROVE 150 MILES last week to visit Fairly & Little Shows in Chisholm, Minn.," scribes Capt. George Webb, former free-act performer, from Ely, Minn. "Noble Fairly and Phil Little have an attractive and big organization and I visited with my old pals Ken and Viola Blake, who have a well-flashed water show. Rides and shows have been repainted for fair dates."

OPERATOR of a candy and lunch concession at Indiana and Michigan fairs for the past 48 years, H. W. Snyder sustained a broken neck and severe bruises in an auto accident near McAlester, Okla., while en route from his home in Los Angeles to the East. His injuries will keep him inactive for about four months and his son reports he regrets being unable to make the fairs this season.

WHILE these political spellbinders are considering mob psychology plenty of front talkers go right along practicing it profitably who never heard of it and can't even spell it.—Colonel Patch.

HARVEY (DOC) ARLINGTON, of Vic Horwitz's Motor City Shows, writes from Francesville, Ind.: "Kokomo, Ind., was the final still date of the season for the shows. Since organization's stand in South Bend, Ind., July 4th week, each spot has been good for shows, rides and concessions. Tour of Michigan during May and June gave good business when weather permitted. Owner Horwitz is planning to take a unit down south for an early fall and winter tour."

"WHILE VISITING at Veterans' Hospital, Port Miley, San Francisco, I met Kokomo Jimmie Burket, vet showman," pencils Pop Coleman. "Last season Jimmie was with Rubin & Cherry Exposition and he was working for Sally Rand at Golden Gate International Exposition when stricken ill. He would like to read letters from friends. His wife, Esther, was with him here for two weeks, but had to return to Culver City, Calif., where she is employed in the MGM studios."

ONE of the political parties has a big edge in the market for mascot, bulls being fairly plentiful but Rocky-Road-to-Dublin steeds being a rarity.—Cousin Peleg.

"RECEIVED NUMEROUS encouraging letters from showfolk friends while in a local hospital," letters Jack H. Nation from Dayton, O. "My wife and I are making a few plans as our feet are beginning to itch again. I believe the fair season will be a winner if weather permits, regardless of the European situation. Death of Jess Adkins is a great loss to show business. He was a manager who knew all the angles and a real trouper. He'll not be forgotten soon. Among troupers sighted here recently were Joe Shue, concessioner and ticket seller; Mr. and Mrs. Bozo Mansfield; Professor Briney, magician, formerly with Lewis Bros.' Circus; Bert Price, Frances Sumerall, Carl Maloon and Fred Fisher.

PRESS agents are noting that anti-carnival editors are becoming fewer and the virus of film poisoning growing weaker.—Six Syllable Webster.

NOTES of Betty-John's People Who Make the News Show on Great Sutton Shows by Billie Wingert from Hartford City, Ind.: Betty-John took delivery on a new trailer here and on July 19 personnel visited the Ringling Circus at South Bend, Ind. In the party were Karlene, Australian Wonder Girl; Moody Cook, Artis Streets, Mr. and Mrs. Alexander and Pete Sutton. As guests of Bobbie Hasson they spent most of the day in the side show renewing old acquaintances and making new ones. Princess

Zumbo joined here and is clicking with her fire dance. The Frisco Kid continues popular.

WHILE playing Anderson (Ind.) Fair, July 1-6, members of the Beckmann & Gerety Shows placed wreaths and easels on the graves in the Anderson Cemetery of the late D. C. McDaniels and Billy Williams, former showman, and his parents, the latter brother and parents of Charles E. Williams, of the fair management. Mrs. Bertha (Gyp) McDaniels, widow of D. C. and operator of the Arcade and Rocky Road to Dublin on the Johnny J. Jones Exposition, was surprised to see the wreaths during a recent visit to Anderson. "It was a thoughtful gesture on the part of the Beckmann & Gerety showfolks and deeply appreciated by the McDaniels and Williams families," she writes.

TROUBLE with talking on those remote broadcasts from the lot is that you never know whether or not you've got a tip.—Side Show Sal.

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FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Cetlin & Wilson

Harrington, Dela. Week ended July 27. Location, fairgrounds. Auspices, Kent-Sussex Fair Association. Business, excellent. Weather, fair and hot; thunderstorm one afternoon.

Biggest opening attendance in history of Kent-Sussex Fair turned out Monday night and record attendance for all time was set for week with only one day falling below previous year. Paradise Show, Carl Lauther's Human Oddities, Speedy Merrill's Motordrome and Stranger Than They Seem were ranking shows. Hot Harlem Show, under Fred LaReine, did well. In the line-up are Don Caskey, talker; Claude West, tickets; Elsie Johnson, Ernestine Drewery, Alice Johnson, Beatrice Harris, Sylvia Sidney, dancers; Robert Stenhouse, trumpet; Elmira Grandison, piano; Leroy Hooper, sax and clarinet; Frank Brown, novelty act. Mr. and Mrs. John Canole and daughters visited Mr. and Mrs. Woodrow Olson, of Lauther's Side Show, as did Mr. and Mrs. J. A. Aderhold. Mrs. Woodrow Olson and Mrs. Al Fisher visited the farm of Mrs. Olson and Mrs. Fisher's family at Miller's Tavern, Va. Claude Claudette, of Lauther Side Show Annex, visited Washington Saturday night. During the three-day layover girls of the Paradise Night Club revue visited New York as guests of Mrs. I. J. Cetlin and Mrs. John W. Wilson. Charles W. Swoyer, secretary, and W. Arthur Morris, director Greater Reading (Pa.) Fair, visited Mr. and Mrs. John W. Wilson, Mr. and Mrs. I. J. Cetlin and Harry Dunkel. E. K. Johnson did some good advance billing and worked with his own sound and

sign display truck. Betty Varady and L. E. (Connie) Smith joined Lauther's Stranger Than They Seem Show. Mr. and Mrs. B. H. Patrick, *The Billboard* Philadelphia representative; Mrs. Sue Campbell and William J. Goss visited.

RAY D. MURRAY.

Dee Lang's (Motorized)

Cass Lake, Minn. Week ended July 27. Business, fair. Weather, fair, with windstorm early Wednesday morning.

Show's initial stand here the first two days bustled with business, but a heavy windstorm early Wednesday morning blew down every show top, all concession stands and one Ferris Wheel and inflicted considerable damage to all the other rides. Loss was heavy and a great deal of equipment will have to be replaced. Altho shows were closed the day of the storm, after hasty repairs and general salvaging they were in operation the following day and fair business was chalked up for the remainder of the stay. A slight alteration in the routing was necessary, but all is straightened out and routing is now on regular schedule. Nearly a dozen new tops have been ordered here and are expected soon to replace the torn ones. The Ferris Wheel was taken to the fac-

tioned the days and nights and watched while Eddie took a change for the better. Thursday night a jamboree was held by the Good Fellowship Club and a minstrel show was presented. Mother Brewer has the Kiddie Rides clicking. Paul Lane and wife, formerly of the Paradise Camp, Ruskin, Fla., are enjoying a successful season.

GLENN IRETON.

World of Mirth (Railroad)

Boston. Seven days ended July 28. Location, Old Colony boulevard at Mile road. Auspices, American Legion Post. Business, good. Weather, very warm.

An average daily paid attendance of nearly 10,000 gave shows their best date of the season so far. Shows obtained an ideal location, flanked on both sides for several miles by municipal and State beaches. Main entrance faced the main highway to the South Shore, one of the most heavily traveled arteries in Boston. Special permits were obtained for Sunday performances and all units did well, altho several were hampered, as local and State laws prohibit dancing and

Charleston, W. Va. Week ended July 27. Location, Reynolds street lot. Auspices, Park Commission. Business, good. Weather, showers and cool nights.

After a long haul from Washington C. H., O., shows opened on Monday night to a good crowd. Showers on Tuesday cooled things off a bit and attendance was light, but spending was good. Children's Day, Wednesday, drew 3,000 and orphans were guests of the organization. Wednesday night was a red one and Whitey Johnson's Show led the midway, with Elaine Miller's Broadway After Dark attraction second. Red Rogers' Midgets obtained their share of business. Several acts were added to Port of Missing Girls Show here. Billy Dooley's Rhythm Makers continue popular. The Carlson Sisters are sporting some attractive wardrobe and looking forward to the fairs. Al Wallace's cookhouse is doing well, as is Dick Keller's Motordrome. REX LEE.

Kaus Expo

(Baggage cars and trucks)

Nimminsburg, N. Y. Week ended July 20. Auspices, Fire Department. Business, fair. Weather, good.

Shows played a new lot here and, while it was well-located on a main highway, it was in bad shape and filled with rocks and bumps which could not be obliterated. Lot also was near a river and droves of small millers flocked around lights nightly until it was necessary to cover lights with colored paper to keep patrons from being driven home. Crowds were small each night, excepting Friday, when a good crowd filled the midway. Spending was good and almost everything had a satisfactory week. Mr. and Mrs. C. O. Davis entertained Mrs. Reba Kettle and daughter, Garnett; Mrs. Lottie Baker and Bobbie Hutchinson in their new trailer home here. Mr. and Mrs. George LaRose, parents of Mrs. C. O. Davis, joined and will operate a grab stand. Frank Steele has taken charge of the Ferris Wheel. LESTER KERN.

Art Lewis

(Railroad)

Troy, N. Y. Week ended July 27. Location, Trojan Post Grounds. Auspices, VFW Post. Business, fair. Weather, fine, except rain Saturday. Ten-cent gate.

Hot weather and little rain gave shows a fair week here. Art Lewis renewed many old acquaintances, as did Eddie Deimont, Charles Lewis and several others. *Times Union, Knickerbocker Press, Cohoes American and Watervliet Tribune* were liberal with space. Radio station carried three programs daily and featured Dorothy Stone, Aylene Morency, Dolores Albini, Kathryn Teuscher and Eddie Viera. Civic authorities and councilmen complimented Manager Art Lewis on shows' appearance. Small lot made it necessary to leave three rides and attractions off. Otherwise location was good and well laid out by Percy Morency. Howard Ingram brought train in on time as usual and everything was ready for opening early Monday night. DICK COLLINS.

F. H. Bee

Columbia, Ky. Week ended July 27. Location, fairgrounds. Business, very good. Weather, hot and dry.

Special Agent O. S. Brewer did a good job of billing and the fair got off to a flying start on Tuesday, Children's Day. Jolly Jumbo, World's Largest Hog, owned and shown by Mr. Kitchens, topped the midway and Kitchens is building a new front for his new Monkey Town. John Thompson still has his Girl Show clicking. Billy Stinson is operating the Athletic Show, aided by Jack Dorsey and Wild Bill Powers. He reports business is good. Al Alfredo's World's Fair Attraction continues popular. He recently added several new attractions. Kentucky Cave Man, owned and operated by Mr. and Mrs. McIntosh, also is getting good



HERE'S A PORTION of the 1,500 bicyclists who attended Bicycle Day staged by Goodman Wonder Shows on July 24 in Racine, Wis. Highlighting the event was a bicycle giveaway donated by local merchants and a downtown parade, with local cyclists participating. In the foreground, left to right, are Barbara Barber, Lulu Kulakalami and Audrey Orlo, girl performers from Lee Simon's Show of Shows, who led the parade. Photo, snapped by Jim Sieger, of *The Racine Journal-Times*, furnished by C. W. Franklin.

tory to be repaired and is to be back within a week or 10 days. With some lumber, paint and much work shows have been put in good shape. Personnel celebrated Betty Harrison's sixth birthday anniversary here.

Brainerd, Minn. July 15-21. Location, East Oak Street Showgrounds. Business, good. Weather, fair.

The 112-mile overnight jump from Detroit Lakes, Minn., was made in good time and all shows and rides were doing capacity business as the initial night proved one of the best days here. Saturday, with its special matinee, was the best day. Increased business here over last year was attributed to better local business conditions and to shows' greater drawing power. American Legion Post co-operated. Visitors included Mr. and Mrs. Wayne Ely and daughter, Mr. and Mrs. Joe Mraz, Mr. and Mrs. Art Sullivan, Al Mraz, J. Laughlin and E. Brewer.

JOHN PABARCUS.

Endy Bros.

(Baggage cars and trucks)

Saco, Me. Week ended July 20. Auspices, American Legion Post. Business, good. Weather, some rain.

Rain on two nights, including Saturday, killed chance for exceptional grosses here. However, totals were well above average, and first appearance of a large midway in this spot in several years

limit entertainment presented to singing and music. Lot played had never been used before and presented a problem, as it had holes and ditches as deep as 15 feet. Agent Snellens had bulldozers working for several days putting lot in shape. Extremely hot weather is believed to have kept many away. Sprinklers were used each afternoon with the result that the midway was always in good shape. Local authorities stated shows were the best billed here in recent years. Local radio stations and papers co-operated. In addition to this three-sheets were used in all "El" stations and bumper cards on taxis. Carl Goodwin, chairman of sponsoring committee, did good work.

JIM McHUGH.

Bantly's All-American

(Baggage cars and trucks)

Oak Hill, W. Va. Week ended July 27. Location, fairgrounds. Auspices, Police Department. Business, good. Weather, fair.

Committee, under direction of the Chief of Police, co-operated, and stand was a good one despite showers on Tuesday and Wednesday. About 7,000 were on the midway Saturday night. Eddie Carroll, who was injured here Sunday, was taken to a local hospital where Shorty Biers gave him a blood transfusion. A group of the ride boys also di-

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker. Real Class \$12.50

3,000 Jack Pot Silps (strips of 7 numbers), per 1,000 1.25

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3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000, 1.25

3,000 Featherweight Bingo sheets, 5 1/2 x 8, Loose, \$1.25 per M. Stapled in pads of 25, Per M 1.50

Postage extra on these sheets.

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Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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play. All rides were busy, with Tilt-a-Whirl getting the heaviest play. Pop-Corn Red Graham says the hot weather is hurting his business, while the ice cream, frozen custard and fruit snow stands are doing well. Norman Anderson joined here with his scales.

RAYMOND R. HULL.

Miller Bros.

(Baggage cars and trucks)

Elmira, N. Y. Week ended July 27. Location, Driving Park. Auspices, V. F. W. Post. Business, fair. Weather, intermittent rains.

Shows moved in here from Peckville, Pa., in good time over mountain trails and were ready for opening night. Business was only fair, with rain prevailing on three nights. Committee co-operated and town was billed like a circus. A newspaper tie-up failed to bring desired results. Thursday afternoon shows were given over to poor children from different local institutions. Pop corn and lemonade were given the kids under supervision of Rocco Massucci. Visitors included Jackie Miller, who spent a few days visiting his parents, operators of the Follies of 1940; Eddie Lewis, Joe Conley and Sol Tolsky. Phil Bender, pop corn and candy apple concessioner, is sporting a new car, and Nick Sham has a new trailer. New canvas arrived from Fulton Bag and Cotton Mills. New fronts are being built for shows being added to the line-up. Cash Miller took over the Follies and Darling Girl revues here. Eddie Brennan's bingo clicked and R. L. Wade is adding more concessions to his string. Jerry Jackson's Jitterbugs are doing well. Mr. Ward is new manager of Circus Side Show. Filipino Midgets, under management of C. M. Hodges, are doing well. Ralph Kirby, in charge of sound truck, is seen on the streets daily. Much activity is evident in all departments as shows prepare for their string of fairs. Chester DeVore is redecorating Harry DeVore's cookhouse. Reported by an executive of the shows.

Eric B. Hyde

(Motorized)

Salineville, O. Week ended July 20. Location, baseball park. Auspices, Combined Home-Coming Committees. Business, good. Weather, hot days; ideal nights. Pay gate.

Business at this annual event of six days and nights and two matinees, under strong auspices, built up gradually from Monday opening to Saturday night's closing when over 4,300 passed thru the main entrance. Parades Thursday and Saturday nights broke in front of the grounds and several bands gave concerts within the inclosure. Flying Sullivans presented the free act. *The Salineville Star* and newspapers from Cleveland, Eastern Ohio and Pittsburgh were liberal with space. Friday afternoon, Joan Hassler, five-year-old daughter of Mr. and Mrs. Hubert Hassler, magicians, fell in a 25-foot well near the grounds and sustained cuts on her forehead and a broken arm. Joseph P. Weadon rescued the child by climbing down the well bucket chain. Both were drawn to the surface amid loud cheers from the crowd. Bernard A. Mendelson, O. Henry Tent and Awning Co., visited. Mr. and Mrs. Richard LaRue joined with wire jewelry concession, and James Grice joined as utility man. General Manager Hyde is directing all building, painting and decorating activities and now has the Merry-Go-Round streamlined and interiors of several shows reframed and illuminated. Five Flying Lesters were booked to succeed the Flying Sullivans, who closed here.

WILLIAM JUDKINS HEWITT.

Crystal Expo

(Baggage cars and trucks)

Leaksville-Spray, N. C. Week ended July 27. Location, old airport grounds. Auspices, American Legion Post. Business, good. Weather, fair except light shower Saturday night.

After a short haul from Bassett, Va., all was on the lot by noon Sunday. Business opened light Monday but improved Tuesday night. Wednesday drew a fair-sized crowd, but spending was light. Attendance and spending increased nightly thereafter, with large crowds on hand Friday and Saturday nights. Gate registered 2,700 paid admissions Saturday night and business was unusually good despite a thunder-shower at 9:30 p.m., causing part of the crowd to scurry off the grounds. Baseball games on Monday, Thursday and (See CRYSTAL EXPO on page 52)

West's World's Wonder

(Railroad)

Taylorville, Ill. Week ended July 27. Auspices, Christian County Fair. Business, fair. Weather, hot.

Shows tore down in Peoria, Ill., on Friday in order to make a Sunday opening here, which did not turn out so well, because of extreme heat which prevailed all week. There was no day play and night business was only fair. Shows remained over Saturday and registered very poor. Neil Berk, general agent, returned from a trip to the South and reported everything in very good condition. Charles T. Goss, Standard Chevrolet Co., and Frank Fellows, Springfield Wagon Co., visited, as did John Francis, of Greater Exposition Shows. Monday, Kids' Day, was hampered by hot weather and kept them away. Orphans were guests of the shows, and Summers Follies, Wall of Death and Expose shows all registered good business, with rides coming in for their share. Johnnie Williams added five more people to the Harlem Revue. Sky High Alcidos, free act, left to make a few previously contracted fair dates. GEORGE HIRSHBERG.

Frisk Greater

(Motorized)

East Grand Forks, Minn. Week ended July 13. Auspices, American Legion Post. Business, below average. Weather, inclement.

Shows were located on showgrounds here under Legion auspices. Business was below average, due mostly to inclement weather. Saturday night was good, however, and rides, shows and concessions did good business. Selon Salls' photo gallery clicked here. Joining the shows here were Marion Johnson and Earl Hoy. Ed Caultis is doing a good job as night watchman.

Keewatin, Minn. Week ended July 20. Auspices, Italian-Americanization Club. Business, good. Weather, fair.

Shows chalked a good week here. Rides and shows did well, with the Octopus topping rides and Irene DeMar's Girl Show leading shows. The weather was fair except Friday night after the show closed, when a severe wind and rain storm struck. Damage was slight. Saturday night gave shows, rides and concessions good play. Personnel attended a spaghetti supper in the City Hall Thursday night. Worth Lundin took over management of the Athletic Show, while writer accepted management of Mechanical Show.

LYLE KULENKAMP.

Wallace Bros.

(Baggage cars and trucks)

Versailles, Ky. Week ended July 27. Location, Minor's lot. Business, good. Weather, fair and hot.

Short move here saw trucks making good time, which enabled rides and shows to take advantage of a late-afternoon set-up and dodge Monday's hot weather. All rides and shows were ready at noon for Monday's matinee. Fair attendance prevailed Monday night and it increased the rest of the week. Dad Crawford, 74-year-old lot man, front gate ticket box and announcer and talker for the show, is doing splendid work daily with the sound car. Jimmie Owens repainted his arcade and diggers. Free gate has proved excellent for the matinees. Merchants here co-operated with banner man Bill Dollor. Kiddies' Day, Friday, and Saturday afternoon and night gave shows one of their best weeks. Visitors included Bill Brown, lot man F. H. Bee Shows. Jeane Delmar visited Saturday while en route to Charleston W. Va., from Birmingham. The writer and wife and baby, Betty Jo, visited friends in Louisville on Friday. Several dinners were staged at Hotel Worford here given by Mrs. Bill Dollor and Mrs. Freddie Leach.

Winchester, Ky. Week ended July 20. Location, Eubanks showgrounds. Business, good. Weather, rain first two days.

All shows and rides were set up early Sunday after a fast move here. Monday night's opening was good, but Tuesday was lost to rain. Remainder of the week attendance and business was good. Mack Thompson reports his two girl revues have been working to satisfactory results. Line-up of his Night in Paris Show includes Peggy Thompson, manager-producer; Geneva Sargent and Ruby Emerson, dancers; June Emerson, tickets; Mack Thompson, talker; Mike Sero and Joe Allen, music. Beauty on Parade has Mildred Perkins, Nellie Hatfield and Dod Doizer, dancers; Jeff Kaiser, tickets; Doc Cox, talker, and Mack Thompson, manager. James Reed's Minstrel Show is still clicking to good results. Mr.

and Mrs. Bill Rawlings and son joined Mr. and Mrs. Frank Sparks' cookhouse and Mrs. Ted Betts joined her husband with a concession. Frank Sparks added five new concessions and reports good results. The writer, who has the free attraction, Leona Lee and Bill Dollor arranged an orphans and children's day here. A local ice cream manufacturer furnished the refreshments. Visitors included Mr. and Mrs. Mack Hoge. Mr. and Mrs. Sparks motored to Cincinnati on business and Buddy Franks was entertained all week by Mr. and Mrs. Eubanks, local location owner. The writer's Water Circus continues popular. Dad Ross is doing a swell job with the sound truck. CAPT. FREDDIE LEACH.

John H. Marks

(Baggage cars and trucks)

Charleston, W. Va. Week ended July 27. Location, Broad street and Piedmont road. Auspices, American Legion Post. Business, excellent. Weather, hot.

With the temperature hovering around 96 degrees most of the week and despite a disastrous storm on Monday afternoon and the ordeal of breaking in a new lot, shows' return engagement here brought out large crowds and all enjoyed one of the best weeks of the season. New grounds are only six blocks from the downtown business section. It required much work to get them in shape, but it was well worth the trouble and heavy expense. Weather was hot all week and no rain fell after opening night. All damaged equipment has been repaired and new neon lighting effects were installed. *The Evening Mail* devoted much space to pictures and stories of Princess Patricia, chimp, and Capt. Leon Blondin, her trainer. Paper also gave a big pictorial layout and an interview with John Robinson IV and the Robinson Military Elephants' history. Station WKGW used spot announcements during the week. A

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Men To Cash In On These New Popcorn Machines

These thoroughly new, up-to-date Popcorn Machines get all the nickels and dimes. They are improved big-capacity models with lights, color and motion that really get the business for you. All-electric, full cabinet size. Capacities: \$8.00 to \$20.00 per hour. Low down payments, easy terms.

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MAKE \$50.00 A DAY ON CANDY FLOSS



Our New Super Wizard with a heavy double head and larger spindle. This machine was used at the New York and California Fairs. Spins Candy Floss FASTER and FINER. Other models. Free literature. **ELECTRIC CANDY FLOSS MACHINE CO.** 202 Twelfth Ave., So., Nashville, Tenn.

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BUNTING FLAGS
Used by United States Government
3x5, \$2.75. 4x6, \$3.75. 5x8, \$5.25. 6x10, \$7.50.
Cash with order
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69 Poplar Ave., Memphis, Tenn.
We Rent Flags for Fairs

SECOND-HAND SHOW PROPERTY FOR SALE

\$20.00—Knife Illusion, money getter.
\$11.00—Excel Electric Popcorn Machine, cost \$37.
\$20.00—Unborn Wax Specimen, nine months' baby.
\$35.00—Nickel in Slot Piano, cost \$800.
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We Buy Kiddie Rides and Chicago Rink Skates.
WEIL'S CURIOSITY SHOP
20 S. 2nd St., Philadelphia, Pa.

SNOW CONE AND SOFT DRINK FLAVORS

GOLD MEDAL FLAVORS ARE THE BEST BUY, FOR THEY
—taste better —cost less
—go further —easier to prepare

You're losing money if you don't use GOLD MEDAL FLAVORS this year. Write for new price list and details about our special deal on a new Echols Ice Shaver.

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MARSHFIELD FAIR
Notice Change in Dates
AUGUST 27-28-29-30-31—SEPT. 1-2, LABOR DAY

WANT CONCESSIONS OF ALL KINDS. Write or Wire Dick Gilsdorf

DICK'S PARAMOUNT SHOWS
MALDEN, MASS.

Can Use Side-Show Acts Now. Also Experienced RIDE HELP Who Can Drive Semis.

TEXAS EXPOSITION SHOWS
—WANT—

People for Pit Show and Man to take charge or organize a Pit Show. We have new 100-FT. Top, Banners and Banner Line. WANT—Mechanical Show, Glass House, organized Minstrel or any Show not conflicting. Doc Shaw, come on. I wired you—no reply. WANT—Legit Concessions. Mt. Sterling Fair next. Then Lincoln Fair. Both Illinois. 12 more fairs following. Out until December 1st.

ADDRESS PER ROUTE **A. OBADAL, MANAGER**

ON ACCOUNT OF CONFLICTING DATES
WILL SUBLET THE "EX" ON FROZEN CUSTARD FOR HARRISON COUNTY FAIR, CORYDON, IND., AUG. 18 TO 23.

One of Indiana's Largest County Fairs. Ask Anyone Who Has Played Same.

WANT GUESS-YOUR-AGE AND GUESS-YOUR-WEIGHT SCALE AGENTS FOR WEEK OF AUGUST 12TH FOR CROWN POINT, IND., FAIR AND CONNERSVILLE, IND., FREE FAIR, BOTH VERY BIG FAIRS. WANT EXPERIENCED CORN GAME HELP AND PENNY PITCH AGENTS, ALSO ASSISTANT CALLERS FOR SEVERAL UNITS. Apply to MRS. ANNA GALLAGAN, Huntingburg, Ind. (Free Fair), this week; Bicknell (Fair), Ind., follows. ALSO CHARLESTON, ILL., this week; Frankfort, Ind. (Free Fair), follows. Have already played 8 Fairs and have over 20 more to play. Long season. All replies except as above to JOHN GALLAGAN, care IMPERIAL SHOWS, CHARLESTON, ILL., this week; FRANKFORT, IND., next week. P.S.: Will have late Model A-1 shape Smith & Smith Chairplane for sale, with or without truck, after the Goshen, Ind., Fair, August 31.

LATLIP SHOWS WANT

Bingo and all Stock Concessions except Popcorn and Cookhouse. Want one more Flat Ride. Special Agent who knows Virginia territory. Eddie Gates wants for Raneland Nights Western Revue, Cowboy Band, Musicians all instruments, Cowgirl Singers, Yodelers, Dancers, Novelty Acts. Billy Brewer, Tex Wade, Whitey McCloud, Cowboy Jack, come on. Will book or buy Auto Kiddie Ride. Can use one more high single Aerial Act.

Address Spencer City Park Celebration, Spencer, West Virginia.

local department store sponsored the weekly Children's Party to fair results. Visitors included Sam G. Damron, managing editor *The Evening Mail*; Major Beane, city editor *Morning Gazette*; John Hanley, old-time circus troupier, formerly with John Robinson, Sells-Floto and other circuses; Dr. Jim Davidson, former circus owner; Paul and Billye Lane, concessioners; Charles A. Abbott, general agent; Harry Flournoy, State editor of *The Morning Gazette*; Herbert Wiggins, general agent Eric B. Hyde Shows, and S. B. Warren, general agent Silas Green Show. Orphans from Children's Home were guests of management Saturday afternoon. Despite hot weather, Saturday drew over 9,000 paid admissions.

WALTER D. NEALAND.

Patrick's Greater (Motorized)

Pasco, Wash., July 23-27. Location, downtown. Auspices, American Legion Post. Business, good. Weather, good.

Shows opened Tuesday night with a show parade led by American Legion Post Drum and Bugle corps. Parade passed thru the neighboring city of Kennewick and then down the main street of Pasco, and it was necessary to put an extra ticket seller on the front gate to take care of the large crowd which bought tickets after the parade. O. N. Crafts and Bud Cross flew here in Crafts plane from Missoula, Mont., while returning to California. Lawrence LaLonde left and Besse Bessette has taken over the 10-in-1 Show, with Red

Lindsey making openings. Bob Emerico, magician, has returned to work for Besse. Mrs. W. R. Patrick returned on Tuesday, after visiting with her family in Spokane, Wash., over the week-end. Athletic Show led shows. Rides did fair and concessions had one of their largest weeks of the season. Friday night showers threatened, keeping crowds away. Despite the weather everything did fair business. The weekly get-together of showfolk was held in the Girl Show top and a light lunch was served, with concessioners as hosts. Entertainment also was furnished by concessioners.

La Grande, Ore. Week ended July 20. Location, viaduct lot. Auspices, American Legion Post. Business, good. Weather, stormy.

Shows made a 235-mile jump from Boise, Ida., without mishap. Mrs. Patrick had some difficulty hauling Tony Lombardo's trailer when one of the wheels broke, making it necessary to load the contents on an open truck and then load the empty trailer on the rear of truck. Everything went well until truck reached the lot and as it was going under a viaduct leading to lot the trailer was wrecked. It will be necessary to buy a new one. Shows opened Monday night to one of the largest crowds ever to attend an opening here. Each night thereafter at about 6:30 threatening weather prevailed for about an hour and then cleared and remainder of nights were good. It did check early crowds, however. Thursday afternoon shows were hosts at a free children's matinee. Tickets were given away by Station KLBK. From 2:30 to 3 p.m. a program was broadcast from the grounds, with show talent giving the performance. Thursday night the public wedding was broadcast from the lions' cage. Rides and shows did big business. Joe Beaty and Jimmy Hale were two days late arriving here from Boise. The weekly get-together of all showfolk was held on Wednesday night, with ride men furnishing entertainment. Besse Bessette donated a beautiful pillow, proceeds from which were sent to the Pacific Coast Showmen's Association. Owner Patrick returned from Wenatchee Monday night with news that his father was greatly improved in health. Mack M. Clark, brother of Bill Clark, joined to work in the bingo. Frank Hens, who is operating Bud Cross' Octopus, reported a good week. Mr. and Mrs. Al Wienstien drove up from Boise, Ida., to be guests of Mr. and Mrs. Patrick Saturday night. Mrs. Patrick was a dinner guest of City Attorney E. R. Ringo and wife while Mr. Patrick was away on a business trip. Mex Snobar made a two-day trip to Seattle.

Cy Smith drove in to Spokane in his new car which he purchased in Boise.
DON GLENDON.

Silver State

Lava Springs, Ida. July 12-14. Location, center of town. Auspices, Jubilee Days Celebration. Business, good. Weather, warm.

Jubilee Days Celebration here opened to good crowds and midway got its share of business. Located in center of town, midway was crowded on all three days. Almost all of the personnel enjoyed the warm baths at this health-resort town. Many members of Crowley's United Shows visited with personnel here.

Grace, Ida. July 8-10. Business, good. Weather, good.

After a big July 4 at Montpelier, Ida., personnel didn't expect much business here, but date proved highly satisfactory. Bert Orr, theater manager, co-operated. Klondike Village joined here and did well. Casteel cookhouse and bingo came on last week, and Jack DeSalvo joined with balloon store. Tommy Williams returned after a 10-day trip lining up fair dates. He left again on a billing tour.

T. E. WILLIAMS.

Elite Expo (Motorized)

Fairbury, Neb. Week ended July 20. Location, fairgrounds. Auspices, American Legion Post. Business, fair. Weather, good.

Mid-annual banquet of the Hillbilly Club was held and American Legion Post donated its hall for the event. Plates were set for 64, and with Frank Carter and Professor Styles as bartender and headwaiter, respectively, assisted by the women members of the club. Dancing and games were indulged in until early morning. Highlight was the piano and vocal selections presented by Mr. Patrick and Tiny Braun. All reported an enjoyable time. Bud Lime purchased new frame and top for his clothespin concession. F. C. Bogle added a penny balloon and Bert Banty added a Roll-O concession. Mr. and Mrs. Epstein purchased a new car. Von Price, well-known sports promoter, was a frequent visitor.

Holton, Kan. Seven days ended July 13. Auspices, American Legion Post. Business, poor. Weather, fair.

With good co-operation from newspapers and committeemen and daily use of sound system, this spot failed to get desired results. Visitors were numerous from shows playing near by. Hillbilly Club added 15 members at Thursday night's meeting and made plans for the midseason banquet, setting the date for Thursday at Fairbury, Neb. Dave Reece is on the sick list.

Wamego, Kan. July 3-4. Location, City Park. Auspices, American Legion Post. Business, fair. Weather, warm days, cold nights.

General Agent Bogle's sound system was used for the free-act speeches and the 4-H Club entertainment here. Francis Doran, annex attraction on Noble's Side Show, and mother purchased a car, as did Doc Wright. Visitors included Juanita Parsons, Orville Cox, Frank Murphy and Eldorado Slim. Tiny Braun has the ticket box on No. 1 side show, while Jack Patrick has tickets on Hula Village and Merle Eller on Tilt-a-Whirl. Bill Craig has the cigaret shooting gallery. Frank Carter added a new sun shade to his photo gallery. Maxine Lime, who is on the sick list, is reported improving.
DON FOLTZ.

Capital City & Latlip

Davis, W. Va. Week ended July 13. Auspices, firemen. Business, good. Weather, fair.

Large crowds attended nightly. Rides and shows have been repainted and new lights added. Lucas Bros., who have the Ten-in-One, added some new attractions and a new p.-a. system. Frank Griffith, general agent, returned with contracts for a number of fairs and celebrations. Mack McFarland joined with alligators from a Florida show. Volu Hawaiians are getting their share of business. Prof. and Bunny Venus Show is still clicking. Marion Wood's Jungleland is doing good business. Writer has enlarged the Midway Cafe and now has Bob Davis, grid-dle, and Mrs. Davis, cashier. Baysinger's ham and bacon stand led concessions. Harry Biggs has four concessions; Walter Cole, two; Rupert Otterbacker, four; Earl South, two. Mrs. Latlip has pop corn. Ida Mae and Mayers have the cigaret gallery. The writer also is operating two penny pitches, with Slim Moore as agent. Mrs. Don Dumfore has been taken to a hospital for treatment. Latlip Sisters and Fisher and Graham are pre-

sending the free attractions. Carl Gates, electrician, added some new lighting effects on the front gate.

MICKEY B. MARTIN.

Convention

Mt. Morris, N. Y. July 22-29. Auspices, firemen. Business, average. Weather, fine.

Three celebrations within a drawing radius of this city affected spending somewhat but excellent crowds gave shows average business. Special events, promoted by hard-working committees, held crowds on the grounds, and beauty contests on Wednesday and Saturday nights brought out big crowds. Committees from Buffalo and Dunkirk, N. Y., visited, and G. Hodges Bryant spent a few days here. Showfolk from James E. Strates, Kaus Exposition and Prell shows, playing near-by, also visited. Paint and repair crews are getting things in shape for the fairs. Al Connor's Troupe left to fulfill contracted dates, but will return at Dunkirk, N. Y. General Agent Harry Mentor left for Waterloo, N. Y., for a special fair promotion. The writer leaves soon for winter quarters at Dunkirk, N. Y., to supervise building of two new show fronts.

Gowanda, N. Y. Week ended July 20. Auspices, Cattaraugus County Firemen's Association. Business, excellent. Weather, cloud-burst Monday, remainder of week, good.

A flash flood and cloud-burst made Monday's opening a total loss. Remainder of week was warm and business excellent. Friday a firemen's parade drew capacity to the midway and all reported excellent business. Tilt-a-Whirl topped rides, and Oh, Susanna, and Augustino's Animal Show led shows. There was considerable excitement on the midway when it was discovered Dick Palmatier's recently arrived python escaped from its pit. It was discovered and captured across the midway in the vicinity of Augustino's monkey cages, however. An unusual circumstance occurred when Walter Stanley, Congo Show trainer, was recognized by a sister whom he had not seen since 1900. Charles Siegrist and the Flying Charles Troupe closed to fulfill contracted engagements. They will return at Bainbridge.
FAY LEWIS.

Blue Ribbon (Motorized)

Mt. Sterling, Ky. Week ended July 27. Location, fairgrounds. Business, poor. Weather, hot.

Move from Jeffersonville, Ind., was made in good time and shows were ready to go Monday afternoon. Because of extremely hot weather and poor co-operation from fair association, there was no day play, but fair crowds were on the midway at night. Harry Martin's Midway Cafe reported good business. Gilbert Tracey's Oddities are still leading shows, with Fred Clark's Hell Riders and Marion Kessler's Girl Revue running second and third. Clarence Thames' Expose also has been making a good showing. Ride-O topped rides here, with Boomerang and Ferris Wheels next in line. Visits were exchanged with Wallace Bros., Scott Bros.' shows, and Floyd Heth visited from Funland Shows. Mike Rosen's concessions continue to click, as does Massaro's frozen custard and hoop-la. Chief mechanic Ed Osborne keeps rolling stock in shape. Shows purchased a new truck recently for the transformer wagon.
LEE NEWTON.

Byers Bros.

Carrollton, Ill. Week ended July 19. Location, Greene County Fair Grounds. Auspices, Greene County Fair Association. Business, excellent. Weather, ideal.

Short 14-move enabled all to be ready for Sunday play. Barker Bros.' Rodeo, using fairgrounds for a three-day stand, helped make the three-days-before-the-fair dates a success financially. The fair attendance and spending was highly satisfactory and above shows' four previous stands here. Rides showed a much larger gross than in previous years; shows' business was satisfactory, but concession play was practically nil. Bingo was an exception in concession play, as it topped previous years here. Frenchy Robinson, *The Billboard* sales agent and manager of office-owned bingo, ordered a new car here. Recent visitors were Mr. and Mrs. Lee Sullivan, Mr. and Mrs. Ben Roodhouse, Mr. and Mrs. Charles T. Goss and Mr. Fellows. Hugh W. Cross, candidate for lieutenant governor of Illinois, made this office headquarters during the fair. Co-Owner-Manager Carl W. Byers and (See *Direct From the Lots on page 53*)



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& BATTERY CO.**
SIOUX FALLS, S. D.
Buy on Our
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Minstrel Show Manager with People and Band. Salary and percentage. We have outfit. Also can place Shows with or without outfit. Can place a Fighter and Wrestler for Athletic Show, Girls for Girl Show. Concessions: Want Frozen Custard, Penny Arcade and Concessions of all kind. Ride Help: Second Man for Twin Wheels, Loop-o-Plane and Loop-the-Loop Foremen. Ride Help in all departments. Plenty of Fairs and long season south. Address this week: Fairmount, Ill., or per route in *The Billboard*



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STANDARD AND CUSTOM BUILT TRAILER HOMES
Write for Catalog — Pictures — Plans — Specifications — All Models — Attractive Budget Plan Available.
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6 BIG DAYS 6 BIG NIGHTS
ZACCHINI BROS.' SHOWS
WANT For
FORD CITY, KITTANNING, PA., FAIR
AUG. 12 TO 17, 6 DAYS AND 6 NIGHTS
THE BIGGEST FAIR EVER HELD HERE
Races, contests, free acts. Day and night. A special event for every day. Over 25,000 advance tickets sold already. Billed heavily for a radius of 100 miles. Best grandstand show ever presented, including the world's greatest drawing card—"ZACCHINI'S MONSTER REPEATING CANNON."
SHOWS: With own outfits not conflicting. CONCESSIONS: All open except Cookhouse, Popcorn, Apples, Bingo, Custard. Have opening for a few choice Wheels, Grind Stores, Penny Arcade, Diggers, Ball Games, Fish Pond, Hoop-La, Watch-La, Cane Rack, Knife Rack, High Striker, Mug, Guess Your Weight, Grab or any other legitimate Concessions. **GOOD OPENING for Pony Ride.**
ATTENTION
All those joining now will get preference on all of our fairs, including those in Florida. WRITE or WIRE—Alliance, Ohio, 5th to 10th; then Fair Grounds, Ford City, Pa.
BRUNO ZACCHINI, Manager DR. HUGO ZACCHINI, Asst. Manager

SPENCER, MASS., FAIR
AUGUST 31-SEPT. 1 AND LABOR DAY
RIDES BOOKED, DE LUXE SHOWS ON MIDWAY
Want Concessions of All Kinds, Also Shows, Girl Show, Ten-in-One, etc. This is an outstanding spot and everyone knows of the tremendous business I enjoyed last year. Limited amount of space, first come first served. Nothing but an organized concession will be booked. Jean Dean and Walter Kelly, "the Candy Man," contact me immediately. Write or wire
Francis J. Kelly, Stanley Hotel, New Britain, Conn.
After August 15 Lee Hotel, Worcester, Mass.
DE LUXE SHOWS, Canaan, Conn.

C & W Shows Land Philly Expo Dates; Bryant Is Director

PHILADELPHIA, Aug. 3.—Preparations for Willow Grove Park Fair and Greater Philadelphia Cavalcade of Progress, to be staged six days here, got under way on August 1 with announcement of the booking of Cetlin & Wilson Shows for the midway and appointment of G. Hodges Bryant as managing director. He has had several years' experience in directing events, managing the 1939 Georgia-Carolina Coastal Fair in Savannah and the 1940 Coastal Empire Paper Festival in that city.

Work of landscaping some of the park for presentation of the affair is under way. Regular features of the park will be operated as usual. There will be a free gate.

All types of exhibits will play a prominent part in the fair division of the event. Cavalcade of Progress division will feature the coronation of National Miss Liberty Belle, winner to be awarded a trip to the American Legion national convention as guest of the Pennsylvania department. The contest is now under way. Other Cavalcade features will be a nightly historical pageant, with cast of 2,000; thrill shows, polo games, watercade and days dedicated to presidential candidates, manufacturers, Pennsylvania's governor and military units.

Hamid Show for N. Y. Date; May Become Annual Feature

ROCHESTER, N. Y., Aug. 3.—A type of outdoor show new to Rochester, a blend of circus and vaudeville spiced by routines of dancing groups, will play a week's engagement at Airport Stadium. The revue, now in its sixth year, has been produced by George A. Hamid, lessee of Atlantic City's Million-Dollar Pier, and features the Gae Foster Girls.

Co-promoter of the presentation, which will precede the revues' sixth engagement at Canadian National Exhibition, Toronto, is Ellision Kosoff, stadium operator, who said that if the venture proves successful, it may become an annual event.

With the show, audiences will see headline acts, including rope-wigged A. Robbins, Les Kimris; Winifred Colleano, aerialist, and Skating Earls, comedy quartet. Freddie Woolston's Band has been engaged to furnish music.

SECOND annual Hampton County Watermelon Festival on July 15-17 in Hampton, S. C., drew an estimated 25,000, but L. C. McHenry's Crescent Amusement Co., managed by Albert C. Bartels, did poor business, reported G. R. (Jerry) Thorne, midway manager. Other features were fireworks, queen revue, ball, prize float parade, ball game, air circus and contests.

MEREDOSIA, ILL., ANNUAL HOME COMING

SEPTEMBER 5-6-7, 1940

Carnival Wanted

Address C. A. Korsmeyer, Secy.

WANT RIDES

For

W. M. W. OF A. LABOR DAY CELEBRATION

Expect 20,000 Gate. Write HARRY L. SHELL, Pocahontas, Va., Box 772.

WANTED

RIDES — SHOWS — CONCESSIONS

46th Annual Home Coming

August 28-29-30-31

C. H. MINOR, Windsor, Illinois

WANTED CONCESSIONS

For

FALL FESTIVAL

Held at Minonk, Illinois, Sept. 12, 13, 14. Inquire of JOHN LEFFERS, Chairman, Free Gate.

CONCESSIONS AND SHOWS

Here is a real Firemen's Carnival in the heart of York, Pa., Aug. 18th to 24th. Terms reasonable. Address: JOHN T. McCASLIN, Baltimore, Md., 125 E. Baltimore St., Also White Hall, Md., Fair, Concessions and Shows.

3-5 RIDES WANTED

MARK HOME COMING

Aug. 31-Sept. 1-2

\$2,000 attraction, featuring Ace Lillard's "Circus of Death" Auto Stunts. Lillard will also drive auto down Illinois' highest (600 ft.) mine dump. Write, Wire HUGO BORRI (Pres.), Mark, Ill.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

Acts Draw at Mass. Show; Biz Is Double '39 Figures

PEABODY, Mass., Aug. 3. — Second annual Congress of Dare-Devils Show in Buckley Stadium here on July 22-27 under sponsorship of the American Legion Post was a big success, business being nearly double that of last year, said Al Martin, who booked acts. Shows were staged twice nightly and there was a Saturday matinee. Eli Lagasse directed the show for the second year. Admission was 25 cents.

Attractions were Four Bombshells, aerialists; Ralph Reno, comedian; Four Dobas, perch; Gladstone and Moore, comedy tables; Novak Troupe, teeterboard; Flying Lamars; Three Whirlwinds, roller skaters; Pee Jay Ringens, ride for life and flame dive; Six Gretonas, high wire; Captain Fairlie, high diver; 10 rides, band concerts, beano, contests and giveaway of six autos. At the Saturday matinee there was a firemen's muster, water polo, water fight, pumping contest and band and drum corps competition.

Record Gross, Large Draw Is Made by Illinois Annual

WYOMING, Ill., Aug. 3.—Business at the annual Midsummer Festival here on July 24-27 under auspices of Greater Wyoming Club was better than in any previous year and attendance on the final day was estimated at 6,500, said M. F. Bodwell, chairman.

The Pearson Shows played the date for the second year and midway business was considerably above that of last year. Top money was taken by the Tilt-a-Whirl, followed by the Ferris Wheel. With the exception of Thursday, afternoon business was light. A. E. Selden, "The Stratosphere Man," was free act.

Programs on Thursday afternoon and night were furnished by the fire department and the Business Women's Club supplied the Friday night program. Other programs were put on by the sponsor. Platform shows were emceed by Rev. McClintoch.

Record Draw at Pa. Affair

SAXONBURG, Pa., Aug. 3.—Annual Volunteer Firemen's Celebration here on July 15-20 was favored by ideal weather and attracted record crowds. Highlighting the program was Thursday night's parade, which attracted entries from more than 50 towns. It was aired over KDKA. Four Flying Comets furnished the nightly free act. Radio variety show under canvas, using talent from the KDKA Artists' Bureau, drew large crowds nightly. Larry Larrimore had 11 concessions and R. H. Wade's five rides were on the midway, as were Lester Rodgers' peanut trucks. Johnny Duke was general chairman.

Mardi Gras for Albany IOOF

ALBANY, N. Y., Aug. 3.—For the first time in five years affiliated Odd Fellows lodges here will sponsor an event, a six-day Mardi Gras and bazaar featuring a midway, free dancing, floor show, drum and bugle corps units and several free acts booked thru the Jimmy Daley office, reported Al Farrell, publicity chairman. Proceeds will go to the temple building fund. Advance sale has started. Event is to be held on a lot connected with the temple.

Midway Draws Ohio Fete

MALVERN, O., Aug. 3.—Altho rain threatened nightly, the annual homecoming under auspices of volunteer firemen here on July 24-28 attracted large crowds. Parade of visiting fire trucks and marching musical units highlighted the opening night, and speakers were presented on other nights. Midway had Gratziano & Carlin's Merry-Go-Round, Eli Wheel, Caterpillar and Loop-the-Loop; Larry Larrimore's 11 stores; Von Black, pop corn; Lester Rodgers, peanuts; Gilchrist's photo gallery and Ziegler & Maughiman's Athletic Show.

Me. Home-Coming Nets \$200

HIRAM, Me., Aug. 3.—Despite intermittent rains, annual Old Home Week and Fair here on July 22-27 under auspices of the American Legion Post was successful, the committee clearing about \$200, reported Albert F. Ward, secretary. Pine Tree State Shows and free acts on the midway played to crowds of from 1,000 to 1,500 on Monday to Friday and a crowd drawn from a 40-mile radius packed the midway on Saturday night. Freddie's beano game did a big business on Saturday. Old Home and Tri-County Legion Day was set for Saturday. It opened with a baby contest and there was a float parade with two bands. Other features were a ball game and grange supper. There was a 5-cent gate.

Calif. Date for West Coast

SAN FRANCISCO, Aug. 3.—Mike Krekos, manager of West Coast Amusement Co., signed a contract this week to play a seven-day fall festival here under auspices of the Italian-American Social Club, marking the opening of the sponsor's new \$100,000 building, reported Arthur P. Craner, special agent of the West Coast organization. Craner will remain here to handle advance details. Many promotional features are planned, including a queen contest, children's day and night parade. Mayor Angelo J. Rossi will open the festival. Nights will be dedicated to State and city officials.

10,000 at O. Home-Coming

COSHOCOTON, O., Aug. 3.—Annual Coshocton County Home-Coming at the fairgrounds here on July 25 attracted a crowd estimated at 10,000 despite one of the hottest days in years. Peter MacLaren, wood chopper, gave an exhibition, a square dance was held and a fox hound show was also featured. Happy Attractions provided the midway. James Preston headed the committee.

Wis. Snow Fete Draws 6,000

TWO RIVERS, Wis., Aug. 3.—Fourth annual Snow Festival here on July 20 under auspices of the American Legion Post drew an estimated 6,000. Entertainment included a band concert, pageant written and directed by Robert Winn; vaude acts, including Joe Fanton and Co., Three Aces, Phil and Doty, Winnie and Doty and dancing to the music of Romy Gosz. Gov. Julius P. Heil headed the list of guests.

Shorts

MIDWAY will be featured at a one-day community celebration on Delaware (O.) Fairgrounds.

BUSINESS Men's Club of Cawker City, Kan., has booked the W. A. Gibbs Shows for its annual three-day Fall Festival.

BARNEY and Jimmy Arnesen, comedy acrobats, are playing Western Pennsylvania firemen celebrations for Klein's Attractions, reported C. A. Klein.

JOE GALLER, general manager of Buckeye State Shows, announced the signing of the annual Granby (Mo.) Home-Coming, reported Ted Johnson.

SECOND annual two-day Newcomers-town (O.) Harvest Festival will feature a midway and free acts. William Heifner is general chairman.

ANNUAL four-day Kilbuck (O.) Street Fair has booked Pie Plant Pete and Bashful Joe, radio acts. There will also be a midway and exhibits.

FREDERICK Bros.' Shows were signed for the annual Hanover (Kan.) Celebration on August 6-8. Three free acts will appear.

SEVENTH annual four-day Warsaw (O.) Home-Coming will feature a midway provided by Happy Attractions. Fred G. Bucklew is chairman.

Attractions Draw 200,000 To Mich. Cherry Festival

TRAVERSE CITY, Mich., Aug. 3.—Arnell Engstrom, vice-president of the Michigan Fairs Association and secretary of Northwestern Michigan Fair here, again handled concessions for the National Cherry Festival here on July 17-19. He has managed festival concessions 13 years and the fair 16 years.

World of Pleasure Shows, owned by Jack Quinn and Frank Miller, played the festival to average crowds with a pay gate. Concessioners estimated that 200,000 attended and business was about average. There were 44 concessions on the streets. Excellent weather prevailed. Because of a shortage of funds free acts were eliminated this year, but Manager Don C. Weeks said he hopes to include them in next year's budget.

Festival is designed to celebrate the beginning of the cherry harvest and consists largely of parades and pageants. A highlight was the coronation ball, Joe Sanders' Band furnishing music. Big flash of the festival was a floral parade on the afternoon of the final day, with 15 bands taking part. Mummies take over that night and fireworks closed the event.

Array of Talent Booked For Illinois Home-Coming

SHEFFIELD, Ill., Aug. 3.—Free-act program for the 26th annual two-day Home-Coming here has again been set by Don Sweet, who has handled talent for the event for the last six years. In addition to producing the show and serving as emcee, Sweet will also present a magic offering.

Among turns will be John and Jorie Armstrong, equilibrist; Lang and Lee, jugglers; Zarlinton Twins, acrobatic and juggling specialties; Dashington's Animal Circus; Eddie Lewis, harmonica player; Merget, Ball and Spiker, clown trampoline, and Rosco's Chicago Serenaders, instrumental quartet. Ten semi-pro turns are also slated to appear. Tilley's Shows will occupy the midway.

WANTED For ANNUAL MINERVA, O., HOMECOMING

AUGUST 12 to 17

Legitimate Concessions and Shows. Positively no racket. Rides booked, and Four Apollos, free act, contracted. No gate. Write or Wire L. FALLON, Mgr. Concessions Committee Minerva, O.

STOW 2ND ANNUAL HOMECOMING

Stow Fire Dept. and American Legion Post AUG. 12-13-14-15-16-17

For Concession Space Write WM. LAW-RENTZ, Ser., Homecoming Celebration, Stow Fire Dept., Stow, Ohio.

LABOR DAY PICNIC MOLINE, ILLINOIS

Want Specialty and Platform Acts. No Concessions.

C. E. GAULEY, 2703 14th Avenue, Moline, Illinois

BREMEN FREE FAIR

AUGUST 21, 22, 23, 24

Auspices Bremen Fire Department.

First Fair in 7 Years.

Wants good, clean Concessions of all kinds. Also wants good, clean Shows. Estimated attendance 15,000. Write or wire BOB WIDMAR, Chairman Bremen Fire Department, Bremen, Ind. J. C. WEBER RIDES booked

CARNIVAL WANTED Bridgeport, Pa.

75,000 people to draw from. Everything working. Most popular org. in Montgomery Co. Write CHRIS BRENNEN, Chairman Carnival Com., V. F. W., Bridgeport, Pa.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must

be counted when figuring total

number of words in copy.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number 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 kindly add 25c for the forwarding of replies.

ACTS, SONGS AND PARODIES

LICENSED, CERTIFIED ARRANGER — Reasonable rates. Member of Local 4, A. F. of M. **HANK CUQUA**, 11423 Clifton Blvd., Cleveland, O. au31

MUSIC COMPOSED TO WORDS — WORDS TO MUSIC. Arrangements. Copying. **UNIVERSAL MUSIC SERVICE**, 1241 Broadway (2d floor), New York City. au17

MUSIC PRINTED—FIFTY COPIES YOUR SONG. "Stylostyle" Artist Prints, \$6.00; sample sent. **GIL FRIAR**, 401 Kambach St. (11), Pittsburgh, Pa.

50c ORCHESTRATIONS AND SHEET MUSIC — 3 for \$1.00. Prompt service. We pay the postage. Write for bulletin. **CINCINNATI MUSIC SUPPLY**, P. O. Box 873, Dept. B, Cincinnati, O. au10

AGENTS AND DISTRIBUTORS WANTED

AGENTS — MEN'S SUITS, 88c; PANTS, 23c; Top Coats, 50c; Ladies' Coats, 36c; Dresses, 10c. Other bargains. Catalog free. **PORTNOY**, 566-C Roosevelt, Chicago. x

BIG MONEY TAKING ORDERS — SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. **NIMROD**, 4922-A Lincoln, Chicago. au31x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today! Free samples. Also sideline salesmen for short order Decalcomania Name Plates. **"RALCO"**, 1305 Washington, Boston, Mass. x

BIG COMMISSION—REPEATED ORDERS SALES-men obtain selling and demonstrating The Winner, a game retailing under a dollar. Sample and full particulars sent upon receipt of sixty cents. Write **NATIONAL ADVERTISING SERVICE**, Herald Bldg., Syracuse, N. Y. x

CHRISTMAS FOTOCARDS — SENSATIONAL Novelty. Sell on sight at 25 for \$1.00. Working kit, 25c refundable. **FOTOCARD COMPANY**, 1395 Broadway, New York. au10

CHRISTMAS CARDS — SELL 50 ASSORTED Folders, name imprinted, \$1.00. Cost you 50c. Samples free. Experience unnecessary. **DUNBAR**, New Brunswick, N. J. x

DEMONSTRATORS, AGENTS — AMERICA'S newest sensation for parties, etc.; sells like magic. A hot 25c-\$1.00 seller. Costs you only 12c wholesale. Complete details, including sample, 25c. **AMERICAN DISTRIBUTING COMPANY**, 32 E. Madge, Hazel Park, Mich. au17x

DON'T PASS THIS UP — MAGIC CARPET Needle joins carpet rags without sewing. It's new. Just being introduced (patent applied for). Every demonstration a sale. Good profit for any one that handles them. Money back if not satisfied. Sample and prices. 25c. Manufactured and distributed by **A. W. CROWE & CO.**, Baraboo, Wis. x

EXTRA MONEY — SELL 21 "PERSONAL INITIAL" Christmas Cards for \$1.00. Unique metallic Gold, Silver Initials furnished. 100% profit. Name imprinted Christmas Cards, 50 for \$1.00. Other money-makers. Samples on approval. **ARTISTIC**, 436 Way, Elmira, N. Y. x

FAST SELLING COMIC POST CARDS, \$6.00 Thousand—Send 15c for 10 sample Cards. **HENRY H. KOST**, Liberty, N. Y.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 De-gram St., Brooklyn, N. Y. au17x

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NEED MONEY? — WORK FOR YOURSELF. 100,000 manufacturers require your services; 50,000 dealers to buy your merchandise. Ambitious applicants, send 10c for franchise. **STANDARD PRODUCTS COMPANY**, Howell, Mich. x

PITCHMEN - MEDICINE MEN — NURAGEN Tonic. Nationally advertised medicine now available. 15c bottle, dozen lots. Sells \$1.25. Beautiful three color carton. **THE DICKSON CORP.**, Nashville, Tenn. au10x

SELL ORIGINAL 9x11 BLUE SIGNS — YOU'VE tried the rest, now try the best. (Since 1890.) **KOEHLER**, 335 Goetz, St. Louis, Mo. au31x

SUITS, \$1.00 UP; DRESSES, 10c UP; COATS, 40c up—Complete line. Write for circular. **J. BRINKER**, 246 Division St., New York City.

WE PAY YOU \$5 FOR SELLING TEN \$1 BOXES —50 distinctive assorted name imprinted Christmas Cards. Sell \$1.00. You make 50c. Free samples. **CHEERFUL CARD CO.**, 27, White Plains, N. Y. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. se7x

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 AND PETS

A FRESH SHIPMENT IGUANAS, GILA MON-sters, Snakes for Mixed Dens. Also Pec- caries, Kangaroo Rats, Badgers, Kinkajous, Coatimundis, Macaws, Parrots, Birds for con- ceptions. **SNAKE KING**, Brownsville, Tex. au10x

ANIMALS, CAGES, TRAILER — SELL MY Jungland Traveling Zoo. Work schools, vacant lots. Come see it. Bargain. **BROWN**, Elks' Club, Lansing, Mich.

PET RHESUS MONKEYS, \$15.00; CAPUCHIN Ringtails, \$25.00; Boa Constrictors, \$10.00; Pacas, \$12.00; Pet Deodorized Skunks, \$7.00; Wildcats, \$10.00; 12 Large Assorted Snakes, \$10.00; 10-Ft. Alligators, \$40.00. Price list. **TROPICAL AMERICAN COMPANY**, St. Stephen, S. C.

PLENTY SNAKES — ALLIGATORS, GILA MON-sters, Iguanas, Armadillos, Dragons, Horned Toads, Monkeys, Agoutis, Coatimundis, Kinkajous, Puma Cubs, Baby African Lion Cubs, Pea- fowl, Parrakeets, Parrots, Rats, Mice. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. au31

STUFFED TEXAS HORNED TOADS, \$1.95 dozen; Stuffed Baby Alligators, \$9.00 dozen; Armadillo Baskets, \$9.00 dozen; Genuine Fur Tails, 60c dozen; Rabbit Foot Charms, 35c dozen; Texas Longhorns, mounted, \$20.00 up. **NOWOTNY'S**, 1331 Broadway, San Antonio, Tex. au17

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD**, Oceanside, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

"MANUAL OF SHOW STUNTS" — TEACHES Juggling, Acrobatics, Ventriloquism, Lariat, Baton Twirling and other excellent tricks. Modern, authentic, illustrated; \$1.00 (C. O. D., \$1.12). **H. FLOYD**, 1606 Sunnyside Ave., Chicago. au10

BUSINESS OPPORTUNITIES

LARGE TENTS WANTED FOR MID-STATE Fair, Alexandria, La., September 1-October 5. **S. E. BOWERS**, Manager.

OUTDOOR MOTION PICTURE BUSINESS — Operating in Michigan since 1932. Over 20 circuits complete with sound equipment. Office Building and Fireproof Vaults. \$5,000 cash required. Owner wishes to retire. **BOX C-521**, Billboard, Cincinnati. au10

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WANTED—MANUFACTURER FOR PERFECTED Apple Vending Refrigerator. Have complete machine to work from. 1108 Seventeenth Ave., North, Seattle, Wash.

YOU CAN MAKE \$10.00 TO \$50.00 DAILY Operating Ball-Throwing Games. Complete outfits reasonable. **LAMANCE**, 782A Marion, S. E., Atlanta, Ga.

\$7,000.00 PORTABLE RINK — 50x140, 210 Pairs Skates, 24R Wurlitzer, P. A., six Speakers. Year old, lost lease. No tent. Sacrifice for \$2,000.00. **DR. H. N. ALFORD**, 2180 Fair- haven Cir., N. E., Atlanta, Ga. au10x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELEC- tive Candy Bar Machines, all kinds. Real bargains! **ADAIR COMPANY**, 733 S. Euclid Ave., Oak Park, Ill.

Due to the increased size and circulation of the FALL SPECIAL ISSUE, we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

Classified Advertising Copy intended for the FALL SPECIAL

Issue of

The Billboard

must be in our hands no later than

Wednesday
4:30 P.M.

August 21

"MAIL YOUR COPY NOW—TODAY"

25 Opera Place

Cincinnati, Ohio

AT SACRIFICE — 50 WURLITZER 412 AND 616A Phonographs. Write or wire. **D. ROB- BINS & CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. au10

BEST BARGAIN OF THE WEEK — FREE PLAY Games. Big League, \$39.50; Cadillac, \$49.50; Bally Champion, \$22.50; Congo, \$47.50; Keeney Red Hot, \$49.50; Mr. Chips, \$27.50; 1-2-3, F.P., \$47.50; Triple Threat, \$19.50; Big Show, \$29.50; Follies, \$39.50; Mills Q. T. Spot, penny play, \$27.50. All machines in A-1 condition. 1/2 deposit, balance C. O. D. **WAYNE SERVICE COMPANY**, 5200 W. Third St., Dayton, O. x

CHOICE OF FIVE FREE GAMES FOR \$97.50 — Avalon, Airport, Ali Baba, Alps, Bangs, Big Six, Buckaroo, Box Score, Contact, Chief, Cham- pion, Cowboy, Chevron, Mr. Chips, Chubby, Double Feature, Lucky Strike, Fantasy, Follow- Up, Flash, Free Races, Gem, Gold Gate, Head- liner, Hold Tight, Hi-Lite, Jumper, Klick, Lucky, Nippy, Major, Midway, Ocean Park, Parachute, Pickem, Rebound, Ragtime, Spottem, Speedy, Supercharger, Sports, Triple Threat, Thriller, Twinkle, Topper, Up and Up, Variety, Zip. Send 1/2 deposit, mention second and third choice. **LEHIGH SPECIALTY**, 2d and Green, Philadelphia, Pa.

EIGHT BUCKLEY TREASURE ISLAND DIGGERS —Refinished inside and out, look good as new, in A-1 condition, \$39.50 each. 100 Lbs. of Hard Shell Candy, 5c lb. 1/2 deposit, bal- ance C. O. D. **WAYNE SERVICE COMPANY**, 5200 W. Third St., Dayton, O.

ERIE DIGGERS—MODEL G, F, E, IRON CLAWS, Roovers Nameplate, K. O. Fighters, Mills Modern Scales. **NATIONAL**, 4242 Market, Philadelphia, Pa.

EXHIBIT ROTARY MERCHANDISERS, SERIALS over 3800, \$44.50 each; Groetchen Columbia, \$22.50; Vest Pockets, \$24.50; Rays Track, ticket model, \$49.50; Free Play Klick, Action, Free Races, Recorder, etc., \$7.50 each; Con- tacts, \$14.50. Two hundred Counter Games, \$3.50. 1/2 deposit. **BOYLE AMUSEMENT CO.**, Oklahoma City.

FOR SALE — FREE PLAYS: WHITE SAILS, \$32.00; Hi-Lite, \$19.50; Taps, \$10.00; Re- bound, \$25.00; Spot-Em, \$19.00; Pick-Em, \$31.50; Chevron, \$25.00; 1-2-3 Animal, \$65.00; Follow-Up, \$24.50; Flagship, \$41.50; Super Six, \$45.00; Triumph, \$50.00; Lucky Strike, \$45.00; 1-2-3 Fruit, \$65.00. Automatics: Bangtails, \$45.00; Longchamp, \$42.50; Track Time, \$45.00; Paces Races, \$57.50; Brown Paces, \$90.00; Rios, \$27.50; Rays Track, \$27.50; Gal- loping Dominoes, \$45.00; Skill Field, \$40.00; Penny Phono, almost new, \$95.00. 1/2 deposit. **ACADIAN AMUSEMENTS**, 9 Spring St., Bar Harbor, Me. x

FOR SALE — BALLY BOWLING ALLEY. USED 2 months, like new, thirty-five dollars. **H. SWEIKHART**, 143 Hewitt Ave., Buffalo, N. Y.

GOODBODY HAS A MESSAGE FOR EVERY OP-erator reading this advertisement. Send in your name and address at once. **JOHN GOOD- BODY**, 1824 E. Main, Rochester, N. Y. au24

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GUARANTEED FREE PLAY GAMES — 1-2-3, \$65.00; Triumph, \$44.50; Super Six, \$39.50; Mr. Chips, \$35.00; Big Six, \$29.50; White Sails, \$29.50; Across the Board, \$29.50; Golden Gate, \$27.50; Variety, \$22.50; 4-5-6, \$22.50; Arrowhead, \$22.50; Double Feature, \$17.50; Follow Up, \$17.50; Chevron, \$17.50; Spottem, \$14.50; Chubbie, \$14.50. **THE MARKEPP COMPANY**, Cleveland, O.

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trades. Send for 1940 catalog. **MIKE MUNVES CORP.**, 593 10th Ave., New York. tfn

PERFECT FREE GAMES — DOUBLE FEATURE, Ragtime, \$10.00; Chubbie, Snooks, Davy Jones, Up and Up, Triple Threat, Spottem, \$12.50; Majors, Rebounds, Big Six, Twinkle, Golden Gate, Thriller, Headliner, Fifth Inning, \$15.00; Lucky Sports, \$24.50; Super Six, Big Town, Commodore, \$30.00; Score Card, O Boy, Roxy, \$35.00; Ten Strike, \$79.50; Imps, \$7.50. What do you need? We have it at the right price. **GENERAL COIN MACHINE**, 227 N. 10th, Philadelphia, Pa. x

PRICES SLASHED — MUST SELL DIRT CHEAP all makes of Phonographs, Free Play Pin Games, Counter Machines, Scales, Pay Tables, Slot Machines and Ray Guns. Send for price list quick. We will trade above for Mills Slots and Exhibit Selectems Counter Machines. **NORTH- WESTERN MUSIC COMPANY**, 610 W. 13th St., Sterling, Ill. x

REMOVAL SALE — SLOTS, REPAIR PARTS, Phonographs, Arcade, Counter and Amuse- ment Machines. List free. Nickel Melon, \$52.50. **COLEMAN NOVELTY**, Rockford, Ill.

SACRIFICE — MASTERS, \$4.00; STAMP MA- chines, \$3.50; Snacks, \$7.95; Bingos, \$5.00; Stewarts, \$4.00. Also, Merchandise. **CAMEO WENDING**, 402 W. 42d, New York.

WURLITZER BARGAINS — 4 TWELVES, \$29.50 each; 6 Sixteens, \$49.50 each; all thoroughly reconditioned and clean cabinets. Also have Used Free Game Tables and Consoles. Write for prices. J. L. JONES SALES COMPANY, P. O. Box 507, Hickory, N. C. au17x

5/8" BALL GUM, FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. se7x

1c ARCADE IN NORTHERN MICHIGAN — ON very good lake. About 75 machines in all, \$1,000.00 cash if sold in the next two weeks. Have other business to take care of. Will trade; what have you? ASSID, 838 N. Penn, Lansing, Mich. x

35 1c PEANUT VENDORS, TABLE TYPE, \$1.50 each; 24 5c Peanut Vendors, use hot or cold, \$10.00 each. All like new. 1/2 down, balance C. O. D. RICHARD L. HAEFNER, Paw Paw, Mich.

\$3,000 BUYS ESTABLISHED BROOKLYN Phonograph Route. Earns \$70.00 weekly clear profit. Price includes auto. ROBBINS, 1141B DeKalb Ave., Brooklyn, N. Y. au10

COSTUMES, UNIFORMS, WARDROBE

GLAMORIZE YOUR STYLE FROM PERSONAL Wardrobes of Stage and Screen Stars' Gowns, Dresses, Slacks, Mixed Parcels, \$5.00. MOSS, 6115 Fountain Ave., Hollywood, Calif. x

FOR SALE—SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES—Guaranteed. Heavy aluminum geared Popping Kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

CORN POPPERS, GEARED KETTLES, GRIDDLES, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. au24x

FOR SALE — PORTABLE SKATING RINK. Six months old, 45x105. Now operating. CLYDE THOMAS, Aberdeen, Miss.

FOR SALE — PORTABLE ROLLER RINK. Doing good business. MABRY BROS., Moberly, Mo.

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FOR SALE — A-1 PORTABLE ROLLER RINK, 50x136, Hammond Organ, 340 Skates, complete equipment. Making money. FRANK MANTHEY, Waseca, Minn.

FROZEN CUSTARD OUTFIT — TWO NEWLY overhauled machines on truck body. Beautiful outfit. Also, O'Henry Easy Freeze, like new. KRATZER, 431 Harrison St., Allentown, Pa.

POPCORN MACHINES — FEARLESS PORTABLES, Cretor, Dunbar; Geared Kettles, Carmelcorn Kettles, Furnaces, Burners, Tanks. Lowest prices. NORTHSIDE MFG. CO., Indianapolis, Iowa. au10x

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLOONS, PARACHUTES AND TENTS — NEW and used. Established 1903. THOMPSON BROTHERS, Aurora, Ill. au31

CALLIOPE — SPLENDID CONDITION AND APPEARANCE. Bargain for quick cash. With or without power equipment. HOWARD, 729 Baltimore Ave., Kansas City, Mo.

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FOR SALE — A MANGELS WHIP, 12 CARS, IN fair condition, \$800.00 cash. SILVER BEACH AMUSEMENT CO., St. Joseph, Mich. au17

SACRIFICE ACCOUNT SICKNESS — 30'x60' Green Top, heavy, waterproof Concert Tent, Sidewalls, Wiring, Poles, Stakes, Tools, Seat-jacks, seating 500, everything, \$100.00. Tent alone, \$75.00. 14' Round Tent, Sidewalls, everything, \$5.00. 10 1/2'x18' new, genuine valere blue, also brown Stage Curtains, \$7.50 each; cost \$40.00. Practically new DeVry 35MM. Portable Sound Projector, Amplifier, Speaker, Sound Cable, 1,000 Watt Bulb, Tubes, everything, \$125.00; worth \$500.00. Two reels sensational "Motherhood," \$5.00. 9'x9' new Westernhouse Perforated Sound Screen. Velvet on steel framework, special trunk, everything, \$30.00; costs \$150.00. 18 Watt P.A. System, 2 Mikes, 2 Speakers, Tubes, everything, \$25.00. Portable Automobile P.A. System, complete, \$25.00. 18 Girl Costumes, \$5.00 for lot. 25 Magic Books, some expensive, \$7.50; worth \$60.00. Portable Remington Typewriter, \$10.00. Rare Cannon, shoots 10 gauge shell, \$10.00; costs \$50.00. 1934 1 1/2 Ton Chevrolet Truck, \$150.00. No junk. Everything, including Tent, good condition. 50% deposit payable undersigned, or whole amount to First National Bank, Birmingham, payable when presenting bill of lading or express receipt. Quick action necessary. Call, wire, write UPTON SHERMAN, 1308 S. 11th Ave., Birmingham, Ala. x



A PROFITABLE SEASON was recorded by the Dixie Stock Company at the Dixie Theater, Uniontown, Pa., in 1911, when this photo was taken. "Dad" Hall managed the troupe. Some of the company members are shown here. From the left are Ralph Chamberland, juvenile; Edwin Weever, leads; Harry France, scenic artist; Jack Rose, business manager; Billie Marlowe, ingenue; Lucy Milliken, leads, and Jack Murphy, comedy.

The Billboard invites its readers to submit photos taken from 15 to 20 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.

FOR SALE — TWENTY-FOUR SEAT CHAIR Plane complete, Ferris Wheel, Aero Plane, Wurlitzer Organ, Style 125. CALVIN GRUNER, Pinckneyville, Ill. au17

LARGE QUANTITY GRANDSTAND CIRCUS Seats, Tents, Poles, Stakes, cheap. GENERAL WRECKING & LUMBER CO., 5820 S. Ashland Ave., Chicago.

MONKEY RACER FOR SALE — THREE CARS, Steel Track and Frame, good Tent, only \$275.00. A real money-maker. IRA L. SINK, 1601 Patterson Ave., Winston-Salem, N. C.

NAME IN HEADLINES—COMPLETE OUTFIT; also Miniature License Plate Machine and Stock. Both outfits like new, used two months. Also one Toledo "Guess-Weight" Platform Scale, with large Umbrella. Priced reasonable for quick cash sale. EL. GREENE CONCESSIONS, 520 Pine St., Michigan City, Ind.

HELP WANTED

CARNIVAL TROMBONE OR BARITONE—READ or fake with ticket. No panics here; long season south. WALTER LANKFORD, Stamford, N. Y. (Waterloo follows).

ENTERTAINING WAITRESSES, CIGARETTE Girl, etc. Summer season. Western Acts preferred. Room, board and tips. Write DUDE RANCH, Atlantic City, N. J. au24x

FEMALE IMPERSONATORS WANTED WHO can work in male attire. Steady work. DANTE'S INFERNO, 3516 Olive St., St. Louis, Mo.

HELP WANTED — GIRL ACROBATIC AND Ballet Dancer to teach. Get in touch immediately with MISS TONI ZANE, Buckeye Lake, O.

WANTED — FIRST TRUMPET AND TENOR Sax. Jobbing band. Must be congenial and strictly sober. Reliable band. 2622 Homan, Waco, Tex.

M. P. ACCESSORIES & 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 BIG TEN PAGE CATALOG OF ALL TYPES Roadshow Attractions, 35MM. Talkies. Any kind of picture you want. Low prices. BUSSA FILM EXCHANGE, Friendship, O. au10x

ACTION WESTERNS, SERIALS, SENSATIONAL Roadshows; also Short Subjects. Outright sales or rental. 35MM. only. STANDARD FILM SERVICE, Box 782, Charleston, W. Va.

AMBITIOUS—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$145.00. ROSHON, 711 Steuben Bldg., Chicago, Ill. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. au31x

IF YOU WANT SPECIAL SUBJECTS, SILENT OR Sound, 16MM. or 35MM., write for our lists. Pay a little more for subjects that are different. FILM CLASSIC, 263 Main St., Buffalo, N. Y. x

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OWING TO DISAPPOINTMENT — GIRL Aerialist. Weight 103 Lbs. Rope, rings, web ladders, work high or low. KAY POWELL, 303 N. W. 2d Ave., Miami, Fla.

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ADVANCE AGENT — With car, specializing in booking stage attractions and organized units into best theatres. Profitable, consecutive routes all territories. Reliable managers and performers who can stand prosperity rush full details and photos for quick action. Address BOX C-469, care Billboard, Cincinnati, O.

CARNIVAL-CIRCUS AGENT, *Publicity Director. Contractor, Booker—Twenty years' circus, theatrical, vaudeville experience. Expert contractor, booker, high powered press. State salary. Join on wire. P. ROBERT SAUL, 149 N. Winter St., Adrian, Mich.

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AVAILABLE — UNION, 7 MEN, SWEET OR swing, special arrangements. P. A. system, uniforms, transportation, finest equipment. Vast show experience, location or road. Will go anywhere. JACK LANE, General Delivery, Newark, O.

BUDDY BRYANT ORCHESTRA (COL.) — CAN furnish you eight or ten pieces. Nice uniforms and stands, large modern library, own bus. Available after July 31. Prefer location. Organized three years. Want to hear from dance promoters and bookers. Address full particulars, BUDDY BRYANT, 444 W. Vermont St., Indianapolis, Ind.

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ARMOND JACKSON'S ORCHESTRA — Just completed road tour, Regal Theatre, Savoy Ballroom, Chicago. Also theatre unit. Band from six to twelve pieces. Available after August 1. ARMOND JACKSON'S ORCHESTRA, 206 E. 32d St., Chicago, Ill.

COCKTAIL DUO — George and Alice Rearick. Hammond Organist and Violinist, featuring attractive girl organist and song stylist with many hotels, cafes and cocktail lounges. Something absolutely different. Years of experience, plenty of style and showmanship combined with ability make it outstanding in the field of small units. Well costumed, complete library (play all requests), lobby display boards, fine P. A. System and new Hammond organ. Best of references. Union contract only. Write, stating all. GEORGE REARICK, 265 N. 10th St., Colton, Calif.

FAST LARGE OR SMALL Colored Ork Available — Versatile entertainers, union. Write EDDIE ROBERTS, care Amsterdam Musical Assn., 107 W. 130th St., New York City.

MODERN FIVE PIECE UNIT — Together three years. Stands, uniforms, amplification system. Now at country club. Available Sept. 2. Vocals, novelties. TAL MITCHELL, 18 Gloucester Ave., Gloucester, Mass.

THREE TOMLINSON BROTHERS — Union; Swing Dance Band. Play 10 different instruments. Also 10 vaudeville specialties. For Fairs, Clubs, Lodges, etc. Circular mailed. 3600 Addison, Chicago.

AT LIBERTY CIRCUS AND CARNIVAL

LADY—EXPERIENCED IN ALL LINES OF CON- ceSSIONS, would like to hear from parties having Celebrations and Fairs. No ball games. MARIE ROCKWELL, Lowell, Mass.

GIRL AERIALIST—Willing to join any high act. Weight, 115; height, 5 feet 2". Act must have steady booking. B. COLLINS, 2962 Bruner Ave., Bronx, N. Y.

AT LIBERTY COLORED PEOPLE

COLORADO Personal Serviceman, Bellman or Switch- board Operator—15 years' experience. At Liberty after September 3. Neat and dependable. EDDIE COLLINS, 1704 Arctic Ave., Atlantic City, N. J.

AT LIBERTY MISCELLANEOUS

PUBLICITY WOMAN — Broadway experience, de- sires publicity work at home. Save on overhead; any size order accepted. Write R. BENNETT, Plattsburg, N. Y.

ROLLER SKATING INSTRUCTOR — Six years' experience teaching straight skating, open and closed waltz, two step, schottische, Mineola, col- legiate, chicken scratch. Age 27, single, sober, responsible. References last employer. Personal references for change. Some experience as floor man. Will go anywhere. MERLEN TERWILLIGER, 2 Chestnut St., Port Jervis, N. Y.

AT LIBERTY M. P. OPERATORS

EXPERIENCED CAMERAMAN—Can write, di- rect, photograph amateur movie productions. Have 16MM. Camera and finest 16MM. Sound Pro- jector. College graduate. Speaking ability. Good appearance. Have car. Propositions invited. AR- THUR W. HEDGE, Dickinson, N. D.

AT LIBERTY MUSICIANS

A-1 STRING BASS — Double BBb Horn. Experienced musician. Dependable and sober. Have car. Can join immediately. BILL MORGAN, Quincy, Fla.

FIRST TRUMPET MAN — Name band experience. Would prefer to locate in the South or East. Can join at once. BOX C-535, Billboard, Cincinnati, O.

VIOLINIST-TROMBONIST —Some arranging; 4 years college music. Experienced symphony to swing. Capable, re- liable, union, 22. Desire steady playing. WALTER HOUSE, East Brady, Pa.

AT LIBERTY — HAMMOND ORGANIST. EX- perience, good skate tempo. GLADYS DAVIDSON, Shell Lake, Wis.

DRUMMER — AFTER SEPTEMBER 1. UNION. Complete set with vibraphone. Photo on re- quest. South preferred. MATT SISSON, 216 First St., Ithaca, N. Y.

HAMMOND ORGANIST — OWN ORGAN. Hotel or cocktail lounge, sweet or swing. TED MILLER, 168 N. Liberty, Conneaut, O.

MODERN VIOLINIST — FEATURING ELECTRI- fied Violin. 21, union. Desires to join recognized strolling unit or small dance band. Sweet, swing, classics. Exceptional tone. Will audition. References. Reliable offers con- sidered only. BOX NY-9, Billboard, 1564 Broad- way, New York, N. Y.

MUSICAL WIZARD — PLAYING 40 TO 60 different instruments. Half hour show or longer. Open for booking immediately, stage, club, affairs. JAMES OWNBY, 1244 N. Dear- born, Chicago.

STRING BASS — DOUBLES VIOLIN. THOR- oughly experienced concert and dance. Pre- fer concert work but will consider any reason- able offer. Available Sept. 1 at conclusion of two-year engagement at one of country's finest resort hotels. Union. BOX C-536, Billboard, Cincinnati, O.

TENOR SAX, CLARINET—EXCELLENT VOCALS. All essentials. Union. Write, wire HERBIE VAUPEL, 512 W. Genesee, Lansing, Mich.

TRUMPET — ALL ESSENTIALS. NAME BANDS past three years. Fit any combination. BOX C-538, Billboard, Cincinnati, O.

TRUMPET — THOROUGHLY EXPERIENCED, sweet and swing, good tone range, read or fake. Desire spot on steady working band. Care MUSICIAN, 529 Seventh Ave., S., Clinton, Iowa.

VIBRAHARPIST — DOUBLING BASS, DESIRES connection with trio or quartet. Name expe- rience. Prefer East Coast. Read, fake. Have library. Address JOHN BARRY, 1207 Market St., Wilmington, Del.

A-1 GIRL MUSICIAN — String Bass or Bass Horn. Experienced both vaudeville and dance bands; also, strolling. Join anywhere. BETTY WILSON, BOX NY-10, Billboard, New York City.

AT LIBERTY — A-1 Violinist for dance band or hotel preferred. Read anything, fake and trans- pose. Young, A-1 appearance, absolutely sober and reliable. Join at once. Please state all; all offers considered. SIDNEY PELES, Green Tavern, South Monroe St., Monroe, Mich.

AT LIBERTY — Sousaphone and String Bass. Ex- perience dance man. Neat, congenial and re- liable. CARL W. SHOLL, Hicksville, O.

DRUMMER — Young, good habits. Go anywhere. Cut or no notice. PETE PETERSON, 236 1/2 E. Main St., Gas City, Ind.

DRUMMER — Union, young solid style. Have had name band offer. Can give references from Music Corporation of America. Desire job with big, four- beat band. BOX C-537, Billboard, Cincinnati, O.

GIRL TENOR SAX —Doubling Clarinet, Alto Sax. Experienced. Can go anywhere. LYNNE HOG- GINS, 3410 W. Ninth St., Amarillo, Tex.

GIRL BASS PLAYER and Vocalist — Local #02. Young, capable. Read, slip, bow, swing. Experi- enced. Ballad type voice. PHYLLIS BARRY, 215 Walnut St., Greenville, O.

GUITARIST—Age 24; good reader, play on electric Spanish; fake, sing and experienced. GENE REILL, 50 Malby St., Rochester, N. Y.

HAMMOND ORGANIST — Non-union, reliable, experienced. Large library. Skating rink, restau- rant or cocktail bar. Do not own instrument. ORGANIST, 221 Lexington Ave., Buffalo, N. Y.

MUSICAL INSTRUMENTALIST — Playing Ac- cordion, Saxophone, Clarinet, Bass, Cello, Ar- ranging. Wide experience, symphony, hotel dance music. Library. Age, thirty, good appearance. At Liberty from September 5. MUSICIAN, care Bader, 639 W. 20th St., New York City.

ORGANIST—Former featured, high-salaried soloist major theatres, desires Hammond organ or Nova- chord connection. Hotel, club, tavern. Anything considered. Good musicianship, showmanship, pleas- ing personality and appearance, intelligent mixer, de- pendable and sober. Non-union, will join; moderate salary. Notice necessary. Communicate details, will reciprocate. References. FERNANDEZ, Gen- eral Delivery, Wooster, O.

TEACHER—With twelve years' experience. Teaches Hawaiian and Spanish guitar, violin and reads. Married, sober and reliable. Plenty B. and O. work. MUSICIAN, 710 N. Fourth Ave., Knoxville, Tenn.

TENOR AND CLARINET — Age 25, sober, de- pendable, single. Jam or large band. DOC SMITH, Burns Hotel, Biloxi, Miss.

TENOR SAXOPHONE — Double Clarinet. Read, fake, transpose, sing. Modern arranger. Satis- faction or no notice necessary. Give full details in your first letter. MUSICIAN, P. O. Box 75, Solon Springs, Wis.

TROMBONE — Trouper, sober. Available hotel, restaurant, resort. Tone, read, fake, improvise. Industrial, municipal bands, write. Atlantic Coast States preferred. BOX C-484, Billboard, Cincin- nati, O.

TRUMPET — Experienced band, orchestra. Sober. F. BELL, 806 Howard Ave., Altoona, Pa.

AT LIBERTY PARKS AND FAIRS

A-1 BALLOONIST—AMER- ICAN BALLOON EXHIBITION CO., Perma- nent address: Humboldt, Tenn.

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SWAYING HIGH-POLE Act priced reasonable. Some open time in August, September and October. Write or wire BOX C-479, Billboard, Cincinnati, O.

AERIAL ORTONS — "AMERICA'S FASTEST Double Trapeze Act," also outstanding chair balancing trapeze novelty. Special lighting ef- fects, using over three hundred bulbs in dis- play. Some open time in September and Oc- tober. Write Adel, Ia.

DE POLO—HIGH POLE AND TRAPEZE ACT. Write, wire, 1810 PERK AVE., Reading, Pa.

F. F. SMITH'S SOCIETY CIRCUS UNIT—PRE- senting 9 High Class Acts featuring the 5 Riding Smithsonians, Bareback Performers; Noscot's Troupe of Educated Black Poodles; the Heerdink Bros.' Comedy Triple Bar Act; Do and Ra, those Funny Clowns; Arizona Brown, Whip Manipulator; the Tumbling Alvoids, in Whirlwind Acrobatics; Helena and Wilber, Sensational Skaters featuring the Human Gyro- scope; Archello, hand balancing and contortion; Prince Marino, slack wire artist. High class performers, beautiful wardrobe, fancy livestock. Square dealing and performance are what we build our reputation on. No celebration too large or too small; furnish one act or all. Be- fore buying your acts write THE F. F. SMITH SOCIETY CIRCUS UNIT, 119 S. Fares Ave., Evansville, Ind.

FOUR HIGH-CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis.

JAMES COGSWELL — CLOWN STILT WALKER. Open time after August 22d. Write 1433 ROSE ST., Lincoln, Neb.

JAYDEE THE GREAT—POSITIVELY HIGHEST Contortionist Trapeze Act. Rigging 110 ft. high. A real novelty by man costumed as Huge Ape. Comedy and thrills open for parks, fairs, celebrations. If interested, write or wire JERRY D. MARTIN, Box 64, Rochelle Park, N. J., or Billboard, Cincinnati, O.

PURCELL'S STAGE CIRCUS AND SENSATIONAL High Aerial Acts—Now booking fairs and celebrations in South and Middle West. Head- quarters, BOX 85, Chillicothe, Ia.

SI, FANNY AND TRICK MULE, ABNER — Comedy Novelty Act, Rube Clown grand- stand; also several short Comedy Acts. Few dates open. SI OTIS, care Renfro Valley Barn Dance, Mt. Vernon, Ky.

THE CARMENES — TWO COMPLETE AND Distinct Acts. Gymnastic and Ladder Bal- ancing Act, Comedy Acrobatic Act. Price and literature on request. BOX 21, Williamston, Mich.

THREE FREE ACTS AT LIBERTY — SLACK Wire Act, Comedy Juggling and Balancing Act, Comedy Dog Act. Price of acts reason- able. Write for literature. CHESTER HUBER, Wabasha, Minn.

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CHAS. LINDAIR — Trapeze Artist (Platform Act). Contracting outdoor celebrations. Flashy paraphernalia. Free advertising posters. For litera- ture, particulars address CHAS. LINDAIR, 1304 S. Anthony Blvd., Ft. Wayne, Ind.

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FEATURE PLATFORM ACTS — Tight Wire, Slack Wire, Rolling Globe and Juggling. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia.

IKE AND MIKE—The funniest act. Novelty acro- bats. Booking fairs and celebrations. Price reason- able. Address LEHMBACKS, 2028 S. Hanna St., Ft. Wayne, Ind.

JOSEPH P. SCHAD and His Congress of Dare- devils—Five acts. Three people. Clowns for every occasion. High Trapeze. Comedy table rock. Two people acrobatic act. Contortion act by the World's Youngest Contortionist. Comedy revolving ladder. Special lighting equipment. Forty five min. show. A guaranteed attraction. Address: GEN. DEL. Sidney, Neb.

OUTSTANDING CLOWN — Parks, fairs, clubs. Can produce laugh provoking numbers, any kind of show. Best of everything, change lots and often. ROY BARRITT, Billboard, Chicago.

PAMAHASIKA'S SOCIETY CIRCUS—Dog, Pony, Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahasika. Address Circus Headquarters, GEO. E. ROBERTS, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

RAY FAMILY CIRCUS UNIT for your celebration. Will make and save you money. Nine people, 15 acts, featuring America's most unique act, "The Five Ray Sisters." Acrobats, jugglers, wire walkers, Trapeze artists, clowns and animal numbers. Write for open time care The Billboard, 1564 Broadway, New York, N. Y.

THE LERCHES—Lady and Gent, presenting three high-class acts. Guaranteed to please, at a right price. 1801 W. Main St., Belleville, Ill.

THE ORIGINAL WOLTERS TRIO—Three Dis- tinct Acts. A positive feature on your program. Featuring 10-year-old Miss Violette, America's great- est acrobatic marvel in single acrobatic solo; 2 Man Comedy Acrobatic Knock-About Act and 3 people Novel Balancing Act that is tops. Open for fairs and celebrations. Write or wire THE ORIGINAL WOLTERS TRIO, 801 N. East Ave., Waukesha, Wis. Phone 2452.

THE GUTHRIES—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. Care The Bill- board, Cincinnati, O.

THREE TOMLINSON BROTHERS—For Every Occasion and Budget. Comedians, Musicians, Professional Entertainers: Sing, Tap, Eccentric Dance, Club Juggling, Baton, Rope Twirling, Play Ten Different Instruments, Comedy Blackface Sketch, Clown, Punch-Judy, Ventriloquism, Com- munity Singing, Amplifying System. Extensive Wardrobe. Go anywhere. References. Circular mailed. 3600 ADDISON, Chicago. Phone Key- stone 8491.

AT LIBERTY PIANO PLAYERS

PIANIST — Union. Prefer hotel orchestra. Experienced concert and dance, soloist, accom- panist. Single, go anywhere for reliable opening. RAYMOND DEMPSEY, 44 Maple Ave., Franklin- ville, N. Y.

AT LIBERTY SINGERS

AT LIBERTY — Singer for night club. Dance or- chestra work. Professional experience. Will go anywhere. DONALD SEGARD, 324 E. Beacon Ave., New London, Wis.

AT LIBERTY VAUDEVILLE ARTISTS

TELEVISION STATIONS and Motion Picture Shorts, here is a miracle. Mr. Kost draws two different pictures at same time while singing. Other stunts. Fine tenor voice and expert cartoonist. Available in October. HENRY N. KOST, The Singing Cartoonist, Liberty N. Y.

THREE VERSATILE TOMLINSON BROS.—Sing- ers, Dancers, Comedians, Union musicians, Club juggling, rope, baton twirling, ventriloquism, clown, blackface sketch; many other professional specialties. Adaptable every occasion. 3600 Addison, Chicago. Keystone 8491.

CRYSTAL EXPO

(Continued from page 47)

Saturday nights, which didn't do the shows any good. However, spot went down in the book with everyone's okeh. Rex Ingham, former showman and now a deputy sheriff, was a nightly visitor. Rex has many friends on the organiza- tion. High sheriff Leon W. Warsham, of Reldsville, visited. In addition to mak- ing openings on Dark Town Revue, Art Carver also handles sound car and makes announcements.

Bassett, Va. Week ended July 20. Lo- cation, school ball park. Auspices, Amer- ican Legion Post. Business, very good. Weather, threatening two nights.

All trucks and trailers that made the move overland from Wytheville were on the lot here Sunday night. Cars were unloaded Monday morning and shows opened Monday night. Owner-Manager Warren J. Bunts purchased another semi-trailer truck, and all rides and show fronts have been repainted to make ready for the fairs, which start in Au- gust. Bassett gave the show another good week's business. Octopus, in charge of Tom Marshall, topped rides, with the Tilt-a-Whirl second and the Twin Ferris Wheels close behind. Sam Petralli had a big week with his Athletic Show. Mc- Vay's Monkey Circus led shows, with Dark Town Revue and Circus Side Show also in the top money class. Bunts & Benjamin's corn game clicked and all concessions chalked satisfactory business. Mr. and Mrs. E. R. (Red) Smith's photo gallery and long-range shooting gallery are doing good business. H. Kilpatrick, billposter, continues to do a good job of advertising at every stand. Owner Bunts announced here that plans are being completed to winter the shows at Crystal River, Fla. Bunts owns a home there. The writer has completed the route and bookings for this season and henceforth will spend his time back on the shows. PERCY MARTIN.

LETTER LIST

(Continued from page 29)

McCune, Bob Nelson, Willard
McDonnell, B. Netzhahault, Mr.
McDowell, Harold Neusbaum, Carl
McGee, James S. New, Bert
McGill, Frank Newton, Horace
McGill, J. W. Nickolig, Walter
McGill, Steve Noe, Don
McGraw, Ken Noel, Chas. S.
McGowan, Mack Nolin, Harry
McInnis, W. J. Norman, Dalton
McIntosh, George Norris, Como
McKarr, Sluiger Nutter, S. N.
McKenney, James O'Brien, Jack
McKinney, Frank O'Brien, Don
McLaughlin, Bill O'Dell, A. J.
McLaughlin, C. L. O'Dell, Blackie
McLaughlin, Ear. O'Doyle, Henry
McMahon, S. J. O'Kelly, Rakph
McMorris, Herschel G. O'Leary, Jack
McNeill, Everett O'Neil, Buck
McNiel, Frank Blackie Odell, Art
McNight, E. J. Odum, Bill
Mace, Herbert Odoms, Roy
Mack, Lewis Ogle, Robt. M.
Mahan, Michael Ogle, Douglas
Mahon, Charles Okada, Geo.
Malman, M. Oliver, D. A.
Malone, Paul Orgie, Ray
Ott & Prescott James Otis, Raymond
Manley, Lee
Marino, Carmine
Marion, Sidney
Markley, Robert
Markley, Guy R.
Marks, George
Marks, Mitchell
Marley, Edward
Marshall, Dean
Marshall, Harold
Marshall, Harry
Marshall, Troy R.
Martin, Ben
Martin, Grant
Martin, W. Terry
Martini, Capt.
Marvin, Jimmy
Marvin, Robert
Mason, C. H.
Mason, Dr. H.
Mason, Gen
Mason, Jay C.
Matsen, Clifford
Matis, Linton
Maynard, Earl
Meader, Bill
Meadows, Theo
Mehl, Tom
Mellon, Eddie & Betty
Mendenhall, Bud
Mendis, Grover
Menzing, Ralph & Ruby
Mercy, Al
Messick, Tommy
Metro, Archie
Metro Show
Mierke, Raymond
Miller, Archie
Miller, Dave
Miller, Happy Jack
Miller, Harry A.
Miller, John Kent
Miller, Lester
Miller Products Co.
Miller, Ray
Miller, Steve
Milligan, Ted
Mills & Mills
Mills, G. C.
Mills, Percy
Milton, Paul R.
Mison, Louis
Mitchell, Adams
Mitchell, Lex
Mitchell, Bob
Mitchell, E. W.
Mitchell, Frank C.
Mitchell, George A.
Mitchell, George J.
Mitchell, G. L.
Mitchell, Johnny
Mitchell, Louis
Mitchell, Miller
Mitchell, Tom
Mitchell, Wm. S.
Mitchell, W. W.
Mix, Art
Mize, Lee
Modele, Harry
Monced, Jack
Monced, Ambassadors, The
Monroe, John
Monroe, Tex
Montana, Jimmie
Montes, Robert
Montgomery, Grover
Montgomery, Jack
Moon, Doc R. E.
Moore, Dennis
Moore, Doc J. G.
Moore, E. M.
Moore, Johnny
Moore, Robert
Moore, Vernon
Morgan, Al
Morgan, Billy
Morgan, Bud
Morgan, C. H.
Morgan's Rides
Morrison, Billy
Morris, John Berdet
Morris, John
Morris, Raymond
Morris, Jr., Wm. J.
Morse, Bond
Mort Joe
Moshier, Arthur
Moshier, Walter
Mott, Jerry
Moudy, Jack
Moyer, Red
Mugumew, Frank
Mullholland, Gale
Munden, Herman
Mundt, John
Murdock, Robt. K.
Murray, John P.
Murray, Raymond
Murrell, Jack
Myk, Joe E.
Nadreau, L.
Neal, Jack C.
Neal, James R.
Neiter, Richard
Nelson, Art
Nelson, Jim
Nelson, Neil F.

Rocco, Phill
Rodgers, Jolly Roll
Rodgers, Leonard
Rodieck, Chas. H.
Rogers, Eddie
Rogers, Frank
Romito, Espero
Ronbeck, A. W.
Root, Leo M.
Rory, J. Geo.
Rose, Arthur D.
Rose, Louis Murphy
Rosen, Joe
Rosen, Mike
Rosko, Michael
Ross, Jackie
Ross, Joe & Betty
Rountree, Eddie
Rountree, Robert
Rowe Bros. Animals
Rowe, Jack
Royale, Geo.
Ruch, R. R.
Rucker, E. H.
Rueback, Jack
Russell, Val
Ryan, Frank Red
Sailer, Andy
Salerno, Michael
Saunders, Geo. W.
Sawyer, Tom
Sayvilia, H. J.
Sax, Leo
Scanlan, Neal
Schermerhorn, Loyd
Schrimsher, A. F.
Schultz, Carl J.
Scott, E. Milton
Scott, Gilbert
Scott, John
Scott, John Scottie
Scott, Wiley B.
Scott, Wm. A.
Seale, Milton P.
Seals, Ernest Baby
Sears, Sammy
Segler, Jack
Seidler, Capt. Harry
Seig, Scotty Dog
Sewell, Curley
Sexton, Albert
Seymour, W. O.
Shafer, Danny
Shannon, Jack Tex
Sharkey, Ted
Sharp, Paul
Sharples, Herbert
Shaver, Stame
Shaw, G. Slim
Sheek, Gene
Sheldon, J. C.
Shelton, Charlie
Shelton, James
Shelton, Pat
Sherrick, W. E.
Sherr, M. F.
Shew, Carl
Shipp, Russell A.
Shropshire Jr., Raymond
Shurber, C. C.
Shwartz, Herman
Siegler, Billy
Silver Bros. Shows
Simmonson, Ralph
Simon, Harry
Sink, Ira
Sisk, Pat
Sisk, Smity
Skelton, Ralph or Cop
Skidmore, Skip
Skowronski, Gus
Slosum, Z. D.
Smilo
Smith, A. C. Kid
Smith, A. L.
Smith, Benjamin
Smith, Bert J.
Smith, Buster
Smith, Chas.
Smith, Clarence W.
Smith, Curley
Smith, Geo. H.
Smith, Karl F.
Smith, Lewis
Smith, Mel
Smith, Nelson or Frank
Smith, Percy
Smith, R. M.
Smith, R. R.
Smith, Sid
Smith, Ted & Gladys
Smithly, J. J.
Smithly, Wallace
Smuckler, B.
Snow, Howard
Snyder, Bobby
Snyder, Francis
Solters, Earl
Sorensen, Asger
Sopher, Kenneth
Sotiro, Frank
Spence, Bert
Spouse, Bob
Spring, Tony
Spry, James W.
Stacey, H. L.
Stanley, Gold Black
Stanley, Tommy
Starr, Jerry
St. Clair, Blackie
Steansberg, Wm.
Steans, Henry
Steiger, Wm. J.
Stenonson, Geo. L.
Sterling, D. B.
Stevens, Emmitt
Stevens, Jack J.
Stevens, Pete
Stevens, W. O.
Stevenson, Leo
Stoffel, Walter
Stone & Barton
Stoneck, Philip
Stout, J. M.
Strait, Sidney
Strange, Bob
Stringfellow, K. L.
Strode, Bill
Stubblefield, Howard
Student, Wm.
Stutzman, Stanley
Suber, Morton
Suesz, H.
Sullivan, Billy
Sullivan, Ardey
Sullivan, Paul
Sullivan, Ted
Sullivan, Wm. D.
Sumner, Jack
Surger, Mickey
Swanger, Harry
Swanson, Carl O.
Swartzlander, Lonnie

Swor, Bert
Tazart, Monty G.
Tarfes, Henry
Tarkinton, Blackie
Tatum, Earl B.
Taylor, Bud
Taylor, Dudley
Taylor, John L.
Taylor, Tommy
Taylor, Wm. Luther
Teall, Smiler
Teitenberg, Herbert
Terry & Walter
Terry, Robert
Terry, Thexton
Teter, Russell
Tezanos, Frank
Thomas, Cecil
Thomas, C. Cody
Thomas, Lee
Thomas, Wm.
Thorman, Max
Thornton, C. A.
Thornton, Thomas
Tinsch, Frank
Todd, Lester
Togo
Tolliver, Alexander
Tom, Walter
Toms Amuse. Co.
Townsend, Wenester
Tranthumb, Clifford
Travis, C. A.
Travis, Doc A.
Trayner, Jean
Trigg, Jerry
Truelsen, Gale
Tubbs, Chas.
Turner, Robert
Two Eagles, Chief
Two Eagles, John
Tyler, Clinton
Ulrich, Miller
Van Buren, Reginald
Van Stetina, Anthony
Vagge, Milo
Vail, Frank
Vales, Arthur
Vandewall, Henry
Vardell, Mina & Frank
Vena, Freddie
Vernon, Robt.
Vibbard, Paul L.
Vincent, Bill
Von Eberstein, Dewolve C.
Voelker, Edw. O.
Volera, Stan
Wagstaff, Dan
Waligorska, Stanley
Walker, Sweetie
Wall, Ralph
Walls, Bud
Walls, C. W.
Walsh, Doctor
Walsh, (Snake Show)
Walton, Raymond
Waltrip, A. E.
Wamsley, J. H.
Ward, Wallace H.
Ward, Harold
Wardwell Sr., Edgar
Warner, Henry H.
Warren, Bob G.
Watkins, Mark
Watkins, Billy
Watts, Blackface
Watts, W. T.
Webb, Capt. Geo.
Webb, Frank H.
Webb, Joe B.
Webb, Johnny
Webb, Wm. M.
Webster, Geo.
Webster, Red
Weeks, Frank
Weiner, Earl
Weiner, Sam
Weintraub, Sam
Weiss, John Con
Wells, Albert
Wells, Burt
Wells, Morris
Wells, Teddy
Welton, Bob
Welton, Harry
West, Mac
West, N. L.
Western State Show
Weston, Howard C.
Whaley, Jack
Wheeler, Eddie
Whistle, Charles
Whitaker, Casey
White, Carl & Jerry Fish
White, Carl
White, Lucius
Whiteside, A. R.
Wicker, J. C.
Wiggins, M. L.
Wilburn, Dick
Wilkinson, Guy
Williams, A. H.
Williams, Dewey
Williams, J. A.
Williams, J. E.
Williams, Jack C.
Williams, Joseph
Williams, Joseph Allen
Williams Jr., Jos.
Williams, Leonard
Williams, Mark
Williams, R. V.
Williams, Rusty
Williams, Thomas
Williamson, Carl
Williamson, Roy
Willis, Billy
Wilson, Bill
Wilson, Dewey
Wilson, G. E.
Wilson, Harry A.
Wilson, Johnnie
Wilson, J. O.
Wilson, M. G.
Winters, H.
Wintse, Ray
Winters, David
Wise, Sid A.
Wisnards, Flying
Withrow, R. F.
Wit, Geo. W.
Withaus, Adolphus J.
Wolfe, Bob
Wolfinbarger, I. H.
Wood, Charles
Wood, Eugene
Wood, Ralph M.
Woodards, J. C.
Woodruff, S. L.
Wood, Claude
Worth, Ted
Wright, Earl
Wrobel, Stanley
Wyoming Duo
Yancy, Beeman
Young, Eddie
Ziegler, Geo.
Zimmer, R. G.
Zingaro, F. A.
Zschille, Fred

McLaughlin, Eustace
Mackley, Wilson
Masters, John
Mathis, Y.
Miller, A. B.
Miller, J. B.
Mitchell, George D.
Mitchell, Wm. Sam
Myers, Art
Norman, Al
Norton, Frank A.
Nye, Tom
Ortiz, Juan
Patterson, Martin
Pike, B. L.
Quin, James
Rabinovic, Abe
Rachunas, Joseph
Rains, Arnold L.
Ramus, H.
Rapp, Herman
Reed, Freddie
Reeves, Glen
Richards, Cully
Richard, Thomas A.
Rielly, Wm. K.
Sage, Louis
Serlen, Sam
Slate
Steffenker, J. W.
Summer, Robert P.
Thomas, J.
Timblin, Charles
Trumbauer, Frankie
Vagareno, Mike
Vantine & Cazan
Wales, Tiny
Wallace, Ormand
Walsh, William
Warrington, Claude
Weneshick, William P.
White, Arthur
Hebort, Emery & Eva
Henken, Milton
Hood, Fred
Huff, Louis
Jansley, August
Johns, Ellery J.
Johnson, Everett
Johnston, Doc E.
Jones, John Earl
Kalso, Joe
Kent, Chas.
Kirkman, Orville
La Rue, L. E.
Layton, Bob
Les & Poppy
McComb, Edgar
Miles, Charlie
Miller, Harold
Moore, Thomas
Morales, Thomas
Newton, George Ace
O'Shea, Johnnie & Edna
Orlandi Sr., Earl F.
Palen, Bud
Park, Charles
Phillips, J. T.
Pipkin, Charley
Pollitt, John
Quinn, V. J.
Ramsey, Howard R.
Raub, Barney
Reardon, Chick
Renforth, J. H.
Ringin, George K.
Ritz, LeRoss
Robbins, Esan
Rush, Lawrence
Schultz, Jack
Sears, Sammy
Seers, Rich
Sheasley, Geo.
Sisk, Pat
Snell, O. J.
Strait, Sidney
Struggle Bros.
Taska, Joe
Tex & Shorty
Thompson, Marian
Tipton, Clarence
Turner, James
Tuthill, E. W.
Vander Bright, Prof. P.
Waite, Kenneth
Ward, Billy
Watkins, Irah
Weddie, Blackie
West, Mac
White, Beverly
Williams, Claude
Zerado, Frank
Edwards, Eddie
Fears, Anthony
Flisher, B. J.
Flannigan, Robert E.
Fletcher, Joe D.
Forester, Tom & Betty
Forrester, James D.
Fortune, George
Graves, Rex
Hamiter Jr., James (Jimmie)
Hanlon, Tommy & Clark
Hatmaker, Chas. E.
Henderson, Cortus J.
Henderson, Warren F.
Henry, Guy (Bulldog)
Jackson, Jerry
Jones, Clyde
Kingston, Ola
Kinser, G. R.
Knight, Richard J.
Larid, Marvin (Moon)
McDonald, Jack
McLachlan, A.
McLaughlin, Harry
Mal, Jule
Maye, Joe
Miller, Bertram E.
Miller, Carroll
Miller, Ross
Miller, Tom
Morton, John
Nelson, H. E.
Owen, Bill
Pike, Wm.
Puglie, George W.
Raymond, Buddy
Reed, C. S.
Reger, Buddy
Roberts, Bill
Roberts, Johnny
Rohter, Lawrence S.
Ruckman, Gene
Schofield, Blackie
Sears, Sammy
Snyder, D. E.
Stanley, Cliper
Stanley, Dewey
Stanley, Lazie
Stanley, Leroy
Stanley, Kennie
Tilley, Paul L.
Wade, Roscoe T.
West, Glenn
Wheelock, Roy
Williams, Mark
Wilson, H. D.
Wilson, William
Wickel
Zerado, Frank

MAIL ON HAND AT CHICAGO OFFICE
404 Woods Bldg., 52 West Randolph St.

Women
Adams, Ruth (care Monroe & Adams Sisters)
Asher, Mildred
Browning, Mrs.
Cassin, Irene
Clarita
Cook, Lorys
Delano, Marion V.
Delmar, Mrs. Ethel
Dixon, Margaret
Earle, Mrs. Bobby
Ernst, Ora Loretta
Flowers & Boys, Erma
Frank, Jean
Frank, Sylvia
Gordon, Virginia L.
Gordon, Betty
Goldman, Mrs.
Hayes, Mrs. Helen
Hite, Joan (or Mrs. Gale Eaton)
Hilton, Betty
Hoff, H. N.
Lee, Chang
Lucky, Georgia
Newman, P.
Page, Ann
Perez, Mrs. Ernesto
Serpana, Ella
Sherman, Betty J.
Stewart, Florette E.
Waldo, Gracie or Mrs. A. Lavine
Walls, Mrs. J. F.
White, Belva

Men
Allied Motor Attractions
Alvord, Walter
Averill, Kiddo
Baer, John
Bowlegs, Chief
Carroll, Jerry E.
Claire, Hans
De Melo, Charlie
Dell, Mr. & Mrs. U. W.
Dias & Diane
Dorey, Eddie R.
Eastley, Charles B.
Farrance, B. F.
Feldman Bros.
Porrester, James D.
Frank, Albert
Gardiner, W. S.
Glass, Irvin
Griggs, Beeho
Gupana, Paul
Hanlon & Clark, Tommy
Healy, Mike
Henderson, R. E.

Women
Brady, Mrs. Jack
Brown, Mrs. M. V.
Butcher, Mrs. O. J.
Davidson, Mrs. George
Doria, Betty Lee
Fortune, Mrs. George
Havens, Mrs. Betty
Hutcherson, Mrs. Jack
Jones, Mrs. Maxine
Kendrick, Mae
Mack, May
Mackey, Mrs. Vera
Mayer, Ruth
Maye, Mrs. Ruby
Moore, Mrs. Mae
Morton, Mrs. M. N.
Norton, Helen B.
Roth, Mrs. Dorothy
Stain, Mrs. A. E.
Strable, Mrs. Inez
Stewart, Louise
Wilson, Mrs. Pop
Wilson, Madam
Zimmer, Florence
Zorn, Miss Zada

Men
Calloway, E. G.
Campbell, Randall L.
Clifton, Lloyd (Red One)
Cobb, Duhy
Ehran, Wm.
Coffin, J. J.
Conley, Ted
Curtis, Rube
Duane, Frank

DIRECT FROM THE LOTS

(Continued from page 48)
wife accompanied General Agent J. (Bill) Carneer and wife to Paducah, Ky. on a booking tour. New office-owned custard machine, under management of R. E. Barnett, is clicking. June Byers, daughter of Mr. and Mrs. Carl W. Byers, is Barney's able helper. Carl (Bama) Fondren purchased a car and trailer and Dad and Aunt Alca Byers, parents of co-owners, Carl and Jimmie, are waiting delivery of a new trailer. Dr. Le Roy purchased a new car in Memphis, Mo. Le Roy and Jean Eugene Mercer are managers of the office-owned Circus Side Show. George (Mac) McLain, ride superintendent, entered the hospital in Iowa City, Ia., for treatment. MRS. FRENCH ROBINSON.

Frank's Greater (Motorized)

Albany, Ga. Week ended July 28. Location, Newton road lot. Business, good. Weather, fair.

Stand was shows' second week on this location and date marked the first time a carnival operated on Sunday in Georgia while playing a still date. Shows and rides opened at 11 a.m. and crowds came out early in large numbers and remained until 11:30 p.m. Ferris Wheel led rides, Chairplane second. Concessions did a tremendous business at night and shows enjoyed fair grosses. Remainder of the week held up to the previous week's standard and Saturday night drew the largest crowd of the engagement. Week proved one of the best of the season so far. Phil Babcock built a new frame for the top he bought recently. Joe Babcock and Emma Holder-ness are clicking at their respective stands. Visitors included Chief of Police Moore; Mr. Burdette, secretary Ashburn (Ga.) Fair; Bob Morlock, former general agent, and Paul Conaway, of Macon, Ga. Show will remain here another week on a new location and then move to the tobacco markets. ACE TURNER.

United American (Motorized)

Donnellson, Ia. Four days ended July 26. Auspices, Lee County Fair. Business, worst of season. Weather, scorching hot, with heavy rains Friday night.

The 53d annual event here proved a fiasco for shows, rides and concessions. Soft drink, stands, however, did a rushing business. Many of the personnel became ill from the intense heat. An influx of millions of insects added to the discomforts and did not help business.

Heavy rains Friday night killed what little business there might have been on closing day. Show remained here over Saturday to do some necessary painting and repairing. A. V. Ackley and several other concessioners left Friday night to play a two-day celebration at New London, and Ray Swanner reported fair business at Camache, where he had charge of several rides and concessions sent there from Silvis, Ill. General Agent Edw. R. Bussey visited for a few hours Monday. Julia Gehertz, contortionist, worked in front of grand stand Friday night with the Gus Sun Revue and was well received. Roy Coons is gaining a reputation as a pugilist and won his first professional battle at Silvis, Ill. Mrs. Charles Vanderford has recovered from a recent heart attack, but Mrs. William Allen is still under the weather. Visitors included J. L. Wright, cookhouse operator; R. L. Larson, formerly of Rubin & Cherry Exposition; Manager Grossman, Gus Sun Revue, and committees from Knoxville, Ia., and Edwina, Mo. WALTER B. FOX.

J. F. Sparks (Motorized)

Germantown, Ky. Week ended July 27. Auspices, Germantown Fair. Business, fair. Weather, good.

This was the third consecutive year shows played this event and altho attendance and spending were off they had a fair week. Mr. and Mrs. Joe Sparks visited, bringing four concessions from L. J. Heth Shows. Agents included Shorty and Beth Carr, Mr. and Mrs. Otis Harrel. Al Maricle and Jack Johnston took over two games. Owner-Manager Jesse F. Sparks took delivery on two new tractors. He also made a two-day booking trip. Mrs. Sparks' bingo had its best day of the season Saturday. Jimmy Adams' Athletic Show, with Frenchy La-Rue and Kid Blas, topped shows, while Twin Ferris Wheels led rides.

Stanford, Ky. Week ended July 20. Location, Tarkington lot. Business, good. Weather, good.

Spot has always been a good still date for shows because of the many friends management made at previous engagements. Good weather enabled shows, rides and concessions to get in a good week. Charlie Russ joined with his Girl Show, including Mildred Purcell, singer; Helen Rusk, dancer, and Lucy Davis, accordionist. Office added a Snake Show, under management of Marvin Early. Merry-Go-Round, with Blackie Sherwood as foreman, showed an increase in business here. RAY ALLEN.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

New Campaign and Patriotic Items Hit the Market; More To Come; Workers Confident

NEW YORK, Aug. 3.—Joining in the popularity of the red-white-and-blue items, political numbers are making their appearances on the market to increase the takes of streetmen, pitchmen and fair workers. With both the Democratic and Republican parties having selected their standard-bearers and settled down to real campaigning for the November election, demand for the items is reported increasing.

Practically every phase of the souvenir and novelty business is offered an opportunity to cash in on the trend. While the badgeboard workers have always had a spot during campaign years, they will be joined by wireworkers, novelty jewelry workers and others.

One of the important points brought out by this campaign is that voters are taking a stronger stand as to their candidates. During the past several Presidential elections demand for buttons has been nothing outstanding. Already, several months in advance of the actual balloting, buttons with photos and slogans of the parties have been noted in large numbers. Since such a large demand has manifested itself, badgeboard workers and others are adding political items to their stocks of patriotic lines to cash in on the trends.

Numerous Items Offered

Like the patriotic lines, political numbers are available in many designs that are sure to appeal to loyal supporters of either ticket. In addition, the price range makes them sure-fire hits for any purse.

In the years between Presidential campaigns the celluloid donkey and elephant charms have been consistent but not sensational sellers. Since they have stepped into the limelight again as party symbols, demand for the charms is expected to skyrocket. Firms handling the charms include Karl Guggenheim and N. Shure Co.

Jewelry lines are offering a great variety of items with a political tinge. They include a flag bow with rhinestones and half-inch plastic letters, "F. D. R.," hanging from the pin. A similar idea is carried out with the name "Willkie" across the front of the pin. The items are flashy and eye-appealing.

Banners in several sizes have been placed on the market by firms specializing in this line. Champion Specialty Co. reports that it has banners with both Willkie's and Roosevelt's picture on them. Banner sizes carried in stock are 5 by 6½ inches and 9 by 12 inches. The satin backgrounds are in patriotic colors.

Button Lines Big

Buttons seem to afford the largest assortment of designs now on the market, and they seem sure to be money-makers for badgeboard workers. Since they are in patriotic colors also and with pictures, the board layout is considerably flashed up, insuring instant eye-appeal. Among firms handling complete lines for this trade are Epstein Novelty Co., Mills Sales Co. and Harry Kelnor & Son, Inc. The firms have handled buttons for years, and report that the items have been designed to meet public demand.

Ralph C. Busbey reports he has a complete line of Willkie items. They include post cards, silk banners, pillow covers, hat bands, arm bands and pennant canes. Again the patriotic colors come to the fore to attract attention. Portrait used on the items is copyrighted. Samples are available to those in the trade.

One of the most striking items to come on the market is the miniature airport sock with "We Like Willkie" written lengthwise on the item. The sock is supported on wire loops with suction cups for attachment to automobiles. The

item, it is reported, will be to the political trade what the new suction flagholder is to the flag worker. The socks are in patriotic colors also and available in 11 and 24-inch sizes with 3 and 6-inch diameters, respectively. Larson Service and Supply Co. handles them. Workers are expected to have plenty on hand when they work the notification ceremonies that will be held soon at Elwood, Ind.

Manufacturers of other lines are contemplating releasing political novelties and they are expected to hit the market soon. Balloon workers are anticipating new designs, booming Roosevelt and Willkie, and the flag boys say they are looking forward to new items in ample time to cash in on the growing enthusiasm.



By BEN SMITH

Remember when the fur coat was first offered as a premium on a deal? Most of the boys couldn't see it at all and their attitude certainly gave no indication at the time that the item would eventually develop into a sure-fire producer for fall and winter months. The feeling was pretty general that the take necessary was too high, that the coat was too far removed from the regular run of sales-board merchandise and that a fur deal couldn't possibly turn over fast enough to be profitable. However, it wasn't long, in fact, before the first season was out, that a large percentage of the skeptics had hopped the band wagon. The few deals that were placed at the beginning clicked so well that it was natural for others to follow. Today the fur coat is unquestionably a card and board staple.

Fur coat supply houses have already started to beat the drums for the coming season and such firms as S. Angell & Co., Cohen Bros. & Sons, H. M. J. Fur Co., B. Weiss, Andrew Paul & E. Arkas, M. Seidel & Son and the General Fur Co. are anticipating the best year they've ever had. All have catalogs and circulars which are free for the asking and reports are that requests are coming in strong for them.

The success of the fur coat on a big card helped pave the way for re-acceptance of the big-take deal in general; for when the fur coat hit the market the trend had been toward deals with a take of less than \$20 and in many cases less than \$10. The battery-operated radio and other items which came along later and which also required a comparatively large take got off to a fast start because of this. The operator had been shown again that if you give John Public an item with enough consumer appeal the latter will dig down into his pocket often enough to make it worth the operator's while regardless of the take.

Big Bill Burns is testing a new deal on location. As soon as he is sure it is right he will spring it. He expects that will be within the next couple of weeks.

Walter Spiegel, of Playland Supply Co., also expects to make an announcement. (See DEALS on page 57)

Coney Island Game Concessioner Notes Better Merchandise Trend

CONEY ISLAND, N. Y., Aug. 3.—That people are turning their attention toward better merchandise was revealed here by Al Seskin, game concessioner at Luna Park. He has been associated in the merchandise game line for over 10 years.

"Game concessioners deal principally with novelty items," Seskin said, "but there are certain things to be considered when stocking this merchandise. My policy is to get flash merchandise that I can buy within a price range that will make it profitable to use. The next step is to build up the stand so that this merchandise is displayed to the best advantage—and then it is up to the boys and myself to give this away as added incentive for customers to try our games."

R-W-B Items Click

This season Seskin said that he had found stuffed toys going strong and that during the past two week-ends a notable increase in the demand for patriotic numbers had been noted. The outstanding number in the red-white-blue line is the God Bless America banner. Since they are available in several sizes, the larger ones may be used for better prizes, he said. The flag lapel pin is rapidly gaining in popularity and there is a possibility that several of the concessioners on the island may use them for consolation prizes.

Seskin said that a decided increase has been noted for such items as stuffed toys and dolls. The Pinocchio doll is popular with patrons at his ring-a-duck, spill the milk and target games. Dolls in long flowing dresses typical of the antebellum days in the Deep South are also popular, as are stuffed teddy bears, elephants and monkeys. Patrons are preferring to pyramid their points and select better items, Seskin said.

The trend toward better merchandise is also showing a marked influence on takes at the games. Since the players

know that good merchandise is available, they are becoming more frequent patrons of the stands. This is especially true at the ring-a-duck game, recently installed and where Seskin makes his headquarters.

Big Demand for Motoring Aids

CHICAGO, Aug. 3.—Motoring accessories, embracing numbers that have been outstanding money-makers for sales-board operators and other workers in the past, are currently enjoying unprecedented demand. Recognizing the fact that motoring in this country this year is at an all-time high and that hot weather has trebled demand for aids to driving comfort, alert workers are reported doing well.

Especially good business is reported with the new type air-cooled seat cushions that add to the comfort of the driver on hot, sultry days. Seat covers of knit-fiber design are also popular. Ops placing cards offering auto robes are also finding little difficulty in turning them over. And because the latest designs in pick-me-up radios are so low in price, they are being called a definite motoring necessity. Motorists in many cases prefer them to standard auto-sets, because they not only function perfectly in the car, but also may be handled as conveniently as a camera or lunch kit on jaunts away from the car.

Also in the limelight on carnival and park midways and with novelty and fair workers are such flashy and useful items as over-the-window clothes hangers, flash lanterns, auto compasses, the new type turn signal that flashes from the rear window and other aids to better, safer driving. Another outstanding seller is the sport kit, consisting of a pair of sun glasses, pocket comb, nail file and beveled edge mirror in a case of pigskin or alligator grain leather.

Report Business Up At Salem Willows

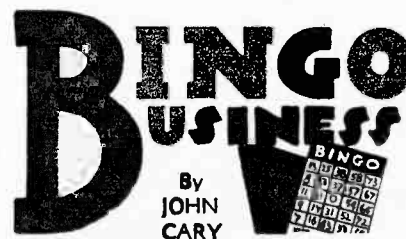
SALEM WILLOWS, Mass., Aug. 3.—With about half a dozen concessions operating, business is booming at the Salem Willows resort this year, according to Nick Xanthaky, head of the Chamber of Commerce.

Despite a few bad Sundays, the season thus far has been highly successful and greatly ahead of last year.

Park is unusual in that 90 per cent of the business is at night, with the place practically deserted during the day except for Saturday and Sunday.

Albert Epstein Passes On

NEW YORK, Aug. 3.—Funeral services were held here Thursday at Gordon Memorial Chapel for Albert Epstein, 73, pioneer in the novelty business and founder of the Epstein Novelty Co., who died suddenly early this week. Associated in the wholesale merchandise field for more than 50 years, Epstein started in the business when it was centered along Ann street and Park Row. He was known as one of the most progressive dealers in the field and with badgeboards and other lines personally attended some of the outstanding events thruout the nation. He is survived by his widow, Gussie; two daughters, Ruth and Estelle, and three sons, Julius, Bernard and Jack, who were associated with him in business.



By JOHN CARY

DURING the past few days the thermometer has been soaring over the nation and this has increased the attendances at outdoor games. Amusement centers are among the spots enjoying the increased patronage. Hot weather cannot weaken the determination of a dyed-in-the-wool bingo fan and proof of this has come from Wilkes-Barre, Pa. A recent check of the bingo situation in that anthracite region shows that at least 40 bingo games are staged each week, with a great majority of them being sponsored by churches for their building funds. Most of them advertise their parties in local papers. The outstanding point is that only a few of the games are held outdoors. What about business? The games are doing well, and the committees sponsoring them are reported satisfied with the takes. While comfort does play a big part in attracting bingo players, the properly conducted games get the people—heat or no heat.

WHILE we're talking about hot weather, let's go a bit further. Summer doesn't last forever, and it will not be long before September will be here. To avoid delays in getting the game over what might be called a transitional (See BINGO DEALS on page 58)

**SPECIALTY MEN
Big Closeout Special
Wm. Rogers Soda Spoons**



Only a limited quantity to sell of this famous brand of Silver Plate Iced Tea or Soda Spoons. Sell them to restaurants, fountains, roadside stands everywhere. Modern pattern, will look appropriate with any service. Good quality silver plate guaranteed by the world's largest manufacturers of silver plate, the International Silver Co. (no phoney). Regular 5.90 list per dozen. White they last at

**\$1.95 per dozen
or \$18.00 per gross**

Order No. B22860

Catalog 402 of 684 pages of quality merchandise ideal for premiums, prizes and awards, concessions sent on request to those who buy chandeliers for resale or commercial usage. Mention your business. We do not sell retail. Prices less 2% cash. 25% deposit on C. O. D.

JOSEPH HAGN COMPANY
"The World's Bargain House"

217 & 233 W. Madison Street, Chicago, Ill.

**Popular
Items**

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Flash Camera

While the Falcon Flash Camera is not exactly a new item on the market, there is a big demand for it at this time, DeLuxe Products Co. reports. Bingo and salesboard operators and other prize users say that nationwide camera contests are increasing demand for this line. There is no worry about lighting, for this camera is equipped with a flash-bulb synchronized with the shutter, eliminating separate equipment and special adjustments. The firm reports that it enables amateurs to take unposed pictures at home, at parties, at theaters, in fact, every place. Camera uses standard roll films.

Hospitality Ensemble

Salesboard operators are boosting takes with the new hospitality ensemble, Sheridan Electro Corp. reports. Item is a complete luncheon serving set. It includes an eight-cup coffee brewer, two-heat electric stove, two-slice chrome electric toaster, all-purpose food warmer, streamlined chrome sugar and cream set, modern four-piece crystal relish trays attractively grouped on an ivory, chrome and black Voguelite serving tray. The item has proved a great help in completing salesboards, and the boys are offered special prices which will allow them an opportunity to make a sizable profit, the firm reports.

Table Radio

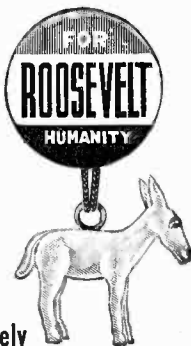
The new European short wave Trav-Ler radio model of the War Reporter is proving a money-maker for salesboard and bingo operators, Trav-Ler Radio and Television Corp. reports. The set requires no ground or aerial for standard broadcast, as it has the new built-in

**GET ABOARD THE CAMPAIGN BAND
WAGON WITH THESE FAST SELLING
BADGES AND BANNERS!**



R. W. B. Willkie Button with Pin. Diameter 1 3/16 Inch. No. B3N547. Per 100 \$.75
New Style G. O. P. Streamlined Elephant Charms with cord attached. No. B11N17. Pearl Finish. 1 5/16 x 3/4 Inch. Per Gross .85
No. B11N13. White finish. 1 5/16 x 1 inch. Per Gross 1.00
No. B11N14. White finish. 1 1/8 x 1 3/8 Inch. Per Gross 4.00

R. W. B. Roosevelt Button with Pin. Diameter 1 3/16 Inch. No. B3N548. Per 100 \$.75
White Celluloid Donkey Charms with cord attached. No. B11N16. 1 x 1 1/2 inch. Per Gross .75
No. B11N11. 1 5/16 x 1 5/16 Inch. Per Gross 3.60
No. B11N10. 1 1/2 x 1 1/2 Inch. Per Gross 3.60



Note: Buttons and Charms Are Sold Separately

Now SPECIAL VALUES
Waltham-Elgin and other famous makes Write for Price List!
\$1.00 EACH 18 LINE SIZE IN LOTS OF 50. Samples 50¢ Extra.
M. FRIEDMAN 74 FORSYTH ST. N.Y.C.

SUMMER SPECIALS
Scale Candy \$10.00 per 100
Shooting Gallery Candy 10.00 per 1000
Chesterfield Cans 8.00 per Gross
Peanut Cans 7.00 per 1000
Carnival League Baseballs 1.00 per Doz.
Fruitless Balls .85 per Doz.
Talls and Cans 4.25 per 100
Dolls and Cans 4.00 per 100
Swagger Cans 5.75 per Gross
Fur Monkeys 3.50 per Gross
Celluloid Dolls (5 inch) 4.80 per Gross
Celluloid Dolls (7 inch) 7.50 per Gross
Madagascar Hats 7.50 per Gross
Sun Glasses in Leather Kits with Mirror, Comb & Nail File 18.00 per Gross
10 Gross Assortment of China Slum for Penny Arcades .90 per Gross
We Carry a complete Stock of Bingo, Hoop-La and Grind Store Supplies, also Novelties, China, Slum, etc.
Write for Our Catalog.
Terms: 25% Deposit, Balance C. O. D.
ORDER FROM OUR NEAREST STORE.

B. & N. SALES
HOUSTON, TEX. 707 Preston
DALLAS, TEX. 2125 Commerce
KANSAS CITY, MO., 310 West 9th

ELGIN, WALTHAM, BULOVA
Renewed Guaranteed. STARTS AT \$2.95
MEN'S WRIST AND POCKET WATCHES.
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
728 Walnut St., Philadelphia, Pa.

FAIR SPECIALS
Chesterfield Cans. Per Gross \$7.25
Child's Chesterfield Cans. Per Gross 4.50
No. 7 Satin Ribbon, 10 Yd. Pc. .40
No. 5 Satin Ribbon, 10 Yd. Pc. .32
Professional Electric Pencil with roll of goldfoil. Each 4.75
God Bless America Buttons. Per 100 .73
God Bless America Balloons. Per Gr. 2.40
Paper Snakes with Sticks. Per Gross 3.25
10 3/4 In. Feather Dressed Celluloid Dolls. Dozen 1.40
25% Deposit With C. O. D. Orders
KIPP BROS. CO.
(LEON LEVIN, Owner)
117-119 So. Meridian
Indianapolis, Ind.

**PATRIOTIC AUTO PLATES
LOWEST PRICE IN AMERICA!**
Most spectacular seller in years—at the most sensationally low price in America! RED, WHITE and BLUE Patriotic Auto Plates, fit above or below license plate. Made of heavy sheet metal, size 5 1/2 x 10". Each plate in envelope, with fasteners. Rich, colorful packed with patriotic appeal... a selling sensation in every territory! Every motorist wants them! Agents piling up Big-Time profits! Get in! At our price you can really clean up! Rush your order!
No. B3N544. Per Gross \$15.00
Sample Dozen \$1.75 Postpaid

"God Bless America" Banner. Made of white rayon satin. Imprinted in red, white and blue. Double gilt spear point stick through top, and cord for hanging with tassels.
No. 48N35. 5x8 1/2 inches. Per Gross \$ 6.75
Per Dozen 60
No. 48N33. 9x12 inches. Per Gross 13.50
Per Dozen 120
No. 48N34. 18x26 in. Has gold fringe bottom. Per Dozen 6.50
Each .60

BEACH BALLS, made of heavy weight fresh live rubber. Tan and Brown combination color.
No. 28N93—8" diameter. Per Gross \$8.50
No. 28N98—12" diameter. Per Gross \$18.00
Red, Blue and Green Combination Color.
No. 28N92—11" diameter. Per Gross \$18.00

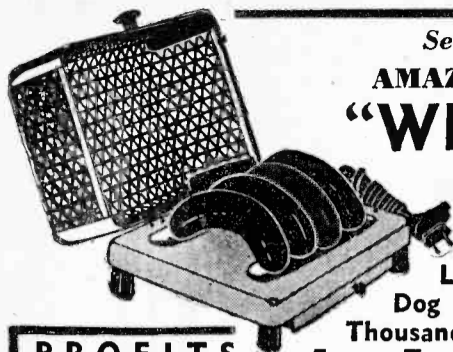
**N. SHURE CO. 200 WEST CHICAGO
ADAMS ST.**

Long May It Wave
GOD BLESS AMERICA

**PATRIOTIC AUTO PLATES
LOWEST PRICE IN AMERICA!**
Most spectacular seller in years—at the most sensationally low price in America! RED, WHITE and BLUE Patriotic Auto Plates, fit above or below license plate. Made of heavy sheet metal, size 5 1/2 x 10". Rich, colorful... packed with patriotic appeal... a selling sensation in every territory! Every motorist wants them! Agents piling up Big-Time profits! Get in! At our price you can really clean up! Rush your order!
1/3 DEPOSIT ON C. O. D. ORDERS.
JOBBER: Wire or Air Mail for Quantity Prices!
\$1.25 PER DOZEN
In Gross Lots \$1.35 In Doz. Lots
F. O. B. Chicago
Each Plate in Envelope With Fasteners
TRIAL DOZEN ONLY \$1.75 Postpaid
H. Fishlove & Co. 714 N. FRANKLIN ST., CHICAGO
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

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 Photos, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES.
Big attraction. 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 \$60 starts you in this interesting, 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!

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



Sensational Opportunity
AMAZING NEW ELECTRIC
"WIENIE-CHEF"

At Lowest Price
In Field!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager To Increase "Hot Dog" Profits

PROFITS

UP TO 85 PER CENT
Just show Wienie-Chef, name the amazing low price—and pocket up to 85% PROFIT for yourself. Write for details!

Men! Look! WIENIE-CHEF cooks 4 "hot dogs" a minute—up to 250 in an hour! And what frankfurters! Because cooked from **INSIDE OUT** by electricity, they taste utterly different. You never ate such sizzling, luscious, flavorful Wieners in your life. Take WIENIE-CHEF around and prove how **SPEED** and **NEW TASTE-THRILL** combine to increase profits fast for restaurants, taverns, roadstands, drugstores, tourist camps, and hundreds of other places.

BIG BUSINESS—Big Earnings for You!
You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits rolling in for months and years thereafter. J. E. Burke, of Iowa, sent in 23 orders in three days—over \$60.00 in profits. J. F. Caldwell, of California, took one look at his sample and rushed an order for one dozen. As the lowest priced, efficient, **GUARANTEED Hot Dog Machine** on the market—capable of producing 200 to 250 per hour—you have a story for any eating place that will **BRING BUSINESS, MAKE MONEY FOR YOU.**

RUSH POSTCARD FOR DETAILS!

Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect bite into it—tell him how the WIENIE-CHEF can **MAKE MONEY** for him, and you tell a dynamic sales story that tops everything else. Try it—see for yourself. Our **MONEY - BACK GUARANTEE OFFER** makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details **NOW.**

WIENIE-CHEF MANUFACTURING CO., 2301 W. Hubbard St., Dept. X-14, Chicago

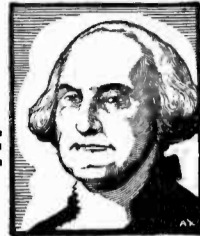
Travscope antenna. Set operates on a superheterodyne I.F. stage, using two double-tuned I.F. coils and utilizes both AC and DC current. Has vernier drive slide rule dial. Feature of this six-tube set is that it has both phonograph and television connectors. Cabinet is hand rubbed and is made of polished striped walnut with turned maple grille in a two-tone finish. It is 11 1/4 by 6 3/4 by 6 1/4 inches and weighs only eight pounds. Radio has four-inch full electro-dynamic speaker. Here is a set that is sure to make completion of boards a quick matter, as everyone who sees it will want to own it, the firm reports.

Pliableglas Knife

Demonstrators, fair workers and pitchmen are finding big demand for the Aero-Flo Pliableglass fruit and cake knife, Plastic Creations reports. Item is designed so that it keeps a sharp cutting edge but yet can't cut the user. The knife bends with ease, yet rough handling will not chip or break it. Housewives have found that the knife is an ideal kitchen aid in that cake will not stick to it. Knife is available in crystal, blue, rose and green, which enables workers to give a flashy demonstration to prospective customers. Special prices and details are available to those in the trade, the firm reports.

BUMPER CARDS
AND
WINDOW DISPLAY CARDS

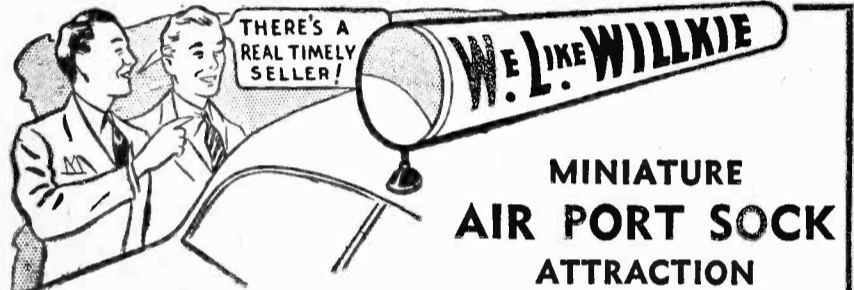
WIN WITH WILLKIE



"NO THIRD TERM FOR ME"

Copyright 1940, Werts Novelty Co.

RETAIL AT 15-20c
Write For Territory
Werts Novelty Co., Inc.
MUNCIE, INDIANA



THERE'S A REALTIMELY SELLER!



MINIATURE AIR PORT SOCK ATTRACTION

SUPPORTED ON WIRE LOOPS WITH SUCTION CUPS FOR ATTACHMENT TO AUTOMOBILES

CLEAN UP ON WILLKIE BOOM
CAPITALIZE ON NATIONAL PARADE

PATRIOTIC—WHITE—WITH RED AND BLUE LETTERING. NEW—NOVEL—TIMELY. SELL LIKE HOTCAKES.

No. 10103—11 in. x 3 in. Diameter, \$18.00 a gross; a 25c seller
No. 20406—24 in. x 6 in. Diameter, \$4.00 a dozen; a 75c seller
TERMS: 1/3 With Order—Balance C. O. D., Plus Postage.

LARSON SERVICE & SUPPLY CO., Pewaukee, Wis.

Political Auto Signs

Streetmen, pitchmen and fair workers are finding the new miniature airport sock a means of garnering sizable profits, Larson Service and Supply Co. reports. With the political campaign now having a marked influence on the market, the item shows indications of becoming one of the season's top-notchers. The sock

PATRIOTIC SPECIALTIES

"GOD BLESS AMERICA" Rayon Satin Banners
5"x6 1/2", Doz. 65c; 100 \$ 5.00
9"x12", Doz. \$1.25; 100 10.00
WITH ROOSEVELT OR WILLKIE PICTURE
5"x6 1/2", Doz. 70c; 100 \$ 5.50
9"x12", Doz. \$1.40; 100 11.00
WINDOW STICKERS—24 to display. Sell 10c ea. Bring \$2.40. Cost you 75c card. Sample card prepaid, 90c.
(Deposit on All Orders)

● WAGONMEN — HOUSE AND PREMIUM OPERATORS—
Tremendous values in Fly Ribbon, Swatters, Snake-Insect Cards, White Shoe Polish, Notions, Carded Goods, Sideline Goods, Drug Items, Salesboards, Deals.
New Catalog of Complete Line—Free!
CHAMPION SPECIALTY CO.
814-P Central St., KANSAS CITY, MO.

NEWEST AND HOTTEST
"WILLKIE" SATEEN AND FELT BANNERS

Gold Cord and Tassels, Gold Flag Staffs
24"x18", \$31.65 per hundred; 12"x9", \$14.00 per hundred. Any sample, 25c each, small banner; 35c large banner, prepaid.
DAY BROTHERS
BYESVILLE, OHIO, Phone 80.

THE WINNER
A GAME
Fascinating and Thrilling. Easily Demonstrated. A Wonder for Concession Operators Distributors Wanted
NATIONAL ADVERTISING SERVICE
HERALD BLDG., SYRACUSE, N. Y.

WALTHAM ELGIN
Complete Selection of Reconditioned National Advertised Watches From ... **\$2.95**
Send for FREE Money-Making Illustrated Catalog.
PLYMOUTH JEWELRY EXCH.
163 Canal St., Dept. A, N.Y. City

FLAG "Decal" TRANSFERS
For CAR WINDOWS • OFFICE • HOME
SAMPLE - 10 CENTS
BOX OF 100 ... \$5.00 POSTPAID
LINDGREN BROTHERS
SELLS ON SIGHT* 230 E. SPRAGUE - SPOKANE, WASH.



THE BIG 10c CANDY SENSATION!

A sensation at 10c—Mrs. Murray's assorted Summer Candies in a flashy cellophane wrapped extension edge box. Chuck full of delicious Bon Bons, Summer Creams, Coconut Slices, Marmalades and other delights guaranteed to stand up under summer weather. Conform with Pure Food and Drug Act.

Packed 4 Dozen to Case—\$4.80 Per Case
25% Deposit, Balance C. O. D. Send \$2 for Complete Sample Line.

CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois

Write for FREE Illustrated Circular!

A National Record Breaker!
"GOD BLESS AMERICA" BANNERS
No. 5557 Sell everywhere! Newest patriotic window and automobile banners! White satin-rayon, 5x6 1/2 in. printed in red and blue colors as illustrated. 9x12 in. 75c dz. Wood hanger across top has gilt decorative arrowheads at ends and colored silk hanging cord with tassels attached. \$1.50 dz. \$8.50 gr. \$16.50 gr.
Send for FREE COPY of our BIG 1940 GENERAL CATALOG Over 400 pages illustrating the newest and flashiest Bingo and Concession items, premiums, novelties and specialties of all kinds.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

CONCESSIONERS—OPERATORS
YOUR BEST AND CLOSEST SUPPLY HOUSE
LATEST FLASH—QUICK SERVICE—LOWEST PRICES
Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Canes, Candy, Plaster, Dolls. Write for catalog.
ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

BULOVA — GRUEN — WALTHAM — ELGIN
WE LEAD FOR PRICE AND QUALITY
NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler
Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.
PHILADELPHIA, PA.

BUY ALL NEEDS FROM ONE HOUSE AND SAVE!

WILLKIE OR ROOSEVELT BANNERS
Satin Finish Rayon
5x7 in. BB4357— 8 1/2 x 12 in. BB4358—
Per 100 \$3.15 \$6.50 Per 100
Per 1000 \$30.00 \$60.00 Per 1000
Be Sure to State Name Wanted
"God Bless America" BBspec.—Foil-tails, with Comic Cards and Ties, Per 100 \$3.25
BB9271—Flag Button, 100 .. 75c
BB1448—40-In. Hawaiian Leis. Gr. ... 1.85
BB9541—Bamboo Parade Canes. Gr. 4.25
BB8041—Chesterfield Canes. Gr. ... 7.50
BB6938—Black Chinese Snakes. Gr. ... 3.50
100 25% Deposit Required With All C. O. D. Orders
If you don't have your New 250 Catalog, write today and state type of business NOT CONNECTED WITH ANY OTHER SUPPLY HOUSE
WE WILL NOT BE UNDERSOLD MORE THAN 50 YEARS' CARNIVAL TRADE EXPERIENCE
LEVIN BROTHERS
TERRE HAUTE, INDIANA

LATEST STYLE FUR COATS & FUR JACKETS
NEW 1941 MODELS
 Skunks, Sealines, Persians, Striped Coles, etc.
 Send for Latest Complete Price List Every Kind of Fur at Lowest Prices.
B. WEISS
 305 7th Ave., N.Y. City



Extra Value! **\$2.25 EACH**
 5 for \$10.50 **5 for \$10.50**




No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.
DEALERS, Write for Catalog.

ROHDE - SPENCER CO.
 223 W. Madison St., Dept. "B", Chicago

BINGO JOBBERS

Buy your Bingo Specials direct from the Printer Up to 3,000 Combinations—No 2 Cards alike. Write to
ST. MARKS PRINTING CORP.
 80 Fourth Avenue, New York, N. Y.

SOCIAL SECURITY PLATES
\$3.00 PER 100
 Cases, \$1.00 per 100. Stamping Outfit, letters, figures and gauges, \$4.00. Agents—Send for wholesale pricelist, name plates, stamping machines, etc. **FRANK BONOMO, 65 Central Ave., Dept. BB-10, Brooklyn, N. Y.**



is available in 11 and 24-inch lengths with 3 and 6-inch diameters, respectively. It is supported on wire loops with suction cups that make it easy to attach to automobile tops or radiators. The red-white-and-blue lettering, "We Like Willkie," makes it flashy, which insures more sales. With the official notification ceremonies to be staged soon this item is in demand and the boys are buying in quantities to take advantage of the quick turnover, the firm reports.

Notes From Supply Houses

H. M. J. Fur Co. announces that its 1940-'41 fall catalog is now available. Booklet contains details on many of the new styles that have been recently added to the line, making more top-notch sellers available to the trade. The firm adds that all indications point to a greater and more profitable season than ever before.

Sun Radio Co. reports that it has released a 24-page illustrated catalog on public address equipment. Included in the booklet are descriptions and photos of amplifiers and sound systems of every type from small portable to large auditorium equipment. A section is devoted to p.-a. accessories. Catalog will be mailed upon request, the firm reports.

DEALS

(Continued from page 54)
 ment soon on an item which is now in process of manufacture. It will be a take-off on the record player with which he had so much success several years ago.

Fools will enter where angels fear to tread. Occasionally we run into an operator who has the same sad tale of woe to tell. He started to work a deal in a new town without first checking conditions there and got into a jam with the authorities. We always have the same answer. It served him right. The smart operator before laying his cards will first make contacts and straighten himself out on local laws and local public opinion. Doing this he can go about his business intelligently and with fewer headaches.

HAPPY LANDING.

PATRIOTIC AUTO PLATES
HOTTEST ITEM IN YEARS
SALESMEN — AGENTS — CANVASSERS



A timely fast selling item all patriotic Americans buy on sight—deeply embossed in Red, White & Blue, size 5 1/2"x10", making an impressive display. Citizens everywhere 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 50c. Be the first in your territory with this red hot money making item. Send 25c today for sample or \$2.40 for sample dozen. \$24.00 per gross. Send coin or money order. Jobbers! Write or wire for quantity prices.

UNITED SALES COMPANY
 303 5th Ave. (Dept. B-1510) N. Y. City

BINGO GAMES AND SUPPLIES
CANES ~ PLASTER ~ CANDY
WRITE FOR OUR NEW, NO 50, 1940 CATALOG
MANY FAST SELLING ITEMS AT LOWEST PRICES
BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. KANSAS CITY, MO.

CATALOG NO. 25...JUST OUT!
NEW ENGRAVING LINE

Brand-new "engraving pin" styles... big sellers that really "get money" a big complete "new line" of pins, lockets, tie chains, knives, bracelets, signet rings—all the big selling jewelry items... even 12 popular "American Flag" pins. Write for "new catalog No. 25" today—just off the press! State Your Business.



HARRY PAKULA & CO.
 5 No. Wabash Ave., Chicago, Ill.

PITCHMEN
 A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
 (Cincinnati Office)

GEORGE HANEY... is still holding down his old spot in front of Pickering's hardware store in the Queen City, working blades to fair takes with the mouse giveaway.

A GOOD WAY to learn good points is to watch another's weak points.

PHIL KRAFT... is working foot powder up around Appleton, Wis., and going over okeh. Boys around there are not doing bad at all, he says, and many of them are getting ready to work the State fair. Kraft jays he and his wife, Joe Mann, Speed Bletsch and Clayton Johnson would like to see pipes from Art Nelson, Dick Weith, Harry Rutherford, Ben Garber, Bob Twitty, Dale C. Baker and Bus Robertson and wife.

FROM T. D. ROCKWELL... "Back in San Francisco after a month in Los Angeles. Things are not so hot in L. A. Weather sure is hot down there and there are not many boys around. I am doing nicely with blades in San Francisco and hope to be here another week or so, then I'll go north to Seattle and points east. Wild Horse Mesa is working med, oil and corn punk around here."

CHIPS FROM THE WISEACRE: To get up, give up—especially those things you know you don't need.

W. G. WHEATLEY... pens from Mullins, S. C.: "I have been in for 10 weeks. My eyes went haywire on me. Dr. Diamond Jim Speagle visited me recently. He wore a diamond horse-shoe big enough to shoe a Shetland pony with, and diamond vest buttons. Mrs.

Speagle also flashed plenty of diamond rings. Doc was driving a new Buick. He crossed my hand with silver and green folding money. I heard that Dr. Haithcox is spending the summer in the mountains of North Carolina. It looks as if Fergie Ferguson has writer's cramp. The tab season opens in South Carolina August 20. I hear Dr. Kerr is putting it over big in the upper part of the State."

MIKE HALPERIN made the National Blueberry Festival in Manistique, Mich., the other week. Says he hasn't seen a pitchman or novelty man in that neck of the woods. He would like to see pipes from Lou Givot, Albert Sahkers and Kid Waiter.

MRS. CHARLES WILLIAMS... widow of Charles (Transfer) Williams, who died recently at Marietta, Ga., is in Parkersburg, W. Va., trying to get started at work.

MANY AMBITIOUS PITCHMEN are beset by too great a desire to get things done in a hurry and, therefore, spend too much time on the jump.

GEORGE D. SMITH... of gummy fame, is working auto polish with Bill Bernon in Stockton, Calif., to good returns.

HAROLD (TOMMY) THOMPSON... pipes from Uniontown, Pa.: "Saw a fellow named J. Phillips taking in the long

OAK HYTEX BALLOONS
Flashy GYPSY BALLOON
 Striking multi-color blended, or mottled designs. Brand new — and different!
 Ask your jobber or write to us.
The OAK RUBBER CO.
 KAVENNA, OHIO.



ELGIN & WALTHAM
REBUILT WATCHES \$175
 7 Jewel, 18 Size, in S. H. Engraved Cases, at
 Send for Price List. Money Back If Not Satisfied.
ORESBENT CITY WATCH MATERIAL CO.,
 118 N. Broadway, St. Louis, Mo.

NEW LINE 1940 JEWELRY NOW READY
 Signet Rings, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Locketts, Cameo and White-stone Rings, Enameled Flag Pins. Send \$2 for complete samples. Free Catalog.
JACK ROSEMAN CO.
 307 Fifth Ave., New York City.



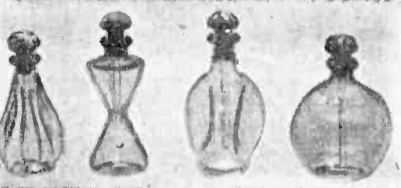
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CROSSES, with Stones, fast sellers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. **RINGS**, hot numbers. Dozen 75c, \$1.00, \$1.25, \$1.50. **KNIFE & CHAIN SETS**, White & Yellow, big value. Per Set 25c. **LOCKETS**, popular numbers. Dozen \$3.00 & \$6.00. 25% Deposit with order. Balance C. O. D.
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32T9 1/2	Gauze Bandage, 2'x10 yds.	3.95
32T14	Merc. Treated Strips, 8 in. env.	1.95
K45 1/2	Copper Pot Cleaner, 25 gram.	2.85
N153 1/2	Pocket Combs	1.15
N341 1/2	Handy Needle Threaders	.23
N319	Heavy Rat Tail Combs, 8" long.	2.98
H400 1/2	Double Edge Blades, per 1,000.	2.48
K862	Fly Ribbon, Imported, 100 Rolls.	45c
T205 1/2	Toilet Deodorizer, Dozen	.29c
T100 1/2	Talc Powder, Cont. 3 Oz., Doz.	33c
R203 1/2	Silver-Color Fountain Pens, Dz.	98c
D100 1/2	Asst. Xmas Cards, 25 boxed.	96c
	Doz. Boxes	73c
2H20 1/2	Underwood Dry Shavers, Each.	

SPORS CO., 8-40 Erie St., Le Center, Minn.

green on his peeler layout in my travels this way. I'm working a new polish layout to good takes. Would like to read a pipe from C. J. Butterfield."

BEST WAY to make good is to get started.

HERB JOHNSTONE and Rusty Russmisse were sighted recently in Kansas City, Mo., and Omaha.

THE FAIR SEASON has been on for several weeks for a number of the pitch boys and girls.

R. GUILD STEWART is working Stromberg condensers on a parking lot in Seattle, Wash., and Carl Leander is there with radio noise controls.

ACCORDING TO REPORTS business for exponents of the pitch has been picking up the past several weeks.

DR. SMITH is reported still doing biz in Oakland, Calif., and is said to have a new trailer and an Oldsmobile car.

PROBABLY NO ONE displays such courage and optimism in the face of misfortune and adversity as does the pitchman.

FRANK L. SULLIVAN is still in Tulsa, Okla., where he says things are slow. He would like to see pipes from Jack Currans and anyone making the Missouri State Fair.

FROM PRESENT INDICATIONS the late summer and fall season will make up for a short first half of the year.

L. E. (ROBA) COLLINS and Gladys have given up the pitch game for a while and are back in Ohio and Indiana territory with the W. S. Curl Shows. They ask that Gene Knight, Robert Wheeler and Dave Ross pipe in.

WHY IS IT that so many who wish to be classed as pitchmen will do so many things to hurt Pitchdom?

Abe Cohen and was working a sports paper. . . . Buffalo Cody was pitching in a store on State street, Chicago, to good results. . . . Doc LeRoy and his show were playing Oklahoma. Roster included Edmond Watkins, C. Simmons, Lillian LeRoy, Coots LeRoy, Sis Hopkins, Roy E. LeRoy and Doc. . . . Doc Frank Curry was in Greenville, S. C., with his show, line-up of which included Ralph (Burrhead) Williams, O. C. Berry, Sammy Sutton, A. B. Tramwell, W. D. Reynolds, Henry Boland, Bob Jackson, Crews Brothers and Frank Donaldson. P. H. Sipsager, of the old school of papermen, died in Sidney, Neb., July 23.

THINGS WE NEVER HEAR: "There are no licenses or readers to pay in this town. It's our way of showing the pitchman he's welcome."

Events for 2 Weeks

- August 5-10
- ARIZ.—Prescott. Northern Ariz. Horse Show, 10.
 - ARK.—Batesville. White River Water Carnival 8-9. Nashville. Peach Festival, 7-8. Ravenden Springs. Home-Coming, 8-10.
 - CALIF.—Venice. Mardi Gras, 8-11.
 - COLO.—Durango. Spanish Trails Fiesta, 10-11. Fort Lupton. Tomato Day, 10.
 - FLA.—Pensacola. Home Show, 5-9.
 - GA.—Vidalia. Half-Century Festival, 8-10.
 - ILL.—Ava. Home-Coming, 9-10. Blue Mound. Legion Home-Coming, 7-10. Bushnell. Grain Harvest Festival, 5-10. Iroquois. Democratic Rally & Picnic, 4. Momence. Gladiola Festival, 7-10. Piper City. Legion Home-Coming, 9-10. Waverly. K. of P. Celebration, 5-10. Wenona. Legion Home-Coming & Jubilesta, 7-10.
 - IND.—Centerville. 4-H Fair & Old Settlers' Picnic, 6-10. Cicero. Fall Festival, 8-10. Delphi. Old Settlers' Celebration, 8-10. Dunkirk. Firemen's Fall Festival, 5-10. Milford. Street Fair, 7-10. New Castle. 4-H Fair, 5-9. Williamsport. 4-H Club Show, 7-9.
 - IA.—Bayard. Horse & Colt & 4-H Club Show, 8-10. Davis City. VFW Reunion, 7-10. DeWitt. Farm Festival, 6-9.
 - KAN.—Axtell. Community Picnic, 7-19. Lebanon. Anniversary & Home-Coming Celebration, 8-10.
 - MICH.—Union Pier. Celebration, 4-7.
 - MISS.—Water Valley. Watermelon Carnival, 8.
 - MO.—Alton. Old Settlers' Reunion, 5-10. Bland. Festival, 8-10. Clarence. Home-Coming, 8-9. Diggins. Picnic & Home-Coming, 8-10. Elmer. Reunion, 6-9. Paris. Monroe Co. Horse Show, 6-10. Ravenwood. Legion Picnic, 8-10.
 - NEB.—David City. Picnic & Athletic Field Dedication, 8. Milligan. Picnic, 9-11.
 - N. J.—Branchville. Sussex Co. Farm & Horse Show, 8-10.
 - N. Y.—Hilton. Fire Dept. Carnival, 8-10. Wayland. Firemen's Carnival, 8-10.
 - N. C.—Roanoke Rapids. Lions' Mid-Summer Festival, 5-10.
 - O.—Cygnet. Celebration, 5-10. Rawson. Home-Coming, 6-10. Sebring. Firemen's Home-Coming, 10. Toledo (Adams Township). Firemen's Carnival, 9-11. West Jefferson. Home-Coming, 6-7.
 - PA.—Bloomsburg. Rescue Hose Co. Carnival, 4-10. Emaus. Legion Celebration, 5-10. Franklin. Vol. Fire Dept. Celebration, 6-10. Friedens. Firemen's Jamboree, 5-10. Hozzdale. Firemen's Celebration, 5-10. Mechanicsburg. Comb Co. Dairy Cattle & Horse Show, 5-10. Orwin. Celebration, 5-10. Six Mile Run. Legion Celebration, 9-10. Westover. Anniversary Celebration, 5-10.
 - R. I.—Woonsocket. K. of C. Celebration, 5-12.
 - S. D.—Canton. Corn Carnival, 8-9. Dell Rapids. Cattle Days, 5-7.
 - TEX.—Dahart. Pageant, 5-6. Hico. Reunion, 7-10.
 - WIS.—Stoughton. Dane Co. Jr. Free Fair, 10-12. Wausau. Wis. Valley Fair & Expo, 10-15.

- August 12-17
- ARIZ.—Prescott. Pageant, 16-18. Prescott. Coronado Cuarto Centennial, 16-18.
 - CALIF.—Chula Vista. Fiesta de la Luna, 15-18. San Francisco. Coast Gift, Art & House Wares Show, 11-16. Santa Barbara. Old Spanish Days Fiesta, 15-17.
 - COLO.—Loveland. Pioneer Celebration, 14-16.
 - CONN.—Norwich. Elks' Charity Bazaar, 12-17.
 - ILL.—Augusta. Live-Stock Show, 13-15. Berwick. Home-Coming, 15-16. Blandinsville. Farmers' Picnic, 15-16. Chrisman. Horse Show, 14-16. Cisne. Home-Coming, 12-17. Clifton. Home-Coming, 17-18. Cullom. Home-Coming, 16-17. Morrisonville. Home-Coming & Picnic, 13-14. Vandalia. Old Settlers' Reunion, 14-15.
 - IND.—Columbia City. Old Settlers' Day, 15. Danville. Round-Up, 15-17. Flora. 4-H Club Celebration, 15-17. Galveston. Firemen's Street Fair, 14-17. Odon. Old Settlers' Meeting, 15-17. Ottsrhein. Legion Jubilee & Stock Show, 14-17.
 - IA.—Algona. Gladiolus Show, 17-18. Denison. 4-H Club Fair, 14-16.

- Gladbrook. Commercial Club Celebration, 15-17. Sheldon. Air Show, 18-19. State Center. Firemen's Fall Festival, 13-14.
- KAN.—Arma. Picnic, 12-17. Axtell. Community Picnic, 7-19. Leoti. Old Settlers' Picnic, 12-13. St. Paul. Old Settlers' Reunion, 12-17. Sterling. Rice-Reno Co. Old Settlers' Picnic, 15-16. Waverly. Ohio Days, 15-16.
- MICH.—Blissfield. Harvest Festival, 14. Constantine. Home-Coming & Water Pageant, 15. Jackson. Cascades Festival, 10-17.
- MO.—Buffalo. Soldiers' Reunion, 15-17. Cassville. Old Soldiers & Settlers' Reunion, 14-17. King City. Tri-Co. Live-Stock Show & Street Fair, 15-17. Miller. Picnic, 14-17. Puxico. Celebration, 12-17. Ulrich. Home-Coming, 13-16.
- NEB.—Omaha. St. Lucia Festival, 10-17. Swanton. Picnic, 17-18.
- N. H.—New London. Horse Show, 14-15.
- N. J.—Hammonton. Italian Religious Celebration, 12-17. Raritan. St. Rocco Celebration, 14-17.
- N. M.—Raton. Elks' Pioneer Days Celebration, 14-17.
- N. Y.—Rochester. Hamid Show in Airport Stadium, 12-17. N. C.—Newton. Soldiers' Reunion, 12-17. O.—Cryan. Horse Show & Centennial, 10-17. Cuyahoga Falls. Legion Home-Coming, 12-17. Green Springs. Firemen's Festival, 14-17. McComb. Legion Carnival & Calf Club Show, 14-17. Minerva. Home-Coming & Expo. of Progress, 12-17. Stow. Firemen & American Legion Home-Coming, 12-17. Warsaw. Home-Coming, 14-17.
- PA.—Harmonville. Fair & Hobby Show, 14-24. S. D.—Hudson. Firemen's Sports Day, 16. Timber Lake. Anniversary Celebration, 15-16.
- TEX.—Houston. Reunion, 15-17.
- VA.—Berryville. Clarke Co. Horse & Colt Show, 15-16.
- W. VA.—Bluefield. Coal Show & Industrial Exhibit, 15-17.
- WIS.—De Forest. Fall Festival, 17-18. Hustisford. Picnic & Dam Dedication, 17-18. Oregon. Legion & Firemen Festival, 17-18. Scandinavia. Free Fair, 16-18.
- CAN.—Charlottetown, P. E. I. Old Home Week, 13-16. Stratford, Ont. Gladiolus Show, 15-17.

BINGO BUSINESS

(Continued from page 54)

slump, the successful operator is already making plans for indoor games. In view of this crews of men are busy readying stands and quarters. When a spot is ready the operator will begin plugging the new location at the outdoor games. The time for the opening of the games will be here before one realizes it, and no profits should be lost going from the outdoor to the indoor spot.

THE SAME REQUISITES will apply to indoor games this year as in other seasons. The spot must be easily accessible to players, well lighted, ventilated and heated. Check over the chairs that have been stored during the summer or those that are to be moved from one place to the other. Don't use rickety furniture. If tables are to be built, don't have them so high that they will tire the patrons. When operators place the comfort of their patrons foremost in their plans it means that bingo enthusiasts will never tire of the game. It only takes an operator a little more time to fit up his indoor spot to conform with these requisites.

BACK TO SUMMER talk. Down South it is reported that electric fans are proving top items. Rural electrification has put many farm houses on electric lines and people who formerly had no interest in electrical appliances are now demanding fans. It really gets hot in the section from which this report came and bingo offers the people an opportunity to get a useful product. The small-bladed models are going strong, it is said, and those in the lower priced field are claiming big demand. The popularity of fans is about evenly divided between stationary and oscillating types. Rubber blades are selected by winners who have small children around, while the metal blades are predominant with winners who have adults in their homes. The fact that electric fans have low current consumption is also influencing their popularity. Small models may be operated for 12 hours daily with a negligible increase noted on the monthly bill.

Veterans' Whirlwind Seller—Act Quickly

Sensational 5th Column Exposure, illustrated. Service Joke Books, Flag Respects, Holiday Issues. Patriotic Calendars. New issues monthly, 2c to 5c; sell 10c to 25c; samples 10c; with U. S. Supreme Court law authorizing sales anywhere. Low shipping rates.

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Aug. 12 to 17, Rivesville, W. Va.

Want Concessions, Bingo, Eats and Drinks, Ice Cream and Concessions of all kinds. We have booked Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Will book any other Ride at twenty per cent. Will book all shows at thirty per cent. Want Free Act.

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AUGUST 12 to 17

Booking Concessions of all kinds except Eats, Bingo and Diggers. Will book any good Grind Show. All replies to

J. F. SPARKS

Carlisle, Ky., this week, or come on to Falmouth.

GIRLS.. WANTED.. GIRLS

Girls for Revue and Posing Show, also Talent for Narcotic Show. Talker for Posing Show. Will take a unit to California this fall. All former employees, write

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Day and Night, Aug. 12th to 17th ALMOND, N. Y.

Parades, races. No gypsies allowed. Can place legitimate Concessions, Shows, \$10.00 (Ten Dollars) each. Write or wire MICKIE PERCELL, Almond, N. Y. Also non-conflicting Rides. This spot has never had Rides. Over 30,000 people last year. Nationally advertised. Bigger than any county fair.

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For State Fairs and Indoor Events. State age and experience. Can use Man and Wife. Address

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For Roanoke-Chowan Fair, Woodland, N. C. Week October 7th

And Littleton Fair, Littleton, N. C., Week October 21st T. R. WALKER, Secy., Littleton, N. C.

WANT

First class carnival with outstanding Free Act AUGUST 26 TO 31, INC.

Good crowds assured. Auspices Hamburg Fire Dept.

Write or wire!

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WANTED

Experienced Opener

SAMMY APE SHOW

Must be sober and reliable. 12 Big Fairs—12, including Ohio State Fair. Address: ED STRASSBURG, Warren, Ohio, this week; Norwalk, Ohio, next week.

LEXINGTON, MISS., WANTS

FOR THE NINTH ANNUAL HOLMES COUNTY FAIR AND STOCK SHOW Independent Shows and Concessions that work for stock. Free barbecue and free gate. Week of August 12. Address J. W. TOMLIN, Box 478, Lexington, Miss.

RIDES WANTED

Three or four good Rides for

LABOR DAY CELEBRATION

on account of disappointment. Address: HARRY GEIS, R. F. D. 2, Elkhart, Ind.

Out in the Open



Leonard Traube

The Whirl of Today

TAKE it from William (Glick Shows) Glick, who should know—he's piloted midway operas almost since the oldest Hector was a very small pooch—you can't follow another show into a town and make a magic take. Trouble, too (or is it a trouble?), is that the smaller outfits can squeeze their way into stands much faster, almost on 11th-hour notice, whereas the big carnivals have to organize their routes far in advance. When the fact is cited that the Ringling show can play second and third fiddle and still gather the coin, Glick responds that (1) he's talking about carnival business, (2) anyway R-B is the exception that proves the rule and (3) the Big Show name itself is the No. 1 title in outdoor show business. Dated from his home in Geneva, O., but postmarked from Newark, N. J., is a vaguely worded request from Walter L. Main that "if there's a Main Circus on the road in 1940 don't forget to write if you see an ad in The Billboard." Well, we wouldn't know about such things. Talking about the Ringling show, which we did a sentence or so back, John Ringling North celebrated his 37th birthday anniversary this week—August 4.

Al Hodge, veteran sec of the National Association of Amusement Parks, Pools and Beaches, had such a swell time at the summer outing of the New England arm of the association in Providence, R. I., that he is now warning all hands that he'll make New England once a year. It was Hodge's first look-see of a N. E. meeting. There is a high command communique to the effect that Frank P. Gravatt is contemplating additions to his Atlantic City Steel Pier which would push the wooden funway out another quarter of a mile. We thought the idea was to put more water between Europe and America. After eyeing the World's Fair and its annex, Coney Island, Pete Benway, concessioner, and Mrs. B., accompanied by Jack and Mrs. Wilson, went on to the Cetlin & Wilson Shows to play Flourtown, Pa. Watch for a new book, The Headless Lady, by Clayton Rawson, a circus bug if ever there was one, to coin a phrase. Now that showmen themselves are exposing the illusion, who can blame an author interested in the cause of pure science if he elaborates on their technique of giving the office away.

The heat's on in more ways than one at the NY World's Fair. A long spell

of tropical weather, which induced potential customers to give a great big ignore to the expo in favor of the beaches and frigidares, had the powers that be making patseys of everyone from the publicity department down. Placing responsibility for a molasses gate on the already heavily burdened shoulders of the publicity section is the easiest way out of a situation, but it doesn't add up to better grosses. If the expo's tub thumpers are at fault, they must have been guilty of the same for a period which preceded the thermometer bureau by many lengths. Why the beefs now? Or is this the conventional procedure of a world's fair along about end of July and early August?

Notes From the Crossroads

By NAT GREEN

HOT Weather Gleanings: Another week and many of the Midwest's leading fairs will get under way. The outlook for most of them is very good, according to word we have had from fair secretaries. Industrial conditions thruout the Middle West are good; agricultural conditions likewise in most sections, and there is more money in circulation than for several years past. All of which should spell success for outdoor amusements. Of course, there was a lot of beefing about the extremely hot weather, but that's an annual occurrence and reminds us of the old jingle: "As a rule man's a fool; when it's hot he wants it cool; when it's cool he wants it hot, always wanting what is not." Hot or not, the folks will turn out for fairs that offer something worth while!

MAN'S BEST FRIEND: Visitors to the Beckmann & Gerety lot will miss Spareribs, who was usually to be found around the office wagon, lying at the feet of his master, Fred Beckmann. A friendly canine, Spareribs was a fixture on the B. & G. lot for years—just like "one of the family." Last week in Salem, Ill., the heat and old age caught up with him and peacefully he passed away. Fred and Marie, along with all the members of the B. & G. staff, will miss him.

THE ACME OF TRAINING: Alfred Court, whose trained wild animal acts on the Ringling show have proved a sensation, has shattered the common belief that a group of animals can be successfully handled by only one person. At conclusion of the Chicago engagement of the show Court left for Colorado for a month's vacation, but his acts go on just the same. Court not only has trained his animals superbly, but also has schooled a group of half a dozen trainers who can step in and take over any one of the three groups and put them thru their paces with the same assurance as the master.

PAN-AMERICAN SHOWS WANT

For the following events in Indiana: Vermillion County Fair, Cayuga, Ind., week August 12; Industrial and Labor Exposition, Muncie, Ind., week August 19; American Legion Free Fair, around the Court House, Noblesville, Ind., week Aug. 26, and more to follow, with long season south. Want Shows with or will furnish outfits for real Showmen with something to offer. Have complete outfit for Circus Side Show. Want Showman who has something to offer except borrow from office, appetites. Can place legitimate Concessions of all kinds except Corn Game. Free Acts, contact EMMETT GRAHAM, Noblesville, Ind., and E. C. B'ESSINGER at Muncie for their dates. Ride Operators, especially Foreman for Twin Elis, write us following address: This week, Valparaiso, Indiana.

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PUBLIC STADIUM, AUG. 19-24

6 big Nights right in town with Roxyettes and big Stage Show. Nights only. Biggest thing in Erie for many years. No Carnival—all Independent Concessions, Live Stock Show and plenty of Exhibits.

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Double Silk Braid, ass. colors, \$10.00 per Gross. Willkie and Roosevelt Photo Banners, 5x8 1/2 in., \$6.00 per 100; 7x9 in., \$10.00 per 100.

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W. E. WEST MOTORIZED CARNIVAL

Playing Fairs and Celebrations, booked solid to Oklahoma. Want Side Show Acts. Coupon Agents for Concessions, experienced Ride Help, A-1 Truck Mechanic. Must be sober and have tools. Wire or come. Davis City this week; Greenfield to follow; then Corning and Garden Grove; all Iowa.

MUSICIANS WANTED

Enlarging Band. Can now place Sousaphone, Trombone and Drummer. Other Musicians, keep in correspondence. Long season. As yet never missed pay day. If card is not paid up, can pay as you go. Wire or write EDDIE WOECKENER, Russell Bros.' Circus, as per route in The Billboard.

RIDE HELP WANTED

Second Man on Ferris Wheel that can handle clutch, First Man on Merry-Go-Round, Allan Herschell Little Beauty. Must be able to drive semi. LEW HENRY RIDES, Blue Ridge Summit, Pa., this week; Thurmont, Maryland, week August 12.

FOR SALE—SMITH & SMITH CHAIRPLANE

in first-class shape, no junk; also 2-Ton International Truck, both for \$1300.00. Now booked with Great Lakes Exposition Shows.

HARRY E. HUNTING

Dunkirk, Indiana, Fair, Aug. 5-10; then Brownstown, Indiana, Fair

R. L. WADE WANTS AGENTS

Roll Down, Slum Skillo, Wheel and Swinging Ball. Address care Miller Bros.' Shows per route. Kane, Pa., this week.

LAMPS · CLOCKS
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CHROMWARE
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LEATHER GOODS



LAMP
 Clear crystal cut glass base with centerpiece supplied in assorted colors, with cellophane wrapped pleated shade. Height 15 in. No. 6708—
 Each . . . \$.55
 Per Dozen . 5.75

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PREMIUM MART

822 NORTH THIRD STREET
 MILWAUKEE WIS.

ROUTES

(Continued from page 26)

Turner, Joe (Cafe Society) NYC, nc.
Turner, Jack (Villa Moderne) Chi, nc.

TOY and WING

Casino Atlantico,
Rio de Janeiro, Brazil

Dir.—WM. MORRIS AGENCY

GREAT EASTERN SHOWS

WANT TO BUY

Lease or book Ferris Wheel, Merry-Go-Round, Chairplane. Will also place Flat Rides. Can place Shows and legitimate Concessions. Ralph Decker, wire. Will sell exclusive on Bingo, Diggers, Photos, Cigarette and Lead Galleries. All address: Suffern, New York, this week; Peekskill Legion Festival, week August 12th; Beacon Home Week, August 9th.

EARL D. BACKER'S SHOWS WANT

Colored State Fair, Murfreesboro, Tenn., Sept. 2nd to 7th; Lexington, Tenn., Colored Fair, Sept. 9th to 14th. RIDES—Merry-Go-Round, Ferris Wheel, Chair Plane, Shows: Four Grind Shows. LEGITIMATE CONCESSIONS. Boss Canvasman to handle 60 with three 30s and keep same in repair, two Brownskin Chorus Girls. Route: Ensley, Ala., this week; Fairfield and Sheffield following.

FUNLAND SHOWS WANT

Flashy High Free Act, Lion Act, Little Beauty and Rolloplane. Join on wire. Monkey, Snake, Drome and Grind Shows, come on. Ex. Arcade, Custard, Lead Gallery, Amer. Camp, Cave Rock and Hoopla. No gyms or grift. Fairs until November. All replies: Wayland, Ky., this week; Maysville, Ky., next week. Orville Davis, can use you. Wire here.

Shiawassie Co. Free Fair
CORUNNA, MICH., AUGUST 13 TO 17

Can place legitimate Concessions except Corn Game and Lead Gallery. Can also use one or two attractive Shows. Address:

W. G. WADE

Care W. G. WADE SHOWS, Milford, Mich., this week

WANTED

Chef, Griddle Man, experienced Cook House Waiters

C. COX, Ideal Exposition Shows

Week August 5th, Johnstown, Penna.

CONCESSIONS WANTED
For
ITALIAN CELEBRATION

Aug. 12-17
Pitch-Till-Win, Hoopla, Duck Pond, Long Range and Cigarette Gallery.
MIKE ZEIGLER, Milner Hotel, Philadelphia, Pa.

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddie Ride; 12 Booths (new canvas), 9x14, including Bingo, Ball Game, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wheels, Games, Concessions, Free Acts. SHAW & YEAGER, 1524 Chestnut St., Philadelphia, Pa. Ph: Loc-1124.

GREAT BRIGHT WAY SHOWS

Romney, W. Va., all next week
Can place Rides not conflicting. One more Show. Few more Concessions. Write or wire this week Moorefield, W. Va.

AL B. KISH WANTS DANCERS

Oriental, Hawaiian, also Girls for Posing. Dollie Voght, Frances Swan, John Crabtree, wire. Can also place Girl Show Talker. Care Fuzzell's United Shows, Eldora, Ia., this week; then as per route.

RIDE HELP WANTED

Ride Men that drive semis. Must be sober. One more Free Act. experienced Mechanic.

LAWRENCE GREATER SHOWS

New Castle, Pa., Fair this week

MAC'S CARAVAN SHOWS WANT
for Vienna, Mo., Harvest Festival, 7th, 8th, 9th and 10th of Aug. and Safe Community Fair, other Celebrations till September, then to Ark. Cotton until Xmas. Will sell exclusive on Cig. Shooting Gallery, small Cookhouse, Hoopla, Cane Rack, Hi Striker, Clothespin, Ice Cream, Diggers, Palmistry. Will book one more Flat Ride, also book any Show of merit. 20%. Have top for Snake or Pit Show. Address all mail or wires as per route. L. R. McNEECE, Mgr.

S. O. LEE SHOWS WANT

Will book or buy Mix-Up, Kiddie Ride, Girl Show, any Show with or without outfit. Will frame Shows of merit. Concessions of all kinds. Six weeks of Fairs, then long season south. Wire or come on. Hemingford, Nebr., Aug. 5-10. HARRY McNALLY.



TANGERINE SWEETS
 NEW AND NOVEL CANDY PACKAGE
 With Sliced Orange Gums.
100 to Carton—Per Carton \$4.50
 20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog.
DELIGHT SWEETS, Inc.
 50 East 11th St.,
 NEW YORK CITY

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 YOU ARE PAYING FOR G. M. DIESEL PLANTS AND NOT GETTING THEM!! CALL, WIRE, WRITE.

J. W. (DIESEL) CLEMENTS
 Southern Power Division of
LEWIS SUPPLY CO.
 477 S. Main St.,
 MEMPHIS, TENN.

TIMONIUM FAIR
 SEPT. 1 TO 12. TWO SUNDAYS.
 LABOR DAY AND 9 OTHER SPECIAL DAYS AND NIGHTS.
 WANT CLEAN, HONEST MERCHANDISE CONCESSIONS.
 ALL SHOWS AND RIDES. BINGO AND CUSTARD SOLD.
 MUST HEAR FROM BOUNDING LINDSLEY, THE DEAROS. WANT HIGH POLE ACT.
 MUST BE HIGH AND REASONABLE.
 JOHN T. McCASLIN, 125 E. BALTIMORE ST., BALTIMORE, MD.

FREE GATE! FREE GATE! FREE GATE!
THE GREAT CALEDONIA COUNTY FREE FAIR
 LYNDONVILLE, VERMONT, AUGUST 22-23-24
 New England's fastest growing Fair. Biggest money spot in the east. We have the entire midway. Can place legitimate Concessions of all kinds. Write or wire
 KING REID SHOWS, Morrisville, Vt., this week; Barton, Vt., next week
3 BIG DAYS - - - FREE - - - 3 GALA NIGHTS

FRISK GREATER SHOWS, INC.
ANNOUNCEMENT
 This show will positively go south this fall. Can use a few more legitimate Concessions: Scales, Hoopla, Watchla, Dart Game, Fish Pond, Cigarette Gallery, Balloon, Novelties. Can use a few good Shows with own outfits. Write or wire before coming on. Have a few open dates. Committees, write if interested.
FRISK GREATER SHOWS, INC. As per route.

BARFIELD'S COSMOPOLITAN SHOWS
 We start our Fair Season at Barbourville, Ky., Fair, Aug. 12 to 17. We offer a splendid line of fall fairs. Want Rolloplane, Octopus or double Loop-o-Plane; shows of merit; legitimate grind stock concessions. Address Manchester, Ky., this week; Barbourville, Ky., fair, next week.

JOHN KILONIS WANTS
 FOR SPRINGFIELD, VERMONT, AUG. 12-17
 First show in, strong auspices, city booking, working three shifts. Want Rides that don't conflict. One more Free Act, clean Shows with own outfits, no Girl Show. All Grind Concessions that work for ten cents. Keene, N. H., Fair follows; Gloucester, Mass., Four-Day Celebration; Canaan Fair, and Celebrations to Oct. 12th; then south. Can join here.
 STEVE DECKER, Business Manager, Wolfboro, N. H., this week

GROVES GREATER SHOWS WANT
 For Owen County Street Fair, week Aug. 12, and other Street Fairs to follow, any Rides or Shows that do not conflict, Fun House, Monkey Speedway, Side Show. Can place Cook House, Crab Joints, Candy Floss or Apples, Pop Corn, Cracker Jack, Frozen Custard and any legitimate Concessions. Address all communications to
 ED GROVES, VEEDERSBURG, INDIANA, THIS WEEK

V
 Valley & Lynee (Weber's Hofbrau) Camden, N. J., nc.
 Van & Allen (Jack Lynch's) Phila, nc.
 Vance, Jerri (Leon & Eddie's) NYC, nc.
 Vance, Vivian (Evergreen Casino) Phila, nc.
 Varrones, The (West) Sioux City, Ia., h.
 Vaughn, Nancy (Barney Gallant's) NYC, nc.
 Vaughn, George (Gay '90s) NYC, nc.
 Vera, Joe (Congress) Chi, h.
 Vernon, Wally (La Conga) Hollywood, Calif., nc.
 Victor & Bruce (Wivel) NYC, nc.
 Vincent, Romo (Hurricane) NYC, nc.

W
 Waldron, Jack (Club 18) NYC, nc.
 Wallace, Babe (Southland) Boston, nc.
 Walley, Nathan, & Edith Dustman (New Yorker) NYC, h.
 Walters, Walter (Wivel) NYC, nc.
 Ware, Dick (Saks Show Bar) Detroit, c.
 Warner, Jack & Jill (Harry's New Yorker) Chi, nc.
 Waters, Ethel (Lookout House) Covington, Ky., nc.
 Wayne, Ginger (Queen Mary) NYC, nc.

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

West, Buster, & Lucille Page (Strand) NYC, t.
 White Trio (Morton) Niantic, Conn., h.
 White, Danny (Ball) Phila, nc.
 Whitson Bros. (Harry's New Yorker) Chi, nc.
 Whittler, Snowball (Chez Paree) Chi, nc.
 Whalen, Jackie (Nomad) Atlantic City, nc.
 Whalen, Maurice & Betty (Edgewater Beach) Chi, h.
 White, Lawrence (Ambassador) NYC, h.
 Wilde, Bobby (Cocoanut Grove) Boston, nc.
 Wilkins, Dorothy (New Yorker) NYC, nc.
 Williams, Frances (Versailles) NYC, re.
 Willis, Mickey (Club Avalon) Hull, Que., nc.
 Wilson, Charlie (Oriental) Chi, t.
 Winter Sisters (Latin Quarter) Boston, nc.
 Woods, Johnny (Chicago) Chi, t.
 Woods, Toni (Chateau Moderne) NYC, nc.

Y
 Yost's, Ben, New Yorkers (Roxy) NYC, t.
 Yo-Yo, Wonder Horse (Music Hall) NYC, t.
 Yvette (Earle) Washington, D. C., t.

Z
 Zolars, Eddie & Ruth (Club Montrey) Allentown, Pa., nc.

GRAND-STAND AND FREE ATTRACTIONS
 (Routes are for current week when no dates are given)

Aerial Ballet: Burlington, Ia.
 Bernhardt, Bobbie Jeanne, & Co.: (Fair) Chippewa Falls, Wis.
 Barnes, Harold: (Fair) Whitney Point, N. Y.
 Bink's Attractions: (Fair) Milford, Ind.; (Fair) Mauston, Wis., 12-13.
 Calvin, Al & Margie: (Fair) Waseca, Minn., 5-7; (Fair) Zumbrota 9-11; (Fair) Northwood, Ia., 12-14.
 Crawford's, Aerial: (Celebration) Carlisle, Ky.; Falmouth 12-17.
 Doyle, Eddie & Amy: (Fair) Colfax, Wis., 5-10.
 Emerald Sisters: (Fair) Woonsocket, R. I.
 Fisher's, Bob, Fearless Flyers: Houston, Mo., 15-17.
 Guardsmen, The: (Fair) Skowhegan, Me., 11-17.
 Hickville Follies: (Fair) Arlington, Minn., 10-11; (Fair) Mauston, Wis., 13-14.
 Kressells, Four: (Fair) Breeze, Ill., 6-8; (Fair) Bedford, Ia., 9-10; (Fair) Stronghurst, Ill., 14-15; (Fair) Bloomfield, Ia. 16-17.
 La Tona Troupe: Long Prairie Minn., 5-7; Park Rapids 8-10; Wadena 13; Glenwood 15-17.
 LeDoux & Louise: (Celebration) Woonsocket, R. I.
 Lorenzo, Paul, & Vicki: (Fair) Owatonna, Minn., 12-17.
 Lerches, The: (Fair) Imlay City, Mich., 7-9.
 Romas, Flying: Burwell, Neb.
 Wolandt: (Carnival) Anthony, R. I.

CARNIVAL
 (Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Denver, Colo.
 All-American Expo.: (Fair) Indianola, Ia.
 All-American Shows: Temple, Okla.
 American United: Polson, Mont.
 Anderson-Srader: Oxford, Neb.
 Arena: Butler, Pa.
 B. & H. Elliott, S. C.
 Bach, O. J.: Clayton, N. Y.
 Backer, Earl D.: Ensley, Ala.
 Bantky's All-American: Morgantown, W. Va.
 Barfield's Cosmopolitan: Manchester, Ky.; (Fair) Barbourville 12-17.
 Barker: (Fair) Pecatonica, Ill.

Barkoot Bros.: St. Louis, Mich.; Frankfort 12-17. Baysinger, Al: Burlington, Kan. Beckmann & Gerety: Muskegon, Mich. Bee, F. H.: (Fair) Russell Springs, Ky.; (Fair) Brodhead 12-17. Blue Ribbon & Monarch Expo. Shows Combined: (Fair) Shelbyville, Ky.; (Fair) Springfield 12-17. Bortz: Bland, Mo.; Linn 12-17. Bremer Tri-State: Waseca, Minn. Bristol: Antlers, Okla. Buck, O. C.: Expo.; Norwich, N. Y. Bullock Am. Co.: Page, W. Va.; Flat Top 12-17. Burdick's All-Texas: Menard, Tex.; (Fair) Fredericksburg 12-18. Burke, Frank: Anaconda, Mont.; Deer Lodge 12-17. Burrell & Rust: Alton, Mo.; Blandinsville, Ill., 14-16. Byers Bros.: (Fair) Farmer City, Ill. Capital City: Spencer, W. Va. Casey, E. J., All-Canadian: Flin Flon, Man., Can., 9-13; The Pas 15-17. Cetlin & Wilson: (Fair) Flourtown, Pa., 1-10; Binghamton, N. Y., 12-17. Cherokee Am. Co.: Axtell, Kan., 8-10. Clark's Greater: Reno, Nev. Clyde's United: Carrolltown, Pa. Coleman Bros.: Amsterdam, N. Y.; (Fair) Altamont 12-17. Conklin: Brockville, Ont., Can.; Peterboro 12-17. Convention: Stamford, N. Y.; (Fair) Waterloo 12-17. Cotton State: West Point, Ky. Crafts 20 Big: Fresno, Calif., 30-Aug. 11; Bakersfield 13-18. Crowley United: Burwell, Neb. Crystal Expo.: Martinsville, Va., 5-7; Bristol 9-17. Cumberland Valley: (Fair) Tullahoma, Tenn.; (Fair) McMinnville 12-17. Cunningham: Mason City, W. Va. Curl, W. S.: Liberty, Ind. DeLuxe Am.: Canaan, Conn.; Tariffville 12-17. Dick's Paramount: Malden, Mass. Dixie Belle: Mt. Vernon, Ind. Dodson's World's Fair: Fairmont, W. Va.; Logan 12-17; Huntington 19-24. Douglas Greater: Centralia, Wash.; Tillamook, Ore., 12-17. Dudley, D. S.: Claude, Tex.; Crosbyton 12-17. Dyer's Greater: New Richmond, Wis.; Lancaster 14-16. Edwards, J. R.: Old Washington, O., 5-9.

Elite: Jewell, Kan., 5-7; Lebanon 8-10. Elk Valley: Clifton, Tenn. Ellman: Jefferson, Wis. Empire: Comanche, Tex., 5-11; Junction 15-18. Endy Bros.' Expo.: Adams, Mass. Endy Bros.' Shows: Berlin, N. H. Evangeline: Diggins, Mo.; Cassville 12-17. Fairly & Little: (Fair) Rochester, Minn.; Bloomfield, Ia., 12-17. Fleming, Mad Cody: Douglas, Ga. Francis Bros.: E. St. Louis, Ill., 5-8; (Fair) Carlville 12-17. Frisk Greater: Park Rapids, Minn. Funland: Wayland, Ky.; Maysville 12-17. Fuzzell United: Eldora, Ia. Gibbs, W. A.: Greenleaf, Kan., 5-7; Clifton 8-10; Clay Center, Neb., 12-17. Gold Medal: (Fair) Ashland, Wis., 5-8; (Fair) Wausau 10-15. Golden State: Selma, Calif.; Napa 14-18. Golden West: Buffalo Lake, Minn., 3-7; (Fair) Arlington 9-11; Belview 12-14; Le Center 16-18. Goodman Wonder: (Fair) La Crosse, Wis. Grady, Kellie: Haleyville, Ala.; Russellville 12-17. Great Bright Way: Moorefield, W. Va. Great Eastern: Suffern, N. Y.; Peekskill 12-17. Great Lakes Expo.: Dunkirk, Ind.; (Fair) Brownstown 12-17. Great Southern: Ridgeway, Ill.; (Fair) Vienna 12-17. Greater United: Ada, Okla. Groves Greater: Veedersburg, Ind. Hames, Bill: Alvarado, Tex.; Sherman 12-17. Happy Attrs.: Dresden, O., 8-10; Warsaw 13-16. Happyland: (Fair) Imlay City, Mich., 5-9; (Fair) Bad Axe 12-17. Harris: Sharpville, Ind. Heller's Acme: West Haverstraw, N. Y.; Florida 12-17. Hennies Bros.: Chippewa Falls, Wis., 6-11. Henry, Lew: Blue Ridge Summit, Pa.; Thurmont, Md., 12-17. Heth, L. J.: Vincennes, Ind.; Mt. Carmel, Ill., 12-17. Hilderbrand's United: (Fair) Parowan, Utah, 5-8. Hines, H. L.: Monticello, Minn. Hoffner Am. Co.: Knoxville, Ill. Horton United: Piper City, Ill.; Cullom 12-17. Hottle, Buff: Monmouth, Ill. Hughey & Gentsch: Water Valley, Miss.; Winona 12-17. Hyde, Eric B.: Lancaster, O.; New Boston 12-17. Ideal Expo.: Johnstown, Pa.; (Fair) Cumberland, Md., 12-17. Imperial: (Fair) Charleston, Ill. Jackson Am. Co.: Isle of Palms, S. C. Jones, Johnny J., Expo.: Ft. Wayne, Ind. Joyland: Sacramento, Calif.; Yuba City 13-18. Kaus, W. C.: (Fair) Boonville, N. Y.; (Fair) Ithaca 12-17. Kaust Expo: Carlisle, Pa. Keystone Modern: Morgantown, W. Va. Ladeane Attrs.: Hico, Tex.; Quidman 12-17. Lagasse Am. Co., No. 1: Pawtucket, R. I.; Amesbury, Mass., 12-17. Lagasse Am. Co., No. 2: Nasonville, R. I. Landes: Bedford, Ia. Lang's Dec. Famous: Willmar, Minn.; (Fair) Northwood, Ia., 12-14. Large, H. P.: Herrick, Ill.; Cisne 12-17. Lawrence Greater: (Fair) New Castle, Pa. Lee, S. O.: Hemmingford, Neb. Lewis, Art: Lockport, N. Y. McMahon: (Fair) Auburn, Neb.; (Fair) Avoca, Ia., 13-16. M. & M.: Nassau, N. Y.; Sandy Creek 12-17. Mac's Caravan: Vienna, Mo., 7-10. Magic Empire: (Fair) Malvern, Ia. Marcy, C. S.: Whitney Point, N. Y. Merit: Wakefield, R. I. Midwest Shows of U. S. A.: Faulkton, S. D., 8-10; (Indian Fair) Pine Ridge 14-17. Miller, Ralph R., Am.: Farmerville, La.; Cullen 12-17. Miller Bros.: Kane, Pa. Mimic World: Perry, Tex. Miner Midway: (Fair) Copsly, Pa.; (Fair) Oxford, N. J., 12-17. Model Expo.: Calhoun, Ga.; Madison 12-17. Motor City: (Fair) Francesville, Ind.; (Fair) Winamac 13-17. Nall, C. W.: Austin, Ark. Northwestern: Fremont, Ind. Oklahoma Ranch: Camargo, Okla.; (Fair) Selling 14-17. Oliver Am. Co.: Elsberry, Mo. Page, J. J.: Richmond, Ky.; (Fair) London 12-17. Palace United: Jacksonville, Ill., 6-9. Pan-American: Valparaiso, Ind.; (Fair) Cayuga 12-17. Parker United: Richland, Mo. Patrick's Greater: Omak, Wash., 6-11. Pearson: Waverly, Ill.; (Fair) Lewistown 12-16. Penn Premier: Westfield, Pa. Prell's World's Fair: Altoona, Pa. Pryor's All-State: (Fair) West Union, O., 6-9. Raney: Long Prairie, Minn., 5-8; Little Falls 9-12. Reading's: Livingston, Tenn.; Liberty, Ky., 12-17. Reid, King: Morrisville, Vt.; Vt.; Barton 12-17. Reynolds & Wells: Fairbault, Minn. Rogers & Powell: Grubbs, Ark. Royal American: Fort William, Ont., Can.; Superior, Wis., 12-17. Scott Bros.: Madisonville, Ky.; Princeton 12-17. Seccium Park Rides, No. 1: (Fair) Richwood, O., 6-9; No. 2: Bradner, O., 6-10. Slebrand Bros.: Livingston, Mont., 6-9. Silver State: Halley, Ida.; Sun Valley 12-17. Skerbeck's Great Northern: Atlantic Mine, Mich. Smith Bros.: Caney, Okla. Smith's Greater Atlantic: Cumberland, Md. Snapp Greater: Fond du Lac, Wis.; Manitowoc 14-18. Sol's Liberty: Burlington, Ia. Southern Attrs.: Midville, Ga. Southern Midway: Plainfield, Ga. Southern States: Hahira, Ga. Southern United: Lowry City, Mo., 5-8. Sparks, J. F.: Carlisle, Ky.; Falmouth 12-17. Speroni, P. J., No. 1: Wenona, Ill.; Rockton 12-17. Speroni, P. J., No. 2: Brooklyn, Ia., 6-8; Ollie 9-10; Garrison 14-15; Miles 16-17. State Fair: (Fair) Oskaloosa, Ia.; (Fair) Colby, Kan., 12-17. Steffens Superior: Glendale, Calif., 6-11. Strates, James E.: (Fair) Caledonia, N. Y. Stritch, Ed: Rock Springs, Tex. Tassell, Barney, Unit: Richmond, Va.; Orange 12-17.

"GOD BLESS AMERICA" BANNERS

SIZE 9x12, PER GROSS \$15.00 DOZ., \$1.35
GOD BLESS AMERICA Buttons, 85c per 100; \$8.00 per 1000.
Novelty Paper Snake and Stick, \$3.75 per gross.
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SEND FOR IT TODAY—WHY DELAY?

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1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

Texas Expo.: Mt. Sterling, Ill.
Texas Kidd: Terral, Okla.
Texas Longhorn: Guthrie, Okla.
Tidwell, T. J.: Midway: (Fair) Iola, Kan.; Wichita 12-17.
Tilley: Havana, Ill., 5-9.
Travers Winooski, Vt.; Claremont, N. H., 12-17.
Wade, W. G., & Son: (Fair) Grand Rapids, Mich., 6-9; (Street Centennial) Elk Rapids 13-17.
Wade, W. G.: (Fair) Milford, Mich.; (Fair) Corunna 12-17.
Wallace Bros. of Canada: (Fair) Lloydminster, Sask., Can., 5-7; (Fair) North Battleford 8-10; (Fair) Prince Albert 12-14.
Wallace Bros.: Greenville, Ky.
Ward, John R.: (Fair) Pinckneyville, Ill.; Vandalia 12-17.
West Bros.: (Fair) Austin, Minn.
West Coast Am. Co.: Hoquiam, Wash., 5-11; Kelso 12-18.
West, W. E., Motorized: Davis City, Ia.; Greenfield 12-17.
West World's Wonder: (Fair) Bushnell, Ill.; Greenup 12-17.
Weydt Am. Co.: (Fair) Weyauwega, Wis., 8-11; Williams, Ben: Mexico, Me.
Wilson Am.: Farmerville, Ill.
World Fair Shows & Coe Bros.: Circus: Laurel, Mont.; Glendive 12-20.
World of Fun: Bowling Green, Va.
World of Mirth: Bath, Me.
World of Pleasure: (Fair) Hastings, Mich.; Wayne 13-17.
Wright Am. Co.: Bayard, Ia.
Wyse Greater: (Fair) Brainerd, Minn., 7-10; State Center, Ia., 13-14; Gladbrook 15-17.
Zacchini Bros.: Alliance, O.; (Fair) Ford City, Pa., 12-17.
Zeiger, C. F., United: Mitchell, S. D., 6-10.
Zimdars Greater: (Fair) Fairmount, Ill.; Streator 12-17.

SQUOITS

Sensationally Different

24-Ft. Covered Wagon, Shermanite Steel, Tandem, perfect, \$745. New 24-Ft. Kozy Tandem and 20-Ft. 3-Room Club Coach, 30% off. Alma Silvermoon 9000, \$795. Covered Wagon Master, \$245. 38 others. Terms.

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CHAS. T. GOSS

With STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

ELK RAPID, MICH., CENTENNIAL CELEBRATION

AUG. 14-17

Conducted by Chamber of Commerce, to be held on Main Street.

Can place legitimate Concessions and two or three attractive Shows. Corn Game open.

Address: W. G. WADE JR. Grand Rapids, Mich., this week

MIMIC WORLD SHOWS WANT

Free Act, Shows and legitimate Concessions for long string of Celebrations and Fairs, starting at Perry, Texas, Aug. 7th; then Decatur Reunion, Aug. 19th; then Franklin Fair, Waxahachie, Jacksonville Fair and Stock Show and Louisiana Fairs to follow. Prefer Aerial Act. It must be good. Can place Shows of merit with or without equipment, including Tent-One, Crane Show, Snake Show, Illusion Show, Deep Sea Show or anything new and good. Can place Lead Gallery, Photos, Bowling Alley, Pitch to Win, etc. Permanent address: 1706 Creswell St., Shreveport, La.; Perry, Texas, until Aug. 11th. S. B. DOYLE, Mgr.

WANT WANT WANT

Sixth Annual Homecoming

On Our Paved Streets

PUXICO, MO.

So. Missouri's Largest Street Celebration

Aug. 12 to Aug. 17

Have room for two more Riding Devices. Will sell the exclusive on the following: Ice Cream, Cookhouse, Bingo, Custard or any other honest Concession. Wire all communications to G. R. DERBY, Chairman of Program

—WANTED FOR—

MENDOTA AGRICULTURAL FAIR

Mendota, Ill., Aug. 30-Sept. 2

5 to 8 Rides, Independent Midway, Concessions and Shows all open. No Gift or Percentage Joints. Rides, wire immediately.

TOMMY SACCO THEATRICAL MART

162 No. State St., Chicago, Ill.

WANTED

Wheel and Merry-Go-Round Foreman. Jess Reece wants Grind Store Agents. Can use good Bucket Store Agent.

Parker United Shows

Richland, Mo., this week

BARKER SHOWS

Place for following Fairs and Celebrations: Stock Concessions all kinds, Ride Help all Rides, one more Grind Show, Have outfit for Snake Show. Peca-tonica (Fair) this week, followed by Stronghurst and Warren Fairs, then Tennessee Fish Fry, all Illinois. Followed by Old Settlers' Reunion, Huntsville, Mo. BARKER SHOWS.

READING'S SHOWS

Want Grind Shows, Big Snake, Freak, Midget, Fat or Illusion. Want Stock Concessions, Mouse Joint, Bowling Alley, String Game, Hoopla. Join now for 12 Fairs, starting week of Aug. 19, Lexington, Ky. Want Concession Agents, Want Second Man for Tilt, 7-car; Second Man for M. G. R. All address: W. J. WILLIAMS, Mgr., Livingston, Tenn., this week; Liberty, Ky., next week.

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, Etc., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

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PEORIA, ILL., AUG. 31, SEPT. 1-2

30,000 People Last Year on 1 Day.

We Have Contract for Entire Midway.

Grind Stores of all kinds. \$20.00 Corn Game open. Send deposit to hold space.

Looks Like Another Rock Island.

J. WAGNER

Jefferson Hotel, Peoria, after Aug. 28, or

AMUSEMENT RIDE OPERATING CO., INC.

M. J. DOOLAN, President

2517 W. 59th St., Chicago, Ill.

CONCESSION MERCHANDISE

Exclusive, unusual items with real sales value and eye appeal for

PARKS, CIRCUS, CARNIVAL, FAIR

trade. When writing for catalog, state business.

TIPP NOVELTY CO., TIPP CITY, OHIO

INSURANCE

Charles A. Lenz

"Showman's Insurance Man"

A738 Insurance Exchange, CHICAGO

SPECIAL AGENT

MUST HAVE CAR. DO BILLPOSTING

Also Need Minutrel Talker

J. F. SPARKS SHOWS

CARLISLE, KY.

WANT

CONCESSIONS, SHOWS AND RIDES

NEW WHITE HALL FAIR AND HORSE SHOW

WHITE HALL, MD., 26 Miles from Baltimore,

Md. Nite and Day, Sept. 25-26-27-28. Address:

JOHN T. McCASLIN

131 E. Baltimore St., Baltimore, Md.

MISCELLANEOUS

American Three-Ring Circus (mystic mail show): Nashua, N. H., 6; Waterville, Me., 9. Burro Ball: Inwood, N. Y., 9; Fort Jefferson 10. By-Gosh Co.: Frost, W. Va., 5-10; Green Bank 11-17. Coronado Entrada Pageant: Prescott, Ariz., 16-18. Day's, C. C., Wild West Cavalcade (mythical show): Ronks, Pa., 7; Euclid 8; Floreffe 9; Rimer 10; Carrolltown 12; Jeannette 13; Latrobe 14. Harlan Med. Show: Waynesburg, O., 5-10. Lucy, Thos. Elmore: Oklahoma City, Okla., 7. Lewis, H. Kay, Hollywood Varieties: Tower, Minn., 6; Ely 7; Toftte 8; Two Harbors 9; Duluth 10-11.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Buddy Players: Ripley, N. Y., 5-10. Burton, Magician, Ventriquist: Hastings, Mich., 5-10; Bad Axe 12-17. DeCleo, Magician: Lapeer, Mich., 5-10. Daniel, B. A., Magician: Mascoutah, Ill., 8-10. Howard, Magician: San Antonio, Tex., until Aug. 25. Long, Leon, Magician: Ralph, Ala., 6-7; Eutaw 8; Boligee 9; Forkland 10; Linden 12-17. Leeston, Magician: New Castle, Pa., 5-9. Myhre's Entertainers: Wilmot, S. D., 8-10. Moore, Harry E., Wild Animal Show: Urbana, O., 5-10. Totman, Milton: (Tent Show) Heuvelton, N. Y., 5-10. Wizard Trades Day Circus: Netawake, Kan., 5-7.



GOD BLESS AMERICA
DECALCOMANIA
4 COLORS: Red, White, Blue, Gold
New Sensation
smashing all records:

Beautiful perfect American Flag with 13 stripes and 48 stars, Gold American Eagle with Gold and Blue motto: "GOD BLESS AMERICA." For stores, automobiles, trucks, windshields, homes, decorations, etc. Over 1,000 uses. Can be put everywhere. Terrific seller. Outlets every other patriotic number. Two size decals. Send 10c for samples of both:
5"x5"90c per dozen; \$7.20 per 100
3"x3"45c per dozen; 3.60 per 100

"GOD BLESS AMERICA" Silk Banner

5"x8 1/2"60 Doz. \$ 6.75 Gross
9"x12"\$1.20 Doz. 14.00 Gross
12"x18"2.30 Doz. 27.00 Gross
18"x26"45 Each 5.00 Doz.

"GOD BLESS AMERICA" Auto License Plate

Red, White and Blue American Flag with motto in Red and Blue, "God Bless America." Size 4"x5" round metal emblem fits above license plate. Attractive patriotic number.
\$1.40 PER DOZEN \$14.40 PER GROSS SAMPLE 15c

GORDON MFG. CO.

110 E. 23RD ST., NEW YORK CITY. DEPT. CM9

WILLKIE FOR PRESIDENT

Banners, Flags, Auto Emblems, Stickers, Buttons, Plaques and Pennant Strings. Must be seen to appreciate the selling power of these items. Big money for hustlers the next three months. Complete set samples \$3.50 prepaid. Order NOW. Be first in your territory.

GEORGE W. BRINK

COOR. BRUSH & BETHUNE, DETROIT, MICHIGAN
(Over Thirty Years in Business)

WANT FOR OUR FAIRS

Side Show with own outfit, 25%. Have outfit for same. Trombone Player, Performers for Minstrel Show. Salary out of office. Roll-o-Plane, Loop-o-Plane with own transportation. Penny Arcade, Novelties, Candy Floss, other Stock Concessions. Answer: Vincennes, Ind.; Mt. Carmel, Ill., Fair next.

L. J. HETH SHOWS

ST. LOUIS JUBILEE

THE OUTSTANDING SHOW OF THE MIDDLE WEST

TWO WEEKS—SEPT. 16-29—MUNICIPAL AUDITORIUM, ST. LOUIS, MO.

Space available for Rifle Range, Archery Range, Penny Arcade, Side Shows, Games, Weight Guessing, etc., to fit into 1904 Fair atmosphere. GREAT SPOT FOR INDIAN VILLAGE CONCESSION.
LOU WOLFSON, WILLIAM MORRIS AGENCY, INC., 1270 SIXTH AVE., NEW YORK CITY

WORLD FAMOUS SHOWS, INC.

Playing all Fairs from now on till Nov. 18. Wanted Rides—Octopus and Tilt-a-Whirl. Wanted Concessions of all kind, including Wheels and Coupon Stores. Have only three Concessions now. Wanted—Palmistry. Will sell exclusive, as we have none. Will sell Peanuts, Popcorn and Candy Apples exclusive. Wanted—Experienced Bingo Counter Man who knows how to drive Semi Truck. Wanted—Working Acts for Circus Side Show and Freaks. Also Half and Half. Working Men, come on. Wire WORLD FAMOUS SHOWS, INC., Corning, N. Y., this week.

BIG HOME WEEK

HAVERSTRAW, WEST HAVERSTRAW AND GARNERVILLE, N. Y., ALL COMBINED
AUGUST 19TH TO AUGUST 24TH

Mayor Thomas C. Rowan, general chairman; ten different committees. Something doing every night—Monday, Firemen's Night; Tuesday, Roller Skating Races; Wednesday, Auxiliary Night; Wednesday Afternoon, Baby Parade; Thursday, Jitterbug Contest; Friday, Fireworks; Friday Afternoon, Kiddies' Day; Saturday, Big Parade and Crowning of Queen.
Want Rides other than Merry-Go-Round, Ferris Wheel and Chairplane. All kinds of Shows, Girls, Athletics, Side Shows, Motor Drome; 25 per cent to committee. Concessions of every description. All Address: WILLIAM C. KILLER, Old Home Week Committee, West Haverstraw, N. Y.

MIGHTY MONARCH SHOWS WANT

For long fair season, starting with the Farmers' Fair, Clintwood, Virginia, September 1st, and all Fairs until Thanksgiving week at Ocala, Florida, reopening Fair season in Florida after January 1st. Can place legitimate Concessions of all kinds. Want Rolloplane, Fun House and any worth-while Shows. Want Merry-Go-Round Foreman and Wheel Foreman at once. Robert Sprouse, answer at once. Want first-class Promoter who can handle Fairs. Sam Bergdorf, answer. All address:
N. P. ROLAND and GEORGE GOFFAS, Orange, Virginia, this week

FAIRS FAIRS FAIRS

Will book one Flat Ride. Also any worth-while Show with or without own outfit. Will book large flashy Bingo. Also any 10c Grind Store. Westside, Portsmouth, Ohio, next week; Point Pleasant Potato Festival, where 50,000 attended last year; followed by Summersville, Webster Springs and Sutton, W. Va. All County Fairs. Then 4 Kentucky Fairs. All address:

JACOB PRYOR

WEST UNION, OHIO, THIS WEEK; THEN AS PER ROUTE

MR. BUCK DENBY

Will be Business Manager and Legal Adjuster, commencing Cumberland Fair, Aug. 12 to 17, and balance of 1940 tour, ending in November.

IDEAL EXPO SHOWS, INC.

WM. CLICK, PRESIDENT

J. J. PAGE SHOWS

Want for Laurel Co. Fair, London, Ky., next week (NEW FAIR GROUNDS), legitimate Concessions. Good opening for Popcorn, Ice Cream, Frozen Custard, Snow Cones, Novelties and other Stock Concessions that work for 10 cents. Want Chorus Girls and Musicians for Plant Show to join on wire. Want to buy 2 small Wall Machines for Motor Drome if reasonable. Want Girls for Hollywood Revue. Ben Mottie wants help for Cook House. Everybody address: J. J. PAGE SHOWS, Richmond, Ky., this week; Laurel Co. Fair, London, Ky., next week

WEED BONANZA

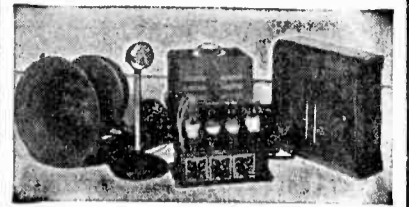
(Continued from page 3)

erson, Louisburg, Oxford, Sanford and Warrenton. Old belt markets, opening on September 24, include Burlington, Madison, Mt. Airy, Reidsville, Mebane, Roxboro, Winston-Salem and Stoneville. Virginia markets also will begin opening in mid-September.

Before the crop control verdict, tobacco farmers in the South faced the darkest outlook since 1932. Agricultural leaders urged them to concentrate on providing food and to forget about tobacco income. Now the six producing States may expect about \$105,000,000 in ready cash before the marketing season winds up in the fall, it is pointed out.

Hutson, noted for his knowledge of the tobacco situation, told a representative of *The Billboard*: "Present estimates indicate a flue-cured tobacco crop of around 700,000,000 pounds this year. We have indicated that we would protect prices at or above 15 cents a pound. Last year's average was 14.9 cents. In my judgment, without marketing quotas, prices would have been below 10 cents a pound. This would indicate that the 1940 crop will bring between \$35,000,000 and \$50,000,000 more than it otherwise would have brought as the result of the decision of growers on July 20. I am inclined to feel that this will be representative of the increased income that might be expected over a period of years with control and without it."

BINGO & CONCESSION OPERATORS



LOUD SPEAKER SYSTEMS FOR \$39.75

For the phenomenally low price of only \$39.75 you can now purchase the above illustrated loud speaker system complete with tubes and shield, latest type crystal microphone, floor stand, and either one of the illustrated dynamic speakers in beautiful baffles. Extra speakers at \$10 each.

Each amplifier will handle six speakers and carries a full guarantee against defects in material or workmanship. We are selling direct from the factory to you, thereby affording you a great saving. These amplifiers formerly sold retail at a much higher price. 10 day free trial period. All merchandise f.o.b., C.O.D. Chicago.

CHICAGO SOUND SYSTEMS CO.

251-351 East Grand Ave., CHICAGO, ILL.

WANT

Musicians and Dancing Girls for Harlem Revue. Want Working Acts and Freak for Side Show. Salary out of office. Want Concessions of all kinds except Bingo and Cookhouse. Good proposition for Diggers and Penny Arcade.

WEST'S WORLD'S WONDER SHOWS

This week Bushnell, Ill.; next week Greenup, Ill.

RIDES WANTED

For 14th Annual J. O. U. A. M. Field Day and Celebration for Elkton, Va., August 17, one day, or will give set of Rides, Thurmont, Maryland. Address: JOE BLACK, Elkton, Va., or LEW HENRY, Blue Ridge Summit, Pa., this week; next week Thurmont, Md.

HUNT'S CIRCUS

Wants Trumpet, Baritone, Bass Family or Troupe to feature. Must have one or more feature acts. Circus Billers that drive truck. All must be sober and reliable. Low, sure salary every week. Long season assured. New Canaan, Conn., 8; Mararoneck, N. Y., 9; Nyack, N. Y., 10; Danville, N. J., 12.

WANTED

for the biggest exposition in the South at Yazoo City, Miss., celebrating discovery of oil, week of August 26; Rollo or Loop-o-Plane and Octopus for balance of season in the cotton. Shows, Concessions of all kinds. Salary for musicians and performers for minstrel, Yazoo City, Miss., 505 Grand office or ROGERS & POWELL SHOWS as per route. Grubbs, Ark., week of August 5.

WANTED

Shows and Concessions for Central Wisconsin Labor Day Celebration at Redgranite, Wis. September 1 and 2 Annual crowds, 10,000 or more Write or wire FRED McBRAIR, Redgranite, Wis.

WANT

Side Show Acts all kind, Inside Lecturer. Long season fairs. Will buy Illinois. Dunkirk, Ind., this week; Brownstown Fair next week.

A. L. WAGNER

GREAT LAKES EXPOSITION SHOWS

WANT

WANT

WANT

LURAY, VA., FAIR

Week of August 12th, and 12 other Fairs to follow—this show will be out all winter in Florida. CAN USE one or two more Flat Rides. Want Pony Ride. SHOWS that will not conflict. Will book complete Minstrel Show and Band. CONCESSIONS—Will book all kinds except Bingo. Good opening for Palmistry, Scales, Candy Floss, Guess Your Age. Will sell exclusive for Novelties. C. JACK SHAFER would like to hear from a good MENTAL ACT and a good attraction for Annex of Side Show. Salary paid out of office. Write or wire S. E. PRELL, WORLD'S FAIR SHOWS, ALTOONA, PA.

WANT FOR

THE GREAT ATLANTIC COUNTY FAIR

EGG HARBOR, N. J., WEEK OF AUGUST 26TH Will book Rides, Shows with their own outfits, etc. Concessions all open. Will consider booking an organized CARNIVAL. TIME IS SHORT. WRITE OR WIRE S. E. PRELL, WORLD'S FAIR SHOWS, ALTOONA, PA.

CRYSTAL EXPOSITION SHOWS

WANT FOR STATE FIREMEN'S CONVENTION, BRISTOL, VA., AUG. 12TH TO 17TH

12 Bands—Three Monster Parades—Biggest Celebration ever held in Bristol. 30,000 people expected. Downtown location. Can use legitimate Concessions. Good proposition for Shows not conflicting. Have complete Side Show. Want Acts and Manager for same. Want Ride Help, also Foreman for Wheel. Loop the Loop—want Mechanic. All must be sober and reliable. Address: Bristol, Va. P.S.: Our Fairs start Wise, Va., Aug. 26th, with a solid string, ending November 23rd.

Quaker City, O., Homecoming

AUG. 29-30-31

Wanted—Legitimate Concessions of all kinds, including Eating and Drinking Privileges. Address

THE F. E. GOODING AMUSEMENT CO.
1300 Norton Rd., COLUMBUS, O.

Want Rides & Concessions

THREE DAYS—AUG. 31-SEPT. 1-2
MENDOTA, ILL.

Will book Carnival or Independent Rides and Concessions. Big crowds. Well advertised. In prosperous community. Wire, phone or write immediately.

Mendota Agricultural Fair

Gilbert J. Truckenbrod, Secy., Mendota, Ill.

WANTED!

One Ride Concession, two Game Concessions
LABOR DAY CELEBRATION

Sullivan, Ind. To be widely advertised and supported by unions in adjoining counties. Write JOHN T. HAYS, Sullivan, Ind.

FAIRLY & LITTLE SHOWS

WANT TO JOIN AT THE MISSOURI STATE FAIR, SEDALIA
One or Two More Shows, Especially Want Monkey Show, Motordrome, or Any Other Attractions That Will Not Conflict.

CAN PLACE PONY RIDE (Must Have a Neat Frame-Up)

Can Place the Following Concessions: Hoop-La, String Joint, Hi-Striker, or Any Legitimate 10c Grind Store That Will Not Conflict. Can Place Agents for Slum Stores, also Scale Man.

HAVE LONG STRING OF FAIRS CLOSING THE MIDDLE OF NOV. IN TEXAS

Address All Mail: Rochester, Minn., This Week; Bloomfield, Iowa, and Sedalia, Mo., to Follow. (All Fairs)

WANTED RIDE FOREMEN

Must be A-1. State experience and reference first letter. Address

AMUSEMENT CORPORATION OF AMERICA

155 North Clark Street, Chicago, Illinois.

Berryville, Va., Horse Show and Fair Wants

FOR ENTIRE WEEK OF AUGUST 12 THROUGH 17

Concessions of all kinds. Good openings for Diggers, Custard Machine, High Striker, Bingo (will sell exclusive), Wheels of all kinds, Crab Joints and Cook Houses, Photo Gallery, Ice Cream, Root Beer Barrel; in fact, there's nothing too large or too small for this date. Prof. Oddi wants capable Lady Reader for Camp and Young Man for Front. Don Newby wants Side Show Attractions, also Talkers and Grinders. Johnny Weis wants Colored Performers and Musicians for Sunset Minstrel Show. Can use experienced Ride Help. This is a bona fide date, followed by all Celebrations and Fairs. ALL ADDRESS: NORTON RED, Windsor Hotel, Cumberland, Md. (until August 8), then Berryville, Va.

ENDY BROS.' SHOWS, INC.

WANT For Sherbrooke and Quebec, Canada, Fairs; also Trenton, N. J., and Danbury, Conn., Fairs and six Southern Fairs. Will book Silver Streak, Pony Ride, Unborn Show, Fun House and legitimate concessions. Want help: Chairplane Foreman, Canvasmen, Semi-Truck Drivers, Talkers. Benny Beckwith wants Caterpillar help, salary sure. Cleo can place girls or good team.

Address ENDY BROS.' SHOWS, INC., Berlin, New Hampshire

MARKS SHOWS, INC.

WANTED

For Balance of Season: Rolloplane and Octopus. Also Can Place One More Grind Show. Legitimate Concessions of All Kinds. Long Season, Playing All Bona Fide Fairs Until Second Week in November. Cash Miller, Contact Raftery. Write or Wire Johnson City, Tenn., This Week; Asheville, N. C., to Follow.

AERIAL CIRCUS

AVAILABLE FOR BALANCE OF SEASON

A fast 20-30 minute show—high pole, fire dive, cloud swing, Roman rings, slide and cannon. Have our own special paper. WIRE OR WRITE

CAPTAIN F. H. CUSHING

DEATH'S HOLIDAY THRILL CIRCUS

CARE OF THE BILLBOARD, CINCINNATI, O.

DODSON'S WORLD'S FAIR SHOWS

can place for balance of our season, all fairs closing in November, first-class talker and producer for girl shows, publicity man. Can also place any legitimate concessions, no exclusive, at our fairs. Address Dodson's World's Fair Shows, Fairmont, W. Va., week Aug. 5; Logan, W. Va., Aug. 12; Huntington, W. Va., Aug. 19.

W. C. KAUS SHOWS, Inc.

WANT FOR TOMPKINS COUNTY FAIR, ITHACA, N. Y., NEXT WEEK

Long Range Shooting Gallery, Ball Games, Bowling Alley, Pitch-Tilt-U-Win, American Palmistry, Custard, Candy Apples, Waffles or any Eating or Drink Stand. Legitimate Concessions of all kinds. Any Show with own outfit that is new or novel. One Freak or Working Act for Side Show. Rides: Will book Octopus, Eight-Car Whip or Tilt-a-Whirl. Write or wire W. C. KAUS, MANAGER, BOONVILLE, N. Y.

SCOTT BROTHERS' SHOWS WANT

For Fairs lasting until November in South Georgia, Factory Kiddie Auto Ride, Live Pony Ride, Octopus, Motor Drome. Have new tops for Grind Shows. Ten-cent Stock Concessions, Trombone and Bass for Minstrel, Ride Help, Semi Drivers.

Madisonville, Kentucky, this week; Princeton follows

WANTED WANTED WANTED AMERICAN LEGION STATE CONVENTION

SALISBURY BEACH, MASS., AUGUST 19-20-21-22-23-24

SHOWS CONCESSIONS RIDES

RIDES: Kiddie Auto, Caterpillar, Rolloplane.

SHOWS: Monkey Show, Freak Show, Water Show, Minstrel Show.

CONCESSIONS: Ball Games, Cigarette Shooting Gallery, Fish Pond, String Game, Cane Rack, Knife Rack Dart Game, Aero Guns, Lead Shooting Gallery, Jewelry Engraving: Will Sell Exclusive on Novelties and Souvenirs to Responsible Party.

FIREWORKS * THRILL CIRCUS * PARADES * BATHING
BEAUTY CONTEST * KIDDIES' DAY * ORPHANS' DAY

For Space and Terms Wire or Write

MULCAHY & DEAN, INC.

SALISBURY BEACH, MASS., TEL. 250

Director of Concessions: Edward L. McMahon, of Lowell, Mass.

WANT FOR

Gordonsville, Va., Firemen's Labor Day Celebration

One more Ride, either Rollo Plane, Octopus, Tilt, Whip or Merry-Go-Round; can also use few Shows, Concessions that don't conflict. Must be clean. This is eleventh year celebration, automobile and other prizes given away. Other Fair Dates and Celebrations following, including my fifteen weeks of money-making Fairs in Florida. This week, Petersburg Pike, Richmond, Va.; week Aug. 12th, Orange, Va., right in town, the only show in Orange this year; week Aug. 19th, Mechanicsville Road, Richmond, Va. The Show with a full gate and a sensational Free Act. Wire

BARNEY TASSELL UNIT SHOWS

CONVENTION SHOWS

WANTS FOR

WATERLOO FAIR, AUG. 12-17—Shows and Concessions only. Will sell Grandstand X. STATE FIREMEN'S CONVENTION, DUNKIRK, N. Y., AUG. 19-25 — Wants Shows, Rides and Concessions.

LITTLE VALLEY, N. Y., AUG. 27-31—Wants Rides, Shows, Concessions.

BUFFALO, N. Y., AT BROADWAY & BAILEY, LABOR DAY, SEPT. 2-9, UNITED POLISH SOCIETIES' CHARITY CIRCUS CARNIVAL, presenting 10 big Circus Acts as free attraction.

Want SHOWS, RIDES and CONCESSIONS. Want experienced Phone Men. Write or wire

FAIR SECRETARIES or to CLAY MANTLEY, care Shows, Stamford, N. Y., this week

DANVILLE, N. Y., AUG. 12 TO 17 GALA CELEBRATION—ANNUAL EVENT

SPONSORED BY DANVILLE FIRE CO.

Big parades, bands, drum corps, kiddie parade, floats, flags, decorations. Really a bank-roll spot, better than fairs. Everybody working; war materials and many other industries. Wanted—Clean Shows of merit, 25%. Can place one more Ride, 25%. Wanted—Clean legit. Concessions: High Striker, Scales, Dart Games, Taffy, Candy Apples, Grind Stores, Ball Games, \$20; Penny Arcade, Custard, Ice Cream, Waffles, Floss, Photos. Will sell Bingo exclusive, \$60. Pan Game, Rat Game, Long and Short Range Gallery open, or anything legit. No Wheels or Flat Stores wanted. All wires to

FRED ALLEN

Hotel Gardenier, Newark, New York, Aug. 5 to 10; then Hotel, Danville, New York.

BULLOCK AMUSEMENT CO. WANTS

griddle man and counter man for cookhouse to join at once. Want agent for pop-corn joint. Can place few more legitimate concessions for balance of season. Good opening for custard with own power. Can place pit show or small animal show. No girl shows. Page, W. Va., Aug. 5 to 13; Flat Top, W. Va. (Lillie Reunion), Aug. 15 to 18.; Mount Hope, W. Va., Aug. 19 to 24. No gate, no racket.

WANTED FOR

BARKOOT BROS.' SHOWS

St. Louis, Michigan, week of August 5th, and Frankfort, Michigan, week of August 12th, three high-class Shows and one more Ride. Can place Cook House for balance of season. Can place legitimate Merchandise Concessions of all kinds. No exclusives except Corn Game. Address per route. K. G. BARKOOT, MGR.

WOLFE AMUSEMENT

All this week, Waynesville, N. C.; Sylva, Aug. 12-17, Grape Festival; Aug. 19-24, Bryson City; Aug. 26-31, Franklin, N. C.; Sept. 2-7, Gainesville, Ga. Boys, there is money in the mountains, right in the heart of tourist season. Can place any legitimate Concessions. Good opening for Photos. Can use Man and Wife to take charge complete Cook House, also American Palmistry. Yes, we have six bona fide Fairs. We play uptown locations, no gate, no racket. P.S.: Hatchy, get in touch with me.

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



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

The Real America!

A guest editorial by JAMES T. MANGAN, Mills Novelty Co., Chicago

America isn't merely a big piece of land bounded by Mexico and Canada, the Atlantic and the Pacific. It takes more than a map to make a nation.

America is more than geography, yes, more than history, too! Plymouth Rock, Bunker Hill, the Declaration of Independence, Franklin, Washington, Lincoln—all are great memories and great names, but even these of themselves do not make the real America.

America isn't just a collection of farms and mines and factories; of towns and cities and roads between; of richness and resources unmeasured; of plans for developments yet to come.

And America is not only our living leaders, those sincere men in government, church, school, business and fraternal organizations who are working, planning and fighting for millions they represent.

What, then, is America, if it is not these; where can the real America be found today?

If you would find the real America, search your own heart! You, no one but you, insignificant little you—you are the real America!

How strong are you, how sincere and unselfish are you, an individual in a great land? Don't point to another man, bearing a famous name and devoting all of his waking hours to our country's service; if you want the measure of the real America today, take an exact measure of yourself. For the boundaries of your heart are the only true boundaries of our whole country.

Search your own heart—and look at America, the only America that really exists anywhere!

During the past 10 years of the depression your country suffered its greatest setback, its most serious wound; what exactly did you do for your country in its time of distress? Did you read newspapers, talk on street corners, listen to speeches on the radio? Was everything you did about fixing the trouble easy to do? And did you do anything at all that was patriotic, unselfish and American, and at the same time hard to do?

Are you the kind of person who considers his entire duty to his country discharged by spending three minutes inside a polling booth once every two years? Have you been satisfied that this is certainly enough time to give to your country? Search your own heart—exactly how much time have you given to your country, unselfishly, in the past 10 years?

Today you are curious about the strength of America, its ability to withstand attack from the outside, its future and the preservation of its ideals and standards of life. If you would know how strong America is today, search your own heart, and then answer: How strong are you as an American?

You are only as strong as the things you are now doing today to serve America. It isn't enough to be merely a law-abiding citizen, rearing a good family and paying taxes—that mild kind of service was all right for an era when your country was neither suffering from economic wounds nor threatened by serious dangers outside. No mere law-abiding citizen can save America today. You must step out and do something, anything purely unselfish! Something that requires sweat, muscular exertion, expenditure of time, brain energy, physical energy—perhaps a sacrifice of pride, of money, of the security of your undisturbed laziness.

Have you ever attended an independent meeting of Americans, engaged in some public reform or improvement, with nothing in it for yourself except the general welfare?

Have you ever started a good cause, suffered embarrassment and abuse for your participation, watched another take all the credit and glory for the work, and yet remained content because you had contributed something to the betterment of your country?

How many independent meetings have you attended, how many letters have you written, how many projects have you created or aided—all for the sole benefit of the nation and not for personal publicity, prestige or profit?

What is the condition of America today? Don't start counting up our airplanes, our ships, our tanks and our guns; arms are not the real America, you are.

Search your own heart!

Are you weak, futile, pessimistic, confused? If so, then America also is weak, futile, pessimistic and confused.

Search your own heart and find the real America!

Is your heart overflowing with love for your country, a love burning so brightly that right now you are doing something definite to aid the country? Then America can take hope, for America is no stronger, no mightier than your love, yours alone! And if your love isn't just a love of words or of wishes, if behind this love is your clean-cut contribution of sweat, time, labor and money, if your heart clearly reveals that your love is real and sincere, then there is a real America, the country that exists right inside yourself!

Talking about the war, theorizing about armies, politicians, economic trends, doesn't help this country a single iota. If there is a real love of America in your heart, you will want to do something beyond conversation, beyond your job, your home, your backyard, your private life. You will want to give your country a present which costs you something and brings you nothing except the thrill of proving your love in a clear, clean way.

Then, truly, you may search your heart and discover there a new America, impregnable, invincible, a land that you yourself have made!

No Summer Decline in New England

BOSTON, Aug. 3.—With the national defense program providing the impetus, coin machine business in New England avoided the usual summer decline this year. Some distributors reported sales far above previous Julys, while others said they were above previous seasonal marks but had noticed no gains over preceding months.

Operators are finding business booming in mill towns and other places where the defense program already has resulted in an increase in spending. The phonographs are getting much of the play, but the pinball games apparently are leading. Cigaret machine trade, too, has increased, despite the additional national defense tax. Many operators have been forced to put on additional help to insert three pennies change in the cigaret packages, but even with this additional overhead, better business is reported all along the line.

Cities like Boston and Portsmouth, N. H., where navy yards are located, report real upswings in phonograph locations and in the grosses. At one location an operator found his take was slightly more than double the take for last July and well above the figures for last winter.

Resorts too are getting the play. Places like Revere Beach, Mass., attract many spenders and the arcades are reporting better conditions. Most popular machine at present is the anti-aircraft machine gun.

Within the last 10 days operators from every section of New England have thronged the Owl Mint Machine Co. headquarter to place orders for the new lines being displayed. Eddie Raverby reports ops from "wav down East" already have been in and are reporting increased business all along the line. Owl Mint handles a complete line of pin games and phonographs and Raverby is now concentrating on making his place a central headquarters for coin machines in New England.

Ben Palastrant, of Supreme Amusement, back from a flying trip to Vermont and New Hampshire, says things look a lot better. "The placing of government contracts in some of the mill towns has resulted in a definite incentive to buy," reports Palastrant, who looks for a good winter.

Angott Sales To New Quarters

DETROIT, Aug. 3.—One of the best known Detroit jobbing houses moved into a new downtown location today with formal opening of the Angott Sales Co. at 3166 Cass avenue. The new spot has a well-equipped modernistic salesroom, with such unusual features as a quarter-circular sound-proofed room for display of automatic phonographs.

Michael A. Angott Jr. and Carl J. Angott are partners in the venture and have shortened the name from the former Angott Coin Machine Exchange Co. The same sales and service personnel is being retained.

The company is celebrating opening of the new salesroom by taking over the local distributorship for Mills phonographs, venders and other coin machines. In addition to Mills, they will also distribute Genco and Gottlieb machines.

High License, Non-Transferable, Is Operating Problem

PITTSBURG, Aug. 3.—A predicament in the pinball license situation has developed here. A party, said to be known to officials, has been issuing counterfeit city tax seals for pinball games.

Some operators express the opinion that it is due to two things, the excessively high city and State license fees and the fact that the city does not permit the transfer or licenses on games as is done in many other cities. The State license fee is \$21.50 per year and the city fee is \$25 per year on pinball games. When licenses are not transferable, the combined fees are considered very excessive by the coin machine trade.

A resolution was presented to the city



FRED MANN has been appointed by Homer E. Capehart, president of Packard Mfg. Corp., Fort Wayne, Ind., as district manager for Northern Illinois, Chicago and Lake County, Indiana.

council about a month ago to permit the transfer of licenses. The fact that a pinball game only retains its popularity from 30 to 60 days means that it is very short lived. But the resolution was tabled.

The city license fee was passed in October, 1939, and the revenue derived is to go to an anti-syphilis drive. Revenue from the licenses on games during the first half of the year totaled \$39,825. License records indicated that 1,952 games had been placed in operation during the first six months.

Propaganda

To the Editor: Man, I don't know how you do it. I've been reading your editorials and it amazes me the way you dish out variety. One week, you write about the cheering, pick-up qualities of music; the next week you come with a good one on propaganda.

The one on propaganda (*The Billboard*, July 13, page 68) was of particular interest to me because, after all, that's just what publicity is. As you say, you do have to follow certain clues, such as timing and the element of human weakness.

I wonder if you have ever read Ely Culbertson's book, *The Strange Lives of One Man*. In the appendix is an article on a study he has made of the mass mind.

He says: "One may have the noblest and most practical ideals and yet be utterly helpless without the knowledge of the hidden levers that move the masses; propaganda is often more power-

ful than the truth. All around me I saw political charlatans and demagogues drench the people with lies and the spit of hatred and yet carry them off their feet; while my teachers floundered, altho they understood the truth and were sincere."

Culbertson says there is a certain difference between a person taken singly



A LAVISH DISPLAY ROOM designed to harmonize with Rock-Ola phonographs has recently been opened by Ken Wilkinson, Rock-Ola distributor of San Antonio. Standing, left to right, are Jack Yaeger, Ted Jelley, K. F. Wilkinson and Hans Von Reydt, Rock-Ola district manager. Sitting, left to right, are I. F. Webb, Rock-Ola vice-president; Harold Horton, Tom Williams and George Prock.

THE HORSE AND BUGGY DAYS OF MUSIC OPERATING ARE GONE!

Keeney's Remote Selector

WALL BOXES

BRING IN DOLLARS WHERE OPERATORS WERE GETTING NICKELS—GET "HEP" MISTER!

THOSE LONG LINES OF PEOPLE YOU SEE EVERYWHERE ARE JUST FUN-LOVING MEN AND WOMEN WAITING TO DROP THEIR NICKELS INTO KEENEY'S ANTI-AIRCRAFT MACHINE GUN.

Watch for Keeney's Sensational, New Free Play Game!

J • H • KEENEY & CO. NOT INC.

"The House that Jack Built"

2001 CALUMET AVENUE • CHICAGO

for better games... better buy Keeney!

THEY SWEAR BY, NOT AT

PHOTOMATIC! Yes, that's the one coin machine smart operators have found always brings home the bacon—every week, every year, everywhere. Six years as world's No. 1 moneymaker are behind that statement!

INVESTIGATE

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

BARGAINS FROM DAVE MARION

Chicken Sam, Leity Louie	Baseball Unit	\$87.50
Triumph, F.P.	Chicken Sam	77.50
Q.T. 10 Green	Q.T. 10c Green	29.50
Ten Strike, "39"	Challengers	12.50
Bally Alley	Skee-Ball-Ette	92.50
Snooks, F.P.	Triple Play, F.P.	45.00
Spottem, F.P.	Stop & Go, F.P.	17.50
Columbia Rear D. Cig or Fruit (Like New)		42.50

Trade Old Equipment on Liberty Bells.
Jobbers—Write Us for Quotations—All Types.
1/3 Deposit Required—Bargains Every Week.

Write for complete Bargain List.
MARION COMPANY, Wichita, Kansas.

and the same person taken as a part of a crowd.

"A crowd has an entity, a personality of its own. A crowd is made of two elements: the mass and the leaders, of which only the leaders are active. These leaders communicate thoughts and emotions to the others. The crowd never acts of its own volition, never takes initiative."

Anyhow, you sure must do a mass of reading and thinking to prepare a fine editorial every week. Congratulations to you!

G. D., Illinois, July 17, 1940.

Listing of South American Countries, Pertinent Data

CHICAGO, Aug. 3.—The Pan-American Conference, recently held in Havana, promises to bring increased trade between the countries of North and South America. It is said that an increased trade understanding will result from the conference despite some reported inability to agree on certain measures up for consideration.

In line with the hopes for new trade, the following list is published, showing the countries of South and Central America, together with other data on the area they cover, population and products from which their revenue is chiefly drawn. The list follows:

MEXICO.—Area 763,944 square miles; population 19,478,791. Silver mining, oil production, farming, stock raising, sisal, wood.

GUATEMALA.—Area 45,452 square miles; population 3,044,490. Coffee, chicle gum, silver, gold and other minerals.

BRITISH HONDURAS.—8,598 square miles; population 56,893. Mahogany, cedar, fruits, chicle.

SALVADOR.—Area 13,173 square miles; population 1,704,497. Principal crop is coffee.

HONDURAS.—Area 44,375 square miles; population 1,000,000. Gold, silver, coal, bananas, coffee.

NICARAGUA.—Area 60,000 square miles; population 1,133,572. Bananas, sugar, wood, hides.

COSTA RICA.—Area 23,000 square miles; population 616,000. Coffee, bananas, tobacco, minerals.

PANAMA.—Area 33,667 square miles; population 467,459. Rents canal zone to the United States. Raises stock and exports bananas, cacao, coconuts.

COLOMBIA.—Area 448,794 square miles; population 8,730,000. Products include coffee, rice, tobacco, cotton, cacao, sugar, bananas. Rubber also being developed. Rich in minerals, with emeralds, gold, silver, platinum, coal, iron, petroleum, etc. Chief imports are textiles, metallic products, transport materials, food, chemicals and machinery.

ECUADOR.—Area 275,936 square miles; population 2,756,552. Rich in undeveloped minerals. Petroleum output increasing. Large deposits of silver, copper, iron, lead, coal and sulphur. Produces cereals, potatoes, fruits, cacao, coffee. Chief imports, metals, jewelry, foodstuffs, liquors, drugs, chemicals, textiles, vehicles. Best customers are the United States and Germany.

PERU.—Area 532,184 square miles; population 6,600,000. Rich in minerals; copper and petroleum produced in abundance; other minerals, vanadium, antimony, tungsten, gold, silver, bismuth, coal, lead, zinc. Much wild rubber. Chief farm products are cotton, sugar, coffee, wool, hides. In 1938 Peru's chief imports came from the United States (34.3 per cent), England (10.1 per cent), Germany (20.3 per cent). Chief exports went to United States (26.8 per cent), England (20 per cent), Germany (10.6 per cent).

BOLIVIA.—Area 537,792 square miles; population 3,426,296. Chief industry is mining with important deposits of tin, silver, copper, lead, zinc, antimony, bismuth, wolfram, gold and borate of lime. Produces 15 per cent of world's tin. Second to China in antimony. Petroleum output growing. Farm products include potatoes, cacao, coffee, barley, rice and rubber. In rubber exports it ranks second to Brazil in South America. Both Bolivia and Paraguay suffered heavy economic strain as a result of the 1932-'35 war over the Gran Chaco.

CHILE.—Area 296,717 square miles; population, 4,626,508. Produced 95 per cent of world's nitrate supply until process of obtaining nitrate from air was made commercially profitable. Supplies 90 per cent of world's iodine and is world's second largest producer of copper. Has enormous iron-deposits as well as large beds of coal. Has large dairy farms. In 1938 Chile got chief imports from Germany (25.7 per cent) United States (22.7 per cent), England 10.6 per cent). Sold most to England (21.8 per cent), United States (15.8 per cent) and Germany (10 per cent).

ARGENTINA.—Area 1,078,278 square



C. A. GIBSON (center), Des Moines, has been appointed official factory distributor for Rock-Ola phonographs, the Rock-Ola Mfg. Corp. reports. Left, Bud Leiber, Rock-Ola district manager, and right, I. F. Webb, Rock-Ola vice-president. On the column is the Dial-a-Tune remote control wall box.

miles; population 12,762,000. Cattle, sheep, horses, goats and pigs form the chief wealth on the ranches. Meat refrigeration has become the principal industry. Petroleum is being developed and there are deposits of silver, copper and gold. Wheat, corn, flax and oats are the principal crops. The sugar, wine, cotton and fruit industries are making great progress. Chief imports are textiles, oils, chemicals, iron, farm implements and machinery, glassware, crockery and foodstuffs. In 1938 Argentina got its chief imports from England (18.3 per cent), the United States (17.6 per cent) and Germany (10.1 per cent). Chief exports went to England (31.8 per cent), Germany (11.5 per cent) and the United States (8.1 per cent).

URUGUAY.—Area 72,153 square miles; population 2,093,331. Chief products are wheat, corn, oats, linseed, tobacco, olives and wine. In 1938 Uruguay's chief imports came from England (19.8 per cent), Germany (16.8 per cent) and the United States (12 per cent). Exports went to England (26.1 per cent), Germany (23.5 per cent), Argentina (9.5 per cent), France (7.4 per cent), Italy (4.4 per cent) and the United States (4 per cent).

PARAGUAY.—Area 174,854 square miles; population 936,126. Meat packing is chief industry. Exports include hides, timber, cattle, tobacco. Cotton, sugar, bananas also grown. Large iron, manganese and copper deposits.

BRAZIL.—Area 3,275,510 square miles, larger than the continental area of the United States of America, which is

3,026,789 square miles. Brazil's population (1937) 43,246,931. Mineral wealth vast but little developed. Minerals include manganese ore, monazite, gold, coal, iron and diamonds. Provides 69 per cent of the world's coffee. Other leading crops are cotton, meat, hides, wool and fruit. Chief imports are textiles, wheat, coal, gasoline, hardware, machinery, crockery and glassware. There are large German and Japanese settlements in Brazil. The language of the country is Portuguese. Getulio Vargas has been president since 1930. He has concentrated a great deal of power in the presidency. All legislation must, in effect, originate with him.

THE GUIANAS.—British Guiana, 89,480 square miles; population 310,933. Dutch Guiana, 54,291 square miles, population 171,396. French Guiana, 34,740 square miles; population 49,009. Gold, diamonds, timber, sugar.

VENEZUELA.—Area 352,051 square miles; population 3,451,677. Chief industries, farming and cattle; chief exports, coffee, cacao, hides, rubber, petroleum.

HAITI AND DOMINICAN REPUBLIC share island of Santa Domingo. Dominican republic's area is 19,332 square miles; population 1,544,549. Haiti's area is 10,204 square miles; population 3,000,000. Chief crops, sugar, cacao, rice, corn, tobacco, cotton, rum.

Many Cities Lose, Census Figures Show

WASHINGTON, Aug. 3.—Figures showing the population of the 25 largest cities of the United States, according to the 1940 Census, have been released. The report shows their gains or losses as compared with the results of the 1930 Census. Thirteen cities among the 25 have different rankings from the 1930 stature.

Washington won first honors among major cities for population gain, going from 486,869 to 663,153 during the decade. Census officials attributed this jump almost exclusively to the doubling of federal pay rolls in the District of Columbia. They noted that the number of civilian federal employees here jumped from 64,954 on April 1, 1930, to 128,643 on April 1, 1940.

Newcomers to the group of "25 largest" are Houston, Tex., and Denver, Colo. They replaced Jersey City, N. J., and Portland, Ore. Denver just made the group, but Houston, by growing from 292,352 to 386,150 in the past 10 years, jumped all the way up to 21st place.

Comparative populations of the "25 largest"—complete except for transient and other minor factors not expected to change the standings—are in the table below.

1940 rank.	1940 pop.	1930 rank.	1930 pop.
1 New York	7,380,259	1	6,930,446
2 Chicago	3,384,556	2	3,376,438
3 Philadelphia	1,935,086	3	1,950,961
4 Detroit	1,618,549	4	1,568,662
5 Los Angeles	1,496,792	5	1,238,048
6 Cleveland	878,385	6	900,429
7 Baltimore	854,144	8	804,874
8 St. Louis	813,748	7	821,960
9 Boston	769,520	9	781,188
10 Pittsburgh	665,384	10	669,817
11 Washington	663,153	14	486,869
12 San Francisco	629,553	11	634,394
13 Milwaukee	589,558	12	578,249
14 Buffalo	575,150	13	573,076
15 New Orleans	492,282	16	458,762
16 Minneapolis	489,976	15	464,351
17 Cincinnati	452,852	17	451,160
18 Newark	428,236	18	442,337
19 Kansas City	400,175	19	399,746
20 Indianapolis	386,170	21	364,161
21 Houston	386,150	26	292,352
22 Seattle	366,847	20	365,583
23 Rochester	324,694	22	328,132
24 Louisville	318,713	24	307,745
25 Denver	318,415	29	287,861

The census results bore out what analysts had forecast—that rural areas, especially suburbs, were gaining at the expense of the big cities. The figures show that eight of the first 25 decreased in population since 1930. These eight are Philadelphia, Cleveland, St. Louis, Boston, Pittsburgh, San Francisco, Newark and Rochester, N. Y.

Ky. Cig Revenue Up

FRANKFORT, Ky., Aug. 3.—State cigaret tax collections in the month of June amounted to \$188,956, the Department of Revenue reports. In the same month last year they were \$155,268.

NOW! BASEBALL BOOK!
COLOSSAL NEW BOOK - COVER BOARD!



NO. 1200 BASEBALL BOOK!

A real "Hit" book board! Brilliant new seals by Gardner cover a host of tantalizing big awards! Super-thick! Terrific appeal! Thrilling baseball action! A baseball symbol on every ticket! A different ticket for every play! Unusual flash and color! Lots of consolations! 115 winners in this 1200 hole board! Average profit \$27.70
JUST OUT! Two more book-cover triumphs! No. 1000 Traffic Book, new symbol tickets, profit \$23.35! No. 1200 Double Tip Book, profit \$29.35! Two plays on every ticket in both these new numbers! Be sure to write for circulars showing Gardner's latest money-making creations!

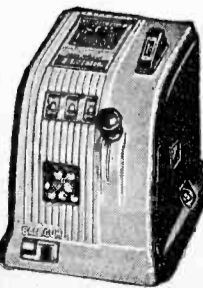
GARDNER & CO. 2303 S. ARCHER CHICAGO, ILL.

OLIVE NOVELTY CO. highly recommends

DAVAL'S AMERICAN EAGLE

10 FOR \$275.00
SAMPLE \$32.50

(Ball Gum Model \$2.00 Extra)
IMMEDIATE SHIPMENTS
We Carry a Complete Line of New and Used Coin Operated Machines.



Distributors for Mills Phonos, Slots & Products

OLIVE NOVELTY CO.
2625 Lucas Ave., ST. LOUIS, MO.



A SEEBURG WIRELESS REMOTE CONTROL music system has helped make the Wharf a favorite rendezvous of South Side Chicagoans. Above, a patron selects a tune on the Wall-o-Matic at the bar. In addition, the installation includes the Colonel and a de luxe Speak Organ, in addition to a Seeburg Ray-o-Lite gun.

Grandpa Enjoyed Coin Machines "Way Back When"

NEW ORLEANS, Aug. 3.—Perusal of old bound volumes of newspapers not only reveals intense interest in early-day coin machines but also that "grandpa" was an enthusiastic user of them.

The coin machine industry is generally looked upon as a post-World War I development along with jitter-bugging, airplanes and depressions. The idea that grandpa enjoyed putting his nickel in the coin chute does not seem to enter the minds of today's grandchildren. That, however, is just what did happen and it is noteworthy that some of the games of the Gay '90s coincided with ideas still in vogue.

The New Orleans Daily Picayune of August 30, 1893, reported: "After months of study and experiment a group of gentlemen residents of New Orleans have perfected and patented an amusement novelty which will likely prove as successful as it is ingenious.

Race Horse Machine

"The invention is a nickel-in-the-slot machine and tho it cannot be claimed that the idea is entirely original with them the idea in which it has been carried out is certainly so. It consists of a mimic representative of a race course, with six horses at full speed, and differs from its predecessors in the same line in that the speed of the racers is varied automatically and entirely by chance. A horse selected may prove a very easy winner in one race and the next may lag hopelessly in the rear.

"The mechanical portion of the machine is handsomely incased in imitation cherrywood, highly polished and tastefully finished. The track is covered in a glass case mounted in German silver. Yale locks protect the doors and the movement of the racers is absolutely free from the interference of any spectator.

Like Real Thing

"The track is a perfect race course in the miniature with an infield of green baize, imitating the turf closely while the track itself is artistically colored to represent earth. A bright nickel wire fence encircles it and at appropriate intervals the quarter, half and three-quarter mile posts are placed. As on a real race track a wire marks the start and finish. The only thing lacking is the purse dangling down from the wire to be taken down by the jockey.

"Along the track, running in grooves, are six race horses, perfected models, and each bearing a different color. Each is posed at full stride and the jockey is mounted urging him on to faster running. As the horses move forward a particularly ingenious contrivance and one to be found in no other machine invented thus far imparts to each a galloping or running motion, imitating perfectly a horse's stride.

"The speed of the horse is entirely independent of the others and is controlled by a series of small balls collected and distributed automatically and by chance in the body of the machine. This is one of the cleverest features of the invention and one which makes it so popular wherever exhibited. The change in speed of the horses depends solely upon these balls which shift the belts on one horse or another to put him ahead or behind his fellows. There can therefore be no chance in favor of one horse or another. This gives the backer of any horse a fair chance to win his money, something which never happens on a real race track.

Electrically Operated!

"Another advantage of this machine is that power is furnished by a small electric motor in the body of the machine. This motor starts with the deposit of a nickel and stops by the touch of the horse itself at the end of the course. This guarantees strong power thruout the entire race.

"These machines are now being manufactured in New Orleans and great credit must be given their manufacturers. They are ornamental and very reliable, carefully tested before they leave the firm's shops, and the needs of repair and upkeep are as remote as they possibly can be.

"Arrangements were completed this week to place one or more of these machines on exhibition in several other cities and the first is already placed in the Eden Musee in New York City, where it is exciting great interest. They will not, however, be placed in turf exchanges, poolrooms or other places where facility for betting induces men to congregate against the law. They are designed principally for entertainment and not as an incentive to gamble."

Organizes Puget Sound Novelty Co.

SEATTLE, Aug. 3.—W. F. Duggan, formerly of Mount Dora, Fla., reports that he has purchased the Evergreen Novelty Corp., Seattle, and has opened for business under the new name, Puget Sound Novelty Co. He reports that he has secured the lines of several well-known manufacturers and plans to carry a large stock of all types of coin machines at his quarters. He will also have an enlarged service department, which will be handled by trained mechanics.

Duggan, formerly of Florida, has been in Seattle for a year. He has had many years of experience in the coin machine business. Since settling in Seattle, he has become acquainted with a large number of operators.

He states that he will be happy to have all operators in the Northwest make Puget Sound Novelty Co. their headquarters while in Seattle.

Financial

Life Savers Corp. has declared an extra dividend of 40 cents as well as regular quarterly of the same amount, both payable September 3 to holders of record August 1.

American Chic Co. has declared a regular \$1 quarterly dividend, payable September 16 to holders of record September 3.

Natchez, Miss.

NATCHEZ, Miss., Aug. 3.—Tax additions on beer, liquor and cigarets are not hurting sales or the coin machine business in this section of Mississippi.

Cigaret machines still get a good play despite federal tax making price 19 cents; some places selling for less. Phonos all continue to do good business.

Sam McCabe, of Sermac Co., is making a hit as public-address announcer at home games of Natchez Pilgrims.

News Topics, Week July 29-Aug. 3

City council of San Francisco, after many postponements, was due to consider license proposals on pinball games again August 5.

The Birmingham News continued its agitation against amusement games. On July 27 this same newspaper published a lengthy editorial to argue that illegal liquor caused many evils, but that legal liquor solved these problems. Yet the paper crusades against licensed games.

Publicity on movie machines increased in newspapers in various parts of the country during the week.

Automatic phonographs for the home (economy models) were a new trend at the music trades convention at the Stevens Hotel, Chicago, July 30 to August 2.

Spread of electricity helps coin machines; it is a coincidence that eight States served by government power dams have become good markets for coin machines. TVA tripled its output over last year.

National Newspaper Week has been announced for October 1 to 7.

Excessively high pinball tax makes it profitable for tax stamp counterfeiters in Pittsburgh.

National City Bank report says 400 leading corporations showed a 58 per cent gain in net earnings for first six months of 1940 as compared with 1939. Add this to the fact that the same group showed a big increase in 1939 over 1938. Printer's Ink weekly has started a special column on the optimistic signs in business.

Dude Ranch Latest Of Genco's Games

CHICAGO, Aug. 3.—The newest of Genco's claimant for top honors in the novelty table market, Dude Ranch, is reported to have been received this week with tremendous enthusiasm on the part of operators, jobbers and distributors.

Dude Ranch is said to be a worthy successor to Genco's most recent hit, Formation, altho the new game is played

on an entirely different theme.

Dave Gensburg, official of the Genco organization, declares: "Location tests on Dude Ranch before its release prove pretty conclusively to us that it's going to make money for the operator. The game is one of the simplest-operating and easiest to understand that we have ever manufactured. As always, we have taken special pains with the mechanical set-up of our new game and guarantee it to give profitable, trouble-free operation."

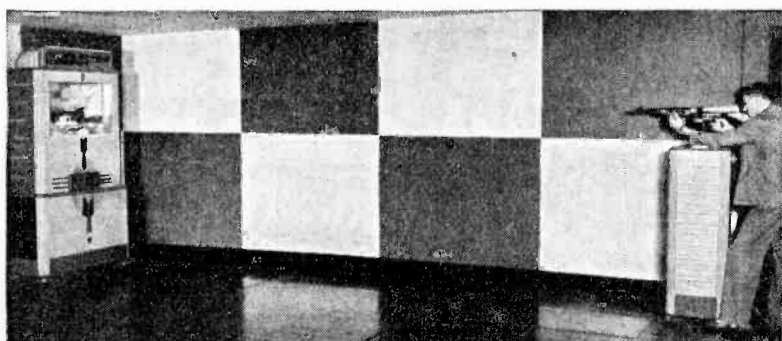


100% MONEY-BACK-guarantee

- ★ 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, IMP 1 & 5c. \$12.50
- ★ 10 and 25c .. \$14.95
- ★ CAILLE, 5c . . . 22.50 Six for \$67.50

ONE-THIRD DEPOSIT WITH ORDER

★ GERBER & GLASS 914 DIVERSEY BLVD. CHICAGO



BALLY RAPID-FIRE ray-gun with diving submarine target in a night club location near Chicago. Earnings are said to rival those of pay tables.

TAKE IT FROM ME
DAVAL'S
AMERICAN EAGLE

IS THE WORLD'S GREATEST MONEYMAKER 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

HOME RUN

SCORES BIG PROFITS FOR OPERATORS EVERYWHERE



Size 11"x11"x15"
An outstanding Ball-Gum Vendor, with a fascinating Amusement feature. (It's legal everywhere.)

HOME RUN has a brand new and very clever batting arrangement that is operated by a trigger which bats the ball through the air. HOME RUN is a vendor that will stay on location permanently because it offers the same appeal as ordinary ball-gum vendors plus its beauty, attractive design, unique amusement feature and the extra award for skill. Don't delay, try HOME RUN today—IT'S A HIT! HOME RUN in lots of 10 or more.

\$19.50 Each

SPECIAL INTRODUCTORY OFFER SAMPLE HOME RUN—and approx. 5,000 Balls of Gum (sufficient for \$50.00 play) **\$24.50** ALL FOR

HOME RUN has a brand new and very clever batting arrangement that is operated by a trigger which bats the ball through the air. HOME RUN is a vendor that will stay on location permanently because it offers the same appeal as ordinary ball-gum vendors plus its beauty, attractive design, unique amusement feature and the extra award for skill. Don't delay, try HOME RUN today—IT'S A HIT! HOME RUN in lots of 10 or more.

ESQUIRE

The last word in vending perfection. Truly a great vendor—it is universal—vends all types of bulk merchandise including Ball Gum and vends them accurately—no additional parts necessary.

Sample Esquire only **\$6.95** Each Porcelain Finish 50c Extra



TOPPER

In tons in modern design. Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything: almonds, candies, mixed nuts, cashews, peanuts, pistachios, charms, ball-gum, etc. When ordering Toppers for ball-gum, please so specify. Sample Topper only **\$6.75** Each Porcelain Finish 75c Extra



SPECIAL DE LUXE

Porcelain Enamel Finish only **\$5.25 ea.**

ip lots of 24 or more. Sample, \$5.95; 6 to 11, \$5.75 ea.; 12 to 23, \$5.50 ea. Beautiful Tangerine Porcelain, trimmed in Chrome. All porcelain merchandise chute. Vends everything. 5 lbs. capacity. 1/2 cash with order, balance C. O. D.



VICTOR VENDING CORP.

5711 N. GRAND AVENUE, CHICAGO

OPERATORS, ORDER THIS COIN COUNTER



Penny-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$1.00 each prepaid cash with order. No C. O. D. All orders require 1/3 cash, balance C. O. D.

MERCHANDISE MACHINES

G. V. Corp at New Location

NEW YORK, Aug. 3.—Miss A. M. Strong, who heads the G. V. Corp., distributors for DuGrenier's Adams Gum Venders and Adams Gums, has announced the removal of its quarters to 33 West 46th Street.

"We have taken practically the entire floor at this address," she said. "This will give us room for stocking DuGrenier's Adams Gum Venders so that we can get them to the operators much faster. It will also allow us to keep a large supply of Adams Gums for those operators who need gum in an emergency in small lots prior to receiving their regular shipments.

"We will also have roomier showrooms where the operators can visit with us and see all the models of the DuGrenier Adams Gum Venders, which is growing more and more popular each day."

Miss Strong also explained that the sales taxes now in effect in almost every State in the country and the defense tax which has just been put into effect have brought about more pennies in circulation than ever before. "Over one billion pennies," she reports, "are spent each year in penny gum vending machines. "In addition," Miss Strong reports, "we are also making it extremely easy for operators to get started with Adams Gum Venders. Our 24-month time payment plan and our method of giving service and help to every operator is proving that the op who wants to get into a steady business where he can be assured of constant income can do so today by contacting G. V. Corp."

C. A. Gerlach Vacation Bound

CHICAGO, Aug. 3.—"Get away from me—I'm going on my vacation and I don't want to hear about candy or vending machines or anything that has anything to do with them," exclaimed Charley Gerlach today as he prepared to leave the environs of the Pan Confection factory in Chicago.

"I'm not telling anyone where I'm going—I don't want them bothering me while I'm gone. If anyone wants to know about the fine candies we have for bulk vending machine operators, they'll have to see my pal Willard Seefeldt. He can tell them just what is the ideal Pan candy for venders at the present time."

Gerlach, an official of Pan Confections, Chicago, left immediately thereafter, heading north. He will be gone two weeks.

JENNINGS' IN-A-BAG nut vender



installed in the store of an electrical appliance dealer in Memphis. "The sanitary features of the machine have made it a favorite," declares the store owner.

177 Billions of Cigarets Smoked By U. S. in Year

WASHINGTON, Aug. 3.—Cigarets established another 12 months' product record in the fiscal year ended June 30, 1940, according to figures released by the Bureau of Internal Revenue on the cigaret withdrawals of the past fiscal year.

The enormous total of 177 billion (177,679,554,483) cigarettes were manufactured and used by the smoking public during the fiscal year just ended, a gain of 5.75 per cent over the total withdrawals of the previous fiscal year. Translated into actual figures, this means that 9,669,659,023 more cigarettes were used during the more recent period than in the previous one.

Approximately nine billion packages of cigarettes (in terms of packages of 20s) were thus sold. At a prevailing average of 15 cents per package, this would result in the enormous sale of hundreds of millions of dollars' worth of cigarettes.

June Totals Up

WASHINGTON, Aug. 3.—Revenue collected on cigarettes showed a large increase during June over the same month of the previous year, going from \$49,786,121 in 1939 to \$52,696,445 in the recent month. These figures were released by the Bureau of Internal Revenue of the Treasury Department.

Candy Sales Climb 11.2% During May

WASHINGTON, Aug. 3.—Total poundage sales for all types of confectionery increased 11.2 per cent during May, according to a report released by Director William L. Austin of the Bureau of Census of the Department of Commerce. The May figure was slightly below the level for April. During 1939, the May figure showed a rise of 2.2 per cent over April.

Total poundage sales were: 81,537,104 for May, 1940, as compared with 73,335,591 for May, 1939. During April, 1940, poundage reached a total of 82,358,241.

Hail In-a-Bag Sanitary Features

CHICAGO, Aug. 3.—"Sylvester B. Hollis, of Memphis, believes in giving his customers the most pleasant buying conditions with the least possible cost," comments an O. D. Jennings & Co. official. "To illustrate, Hollis has installed an automatic nut vender for the convenience of those patrons who want a snack while they are looking around or making a purchase," he declared.

Hollis, commenting, said: "I know that sanitary precautions are all-important in the food field and therefore have installed a new In-a-Bag nut and confection vender made by O. D. Jennings, of Chicago. This vender embodies all the new sanitary appeal."

"With the modern 'In-a-Bag,' the patron receives the nuts in a glassine envelope, making it unnecessary for the nuts to be touched by the hands. Many women, rather than take off their gloves, will pass up a snack, but with the new glassine envelope the nuts do not come into contact with the gloves, thus avoiding any chance of spotting."

Hollis says that the Jennings In-a-Bag has been well received by the customers in the store mainly on account of the new sanitary features, adding that this new machine has brought 50 to 60 per cent more profit than any other vender he has ever had on the premises.

OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

Northwestern

39 BELL



★ BIGGER PROFITS
★ PEP UP LOCATIONS
★ SMASH COMPETITION

Whatever you do—don't pass up the hottest money-maker the bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up—to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION
605 E. Armstrong St., MORRIS, ILLINOIS

Northwestern

Model 40 - \$4.95
IN 100 LOTS
SAMPLE \$5.45

Send for Descriptive Literature and Price List of Complete Line.

RAKE, 5 S. 22nd St. PHILA., PA.



PROVEN Money Makers



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profit. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 83, Jackson, Mich.

CENT-A-TUNE

1c Selective Phonograph

A 12-Record Machine Suitable for Locations Where Pennies Are More Plentiful Than Nickels. Operator's Price—Below \$50.00. Write or Wire at Once!

D. ROBBINS & CO. 1141-B DeKalb Ave. BROOKLYN, N. Y.

CASH IN—'King Jr.'

5 Lb. "SILVER KING" \$6.50. 10 at \$5.50.

SPECIAL OFFER... One SILVER KING and 5 pounds of candy, \$8.95

FREE Cat. & Instructions. Write today for terms.

Newest, most modern money-maker for all locations. Just the right size for counter or booth; Vends peanuts and small candies, also all types of Breath Pellets. Capacity 2 lbs. candy. Blue Hammerhead finish.

Each **\$3.95**




TORR 2047A-SO. 68 PHILA., PA.

1c SKILL GAMES

Reconditioned Like New!

10 Totalizer 1c Counter Skill Games, Each... \$12.00
5 Bingo 1c Counter Games with Gum Vendor, Ea. 6.50

Write for Complete Catalog of New and Used 1c Skill Games, Vending Machines, Phonos and Scales.



D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

EASTERN FLASHES

NEW YORK, Aug. 3.—Until Wednesday of this past week, the heat was the main topic of conversation. Surprisingly enough, however, the heat did not retard action to any appreciable extent. Collections held up better than expected even though more than half the city spent the week-end at the beaches.

AROUND THE TOWN . . .

Jack Fitzgibbons forgot all about the heat when Bally's latest free play game, Vacation, arrived. "The game was built upon the suggestion of a leading operator," Fitz discloses. "It's an operator's game from every angle, and it looks as though it's going to be the biggest game of the year." It's hard to catch up with Irv Sommer these days. When not at his office at Modern, he's taking things easy at Rockaway Beach. . . . While Dave Simon was in Chicgo Murray Sandow and Marty Rosen took over the job of handling the customers at Simon Sales, Inc. Both boys are known as the early birds of Coinrow, as they insist on getting on the job bright and early every morning. . . . Hymie Budin is now taking care of the firm's new offices in Freeport, L. I., while Benny Guber handles the Budin business in Brooklyn. Firm reports big demand at both offices for Stoner's Double Feature. . . . Judy Bauman takes charge of office matters at Seaboard Sales, while Sanford Warner leaves on his vacation. Plenty of action at Seaboard, as Bert Lane tells all ops about Genco's latest, Dude Ranch. "We could use a couple of trainloads, not carloads," Bert says.

MEN AND MACHINES . . .

Notice how pinball backboards made swell spots for electric fans? Seem to be just the right height. . . . Plenty of discussion among ops this week about locations where collections hold up regardless of temperature or humidity. . . . Henry Anchester, former Seeburg representative on the Coast, was seen making the rounds. . . . Jack Mitnick, George Ponser and Johnny Fuller, who handle the Ponser Albany office, were seen in heated confab. "We hope business keeps up the way it has been," George stated. . . . Nat Cohn returned Thursday from a three-day sojourn in Chicago with the news that plenty Roll-in-the-Barrel games would be coming thru in from now on. . . . Up at the Vending Machine Exchange Les Paul reports the demand for rebuilt Dualways is greater than ever. . . . Rudy Greenbaum is all smiles these days over the way ops have taken to Packard's light-up keyboard. . . . Mike Munves is contemplating doubling his space on 10th avenue. Says his present quarters have grown too small for his needs. . . .

COIN SHOTS . . .

Things are happening so fast over at Brooklyn Amusement that all the ops are wondering how Bill Alberg keeps so

BALL GUM

A Real Quality Chew

Made of purest ingredients, smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assorted in 8 bright colors and black. Each piece brilliantly polished, perfectly round and uniform.

We are able to supply 1/2" and 5/8" ball gum, in boxes of 100 or in bulk. Prize balls, too.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

CANDY CRAFTERS, Inc.

LANSDOWNE, PA.
Safe Shell Vending Machine Candies
LATEST CHARMS
Including Walt Disney Characters



Coming Events

- Ohio Cigaret Venders' Association meeting, Columbus, O., August 14. Wednesday.
- Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.
- Thirteenth annual convention of the National Food Distributors Association, Chicago, August 21 to 24.
- National Association of Broadcasters in San Francisco, August to 7.
- Premium Advertising Association of America, New York, September 9 to 13.
- Coast Gift, Art and House Show, San Francisco, August 11 to 16.

many things on his mind at the same time. . . . Doc Eaton, of Buckley Music System, says his firm is working far into the night taking care of installations. He believes this territory will prove the best of all for Buckley System. . . . Charley Litchman, of Roxy, reports his firm has some real phono bargains on tap. . . . Bill Rabkin, of Mutoscope, is sure his firm will set a record for sales and production on Sky Fighter. "Orders for the great machine gun keep coming in," Bill says. . . . Du-Grenier Sales Corp. reports ops from Coast to Coast are turning to its Champion cigaret machine. . . . The way ops everywhere are indorsing National Novelty's credit plan is even surprising to Earle C. Backe. "We'll soon have one of the largest followings that can be claimed by any distrib in this business," he says. . . . Al Simon, Jack Semel and Irv Blecher are sweating away over at Savoy Vending, Brooklyn, taking care of the rush of business for Chicago Coin's Polo, according to reports.

JERSEY JOTTINGS . . .

Phonovision party at the Park Bench, one of Newark's new jitterbug palaces, attracted plenty of attention. Many leaders of the coin trade were on hand for this first demonstration. . . . Plenty of optimism among pin game ops here as result of Hoboken's new license plan. . . . Irv Morris, of the Ponser office, reports that the offer on reconditioned games he's made to ops is creating lots of excitement. He also reports top demand for Chicago Coin's Polo. . . . Jack Berger, back from one fishing trip, says he's now fishing for enough business to get rid of his stock of used equipment. . . . Jack Kay claims to be one of the busiest distrib in the State with Genco's Dude Ranch. . . . Irv Orenstein is having a hard time accommodating ops' demands, he says. . . . Dave Stern, of Royal Distribs, is keeping an eagle eye on his operation in Atlantic City. He says his firm will have some real surprises for the trade in the fall. . . . Barney Sugarman knocks off work at 2:30 these afternoons to trek back to his cottage in the mountains. . . . Al Loudon, of Loudon & Co., has moved to the other side of the tracks. Firm's new address is 125 Elizabeth street, Newark.

FROM ALL AROUND . . .

First stop on Ben Palastrant's trip from Boston to Chicago is to be New York, he says. . . . Roy McGinnis, of Baltimore, is reported to be doing tricks for the trade down his way with some of the machines he's featuring. . . . Keeney Wall Boxes are reported to be extra hot in Philly, according to Joe Ash, of Active. . . . Sam Stern, of Keystone, Philly, reports a bang-up business on reconditioned phonos.

Up La. Cigaret Tax

BATON ROUGE, La., Aug. 3.—Cigaret smokers in Louisiana will pay a State tax of a nickel a package after September 1 following authorization by the State Legislature to up the tax one cent. The four cents a package tax has been in effect since 1932. Louisianians join the neighbors in Arkansas in the respect that both now will have 5-cent taxes on smokes.

Detroit

DETROIT, Aug. 3.—The Norwest Coin Machine Co., in which Robert Maskell is senior partner, has been expanded with the addition of the Angott brothers, Michael A. Jr. and Carl J., to partnership following withdrawal of Murray Nathanson. Headquarters of the company have been moved to Cass avenue.

Maurice J. Feldman, of the Central Coin Machine Exchange, has become

Michigan distributor for Pool Bowling, new game combining bowling and pool, and reports it is already every sign of being a winner. He declares that it has become a favorite for operators themselves to play in his sales room.

C. Leo Chadwick, who has been operating phonographs in this territory for some five years under the name of the Chadwick Coin Machine Co., is revamping his business under the name of the Chadwick Music Co.

Sam Gentile, a well-known figure in the produce business here, is going into the automatic phonograph business as well, forming the Master Amusement Co. He has headquarters on Adelaide street.

Ivan H. Hunter, for 30 years a leader and official in marine associations on the Great Lakes, is now in the music machine business. Establishing the Blue Water Music Co., Hunter has headquarters on Davison avenue, but is not operating within 50 miles of this city. His route centers in the important up-State city of Port Huron, which is a major marine center running thru Michigan's famous Thumb. Hunter's best locations in this small city area are restaurants and taverns, he reports.

Carl Frumin, of the Advance Amusement Co., who has been in the pin game field, is now operating bowling machines. Incidentally, he has moved his headquarters, formerly on Brighton avenue, to Monterey avenue.

Des Moines

DES MOINES, Aug. 3.—Business was definitely on the upgrade during July, with virtually all operations showing increases over the previous month. Local newspaper carried comment that county has more machines in operation than it had for many years.

Pinball operations showed a 10 per cent increase, with operators placing many new machines which account for additional inflow of nickels. Salesboards

made good showing during month, as did various types of vending machines.

Chick Devore has turned over his Iowa Amusement Co. to Bill Paige. The company was organized by Dave Fidler, who turned to the night club business and turned over the reins to Devore. The company has a display room, repair shop and office in the business district.

Paul Nelson, of the Nelson Amusement Co., is building a warehouse and office at a West End location. The structure will be strictly modern with the latest plumbing and heating fixtures. The new layout will make a large improvement in the company's servicing end, they declare.

London

LONDON, July 18.—Bob, youngest son of Sir Arthur Burrows, who recently joined the army as an infantryman, has had to undergo an operation. This proved successful and the young soldier expects to be back at his duties in two weeks. Elder brother Arthur, who accompanied Burrows on one of his Chicago trips, is engaged on armament work. Sisters Maggie, Lydia and Louise, who also visited the States, are residing with their dad, who is still partly crippled as a result of a motor accident.

Amusement Caterers' Association appeal to sportland and amusement park men for Red Cross Fund realized 770 pounds. This is below expectations but must not be considered bad in view of financial difficulties being experienced by many.

Sportlands located in troop concentration areas continue to do reasonably well, but with certain exceptions those in the West End of London and other places are freezing. London sportlands lucky enough to have a Groetchen metal disc stamping machine are reaping a fair harvest, customers lining up to get what are cheap identity discs and so at low outlay comply with government recommendation. Samson Novelty Co., Groetchen distributors here, are feeling sore because they were unable to get bigger quantities over before import ban was imposed.

Apart from the Commercial, home production is now very spasmodic and in small quantities. British American Novelty Co. has put on market a few wall games titled Berlin or Bust, these being surplus Convoys given new flashes. Solly Shefras has hopes of converting a number of bumper-type games by introducing in typical flash and play action, but all this apart, there is little being done in the way of production. J. G. Brenner just about completed 100 Roll Out the Barrels before turning over his plant to war purposes.

A NEW BULK VENDER CONFECTION

Something New Something Different

PEP UP YOUR SALES WITH CANDY FRUITIES

* Write for price list *

HARD SHELL CONFECTIONS-CHICAGO

3 W. ERIE ST. CHICAGO, ILLINOIS

ORIGINATORS OF HARD SHELL CANDIES

WHILE THEY LAST!

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT (With Metal Stand) \$19.50
 NATIONAL 6-26 (With enclosed Stand) 19.50
 NATIONAL 9-30 (With enclosed Stand) 49.50

LOTS OF 1 SINGLE — \$5.00 EXTRA

1/2 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

Merkle Extends Mel-o-Tone Trip

CHICAGO, Aug. 3.—Due to the enthusiasm being displayed by operators and distributors in the South and Southwest, Frank Merkle, sales director of the Herbert Corp., has been forced to extend his trip thru this territory, the firm reports.

"Notwithstanding the fact that Merkle has spent a good deal of the time in the territory, there has been so much interest both from present owners of Mel-o-Tones and operators interested in placing Mel-o-Tone phonographs that he had to extend the trip in an effort to contact as many of these fellows as possible," said a spokesman for the firm.

"Merkle said that there were so many different favorable comments on the machine that he couldn't keep track of them all. Typical excerpts from various conversations were: 'Superb tone, the new record-changing mechanism is great and has reduced my servicing to the very minimum.' 'Mel-o-Tone's unusual beauty has created a lot of interest on all my locations.' 'It operates like a charm.' And so they went, everyone an enthusiastic booster for the superior operation of Mel-o-Tone."

Acme Sales Says Revamp Biz Fine

BROOKLYN, Aug. 3.—Acme Sales Co. officials, who believe their firm is the largest in the industry devoted solely to phonograph remodeling, report that they have found that business has increased in the past several months as more and more operators become acquainted with the Acme method of phonograph remodeling.

The firm also has offices in Boston and New York. The offices are said to be attracting a great number of music operators who have been coming in for Acme parts to remodel their phonos. Many also are shipping in their phonographs so that Acme can remodel the machines for them.

Sam Sachs, president of the firm, reports: "Our style of remodeling has won praise from Coast to Coast. In the first place, we do not use anything but the finest materials. The plastic that we use is guaranteed for six months. The woods and metals found in our parts are the finest that money can buy. We turn out only quality workmanship."

"In addition, we have so arranged our parts that the average operator can revamp his phonos himself. We have received compliments from leading music men all over the country for this reason and we feel that the men appreciate the work we are doing in their behalf."

"We are also distributors for Homer E. Capehart's Heads-Up-Selector, which we feel is the greatest single improvement that has entered into the phono business. This unit is being attached on all 16-record machines we remodel."

Todd To Disk Mangan's Song

CHICAGO, Aug. 1.—James Mangan, composer of the song, *We're All Americans, All True Blue*, announced that Dick Todd, well-known Bluebird recorder and radio artist, will fly to New York this week for a special waxing of the song.

"So much interest has been expressed in my song by music and phonograph men all over the country," stated Mangan, "that I am glad to say everything is all settled now. The keen eagerness and interest expressed has been thrilling, indeed. Without doubt phonograph men everywhere are extraordinarily alert to what members of the industry are doing and anxious to lend their support. Leonard Joy, of Victor Recording, has engaged a name band for the orchestration, and Dick Todd, who is known and liked by everyone in coin machine circles for his beautiful baritone singing and for being such a regular guy, has consented to do the vocalization."

"A rousing rendition is promised with plenty of unique musical effects which should keep the platter spinning time and time again. It is expected that this number will fill the needs of music op-

erators everywhere who are looking for patriotic airs which sincerely express the feelings of true Americanism and the glory of being an American."

Lutske Reports Business Increase

CHICAGO, Aug. 3.—"We find business gaining in the phonograph modernization field," reports Ben Lutske, head of the Miraben Co., maker of remodeling parts for old phonographs. "Miraben offers the finest in modernizing parts," continued Lutske, "and we know that every satisfying job we send out of here brings return business, because as more operators come to know Miraben remodeling they are patronizing us."

"Not only are we prepared to remodel phonographs, but we can furnish parts to coinmen who wish to do their own remodeling. They will find that Miraben precision parts are easy to apply and require little if any fitting."

"In addition, we are offering the Heads-Up-Selector, piano keyboard selector, which not only will make the finished job more attractive but will result in many additional dollars being spent in the phonograph by patrons who are attracted by its improved appearance."

Mechanical Hostess

PHILADELPHIA, Aug. 3.—The first "mechanical hostess," which dishes out chatter along with the playing of a phonograph record, is introduced for the first time here at Irvin Wolf's Rendezvous in the Senator Hotel. Insert a nickel and you dial for a sample of clever persiflage, feminine charm and your favorite record. When you put in your nickel a lovely voice answers, the voice will exchange comments on the



O. F. KRAMER has been appointed district manager for Arkansas, Oklahoma, Kansas, Colorado, Wyoming and the Western counties of Missouri for the Packard Mfg. Co., Fort Wayne, Ind. Kramer has covered this territory for the past 10 years with coin machine products.

weather and draw from a gigantic aggregation of record collections your particular request. The music will be brought in on a pump line from a centrally located station. The hostess-music machine system has been tried out in the West and now is coming here in the East.

Automatic Phonos for Homes

CHICAGO, Aug. 3.—The music trades convention met at the Stevens Hotel here July 30 to August 2 and displays of all types of musical merchandise from sheet music to pianos and organs occupied five floors of the hotel. The National Association of Music Merchants sponsored the convention.

At least five firm names familiar to phonograph operators had merchandise exhibits at the convention. Many combination sets with record changers were on display, but the most significant trend probably was the appearance of a number of the economy record changer phonographs for the home.

This trend promises to make automatic phonographs available for the mass market at prices ranging from \$30 to \$50 retail. The attractive new phonographs are built to change from 8 to 14 records automatically. At least five firms had models in this new field for display.

A sign was also on display announcing that one of the most prominent manufacturers of coin-operated phonographs would soon place a line of home phonographs on the market, including the economy automatic phonographs.



POPULAR PIANIST BOB DOWNEY is now playing nightly in the Peter Stuyvesant Room of the Hotel Stuyvesant, Buffalo. A born musician, Downey spends his spare moments listening to others play and may be frequently found in front of a Wurlitzer phonograph. Downey declares his praise for Wurlitzer tone quality is echoed by all musicians.

Max Glass Praises Selector

CHICAGO, Aug. 3.—"They're selling by carloads," states Max Glass, of Gerber & Glass, discussing the new Heads-Up-Selector.

"Operators of music equipment know a good thing when they see one," he continued. "Since this new selector was introduced the orders have been streaming in. According to reports, the factory will have to work day and night for many months to come if the demand for this selector keeps up this way."

"In the territory in which we are selling the Heads-Up-Selector, operators have told us that they think it is one of the finest improvements ever made to heighten the appeal of an automatic phonograph and to make it easier and more interesting for a phonograph patron to select the record he wants to hear."

Then, too, when selection has this added appeal, patrons want to play more records, thus they spend more money. With all its beauty and appeal it is priced amazingly low, so low that an operator of the 16-record phonograph cannot afford to do without the Heads-Up-Selector. It pays for itself in the increased play within a very short time following installation, and takes only ten minutes to install."

Osborn Covers 4 States in West

By error we published an old publicity item in *The Billboard*, August 3, page 70, referring to the Osborn Music Co. The following corrected news item is published, with our apologies to all the parties affected by the error.

DENVER, Aug. 3.—M. G. Hammergren, general sales manager of the Rudolph Wurlitzer Co., recently announced the appointment of D. H. Osborn here as Wurlitzer distributor for Colorado, New Mexico, Utah and Wyoming.

In making the announcement, Hammergren emphasized the long experience and consistent success of this organization in the automatic music field and stated that the appointment unquestionably would result in superior service to the music merchants of the four West-ern States.

"Deloss Osborn, general manager," he remarked, "knows the problems of the music merchants from every angle and he appreciates the assistance that a live distributor can render his music merchants for the betterment of all concerned."

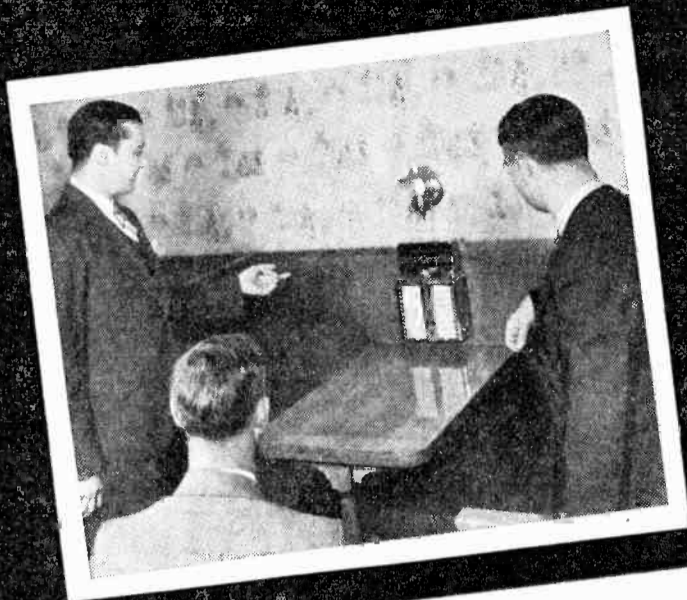
"The D. H. Osborn Co., offers every facility from a standpoint of parts and service that the music merchants could ask for. The organization is skilled thruout, large enough to service their territory and highly enthusiastic over their new appointment."

Concurring with Hammergren was Wurlitzer District Manager, H. E. Wedewen, who added his opinion that the D. H. Osborn organization would show the music merchants in their area what real service and co-operation could be.

Bill Betz Finds Business Better

KANSAS CITY, Mo., Aug. 3.—A survey made by William (Bill) Betz, owner of the W. B. Novelty Co., with offices in Kansas City and St. Louis, shows that there has been a decided swing to Seeburg phonographs and wireless remote control systems in Western Missouri and Kansas City, he says.

"Operators who have never before purchased Seeburg equipment are placing orders for the new wireless remote control music system. Some of the largest operating companies in this vicinity have high praise for this new system and also for Harry Silverberg, manager of the Kansas City office, who is very congenial and helpful to the customers," declares Betz.



Only WURLITZER DISTRIBUTORS HAVE A COMPLETE LINE OF WIRELESS, TWO-WIRE AND THIRTY-WIRE REMOTE CONTROL EQUIPMENT

ALABAMA
G & S Distributing Co.
414 North 21st St.
Birmingham, Ala.

ARIZONA
California Simplex Distributing Co.
2277 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
DeLoss Osborn
1122 Broadway
Denver, Colo.

CONNECTICUT
Hub Automatic Sales
Garde Hotel
New Haven, Conn.
Hub Automatic Sales
26 Brighton Ave.
Boston, Mass.

DELAWARE
Penn Coin-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.
Penn Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

DISTRICT OF COLUMBIA
Penn Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

FLORIDA
Modern Vending Co.
822 Fifth St.
Miami, Fla.

Simplex Distributing Co.
713-717 S. McDuff Ave.
Jacksonville, Fla.

GEORGIA
Hankin Music Co.
258 Pryor St., S. W.
Atlanta, Ga.

IDAHO
Pacific Distributors
4 Bernard St.
Spokane, Wash.

ILLINOIS
Chicago Simplex Distributing Co.
2430 S. Parkway Drive
Chicago, Ill.

Wal-Bil Novelty Co.
24 S. Tenth St.
St. Louis, Mo.

INDIANA
Guarantee Distributing Co.
2451 N. Meridian St.
Indianapolis, Ind.

IOWA
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.

KANSAS
Central Distributing Co.
607 W. Douglas St.
Wichita, Kans.

Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.

KENTUCKY
Kentucky Springless Scale Co.
514 S. Second St.
Louisville, Ky.

LOUISIANA
J. H. Peres Amusement Co.
922 Poydras St.
New Orleans, La.

Service Novelty Co.
807 Desiard St.
Monroe, La.

MAINE
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MARYLAND
Penn Coin-O-Matic Co.
5 W. Centre St.
Baltimore, Md.

MASSACHUSETTS
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

MICHIGAN
Wolverine Music & Spec. Co.
1010 Beaubien St.
Detroit, Mich.

MINNESOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

NEW JERSEY
Modern Vending Co.
Industrial Bldg.
1060 Broad St.
Newark, N. J.

Penn Coin-O-Matic Co.
821 N. Broad St.
Philadelphia, Pa.

NEW MEXICO
DeLoss Osborn
1122 Broadway
Denver, Colo.

NEW YORK
Art Novelty Co.
388 Broadway
Albany, N. Y.

Davis Sales Co.
192 N. Clinton Ave.
Rochester, N. Y.

Davis Sales Co.
105 Lexington Ave.
Syracuse, N. Y.

Modern Vending Co.
656 Broadway
New York, N. Y.

OREGON
Pacific Distributors
424 N. Broadway
Portland, Ore.

PENNSYLVANIA
Banner Specialty Co.
1508 Fifth Ave.
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HARRY HORLICK (Decca)

Eight Famous Melodies by Ernesto Lecuona—Four-record album.

Lecuona, one of the best known Latin American composers, is here treated to an album immortalization of an octet of his most widely known works. Played in the proficient, colorful manner of the Decca Symphony Orchestra under Harry Horlick's direction, it gives record enthusiasts a good cross-section of South and Central America's better music and makes a valuable addition to any disk collection.

KENNY BAKER (Victor)

A Pretty Girl Is Like a Melody—V. Remember—V.

Baker brings his ace tenor voice to bear on a couple of noted Irving Berlin numbers, with the combination making for nice retail sales returns. Altho the disk is well done, the only unusual angle is the singing of both verses, thereby eliminating the usual middle instrumental chorus, and resulting instead in a completely vocal pair of sides.

CHARLIE BARNET (Bluebird)

Tangleweed 'Round My Heart—FT; VC. Flying Home—FT.

Giving a band like Barnet's a number like *Tangleweed* is a waste of time and wax. It's on the *Flying Homes* that Charlie's crew and his sax have a chance to shine, and they do a better-than-usual job on this Lionel Hampton original, except for a slightly too brassy last chorus.

JIMMY DORSEY (Decca)

I Bought a Wooden Whistle—FT; VC. Blue—FT; VC.

One of the best bets in recent weeks for music machine prominence is contained on the A side here. Helen O'Connell turns in one of her cutest and most listenable vocal choruses, the band adds to it with some ensemble warbling, and in general this has sales, both home and automatic phono, written all over it. So, for that matter, does the reverse, with not one but two separate vocals (by both Miss O'Connell and Bob Eberly) giving new life to the oldie.

JOHNNY MCGEE (Varsity)

Antira's Dance—FT. In the Hall of the Mountain King—FT.

Both these sides find their inspiration

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

in the classical *Peer Gynt Suite*. Unfortunately, McGee's fox-trot versions do not match in a swing way the musical ingenuity Grieg poured into his original compositions. Only the McGee trumpet contributes anything worth listening to here.

BENNY GOODMAN (Bluebird)

Walk, Jennie, Walk—FT. Always—FT.

Another reissue from Bluebird of a pair of sides cut by Goodman when he was on the Victor label a few years ago. The arrangement of the Irving Berlin ballad is the sort of fine swinging that put Benny on top. *Jennie* runs rather than walks, but this is also an excellent job of swing. Incidentally, this latter is one of the shortest sides to come up in a long time.

FREDDIE "SCHNICKELFRITZ" FISHER (Decca)

My Black Hen—FT; VC. My Little Girl—FT; VC.

This may be the season for corn, but Fisher abuses the privilege.

CONNIE BOSWELL (Decca)

Blue Lovebird—V. Orchids for Remembrance—V. I Can't Give You Anything But Love—V. When It's Sleepy Time Down South—V.

Distributor demand naturally forces a great performer like Miss Boswell to waste her talent on things like the first two sides, but it's on the two standards contained on the second record here that this singing star really demonstrates her ability for the simple reason that this sort of number is not only a complement but also a challenge to a superior voice style. Connie makes two potent sides out of *Anything* and *Sleepy Time*, fine for home and music machine

consumption alike. Forget the other two couplings.

HAL KEMP (Victor)

The Bride Come Home—FT; VC. Work-out—FT.

Side B is a tour de force for the Kemp band, the various sections exhibiting their technical capabilities in an interesting instrumental novelty. *Bride* dates back several years, with no apparent reason for its exhumation here except for a few humorous instrumental breaks back of Bob Allen's vocal.

JOHNNY KAONOHI PINEAPPLE (Bluebird)

Palms of Paradise—FT; VC. Hooheno Keia No Beauty—FT; VC.

Palms is as insipid as its title. The reverse, however, has some weird but very effective rhythmic beats and other assets. Its native quality stands out in contrast to the synthetic Island melody of its companion on side A.

BING CROSBY (Decca)

A Song of Old Hawaii—V. Trade Winds—V.

The Hawaiian setting this week also takes in the inimitable Bing, with a pair of ballads that aren't any more authentic than *Palms of Paradise*. But these two have the weight of the great Crosby style behind them, and that's enough to give any song a meaning that it mightn't have had when it was originally ground out. *Trade Winds* has better-than-average music box potentialities.

PLEHAL BROTHERS (Decca)

Emilia Polka—Polka. Pokey Polka—Polka.

Two harmonicas, guitar and bass in two more of a seemingly endless succession of polkas, launched by the fabulously successful *Beer Barrel*. It must be a full time job thinking up polka titles.

ANDY KIRK (Decca)

Fine and Mellow—FT; VC. Fifteen-Minute Intermission—FT; VC. Scratchin' in the Gravel—FT. Take Those Blues Away—FT; VC.

June Richmond is present with her vocalizing on all these sides except *Gravel*, and makes *Intermission* and *Blues* outstanding because of it. *Intermission* is particularly clever, relating the woes of a singer weary of warbling with a band all night and begging for a little respite. Its novelty makes it the best of these four sides. Kirk's swingology is in his usual accomplished vein.

MARGARET SPEAKS (Victor)

Let My Song Fill Your Heart—V. Night, and the Curtains Drawn—V.

You've really got to like your concert pieces—not to mention your soprano chirpings—to go for a disk of this sort. It's everything that is implied by the would-be classicism of the titles. There's a market for a record such as this, but it's far from universal.

AMBROSE (Decca)

So Deep Is the Night (Tristesse)—FT; VC. Nurse, Nurse—FT; VC.

If this record has nothing else it at least has contrast. Side A is a moody, melancholy bit that is a masterpiece of musical understatement. The reverse is a lively, war-inspired item about a glamour nurse taking care of soldiers' hearts. Neither side is apt to mean very much.

BENNY CARTER (Decca)

Night Hop—FT. O. K. for Baby—FT.

This is usual swing from the usually capable Carter crew, with a couple of unusual touches. It makes good listening, but it's the same old story—you've got to like this sort of music or else no sale.

SIDNEY BECHET (Victor)

Old Man Blues—FT. Nobody Knows the Way I Feel Dis Mornin'—FT.

The same thing applies here, and even more so, since Bechet and his musicians on this disk deliver hot jazz whose subtleties can be caught only by sincere lovers of the finer points of this musical school. The only thing spoils this pressing (for those who can take it at all) is a slightly annoying, grating riff on the second side.

MILT HERTH (Decca)

Down South—FT; VC. Dardanella—FT.

Teddy Grace is featured on *Down South*, lending a double value to this latest Herth release. Outside of that, it's the Herth trio in its usual proficient treatment, especially ear-appealing on the *Dardanella* oldie.

EARL HINES (Bluebird)

You Can Depend on Me—FT; VC. Tantalizing a Cuban—FT.

The only claim this has in the matter of attracting commercial attention is the unusual feature of show-casing a rhythm section. Piano, guitar, drums and bass take over most of the footage on *Cuban*. That's all the disk has to offer.

BOBBY BYRNE (Decca)

When the Swallows Come Back to Capistrano—FT; VC. Stop Pretending (So Hep You See)—FT; VC. Orchids for Remembrance—FT; VC. Can't Get Indiana Off My Mind—FT; VC.

Byrne is making some good recordings these days, and these four sides are examples of the excellent brand of sweet swing he is putting on wax. *Pretending* has a Tommy Dorsey *Marie* style of vocal, which doesn't hurt any record, and the others, while straight arrangements, have lift and high listenability.

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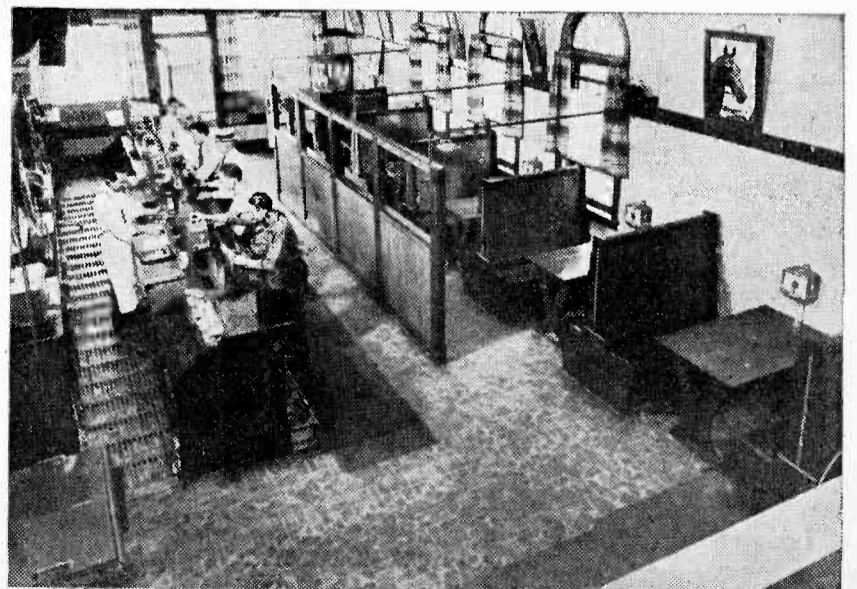
A fox trot with a catchy melody and a vocal refrain you'll never forget. And on the other side another new tune "It's All Over Now"

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Background for "Violetta"

OVER three years ago *Hear My Song*, *Violetta*, was imported from Europe by the Victor foreign department and included in an album of tangos. Little was heard of it until some time later when the Will Glahe version was re-issued and caught on in foreign locations. Current popularity is also due to the *Violetta* arrangements recorded by Glenn Miller and Tony Martin. Victor's record features on the second side *Bar-tender Polka*, a takeoff on *Beer Barrel Polka*. This polka is now being issued by Columbia and Decca, too.

News Notes

Joan Edwards, formerly with Paul Whiteman's Band, is now on her own. She has opened an engagement at the Pierre Hotel, New York. . . . Doris Day, former Bob Crosby vocalist, has joined Les Brown's Orchestra. . . . Penny Parker, who used to sing for Vincent Lopez, has joined Lou Holden's Band (formerly known as Fabian Andre). . . . Jan Garber's Band has been signed for Republic's new musical, "Hit Parade of 1941." . . . The tune "Ballad for Americans," which has been recorded by the leading companies, has been bought by Metro-Goldwyn-Mayer and will be used in the forthcoming Mickey Rooney-Judy Garland picture, "Babes on Broadway." Mary Ann McCall, formerly with Charlie Barnet's Band, is dickering for a Bluebird contract. In the meantime she is filling singing engagements in theaters. . . . Leonard Joy, of Victor, picked up Yvette's contract for another series of records which she recorded last week. They will be released on the Bluebird label.

Buffalo Operator Reports

BERNARD BLACHER, of Amplified Music Co., Buffalo, was one of a num-

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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

ber of operators who read with interest the letter from Herman Gart, of Atlantic City, on sweet music recently published in this column. He, too, came to the conclusion that there is a definite trend toward use of more sweet tunes, he writes:

I have found that sweet tunes and sweet bands are without a doubt on the way to bigger popularity than ever, a fact which might very well be accredited to the war's influence. It is true that in times of stress music-box patrons would rather be soothed by mellow music than excited by the hot licks of some swing band. Not one of the recent hot numbers has done as well here as the smooth ballads, I have found.

The No. 1 climber on the ladder to phonograph success, of course, is "I'll Never Smile Again." "The Breeze and I," the peppy, is another soft melodic record that has proved to be what the public wants in the way of relaxation. Glenn Miller's "Imagination" is also getting the nickels for us, a third example of a sweet tune with plenty of appeal.

This and That

ALTHO the publication date of *The Billboard's* second edition of the Talent and Tunes Supplement is still some weeks away (it will be out with the September 28 issue), considerable interest is already being displayed in it by band leaders and members of the music-box trade. The supplement will include many valuable articles of interest to the entire industry. . . . Nat Brandwynne's Band has been used by Columbia to record the first batch of tunes by Mary Small and Jane Pickens. Miss Pickens recorded eight sides, Miss Small two. . . . Griff Williams made four new records for Varsity in Chicago last week. . . . Tetos Demetriades, president of Standard Phono Co., reports that Victor's *Windmill Tillie* is registering the best sales since *Woodpecker Song* and *Beer Barrel Polka*. It goes big in music-box locations, particularly where an international atmosphere prevails, he says.

Territorial Favorites

FOLLOWING is a list of reports from operators located in various sections of the country who have mentioned artists and records that are big favorites locally in addition to the national leaders listed weekly in the Record Buying Guide.

BUFFALO:

Rock and Rye Polka. Louise Massey and the Westerners.

A good tavern tune getting nice plays in many locations. Miss Massey and the Westerners have had extensive publicity on the radio and have toured most of the important vaudeville houses. Their talents are well suited for this type of record.

NEW HAVEN:

McNamara's Band. King's Jesters.

This tune is worth watching. The Jesters, who were among the first artists to record it, are liked in local locations. Operators say that the tune is catchy and stimulates repeat plays. The McFarland twins recorded it a couple of weeks ago for Okeh Records under the title of *McFarland Band*.

OTTAWA:

Blue Lovebird. Mitchell Ayres.

Operators thruout Ontario report much success with Ayres' recordings. His style goes over big and almost anything he records is played by location patrons. Above tune is one of his latest going well. Others include *Make Believe Island*, *Down by the O-Hi-O* and *Play-mates*.

TORONTO:

The Nearness of You. Kay Kyser.

One of Kyser's latest and clicking here nicely. Operators report that it has more than the usual share of Kyser's individual musicianship and that it's highly listenable. As in the States, Kyser is a big band favorite in Canada.

JACKSONVILLE:

Beer Barrel Polka. Will Glahe. Dipsy Doodle. Milt Herth.

Two old records being revived in many Florida locations. Both former favorites, operators are hopeful of collecting an additional profit for the next several weeks. Local patrons have always displayed a desire for typical tavern tunes and the above-mentioned pair are made to order for such tastes.

Radio's Leading Songs

THE following is a comparative list of 10 songs, broadcast most often during the week ended August 2 and the week before, ended July 16. 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. All This and Heaven | — |



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- 2. You Think of Everything —
- 3. Orchids for Remembrance —
- 4. Fable of the Rose —
- 5. I'm Nobody's Baby 1
- 6. I'll Never Smile Again 2
- 7. Madame La Zonga 8
- 8. I Can't Love You Any More —
- 9. When the Swallows Come Back 10
- 10. Nearness of You 7

Time's Telephonic Juke

In the August 5 issue of *Time* magazine, wired music is discussed in the column headed "Music." It concerns the placements of wired music in Detroit by the Magic Music Co., of Columbus, O. This firm is headed by Dick Wiggins, well known to the trade.

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Dreaming Out Loud

RAY NOBLE
35596
I'll Never Smile Again
Maybe

ON Okeh

GENE KRUPA
5643
I'll Never Smile Again
Maybe

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Record Buying Guide

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

GOING STRONG

Recordings listed below are currently the 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.

Fools Rush In. Coming as a slight surprise is the rise this week of this ballad to a top position among the nation's blue ribbon phono numbers. The surprise is occasioned less by the fact that the song made it than by the sudden burst of speed which enabled it to get there this week. It seemed as tho it would need another week or two of steady climbing. Now that it's up here it looks good for another month of sustained popularity. The only two records to mean anything in the machines are **GLENN MILLER*** and **TOMMY DORSEY***.

Make Believe Island. (8th week) **MITCHELL AYRES***, **DICK TODD**, **DICK JURGENS***.

Imagination. (6th week) **GLENN MILLER***, **TOMMY DORSEY***, **ELLA FITZGERALD***, **KATE SMITH**.

Where Was I? (6th week) **CHARLIE BARNET***, **JAN SAVITT***.
The Breeze and I. (3d week) **JIMMY DORSEY***, **CHARLIE BARNET***, **FRANKIE MASTERS***.

Sierra Sue. (3d week) **BING CROSBY**, **GLENN MILLER***.
I'll Never Smile Again. (2d week) **TOMMY DORSEY***.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

I Can't Love You Any More Than I Do. This has been hanging around the fringe of real hitdom for so many weeks now that it's beginning to show signs of remaining in this one groove without getting any further. When they take this long to hit the real heights, the chances are that they never will. But that isn't to say that this has not been, and is not continuing to be, a nice money-maker for operators, particularly in the **BENNY GOODMAN*** and **MITCHELL AYRES*** versions.

Hear My Song, Violetta. Reports on this foreign importation are curiously mixed. Some operators are finding the song a big item for them, while others claim that it never really got going and practically died a-borning. It would seem to depend upon particular localities, and it appears that where they like the number they like it very much. **GLENN MILLER*** and **FRANKIE MASTERS*** split the honors where the song is popular, with a few scattered mentions for **WILL GLAHE'S** original disk.

When the Swallows Come Back to Capistrano. Climbing very well is this immortalization in ballad form of the one-day-year ceremony in Southern California marking the return of the swallows to the Capistrano Mission. A majority of operators are discovering it to be an attractive number to their patronage, and the mass of recordings that started off a couple of weeks ago has simmered down to **GLENN MILLER***, the **INK SPOTS** and **JACK LEONARD**. Some of the others may be playing to dropping nickels in various spots, but these three disks are the most universally in favor.

God Bless America. What with patriotic fever spreading over the nation, the vast amount of publicity garnered by this Irving Berlin ballad when the composer turned over his royalties on the song to the Boy and Girl Scouts recently (in which publicity the number was referred to many times as a new national anthem), its increasing favor on music machines is of course no surprise. **KATE SMITH**, whose version started the whole thing some time ago, is the standard bearer, with a couple of isolated mentions for the **BING CROSBY** record.

I Am an American. Another flag-waving number that is starting to get a play because of the tenor of the times is that **GRAY GORDON*** recording. Not as big as the above patriotic melody, it nevertheless is being found by quite a few operators to be profitably worth while.

Pennsylvania 6-5000. Suffering a set-back this week is this **GLENN MILLER** swing disk, indicating that it may not be as big as had been expected. Next week may produce a different story, but going by the reports of the past seven days this eased off considerably.

Tennessee Fish Fry. Out of the *American Jubilee* production at the New York World's Fair comes this rising phono item. **SHEP FIELDS***, **JIMMY DORSEY*** and **KAY KYSER*** divide the honors thus far three ways.

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."

Slow Freight. (6th week) None too good. **GLENN MILLER**.
Six Lessons From Madame La Zonga. (5th week) Fair, but erratic progress. **JIMMY DORSEY***, **CHARLIE BARNET***.

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.

I'm Stepping Out With a Memory Tonight. Looking very good indeed for future music-machine success is this half-sophisticated, half-weepy ballad. You may be needing this very much soon.

Devil May Care. Getting enough attention now to indicate that it will climb to the section above this in another week or so is this romantic number. Better watch it.

I'm Nobody's Baby. This has been out for some weeks but is only now beginning to attract a bit of notice. **JUDY GARLAND** sings the song (an oldie) in a new Andy Hardy film, which certainly isn't hurting the number.

Who's Yehoodi? The **KAY KYSER*** disk of this Jerry Colonna catchphrase is one of the best of its type that the old professor has ever made. Its music-machine success may be on a par with the excellence of the record.

Blueberry Hill. Another ballad that seems to have a chance for pretty nice career in the boxes. **GLENN MILLER*** has a disk that is starting to entice a few nickels into the machines.

* 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. 383—
LIST PRICE 75c

26676 *Marcella Wahline
*Song of the Islands
Ray Kinney and his Hawaiian Musical Ambassadors
26677 Dusk
Blue Goose
Duke Ellington

26678 *Love Lies
*The Call of the Canyon
Tommy Dorsey

BLUEBIRD "POPULAR" RELEASE NO. 289—
LIST PRICE 35c

B-10808 *Trade Winds
*In a Moonboat
"Music of Yesterday and Today Styled the Blue Barron Way"

B-10809 *Only Forever
*Dreaming Out Loud
Freddy Martin

B-10810 Quiet Please
So What!
Tommy Dorsey and his Sentimentalists

B-10811 *It's the Same Old Shillelagh—March
Frenesi—Rumba
Harry's Tavern Band

B-10812 Dolomite
*Too Many Dreams
Erskine Hawkins (The Twentieth Century Gabriel)

B-10813 Long Live Love (Si Te Vas)
One Look at You
Yvette, Vocal with Orchestra

B-10814 You Go to My Head
Deep in My Heart, Dear
Mitchell Ayres and his Fashions-in-Music

B-10815 *So Deep Is the Night
*Ragtime Cowboy Joe
Bernie Cummins

BLUEBIRD RELEASE NO. 289—
LIST PRICE 35c—OLD FAMILIAR TUNES

B-8487 *Blue Bonnet Governor
Blue Steele Blues
The Bar-X Cowboys
Order RCA Victor Permo Point Needles from your RCA Victor Distributor Today.
*Vocal Refrain



Order these Records from Your RCA Victor Record Distributor Today!

HIT RECORD GUIDE

The Latest Record For Your SMASH HIT LIST

Varsity 8367 THE HOPE SONG
JOHN RYAN

The record that's bringing in more nickels than any other on your list.

ON VARSITY RECORDS
VARSITY RECORDS DOUBLE YOUR TAKE

United States Record Corp.
1780 BROADWAY, NEW YORK, N. Y.

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

DECCA
Hot Tips for Operators

THESE DECCA "BEST SELLERS" ARE DYNAMITE ON ANY PHONOGRAPH!

2400 GOD BLESS AMERICA THE STAR-SPANGLED BANNER
Bing Crosby

3133 SIERRA SUE MARCHETA
Bing Crosby

3299 A SONG OF OLD HAWAII TRADE WINDS
Bing Crosby

3287 I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY WHEN IT'S SLEEPY TIME DOWN SOUTH
Connie Boswell

3150 LITTLE CURLY HAIR IN A HIGH CHAIR THE BREEZE AND I
Jimmy Dorsey and His Orchestra

3152 BOOG-IT SIX LESSONS FROM MADAME LA ZONGA
Jimmy Dorsey and His Orchestra

3247 I'M STEPPING OUT WITH A MEMORY TONIGHT I'LL NEVER SMILE AGAIN
Tony Martin

3246 WHEN THE SWALLOWS COME BACK TO CAPISTRANO WHERE WAS I?
Tony Martin

3153 SECRETS IN THE MOONLIGHT WHERE WAS I?
Jan Savitt and His Orchestra

3268 McNAMARA'S BAND SHE LIVED NEXT DOOR TO A FIRE-HOUSE
The Jesters

3154 FOOLS RUSH IN SYMPATHY
Bob Crosby and His Orchestra

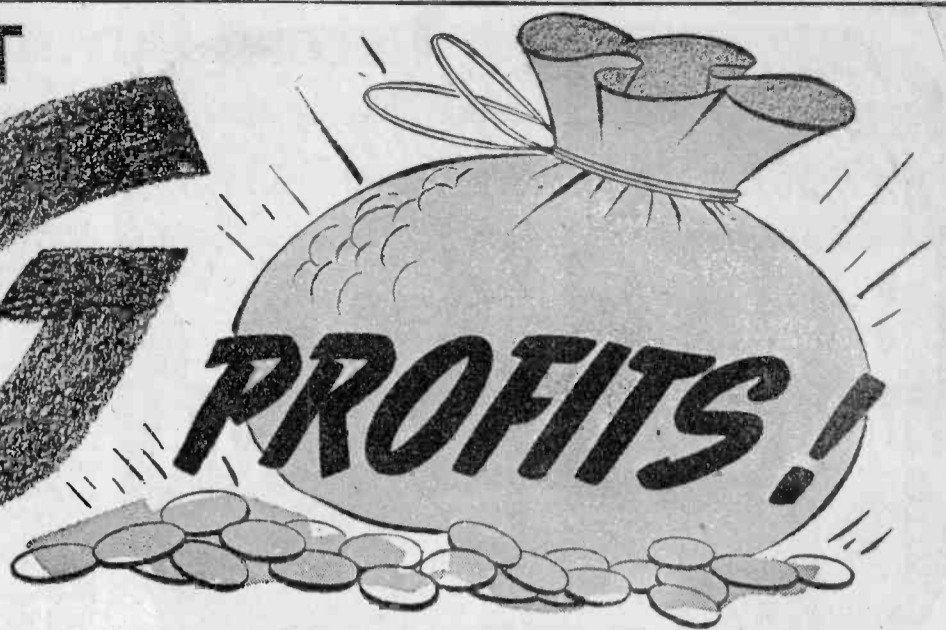
3078 SUGAR BLUES IMAGINATION
Ella Fitzgerald and Her Famous Orch.

Decca Records Inc.
Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC

FOR CONSISTENT

BIG

PROFITS!



SMART OPERATORS TURN TO **SEEBURG!**

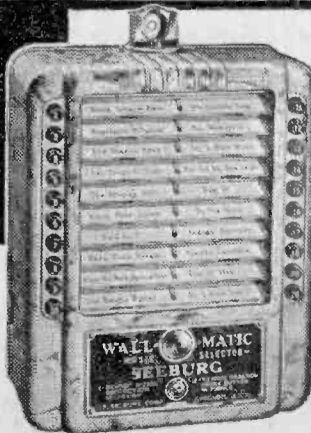
SEEBURG *Ray-O-Lite*
Shoot the Chutes

THE ALL-TIME
 ACTION-THRILL
 GAME SENSATION!

When parachutists drop from the sky, when bombs burst in air and shells explode on the field of action, players move in to stay! The powerful appeal of a possible 100 shots for one coin, depending on player's skill—the irresistible attraction of realistic war action thrills . . . these play-promoting features will make your dreams of consistent, BIG profits come true!



THE SEEBURG MUSIC SYSTEM
 with WIRED and WIRELESS
REMOTE CONTROL



Featuring
SEEBURG
WALL-O-MATIC
 3 BIG YEARS OF PROFITS!
 EXCLUSIVE CONVENIENCES FOR
 PLAYER AND LOCATION!
 Operate with
 SEEBURG SYMPHONOLA PHONOGRAPHS
 SEEBURG DE LUXE SPEAKORGANS

ALL SEEBURG PRODUCTS AVAILABLE FOR IMMEDIATE DELIVERY BY YOUR SEEBURG DISTRIBUTOR!

LEADING THE WAY TO THE BIGGEST PROFITS IN AUTOMATIC MUSIC HISTORY FOR EASTERN OPERATORS

BUCKLEY MUSIC SYSTEM



Music operators call the BUCKLEY MUSIC SYSTEM—"The World's Finest"! BECAUSE—it utilizes any old equipment—gives POSITIVE ACTION—and brings the BIGGEST PROFITS IN MUSIC MACHINE HISTORY!! Act Quick! Write or Wire to have one of our factory engineers contact you with complete details!!



BUCKLEY MUSIC SYSTEM INC.
680 BROADWAY—BROOKLYN—N. Y.

EFFECTIVE TODAY AS LONG AS THEY LAST AT THESE NEW LOW PRICES

Wurlitzer 24	\$79.50	Seeburg Concert Grand	\$125.00	Rockola 12-Record	\$22.50
Wurlitzer 616, In Illuminated Cabinet	69.50	Seeburg Regal	125.00	Mills Studio	35.00
Wurlitzer 616	49.50	Seeburg Gem	119.50	Mills Do Re Mi	25.00
Wurlitzer 412, In Illuminated Cabinet	49.50	Seeburg Model B or C	25.00	Mills Zephyr	25.00
Wurlitzer 412	30.00	Seeburg Model A	22.50	Mills Deluxe DanceMaster	15.00
Seeburg Classic	179.50	Seeburg '38 Selectophone	17.50	Mills Reg. Dance Master	10.00
Seeburg Vogue	169.50	Seeburg '35 Selectophone	15.00	Cinematone, PennyPhono	39.50
Seeburg Mayfair	139.50	Seeburg '34 Selectophone	10.00	Evans Ten Strikes	89.50
Seeburg Plaza	125.00	Rockola Standard, '39	139.50	Bally Alley	39.50
Seeburg Casino	119.50	'39 Rockola Counter Mod.	79.50	Exhibit's Bowling Alley	39.50
		Rockola Monarch	79.50	Gottlieb Skee Ball Ette.	79.50
		Rockola 16-Record	39.50		

ALL ABOVE EQUIPMENT IN A-1 CONDITION, READY FOR SHIPMENT.

IN ORDERING STATE SECOND CHOICE, TERMS: 1/3 DEPOSIT WITH ORDER.

SOUTHERN AUTOMATIC MUSIC COMPANY

620 Massachusetts Ave. INDIANAPOLIS, IND. 312 W. Seventh CINCINNATI, O. 542 S. 2nd LOUISVILLE, KY. 425 Broad St. NASHVILLE, TENN.

SACRIFICE OF 20 616 and 616A Wurlitzers

WITH NEW LIGHT-UP FRONTS

\$79.50

one-third deposit with order

CONFECTION VENDING CO.

222 W. 4th St.

CHARLOTTE, N. C.

New N. Y. Firms

ALBANY, N. Y., Aug. 3.—Benjamin Tanditter, Shelley Hillman and Betty Meyers, New York, are the promoters and stockholders of two new machine enterprises granted charters of incorporation today by the secretary of state. One of the new firms is the Robert Grenner Amusement Co., Inc., New York, which

will deal in machines generally, especially musical. It has a capital of 200 shares of stock.

The other concern is the Lucky Music Co., Inc., New York, vending machines of various kinds. It has a capital of 200 shares of stock. Michael Popper, New York, is the attorney for both corporations.

Dallas

DALLAS, Aug. 3.—Dallas boasts a new distributor, the Pioneer Sales Co., which opened July 10 and will be headquarters for jobbers and operators of Keeney products thruout Texas, Oklahoma and New Mexico. At present the young organization has only two associate distributors, the Southcoast Amusement Co., of Houston, and the Wichita Novelty Co., Wichita Falls. Within the next 30 days a large network of distributors thruout the three States are expected to be lined up. The Pioneer Sales Co. is specializing in the sales and installation of remote control wall boxes. They are also handling games and amusement devices.

Arthur Flake, local distributor of Mills phonographs, spent a week in Chicago attending a distributors' meeting there the middle of July.

Friends of Earl Reynolds report that he has been keeping the trail hot with short out-of-town trips all over the State these summer days.

Joe Williams, of the Commercial Music Co., Dallas distributor for Wurlitzer machines, is proud of his firm's new service shop. Johnny Goss, formerly of Wichita Falls, Tex., is mechanical superintendent for the shop, and W. J. Burt has charge of all painting and refinishing of cabinets.

One thing that all the Dallas distributors and operators in this section have on their minds is the contemplation of another one of Art Flake's parties.

J. M. Leftwich, of the Leftwich Coin Machine Exchange, spent three weeks in a combination business and pleasure trip, traveling several hundred miles thruout Texas and Louisiana.

H. W. (Dick) Smalley, service man for the Raynor Sales and Distributing Co., says that summer heat slowed up his business a little.

Ed Brown, accompanied by his son, Charles, left July 15 for a three weeks' trip to the largest cities in South Texas, Louisiana and Mississippi. Brown distributes cigaret vending machines for National and also operates a route in Dallas. His two sons, Charles and Owens, are helping out this summer before they go to Baylor University in the fall.

Operators believe that the new anti-aircraft guns will become very popular. Two of the machines were placed in a concession at Fair Park July 11 and held a crowd of about 60 persons all evening, all apparently awaiting their turn to launch a blitzkrieg attack of machine gun fire on the airplanes.

While Ed Brown is away on business it is always Mrs. Brown that holds down the fort. Speaking of vacations at the Ed Brown Cigaret Vending Machine Co., here are a few: Robert Stockmier, head route man, spent two weeks vacationing

Quality Counts! COMPARE THEM ALL AND JUDGE FOR YOURSELF!

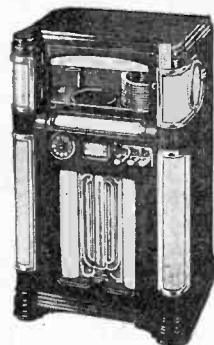
WUR. 412

Remodeling Parts Only

Sample

\$19.50

Phonograph, complete as shown, \$52.50



Wur. 616

Remodeling Parts for Front and Slides

Sample

\$21.50

Dome, \$14.50

Phonograph, complete as shown, \$94.00

Complete Remodeling Parts for Wur. 24 and Rockola Imperial 20, \$21.50 Each

Immediate Delivery on CAPEHART KEYBOARD SELECTOR

WILL TAKE COUNTER GAMES IN TRADE. WHAT HAVE YOU?

MIRABEN COMPANY

2041 Carroll Ave. Telephone CHICAGO HAYmarket 2883

with his brother in Mexico City; Mrs. Bess Patterson, office clerk, spent her leisure vacation hours just resting; John Morris, shop foreman, accompanied by his wife, spent a quiet and restful week fishing on a lake in East Texas.

Jack Yeager, new distributor for Rock-Ola, reports that sales in Abilene and vicinity are on the increase. Jack makes Abilene his headquarters.

"It's a boy!" proudly remarked W. R. (Bob) Cowan, well-known Rock-Ola phonograph operator in Fort Worth, when he passed out cigars recently to friends at Fisher's office.



RECORDING ARTIST DICK TODD sings a chorus from "We're All Americans, All True Blue," patriotic song written by a member of coin machine industry, for Grace Doring, of the radio-famed Doring Sisters.

ALLIED BARGAINS

FREE-PLAY GAMES

Mills 1-2-3	\$87.50	Scoop	\$34.50
Brite Spot	57.50	Conquest	34.50
Super Six	47.50	Lucky Strike	32.50
Triumph	46.50	Supercharger	29.50
Score Card	44.50	Rebound	26.50
Sto. Baseball	43.50	Big Six	24.50
Follies 1940	42.50	Contact	24.50
Big Show	42.50	Fifth Inning	24.50
Big Town	42.50	Thriller	23.50
Bowling Alley (Gottlieb)	41.50	Chevron	20.00

WESTERN BASEBALL FREE PLAY AND PAYOUT COMBINATION, 1939 LATEST MODEL, \$107.50

AUTOMATIC PAYTABLES

Gold Medal	\$84.50	Sport Page	\$59.50
Grandstand	82.50	Derby Time (8)	
Thistledown	69.50	Coin Mult.	42.50
Hawthorne	67.50	Klondike	27.50
		Preakness	17.50

PHONOGRAPHS

Wurlitzer 412	\$36.50
Wurlitzer 616	59.50
Wurlitzer 600	159.50
Wurlitzer Counter Model 61	89.50
Rockola Standard 1939	152.50
Rockola 1939 Deluxe	159.50
Seeburg Rex, 20 Record	82.50
Seeburg Royale, 20 Record	92.50
Seeburg Regal, 20 Record	139.50

LEGAL EQUIPMENT

"Chicken Sam" Rayolite	\$86.50
Evans Ten Strike (1939)	89.50
A.B.T. Target, Model F	12.50
Gottlieb 3-Way Grippers	8.50
Tom Mix Rifle	42.50
Seeburg Rayolite 1938 Duck Model	56.50

Terms: 1/3 Deposit, Balance C. O. D.
F. O. B. Chicago

Allied NOVELTY COMPANY
Phone: Capitol 4747
3520 W. FULLERTON AVE., CHICAGO

MILLS FOUR BELLS

Used Only 30 Days
Guaranteed Like New
\$245.00

Sicking, Inc.

1401 Central Parkway, Cincinnati, O.

NEW LOCATION SALE

Since moving into our new location we find that we are overstocked. All machines that we are releasing are in first-class condition; just like new in operation and appearance.

While They Last (All Free Play Games):

Exhibit's Jumper	\$42.50
Exhibit's Contact	19.50
Exhibit's Chief	19.50
Exhibit's Conquest	39.50
Topnotcher	27.50
Keeney's Big Six	32.50
Keeney's Super Sixes	35.00
Across-the-Board	20.00
Three-Up	20.00
Stoner's Baseball	32.50
Davy Jories	19.50
Chubbe	24.50
Touchdown	22.50
Triple Threat	22.50
Blackout	32.50
Airport	34.50
Luckies	42.50
Shortstops	50.00
Merry-Go-Rounds	55.00
Majors	29.50
Golden Wheel (Not Free Play)	22.50
Mills' Softball	19.50
Mills' Baseball	19.50
Turf Champs	15.00

1/3 Deposit Required With Order, Bal. C.O.D.

Shearer Amusement Co.

505 Barton Ave., CHATTANOOGA, TENN.

OUT THEY GO

AT ABSOLUTE GIVE-AWAY PRICES
All A-1 Reconditioned
PHONOGRAPHS

Wurlitzer 500	\$174.50
Wurlitzer 616	52.50
Wurlitzer 400 (with Grilles)	39.50
Wurlitzer Counter Model 61	79.50
Rockola Standard	149.50
Rockola De Luxe	169.50
Rockola Windsor	79.50
Rockola Monarch	82.50
Rockola Counter Model	114.50
Rockola Imperial 20 with 6 Grilles	89.50
Seeburg Royal	54.50
Seeburg Rex	57.50
Mills Do-Re-Mi	17.50

LEGAL EQUIPMENT

Bally Alley (1940 Models)	\$34.50
Bally Bull's Eye (with Base)	74.50

These Prices Cash—No Terms

WANT TO BUY—VEST POCKET BELLS

IDEAL NOVELTY CO. 1518 MARSHFIELD ST. CHICAGO, ILL.



R. & S. SALES CO., distributor of Marietta, O., unloading a carload of remote control equipment for distribution to Southeastern Ohio and West Virginia operators.

In the News

From the columns of *The Wilkes-Barre (Pa.) Times-Leader*, issue of July 30, 1939, comes this item about a ray-gun under the column heading "Palette-Vignettes of the Valley":

"Sort of a celebrity around Bear Creek way is a waitress in one of the popular night clubs. A stellar entertainment attraction is the chicken thief photo-electric cell target. That is a little stage with a tin tramp carrying a stolen chicken under his arm, who runs 'away,' mechanically, while being 'pursued' by an armed person.

"The rifle used is aimed at a circle on the run-away thief's shoulder and if the photo-electric cell 'shot' is accurate it causes the tin figure to turn about and scoot in the opposite direction. That is considered a triumph in aiming and a score.

"The men folks always swagger up to such amusement gadgets, grasp the gun with a great display of manly gusto and proceed to act like so many Frank Bucks downing lions and tigers. The other evening a couple of sporties who considered themselves trigger men of no mean ability, in hunting season, tried their skill at the Chicken Thief.

"When they failed to score, shot after shot, they loudly proclaimed it to be out of order. Whereupon the proprietor called in the waitress, who shot 20 hits out of 20 tries."

Tot Sales Keep Western Active

CHICAGO, Aug. 3.—"Judging from the activity here at Western, one would think we were a munitions plant during wartime," commented Don Anderson, Western Products, Inc., sales manager. "Of course, everyone knows that the big reason for all this activity is our new release, Tot, one of the smallest counter machines ever built and put into profitable operation.

"According to reports from operators, Tot is earning plenty. Mechanically, it is as near perfect as it could be and is jammed full of play-building features that fill the cash box to capacity over and over again.

"Beautifully finished in two-tone hammerloid, Tot attracts the eye wherever placed and fits perfectly into any location. Its positive locking reels, cheatproof coin chute and jarproof safety catch on token payout slide protect the profits. The last coin played is always visible.

"With all these features an operator would expect to pay a huge sum for Tot, but that is not the case. This is probably one of the reasons why we are having a tough time keeping pace with orders."

Phonos Lead Monarch Sales

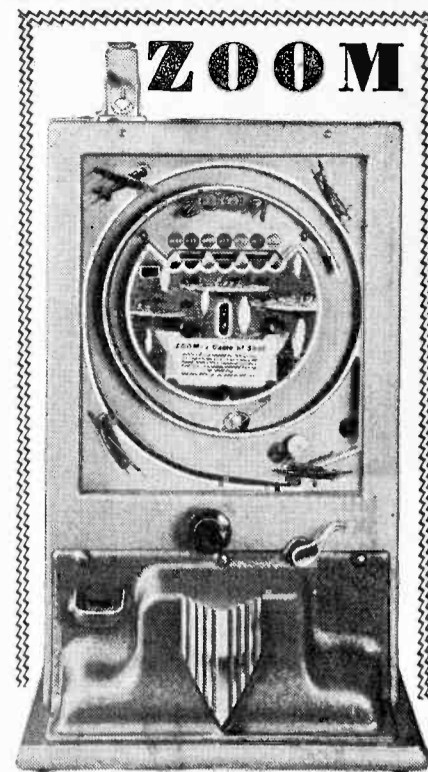
CHICAGO, Aug. 3.—"It is funny how sales run in cycles," said Al Stern, Mon-

arch Coin Machine Co. executive. "We've been busier this year than at any time in Monarch history, and with all this business we analyze the types of machines that are most popular.

"One week counter machines lead in sales. The next week free games roost at the top of the list. Then payout tables may be tops, or phonographs or novelty games, or some other type of machine. The sales graph goes in cycles, but never in perfect cycles.

"Phonographs may lead for several weeks, then not head the list for a month or several months. But the thing that we consider important is the fact that operators, thru their purchases, eventually even the score. That's just another reason why we know we can carry such a large and varied stock.

"We have complete confidence that all the machines will be bought by operators, if not this week, then next, or the next. During the past week phonographs have led the field. What it will be next week we have no way of knowing. But we do know that in the coin game business Monarch will be among the leaders next week."



A Fast and Fascinating NEW Game

A brilliant new game by the maker of IMP and many other outstanding hits. The playing action of ZOOM is packed with thrills. It's fast, furious and it's fascinating as players attempt to outscore each other in making "hits." A player inserts a coin and tries to "shoot" the ball into a "hit" pocket. If successful, a "hit" is automatically registered—then a twist of the black knob and 3 balls are returned, including his own penny, which is dispensed through the token payout tube. Consequently, it's strictly a FREE PLAY game—no wonder ZOOM is so popular. Available in straight penny and straight nickel play.

Write for details about ZOOM and other money-making Counter Games, including the famous Columbia Bells.

GROETCHEN TOOL CO.
124 N. Union Street, Chicago, Illinois

Z O O M

PRICE \$32.50

Liberal trade-in on counter games

National Distributor

TORR, 2047 So. 68th St., Philadelphia, Pa.

BIG PROFITS ON AMERICA'S FINEST SALESBOARDS!

SAVE 40%
BUY DIRECT
\$45.00

Average PROFIT on this Special Deal

ORDER THIS SPECIAL INTRODUCTORY OFFER
Only 16¢ Complete
Av. PROFIT—\$45.00



\$16.80

Average PROFIT

Now you can buy famous Gold Star Salesboards direct at 40% discount. This month's Special includes 1 Pennant, \$7.90, and 1 High Card, \$3.60. Total \$11.50. Less your Buy-Direct discount of 40% you pay only \$6.90, and you get one "3-of-a-Kind" cigarette board FREE. Total profit averages \$45.00. FREE cigarette board alone makes you \$5.20 av. PROFIT.

Gold Star Salesboards are making money hand over fist for drug stores, cigar stores, restaurants, taverns, resort places, etc. Increase your profits by buying direct.



\$23.07

Average PROFIT

This Board FREE Makes You \$520 Average PROFIT



\$5.20

Average PROFIT Plus PROFIT on Cigarettes

ORDER TODAY

1 Pennant, 1 High Card, 1 "3-of-a-Kind" Cigarette Board FREE. Enclose \$2.00 deposit. Express C. O. D. \$4.90. Returnable in 5 days if not satisfactory. F. O. B. Dearborn. All 3 boards only \$8.90.

Illustrated Literature FREE
GOLD STAR MFG. CO.
15324 Michigan Ave., Dearborn, Mich.

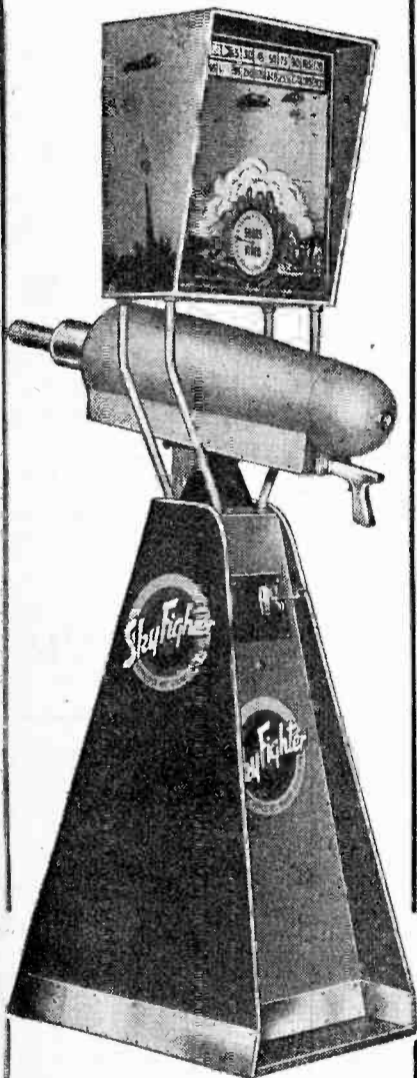
SALESMEN WANTED—WRITE OR WIRE

AS SIMPLE AS



MUTOSCOPE'S SKY FIGHTER MAKES MORE MONEY BECAUSE IT IS BETTER BUILT, HAS BIGGER FLASH AND GIVES THE PLAYER MORE FOR HIS MONEY

300 THRILLING SHOTS IN 30 SECONDS



SKY FIGHTER
TRADE MARK

"BUILT FOR A LIFETIME OF SERVICE"

Manufactured by
INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 Eleventh St., Long Island City, N. Y.
Established 1895

Skill Shot, Zoom Twin, Is Released

CHICAGO, Aug. 3.—Called the time-liest counter game of the present season, Groetchen's Zoom is daily conquering new territories, where its many desirable operating features make new friends, reports the firm.

According to Groetchen officials: "The skill feature of Zoom plus the realistic war scene, showing a bombing attack upon an enemy fleet, makes Zoom an immensely popular game with players. Awards being partly in free balls and partly in cash greatly increase the operator's share of profits.

"Now Zoom is to have a companion game called Skill Shot," they announced. "Based upon the popular sport of archery, Skill Shot shows a number of beautiful girls shooting at a central target. Whenever a ball enters a hit pocket three additional balls are released for free play at the same time the hit is registered on a recording target dial. When 15 hits have been scored the game automatically pays out an award token good for cigars. At any stage of the game the player can see how many hits he has already scored and how many additional hits he requires for obtaining award token.

"This build-up award system, again an original Groetchen feature, holds players fascinated, as they are reluctant to quit playing until an award has been secured.

"Skill Shot is being shipped to jobbers this week and will be displayed to the trade by August 10.

Acclaim Landslide Game of the Year

CHICAGO, Aug. 3.—"The surprise game of the year is what operators and distributors who have seen Exhibit's newest game, Landslide, called it after playing it," says John Chrest, sales manager of the Exhibit Supply Co. "The game was originally scheduled to be released Labor Day, but was too good to hold back," says Chrest.

"The new game has many surprise features. It has that something that gets players started, keeps them coming and never lets them down.

"There are five ways to win and very exciting to play. It is chock-full of thrills with increasing opportunities to win as each ball is played. Players just can't resist trying to become so efficient in playing the game so that can win all five ways at one time.

The factory has prepared for the biggest midsummer run in the company's history, as this game continues to pile up profits as it sweeps thruout the country from Coast to Coast.



CITY DIRECTORY available upon the insertion of a nickel is the development of Arthur Eagle, Rochester, N. Y. The top section comes down, desk style, while the bottom is storage space available to the location. Eagle reports that he had several of these machines in operation in Rochester for several years.



Groetchen's sensational new Bell with familiar Fruit Symbols; pays out automatically FREE PLAY Tokens on customary combinations. Large earning power on all locations. Completely safeguarded by certified token payout system originated by Groetchen master craftsmen. Available in straight penny and straight nickel play.

Groetchen Tool Company

\$32.50 130 N. Union St. Chicago, Ill.

LIBERTY BELL
PRICE \$32.50

Liberal Trade In on Counter Games
National Distributor

TORR 2047A-50. 68
PHILA. PA.



THE GAME FOR PROFITS!
THAT'S DAVAL'S
AMERICAN EAGLE

10 For \$275

Sample \$32.50
Ball Gum Mod.
\$2 Extra

10 DAYS' FREE TRIAL

ATLAS NOVELTY COMPANY

General Offices: 2200 N. Western Ave., Chicago, Ill.
1901 Fifth Ave., Pittsburgh, Pa. Associate Office: ATLAS AUTOMATIC MUSIC CO., 2982 E. Jefferson St., Detroit, Mich.

DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

"The House of Proven Winners"

NOVELTY GAMES	FREE GAMES	FREE GAMES
Exhibit Airliner . . . \$7.50	Bally Roller Derby . . . \$29.50	Exhibit Congo (1 or 5 Balls) . . . \$47.50
Bally Champion . . . 10.00	Bally Pickem . . . 19.50	Keeney Super Six . . . 37.50
Exhibit Goldengate . . . 7.50	Bally Scoop . . . 27.50	Exhibit Alley . . . 39.50
Bally Varley . . . 7.50	Bally Dandy . . . 12.50	Keeney Supercharger . . . 24.50
Bally Chevron . . . 6.00	Bally Topnotcher . . . 24.50	Keeney Thriller . . . 24.50
Exhibit Avalon . . . 7.50	Bally White Salls . . . 22.50	Bally Triumph . . . 49.50
Bally 5th Inning . . . 7.50	Bally Vogue . . . 22.50	Bally Victory . . . 52.50
Bally Alley . . . 29.50	Exhibit Flagship . . . 42.50	Bally Eureka . . . 42.50
Snooks Novelty . . . 7.50	Exhibit Conquest . . . 17.50	

One-Third Cash With Order, Balance C. O. D.—Wire or Mail Us Your Orders.

J. and J. NOVELTY COMPANY

4840 MT. ELLIOTT AVE. (Plaza 1433) DETROIT, MICHIGAN

MID-SUMMER SPECIALS

GET OUR PRICES BEFORE BUYING. WRITE TODAY.

FREE PLAY PIN GAMES New	COUNTER MACHINES New	Groetchen's IMP
Genco's DUDE RANCH	Daval's MARVEL	Western's TOT
Gottlieb's SCORE-A-LINE	Daval's PENNY PAK	A.B.T.'s
Stoner's DOUBLE FEATURE	Mills' VEST POCKET	CHALLENGER
Baker's ON DECK (SHUFFLE)	BELL (Climax Finish)	
Mutoscope's SKY FIGHTER		

Also a Nice Selection of Used Games Priced Right

A. P. SAUVE COMPANY

3002-04 Grand River — Detroit, Mich.

QUALITY SPEAKS FOR ITSELF

FREE PLAY	FREE PLAY	FREE PLAY
Scorechamp . . . \$54.50	Headliner . . . \$22.50	Golden Gate . . . \$17.50
Bally Beauty . . . 49.50	Jumper . . . 22.50	Follow Up . . . 17.50
Triumph . . . 44.50	Pot Shot . . . 22.50	Conquest . . . 17.50
Lucky . . . 34.50	Rebound . . . 19.00	Twinkle . . . 17.50
Supercharger . . . 34.50	Batting Champ . . . 19.00	Hold Tight . . . 17.50
Follies . . . 34.50	Champions . . . 19.00	Flash . . . 17.50
Mr. Chips . . . 27.50	Up & Up . . . 19.00	All Baba . . . 17.50
Scoop . . . 27.50	Big Six . . . 19.00	High Lite . . . 17.50
Varley . . . 24.50	Avalon . . . 17.50	Stop & Go . . . 12.50
Pickem . . . 22.50	Chevron . . . 17.50	Sidekick . . . 12.50
Airport . . . 22.50		Chief . . . 12.50

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2818 CARNEGIE AVE., CLEVELAND, OHIO

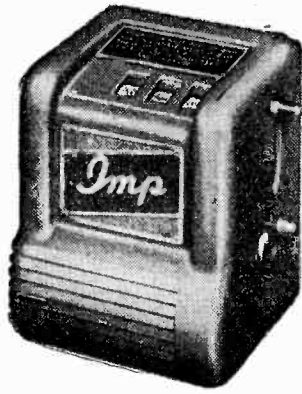
IMP - Idol of a Million Players

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

"BUY 'EM BY THE CASE"

GROETCHEN Tool COMPANY

126 N. UNION STREET • CHICAGO

Rothstein Lauds American Eagle

PHILADELPHIA, Aug. 3.—“From any viewpoint,” says I. H. Rothstein, of Banner Specialty Co., Philadelphia, “it’s Daval’s American Eagle. There are a great many things that the average operator demands in a counter game and American Eagle has all of them.

“First of all, he wants to be sure that it is mechanically perfect. There is no doubt about this as far as American Eagle is concerned. It features the truly marvelous new Marvel mechanism.

“Second, he wants to know whether the machine has proved itself a money-maker on location. The number of American Eagles now operating and those being shipped every day on repeat orders is the complete answer to this question.

“Third, he wants to know what guarantees are back of a machine. On American Eagle we are happy to give the operator 10 days’ free trial. If at that time he doesn’t agree with us that this is the greatest machine he has ever operated we will be happy to return his money.

“Fourth, we will also guarantee him 50 per cent of his purchase price back in 90 days. That, in itself, holds up the trade-in value.

“In short, from any viewpoint, American Eagle is the greatest buy ever offered.”

Stoner Releases Double Feature

CHICAGO, Aug. 3.—C. R. Adelberg, sales manager of the Stoner Corp., Aurora, Ill., is feeling mighty proud with the introduction of the new game, Double Feature. Adelberg reports that the distributors and operators who have already seen it are not only enthusiastic about the game but are swamping them with orders.

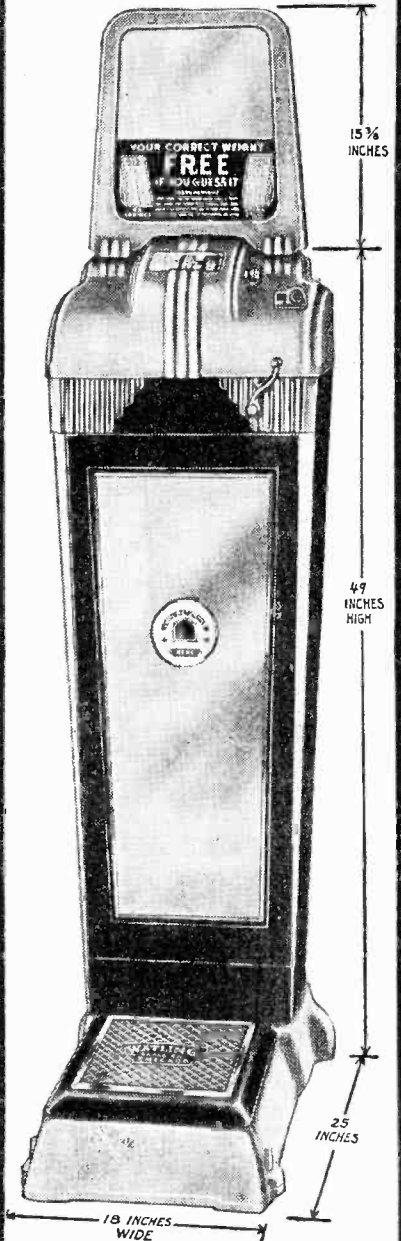
“Eddie Ginsburg, Atlas Novelty Co. official, after visiting the Stoner factory to see Double Feature, hurried home and lost no time in telling all their operators about it,” said Adelberg.

Adelberg in commenting on the new game said that one of the greatest features of Double Feature is its many ways to win. “It’s really different and a game that is certain to make a hit in every location.

“Double Feature offers the players two ways to play. If he plays one nickel he tries to beat the high score, after which skill points are awarded. There is an extra award light that awards a skill point if contacted when lit. However, if a player prefers to play for two nickels he can play for high score or lights out. In addition he has the opportunity of winning the big extra ‘double feature’ awards, awards made in addition to the skill points won, and how the players go for these big, extra awards.

“My advice to every operator is to make a point of seeing Double Feature and then he will see why we say it is double in every way!”

\$10.00 DOWN
Balance Monthly



NEW GUESSING SCALE

Operates Automatically
Does Not Require Electricity
No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address “WATLINGITE,” Chicago

We will be closed on Saturdays during July, August and September.

REAL DEAL

For men to operate pin games and other types of coin-operated machines in territories within 300 miles of Chicago. Exceptional deal for good men. Give references, qualifications, experience and all details in first letter.
BOX 442, BILLBOARD, CHICAGO

FOR SALE

Good Amusement Machine Route. All the latest plays, including Anti-Aircraft and Ray-o-Lite Guns. Must have \$12,000 cash. Price does not include license. Apply to

NATHAN GREEN

Barrister & Solicitor
431 Roy Building, Halifax, N. S., Can.



MISS AMERICAN EAGLE, winner of the Daval Co. beauty prize, with Daval’s counter game, American Eagle.

IMP \$12.50 Each 6 For \$67.50
Your Choice
FRUIT REELS CIGARET REELS NUMBER REELS
1/2 Cash With Order.
NATIONAL DISTRIBUTOR
RUSH YOUR ORDER TO **TORR** 2047 A-SO. 68 PHILA., PA.

THIS WEEK'S BIG VALUES

Keeney Anti-Aircraft Gun, Black Cabinet \$149.50
BALLY ALLEY in perfect shape \$29.50

FREE PLAY GAMES	Commodore \$34.50	Chevron \$10.00
Ragtime \$10.00	Big Show 32.50	Chubbie 7.50
Follies 34.50	4-5-6 22.50	Variety 10.00
Gottlieb Alley 34.50	NOVELTY GAMES	Pickem 10.00
Rebound 15.00	Lot-o-Fun \$ 9.00	Mr. Chips 10.00
Supercharger 22.50	Spottem 7.50	Am. League 7.50
Follow-Up 12.50	Vogue 10.00	

WURLITZER
600, Non-Slugproof \$139.50
600A's, Slugproof 154.50
600K's, Keyboard, Slugproof 169.50
1/3 Deposit—Balance C. O. D.

Brilliant Music Co. DETROIT, MICH.
4606 CASS AVE.

PHONOGRAPHS FOR QUICK SALE

WURLITZERS	SEEBURGS
P-12 LIGHT-UP GRILLE \$ 22.50	A—LIGHT-UP GRILLE \$ 22.50
412 LIGHT-UP GRILLE 32.50	A—UNIVERSAL CAB. 45.00
412 UNIVERSAL CAB. 45.00	B—LIGHT-UP GRILLE 22.50
616 LIGHT-UP GRILLE 54.50	C 25.50
24 105.00	REX 84.50
600A 150.00	ROYAL 94.50
61—COUNTER MODEL 85.00	CASINO 140.00
	GEM 125.00
	MAYFAIR 155.00

ROCK-OLAS 12 Record Universal Cab., \$45.00 Imperial 20 \$55.00 De Luxe, \$165.00

Every Phono Guaranteed Regardless of Price. Ready for Location. Enclose 1/3 Deposit, We Ship Balance C. O. D., F. O. B. Philadelphia, Pa.

KEYSTONE VENDING COMPANY 1423-25 Spring Garden St. PHILADELPHIA, PA.

EXTRA SPECIAL

Free Play Super Sixes and Triumphs, guaranteed like new. Each \$35.00
Oh Johnnies 65.00
Cigarolas, 5c or 5c and 10c play 69.50

Write for complete list of Free Play Games, Counter Games, Slots and Legal Equipment.

AUTOMATIC SALES CO.
416-A BROAD STREET. NASHVILLE, TENN.

IF IT'S COIN OPERATED * WE HAVE IT * NEW OR USED

10 Deluxe Western Baseballs, F.P. \$110.00	10 Exhibit Merchantmen \$30.00
10 1939 Evans Ten Strikes 75.00	2 Seeburg Rayolites 50.00
5 Bally Alleys 49.50	2 Tom Mix Guns 35.00
4 Bang-a-Deer, with Ammunition 65.00	4 Mills Motion Pic. Machines, 5c play 125.00
9 Buckley Diggers 59.00	5 Jennings XV Model Cigarolas 79.50

Write for Our Latest Bargain Price List on All New and Used Equipment. We Take Trades of All Kinds.

CLEVELAND COIN MACHINE EXCHANGE
2021 PROSPECT AVE., CLEVELAND, O.

THIS IS IT! SCORE-A-LINE



**BEST SINCE BIG SHOW
ALIVE WITH WINNERS!
8 WAYS TO WIN!
TWO DOZEN WINNING
COMBINATIONS!
PLAYER COMES CLOSE
TO A WINNER IN
EVERY GAME!**

NEW High Award Roll-overs! NEW Supersensitive 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

Monarch Machines Are Different

Thorough Cleaning and Checking Before Shipping Make for Operator Approval

Seeburg Chicken Sam, Console Mod., Factory Recond. \$82.50	Evans 1939 Ten Strike, Perfect Condition \$95.00
Bally Bull's Eye 95.00	Rockola 1939 Ten Pin 79.50
Gottlieb Skeeballette 92.50	Western Baseball, Bwn. Cab., F.P., '40 De Luxe Model. 92.50
Daval Bumper Bowling, 7 Ft. 39.50	

KEENEY FREE PLAY SPECIALS		EXHIBIT FREE PLAY SPECIALS	
Score Champ \$64.50	Thriller \$19.50	Congo \$47.50	Conquest \$24.50
Super Six 39.50	Cowboy 19.50	Flagship 34.50	Flash 24.50
Super Charger 24.50	Up & Up 19.50	Jumper 32.50	Avalon 24.50
Big Six 24.50	Red Hot 49.50	Rebound 22.50	
BALLY FREE PLAY SPECIALS		CHICAGO COIN FREE PLAY SPECIALS	
Gold Cup \$84.50	Scoop \$39.50	O'Boy \$47.50	Buckaroo \$24.50
Console 44.50	C.O.D., J.P. 37.50	Roxy 47.50	Majors 24.50
Triumph 44.50	White Sails 29.50	Commodore 47.50	Sports 39.50
Roller Derby 39.50	Champion 29.50	Topper 29.50	Lucky 32.50
Topnotcher 37.50			
GENCO FREE PLAY SPECIALS		GOTTLIEB FREE PLAY SPECIALS	
Cadillac \$59.50	Mr. Chips \$32.50	Drum Major \$59.50	Big Show \$39.50
Big Town 49.50	Bang 24.50	Score Card 49.50	Lot-o-Fun 24.50
Follies '40 44.50	Airport 19.50	Lite-o-Card 47.50	Oh Johnny 64.50
Punch 37.50	Rink 16.50	Bowl, Alley 44.50	

Write for Complete List—Free Play Novelty Games—Consoles—Counter Games—Phonographs—Slots. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

Pick-a-Pack Back On Production Line

CHICAGO, Aug. 3.—Due to the constant demand for the Pick-A-Pack cigaret counter game, the Baker Novelty Co. has again resumed production on this item. "Operators thruout the country are reporting unusual returns from Pick-A-Pack," a firm official stated.

"This popular penny play counter game has been on the market for two years. We had felt that the saturation point on the game had been reached and because we were busy on other items, we took Pick-A-Pack off production lines. For a while we had to reject the orders which came in for the game. Now, however, we have such a large amount of requests for the counter game that we have again started production.

"It is really gratifying to read the letters from operators asking that we supply them with Pick-A-Packs. The reason for all this popularity must be its lasting player appeal, mechanical perfection and, above all, excellent collections."

Churvis Checks Op Needs for Fall

CHICAGO, Aug. 3.—Mac Churvis, of Grand National Sales Co., Chicago, has just completed a visit to the most important cities in the Central States, visiting with dozens of friends of the company and making a large number of new contacts, he reports.

"Operators thruout the Middle West are very optimistic about fall business," says Churvis. "I made it my business to

find out from operators just exactly what the situation is in their respective cities and what games they will be needing for fall. The result of these conversations will certainly be of great help this season."

Al Sebring, head of Grand National Sales Co., is most enthusiastic about the results of Churvis' good-will trip. "Now that we know definitely the type of games that operators all insist on having this fall, we're going out and making commitments to meet this demand. During the coming weeks our showrooms will be filled with a greater selection than ever before—and our reconditioning department, in which we take so much pride, will be going at top speed. I know from what has transpired that the coming season will be one of the biggest we've ever enjoyed."

New Detroit Firm, S & W Coin, Formed

DETROIT, Aug. 3.—A new jobbing house was opened here this week at 2416 West Grand River avenue under the name of the S & W Coin Machine Co. Owners of the business are Sol Schwartz, who was formerly in the coin machine business in Chicago and has been operating machines in Detroit for the past few years, and Michael (Mike) Weinberger, Detroit operator. Weinberger is the father of Harry Weinberger, who operates under the name of Harry's Amusement Co.

The new store is taking over a familiar coin machine location, the spot recently vacated by the Detroit Machine Exchange.

The new firm has installed an extensive display of new ray-guns of all types and will add other coin machine lines as well.

TOT

The World's Smallest Yet Greatest
TOKEN PAYOUT COUNTER MACHINE

\$24.95

F. O. B. CHICAGO

WESTERN PRODUCTS, INC.

925 W. NORTH AVENUE, CHICAGO, ILLINOIS

USED MACHINE BARGAINS — ALL FREE PLAY!		
Mascot \$77.50	O'Boy \$37.50	Big Six \$19.50
Glamour 67.50	Light-a-Card 37.50	Triple Threat 16.50
Dough Boy 59.50	Commodore 34.50	Fifth Inning 16.50
1-2-3 57.50	Lucky Strike 34.50	Chubby 14.50
Short Stop 54.50	Follies 34.50	
Blonde 54.50	Eureka 29.50	
Gold Cup 52.50	Sports 27.50	
Bally Beauty 49.50	Flagship 27.50	
Home Run 44.50	Scoop 27.50	
Big Show 39.50	Mr. Chips 27.50	
Big Town 37.50	Lucky 24.50	
1/3 Deposit With All Orders, Balance C. O. D., F. O. B. Baltimore.		

The Calvert Novelty Co., 708 N. Howard St., Baltimore, Md.

I. L. MITCHELL & CO.

OUR GAMES ARE PERFECT!

TRIUMPH (F. P.) \$27.50	C. O. D. (F. P.) \$19.00
SUPER SIX (F. P.) 27.50	BIG SIX (F. P.) 12.50

AND MANY MORE EXCELLENT BUYS! Terms: 1/3 Dep. With Order.
Write for Complete List! PHONE: GLENMORE 2-5450
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.



INTERNATIONAL MUTOSCOPE REEL CO. SKY FIGHTERS in action at the New York World's Fair. The three pictured here are located in the penny arcade. In addition to this group of anti-aircraft guns, there is a special Sky Fighter arcade housing 18 of the machines.

Gasparro Named Exhibit Distrib

CHICAGO, Aug. 3.—Tony Gasparro, operating under the name of the Weston Distributors, Inc., with showrooms in New York, has been appointed Eastern



TONY GASPARRO

distributor of the Exhibit Supply Co., says John Chrest, sales manager.

Gasparro was formerly general manager of a New York coin machine firm but resigned several weeks ago for the purpose of opening his own establishment.

"He is well known and liked in the industry, having been identified with it for many years," said Chrest. His host of friends wish him unusual success in his new venture."

He takes on the Exhibit line, starting out with its newest game, Landslide.

Atlas Host To Iowa Visitors

CHICAGO, Aug. 3.—Visiting at the offices of the Atlas Novelty Co., Chicago, Peter Ley, of Waterloo, Ia., expressed himself proudly concerning the mechanical ability of his wife.

"Whenever I'm too busy to install or service my machines, Mrs. Ley goes right over and fixes things up in no time at all," declared Ley to Eddie Ginsberg, Atlas official. "No job is too tough. In fact, Mrs. Ley likes the hard ones and you ought to see her work in overalls—better than any male mechanic I know."

The Leys were impressed, they said, with the activity of the Atlas headquarters. "I never saw such a large stock of all kinds of coin controlled machines," both declared. According to Eddie Ginsberg, both were also enthusiastic about the earning power of Daval's Marvel, automatic token payout counter game which Atlas is recommending to all operators."

Hint New Keeney Free-Play Game

CHICAGO, Aug. 3.—Bill Ryan, sales manager of the J. H. Keeney & Co. plants, recently intimated that the Keeney plant would soon introduce a new

free-play machine. "While I can't say much," said Ryan, "I can say that the new Keeney release will top them all in features and in money-making ability. We can hardly wait for the day of introduction because we know that it is good. Many operators are looking forward to it with great anticipation also."

"Getting away from future plans of Keeney, consider what is already coming from the factory," declared Ryan. Keeney wall boxes are increasing their popularity on more locations each day. Operators of music equipment the country over praise the fine features of this money-making remote selector unit. They say it has helped them open many more new locations and has given them a stronger hold on their old ones.

"The praise for Keeney is not limited, however, to wall boxes. The Keeney Anti-Aircraft Gun is making profit history for legal equipment. And Keeney's Score Champ is setting up new records for free-play machines."

Bally Ray Gun Surprises Trade

CHICAGO, Aug. 3.—Discussing reports from the first Rapid-Fire ray guns on location, George Jenkins, general sales manager of Bally Mfg. Co., stated that the machine is proving a pleasant surprise to the trade.

"Of course," Jenkins said, "the operators who've been placing Rapid-Fire were enthusiastic from the very start, but they never expected the kind of collections the gun is now turning in. After all, machines of this kind are usually not considered fast-money equipment, but are purchased for steady earnings over a long period of time. Actually, however, Rapid-Fire earnings are proving to be in the fast-money class. And, at the same time, thanks to the exclusive 'individual handicap' adjustment feature, the life expectancy is unusually great."

"In one night club location a Rapid-Fire more than earned its price in less than three weeks. In another location—a small neighborhood tavern—a Rapid-Fire is earning the kind of money usually expected only from pay tables. Similar reports are coming in from all over the country. Definitely, Rapid-Fire is the greatest profit-producer ever created in the amusement class—a machine for big immediate money and steady profits month after month for a long time to come."

Fort Worth

FORT WORTH, Tex., Aug. 3.—Operator Bob Cowan and wife are the proud parents of a husky boy.

The young son of Colman Joe Sherburn had a narrow escape from death a few days ago when a milk truck ran over the little fellow. He escaped with only a few minor cuts and bruises.

Operator Sid Johnson is breezing around from one location to another in a brand-new Packard.

Two good coin machine spots in the Fort Worth area threaten to close down, in fact, one has already closed down due to a big fire. It was the famous Lake Worth dryland showboat, a classy dance

and dine spot which cost a half million to build. It burned to the ground a few days ago and somewhere down in the smoldering ashes are a lot of coin machines that won't be running again soon. This big boat afforded the placement of a considerable amount of coin-operated equipment.

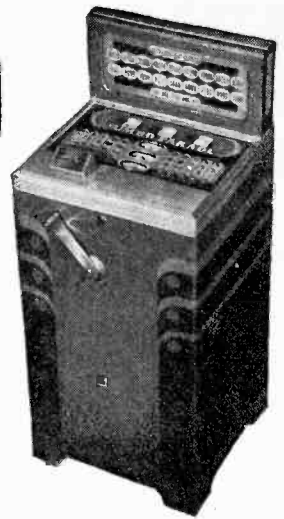
The other spot that seems doomed to go is the big Lake Worth Casino, a well-known Southwest dance spot. A receivership has been appointed and it seems that there is much doubt in evidence as to whether or not the receiver can operate the spot and pay expenses. Reports are to the effect that the place will be closed shortly.

Dick Dixon, local op, has returned home from a business trip to Chicago. Dick says that things were really humming in the big coin machine hub of the world.

JUMBO



FREE PLAY BELL



It's a slugproof Bell at a phenomenally low price and it is getting swarms of new locations every week! Mills Mystery Mechanism, 5c slugproof coin chute, regular Bell action, illuminated reels, pays out in free plays on lighted scoreboard. Completely metered. Also made in payout model. Rush orders Now! Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois. Wire, write or phone!

SPECIALS

The machines listed below are slightly used and offered subject to prior sale. 1/2 certified deposit with order, balance C. O. D. Prices below are effective August 10, 1940.

5-BALL FREE PLAY

- 1 Bally Vogue \$22.50
- 1 Bally C. O. D. 22.50
- 1 Bally Pick 'Em 19.50
- 1 Chicago Coin Home Run 49.50
- 1 Keeney Super Six 40.00
- 2 Exhibit Short Stop 45.00
- 1 Gottlieb Big Show 37.50
- 1 Stoner Baseball 27.50
- 1 Stoner Chubbie 17.50
- 1 Mills 1-2-3 Fruit Reels 62.50
- 2 Bally Gold Cup Console 64.50
- 3 Bally Gold Cup Table 59.50

ONE BALL & AUTOMATIC PAY

- 1 Kentucky Skill Time \$29.50
- 2 Mills Spinning Reels 89.50
- 1 Baker's Pacer 25c Cash 159.50
- 1 Bally Grand National 92.50
- 1 Keeney Skill Time 1938 75.00
- 2 Rays Tracks X Sep. 17.50
- 1 Mills 1-2-3 Animal Reels 25.00

MISCELLANEOUS

- 1 Evans Ten Strike \$72.50
- 1 Exhibit Bowling Alley 37.50
- 1 Seeburg Convict 137.50
- 1 Exhibit Vitalizer 39.50
- 2 Mercury, Late Model 17.50
- 1 Mills Vest Pocket 25.00

Write us for your price on any brand-new coin-operated machine that has been released by the respective manufacturer, as we guarantee to meet any clean competitive price. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX., INC.
 00 BROAD ST., RICHMOND, VA.
 Day Phone 3-4511 - Night Phone 5-5328.

See MIKE MUNVES FIRST for the BEST MACHINES!

FREE PLAYS

- | | |
|---------------------|------------------------|
| Mascot ... \$45.00 | Scoop ... \$20.00 |
| Triumph ... 27.50 | Congo ... 45.00 |
| Big Show ... 34.50 | Roller Derby ... 27.50 |
| Beauty ... 42.50 | Vogue ... 15.00 |
| Big Six ... 15.00 | Chubbie ... 15.00 |
| Commodore ... 30.00 | Super Six ... 32.50 |
| C. O. D. ... 17.50 | Spottem ... 12.50 |
| Wings ... 60.00 | Twinkle ... 12.50 |
| Lucky Strike 25.00 | Mr. Chips ... 25.00 |
| Lucky \$20.00 | |

NOVELTIES

- | | |
|-----------------------|----------------------|
| Lucky ... \$16.50 | Pick 'Em ... \$12.00 |
| Lot of Fun ... 10.00 | Spottem ... 8.00 |
| Chubbie ... 8.00 | Vogue ... 12.00 |
| White Sails ... 17.50 | Variety ... 8.00 |
| Avalon ... \$8.00 | |

1/3 With Order, Balance C. O. D.

Mike Munves Corp.
 593 TENTH AVE., NEW YORK



SPECIAL PHONOGRAPH DISPLAY ROOM of the Olive Novelty Co. at the firm's new headquarters at 2625 Lucas Avenue, St. Louis. Olive Novelty also features a large display room for pinball games in which 50 games are always hooked up so that operators may inspect them.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

COIN MACHINE NEWS

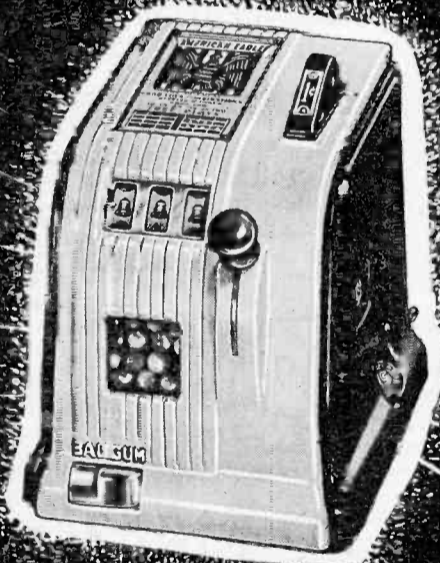
READ THE BILLBOARD EVERY WEEK

COME AND GET IT!



**DAVAL'S
AMERICAN EAGLE**

WORLD'S SMALLEST BILL WITH FREE PLAY TOKY AWARDS and GUM VENDER



**WORLD'S GREATEST
MONEY-MAKER!**

DAVAL LIVE-WIRE DISTRIBUTORS OFFER YOU
10 FOR ONLY \$275
SAMPLE \$32.50—BALL GUM Model \$2 Extra

10 DAYS' FREE TRIAL

50% OF YOUR PURCHASE
PRICE BACK IN 90 DAYS!

DAVAL, 2043 CARROLL AVE., CHICAGO
BRANCH OFFICE - MAC MOHR - 2916 W. PICO BLVD - LOS ANGELES, CAL.

return to
jewelry and important private papers
from car in front of Wrigley Bldg., July
20. Documents val. to no one but owner.
Mr. Van Buren, Wab. 2288.

PERSONAL.

ANY one having information concerning
Richard Satchell, formerly of New York,
please communicate with Paul D. Price,
Prudential Insurance Company, Newark, N.J.

ALL COIN MACHINE OPERATORS: Communicate
at once with Atlas Novelty Co., 2200 N. Western
Ave., Chicago, and you will receive special informa-
tion regarding the best money-maker of the day plus
outstanding bargains in all coin-controlled machines.

ATLAS NOVELTY COMPANY
2233 Lyndale.

NOT responsible for any debts unless con-
tracted by myself. L. M. Passis, 3400
Lawrence-av.

MARGARET: Please phone your home in
Madison at once. Very urgent. FOREST.

NOT resp. for debts contr. by anyone but
myself. Michael Furlong, 3148
Clifford Ma

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steam, air and oil ply
designers for steel
buildings, docks,
civil
fr

**Allied Builds
Big Games Stock**

CHICAGO, Aug. 3.—In line with its policy of all-round service, Allied Novelty Co. reports that it has an unusually large and complete stock of coin machines of all descriptions which are completely serviced and ready for operators right off their floors.

"We are in position to make immediate delivery on all types of coin-controlled machines," says Sam Kleiman, official of the company. "Allied handles everything that is coin-controlled, both new and reconditioned."

"We have hundreds of games in stock at the present time and can fill operators' needs with fast, efficient service. Every game carries the Allied Novelty Co.'s guarantee, something we are proud of. It means that every coin game is thoroughly reconditioned by our expert mechanics and ready for operating when it leaves our shop. This assures operators immediate, uninterrupted service from machines they buy from Allied."

**Groetchen Cashes
In on Resort Biz**

NEW YORK, Aug. 3.—Resort trade along the Atlantic Coast has brought a great demand for Groetchen counter games and Metal Typers, according to reports from its sales department.

"Sugar King Consoles, long a favorite with operators, are attracting greater attention than ever from Eastern operators, who like the dignified rich appearance of this console. Sugar King contains the well-tested Columbia mechanism and is operated by a foot pedal.

"Flashing lights are actuated by the spinning reels, and finally a combination of three symbols stays lit up, and rewards are paid out automatically into concealed cash drawer," it was concluded.

**ART NAGELS
Weekly Specials**

**BUY WITH CONFIDENCE AT
AVON NOVELTY!**

Here are only a few of our
many outstanding values . . .

Keeney Big Six	\$15.00 Each
2 for	\$29.50
Keeney Super Six	\$37.50 Each
2 for	\$71.50
Keeney Red Hots	\$55.00 Each
2 for	\$101.50

1/3 Deposit, Balance C. O. D.
Get in on our mailing list!

**AVON Novelty
SALES CO.**

2923 PROSPECT AVE.
CLEVELAND,
OHIO.

MILLS PHONOGRAPHS
CONSOLES
BELLS
TABLES

Distributor

KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office:
515 Cathedral St., Baltimore, Md.

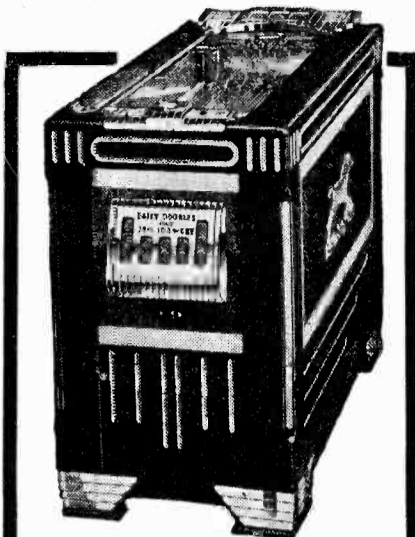
SPECIAL

2 Wurlitzer 61, Late Mod. with Std. \$74.50
3 Rockola Luxury Light Up Counter
Models 79.50
1/3 Deposit—Balance C. O. D.

MARION CO., WICHITA, KAN.



VICE-PRESIDENT RALPH MILLS of the Mills Novelty Co. gets first-hand information on the phonograph outlook from music distributors Harold Daily, South Coast Amusement Co., Houston, and Arthur Flake, Dallas.



BAKER'S PACERS

Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc.
2626 Washington Blvd., Chicago.

Corporations Up Earnings 60.5% Jan. to July, '40

WASHINGTON, Aug. 3.—Earnings of the first 100 companies reporting their earnings for the period of January to July 1, 1940, reveal that their earnings are up 60.5 per cent over last year for the same period. Their aggregate income was \$113,658,828, compared with \$70,818,876 for the same period of 1939.

Increases ran from \$500,000 each for at least 25 concerns to a total gain of \$23,282,972 for the five concerns which had the largest earnings this year, namely, Republic Steel, General Electric, Atlantic Refining, Allegheny-Ludlum Steel and National Biscuit. Moreover, the five companies which showed the greatest increases, including three of the above-mentioned leaders, had an average gain of 197.8 per cent.

Of special significance is the fact that only seven concerns showed losses for the 1940 period, against 17 in 1939. Of the 17, only three had not improved their position, while two reduced their losses and 12 made a profit this year. Moreover, eight of those that had losses in the 1939 period earned enough this year to more than balance the previous deficits.

Altho in some cases a good part of the increased earnings can be attributed to government purchases which have attended the stepping up of our national defense program, as well as British and French purchases here, a firmer basis for the gains is generally seen thruout domestic industry. Important gains have been made by many concerns which are not included in the war-industries category, and which, consequently, would not be affected by such a buying boom. The tone of corporation executives' letters to their stockholders, which accompanied the earnings statement, was predominant optimistic.

To Workhouse for Slugging Machines

CINCINNATI, Aug. 3.—Penalties of \$50 and costs and 30 days in the workhouse were imposed upon two men, Ray Grimes and Frederick Thompson, after Municipal Judge George E. Tebbs convicted them on charges of using slugs in vending machines.

The trial revealed that vending machine operators employ agents to watch persons they suspect of using slugs.

Altho Grimes and Thompson entered pleas of not guilty, they testified they had used slugs in the machine.

"I might as well tell the truth," Grimes said. "I slugged them plenty to raise money."

Thompson admitted that slugs found in his possession were for the same purpose.

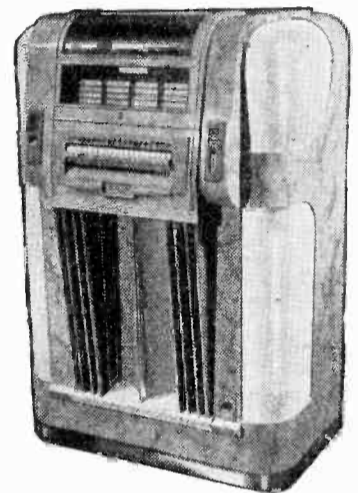
In announcing the sentence, Judge Tebbs said the frank testimony saved them from \$200 fines and six months' workhouse sentence.

David Marks, an employee of the Cincinnati Cigarette and Vending Machine Co., testified that he saw Grimes use slugs. Following him to a number of other places, Marks said that Grimes finally met Thompson. Police under Sergeant Harry Singleton said they found slugs on both Grimes and Thompson.

EMPRESS

Queen of Summer

In appearance Empress is bright, light, refreshing as an ocean breeze. In summer dancing spots, where light, white, gay summer clothes give the location dash and swank, Empress is always the machine in tune with the season. Get your choice summer locations next week with Mills Empress. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.



Chicago "ACE" Lock's

Exclusive, Patented
Features Assure:

"UTMOST Security
—LOWEST Cost"



Only the Ace
ROUND Key
Opens It

Note patented 7-Pin Tumbler construction. Only the properly notched Ace ROUND Key will properly engage all 7 tumblers to open the famous Chicago ACE Lock. Can be keyed alike. Write for free catalog of complete CHICAGO Line.

CHICAGO LOCK CO.

2024 N. RACINE AVE., Dept. 68, CHICAGO



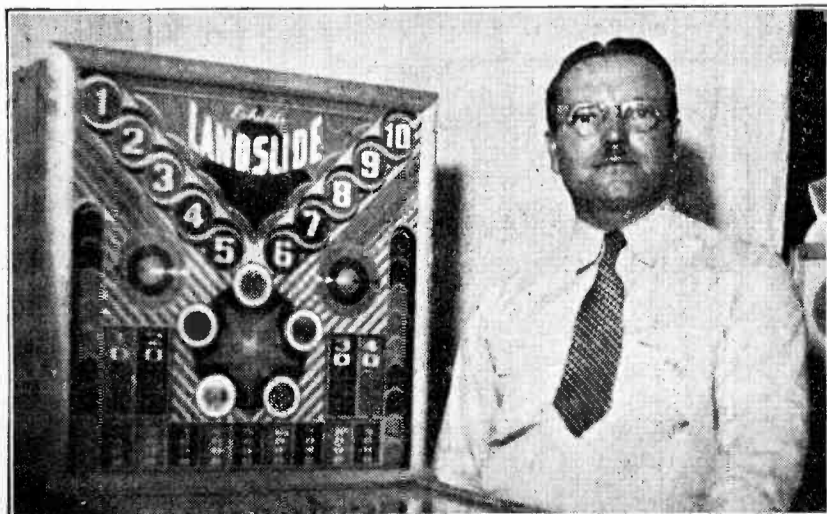
LIBERTY
TOKEN PAYOUT
BELL

LIBERTY TOKEN PAYOUT BELL, \$32.50

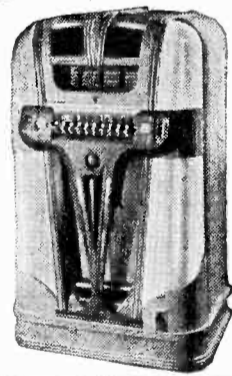
Will Allow \$5.00 In Trade on Your Old Counter Game.

O'BRIEN

89 THAMES ST., NEWPORT, R. I.



ARCHIE LA BEAU, of the La Beau Novelty Co., St. Paul, inspects Landslide at the Exhibit Supply Co. quarters in Chicago. "It's going to be a big hit," he predicts.



+

MILLS
WALL
AND
BAR BOXES

= \$

WRITE! WIRE! PHONE!

GEORGE PONSER

519 WEST 47TH STREET • NEW YORK CITY

I'm the FARMER'S
DAUGHTER
a "Superior" girl



America's most popular girl — THE FARMER'S DAUGHTER — is coming to town. A real "gold digger" . . . She'll sow plenty of interest and reap plenty of profits. 1600 Re holes . . . Comic "meller drama" symbols. Average profit \$35.30 on each board. For an introduction to the "fastest number" in years, write for details.

SUPERIOR PRODUCTS
1630 N. PEORIA ST. CHICAGO, ILLINOIS

\$6 weeks now and we can't make 'em fast enough!

POLO

**IN 1938—IN 1939
Again in 1940
CHICAGO COIN GAVE YOU
THE INDUSTRY'S BIGGEST
MONEY MAKERS!**

**PROOF!
THE CASH BOX
TELLS THE STORY!**

MECHANICAL PERFECTION — Another Reason WHY USED CHICAGO COIN GAMES ARE SCARCE... WHY YOU GET MORE WHEN YOU TRADE IN CHICAGO COIN GAMES!

CHICAGO COIN

1725 DIVERSEY BLVD., CHICAGO

CORRECTION

The Wrong Price was Listed for TOT in the Western Products, Inc. Advertisement in the August 3d Billboard.

THE CORRECT PRICE IS **\$24.95**

Chicoin Reports Polo Popularity

CHICAGO, Aug. 3.—"So popular has been our latest release, Polo, with operators everywhere that we've started another new production line to build Polo faster than we've ever built a game before," report Chicago Coin Machine Mfg. Co. officials. "Orders have just piled in so fast that we've been forced to put on another production line, in addition to extra shifts of men working night and day.

"Polo has been and is a real money-maker. Operators thruout the United States have told us so. We know that their praise of Polo is fact, because every word of praise is substantiated by orders and more orders. Naturally we're very happy that operators have become so enthusiastic about Polo. The idea behind it was good and we knew it would appeal to operators.

"We try to keep pace with changes in the operating business, in the desires of players, in the needs of locations. We try to reflect those changes in the new machines we bring out. We've done this

in the past and have given players and operators machines that were always a step or two ahead of any others already on the market.

"In Polo we've repeated a past performance in this respect and have surpassed past performance in earnings. We've had reports from operators everywhere that tell us Polo is tops."

Sol Gottlieb Busy in East

CHICAGO, Aug. 3.—Reporting from his trip thru the East, Sol Gottlieb, official factory representative and contact man for D. Gottlieb & Co., says that Eastern distributors are gaining a considerable advantage from the idea of closer contact with the factory.

"The recent Gottlieb releases, particularly Trapeze, three-coin multiple free play, and Score-a-Line, five-ball novelty free play holding the world's record for winning possibilities, are achieving a pronounced success in the East," he explained.

"As a result, live distributors are eager

to climb aboard the Gottlieb band wagon. By being directly in the field, empowered to arrange exclusive deals and establish definite policies in their territories, I can get together with them at once so that much time is saved. Also by bringing the factory's background of information and knowledge to bear on the various problems of each territory, right on the ground, we can assist distributors to achieve even greater success with our games. This arrangement is working out beautifully and has been pronounced an important forward step in the industry."



BERT LANE Says:

3 TO 1

... They're Demanding

DUDE RANCH

ANOTHER GREAT GENCO GAME GET YOURS!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688



GENERAL VIEW OF HIATT'S REST, Noblesville, Ind., showing Wurlitzer wall box installation. One of the first Wurlitzer distributors to sense the value of remote control equipment, Guarantee Distributing Co., Indianapolis, is said to be distributing these items with great success thruout the Indiana area.

Liberal Trade-In Allowance

On Your Old Counter Game Towards Purchase of

AMERICAN EAGLE 10 for \$275

Sample \$32.50. Ball Gum Model \$2 Extra
89 THAMES ST. NEWPORT, R. I.



DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

ONE-BALL PAYOUTS

Winning Ticket	\$69.50
Derby Clock	45.00
Quinnella	45.00
Stepper Upper	45.00
Feed Bag	45.00
Western Baseball	95.00

CONSOLES

Jennings Liberty Bell, Slant Top	\$30.00
Red Head Track Time	40.00
Lucky Lucre	175.00

1/3 Deposit Required With Order

Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

5c PLAY

10c PLAY

Special award

Lights out

Double feature award

High score

Extra award

There's nothing like it.

DOUBLE FEATURE

\$10450

by Stoner

double in every way

NEW LOW PRICES

PHONOGRAPHS

Seeburg Regal	\$149.00
Seeburg Rex	89.50
Seeburg Casino	149.00
Seeburg Melody King (20 Record)	99.50
Seeburg Melody King (15 Record)	49.50
Seeburg Model "H"	54.50
Seeburg Model "B"	29.50
Seeburg Model "C"	34.50
Seeburg Model "A"	24.50
Seeburg Selectophone De Luxe	19.50
Wurlitzer P12	24.50
Wurlitzer 412	34.50
Wurlitzer 616	69.50
Wurlitzer 716	69.50
Wurlitzer 24 Record	99.50
Mills Studio	69.50
Mills Zephyr	49.50
Mills Swing King	19.00
Mills Do-Re-Mi	34.50
Rockola 1936 Model	22.00

MISCELLANEOUS

Evans Ten Strikes	\$75.00
Rockola Ten Pins	75.00
Bally Alley	49.50
Seeburg Chicken Sam	75.00
Seeburg Duck Gun	50.00
Seeburg Jall Bird	149.50
Daval American Lady (Lots of 10)	27.50
Brand-New Stoner's Rotation	Write

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

1903 Washington Bldg., St. Louis, Mo. | 3105 Gillham Plaza Kansas City, Mo.

Better Conditions To Bring Greater Summer Travel Biz

WASHINGTON, Aug. 3.—Tourist camps, roadside restaurants, service stations and other typical coin-machine locations have been decrying the fact that the tourist business hasn't been what it should be so far this year. Now, however, American tourists, stalled for a time by war and weather, are setting out to see the sights with an estimated \$6,000,000,000 to spend.

From W. Bruce MacNamee, director of the United States Travel Bureau, came a prediction that American travelers would spend more this year than they did in 1939, when they spent \$5,750,000,000 to put the tourist business in third place in American industry.

"The depressing effects of war have lifted and the weather, unsettled longer than usual this year, has cleared up, so it looks now like 1940 probably will be the greatest travel year in American history," Mr. MacNamee said.

"During the first five weeks of the normal travel season, beginning on Memorial Day, it seemed as though 1940 would be a dull year, even though the Old World had been cut off the travel list," he went on.

"People were jittery at first over the war; now they're saying: 'Let's go out and have fun while we can.'"

For the first three months of 1940, national parks showed an increase in the number of tourists, but just about the time of the Lowland invasion in Europe a marked decline developed, according to Miss Isabelle F. Story, editor in chief for the Park Service.

"But figures now show that the American people are realizing again the benefits of travel to health and mental attitude," she added.

Her latest reports from the parks seemed to support Mr. MacNamee's prediction that there would be 20,000,000 park visitors in 1940, compared with 16,233,688 in 1939.

WE'VE GOT Stoner's DOUBLE FEATURE

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE-8-0140

BRANCH OFFICE: 36 E. Merrick Rd., Freeport, L. I. (Tel. Freeport 2100)

WONDER 3 BAR JACKPOT

OVER 100 WINNERS

\$250

LAST SALE ON BOARD RECEIVES ONE MINCE IN JACK POT

WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49

PRICE \$2.18 EACH

OTHER FAST SELLERS

1640 hole F-5240-3 Bar Jackpot	at \$2.72
1200 hole F-5275-Horses	at 3.41
800 hole F-5270-Pocket Dice	at 1.76
720 hole F-5255-Pocket Jack	at 1.59
600 hole F-5305-Royal	at 1.70

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.

BUFFALO'S
distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

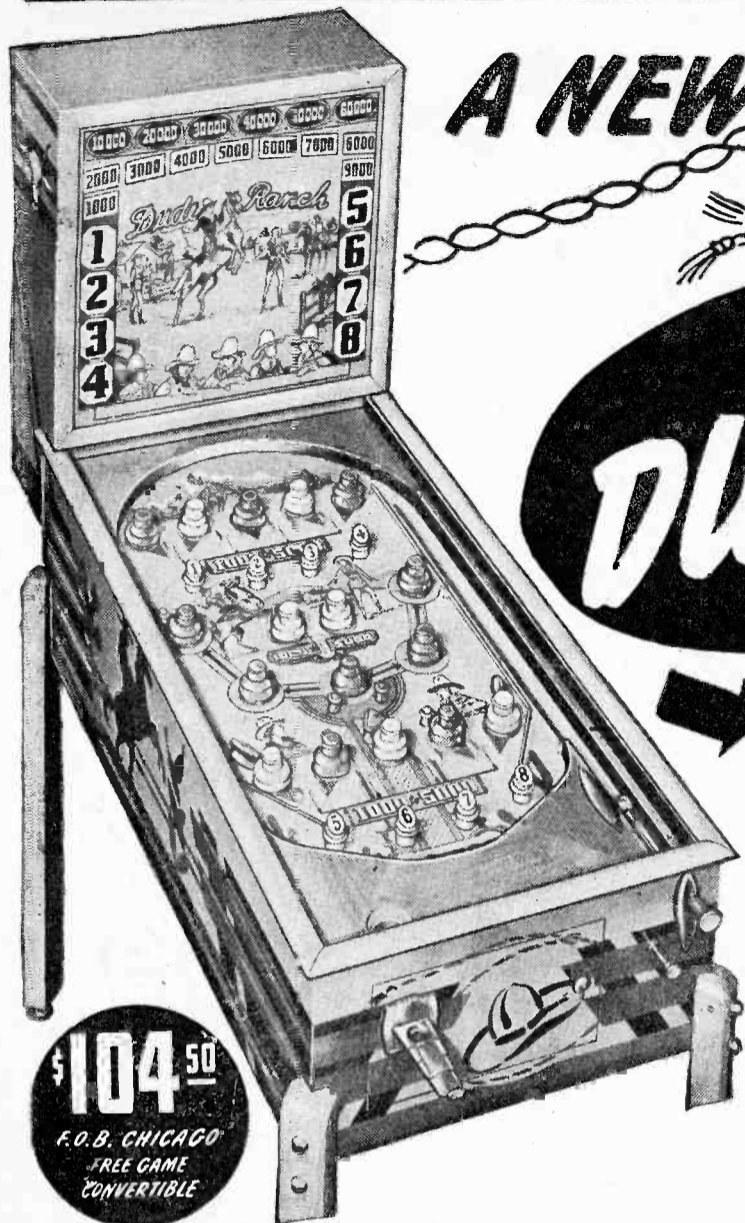
IMP \$1250

6 for \$67.50

MOST SUCCESSFUL GUM VENDER IN A DECADE.
Cigarette or Cherry Reels.

Biggest Stock in South—We Ship Same Day.
Send Your Trial Order.

H. G. PAYNE CO. 312 Broadway NASHVILLE, TENN.



A NEW GENCO TRIUMPH!

DUDE RANCH

A REALLY SENSATIONAL MONEYMAKER

.....THE LATEST REASON WHY THERE ARE
3 GENCO GAMES TO 1
OF THE OTHERS, ON LEADING OPERATORS' ROUTES (AS SHOWN IN RECENT SURVEY)

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.

\$104.50
F.O.B. CHICAGO
FREE GAME
CONVERTIBLE

<p>FREE PLAY GAMES</p> <p>Commodore\$31.50 Jolly 39.50 Super 6 34.50 Thriller 17.50 Triumph 27.50 Bowling Alley 29.50 Mascot 45.00 Short Stop 54.50 O'Boy 39.50 Big 6 17.50 Follies 31.50 Big Show 37.50 Roxy 42.50</p> <p>1/3 With Orders, Balance Skipped C. O. D.</p>	<p>1c BASEBALL 1c GUM VENDOR</p> <p>Can be LEGALLY operated anywhere! Vends a Ball of Gum for Each Coin! A perfect machine from any angle!</p> <p>ORDER QUICK FOR BIG PROFITS!!</p>	<p>SPECIAL</p> <p>SCORE CHAMP ..\$35.50</p> <p>SPORTY 54.50</p> <p>BIG TOWN..... 39.50</p> <p>SUPER CHARGER. 21.50</p>
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SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

Real Reconditioning on Real Bargains!

<p>Airport\$17.50 Big League 42.50 Bounty 12.00 Box Score 12.00 Chief 12.00 Conquest 17.50 Contact 14.50 Doughboy 67.50 Fifth Inning 17.50 Flash 14.50 Flagship 24.50 Follow Up 12.00 High Lite 14.50 Jumper 22.50 Lucky Strike 24.50 Major 15.00</p>	<p>MONEY BACK GUARANTEE ON ALL GAMES</p> <p>CHICKEN SAM with Stand\$80.00 '39 TEN STRIKES.. 75.00 SKEE-BALL-ETTES. 75.00 BWN. PACES RACES 72.50 BLK. PACES RACES 49.50</p> <p>TRADES ACCEPTED</p>	<p>Miami\$12.00 Merry-Go-Round 65.00 Red Hot 39.50 Score Card 42.50 Score Champ 42.50 Sports 24.50 Supreme 17.50 Super Six 36.50 Summertime 62.50 Taps 12.00 Thriller 14.50 Topnotcher 22.00 Triumph 47.50 Twinkle 12.00 Variety 22.50 Lancer 29.50</p>
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1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

A PONSER RECONDITIONED GAME IS YOUR BEST BUY

Super Six\$32.50	O'Boy\$34.50	Thriller\$15.00
Score Champ 44.00	Red Hot 32.50	Keen-a-Ball 14.00
Triumph 34.50		Supercharger 24.00

1/3 With Order, Bal. C. O. D.—WRITE FOR COMPLETE LIST!!

GEORGE PONSER CO., 11 East Runyon St., Newark, N. J.

You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games !!

PRICES SLASHED! STARTLING BARGAINS!

Airport\$16.50	Lucky.....\$24.50	Sports\$24.50
Big Show 32.50	Major 12.50	Super Charger .. 19.50
Big Town 32.50	Red Hot 36.50	Super Six..... 24.50
Home Run 47.50	Roxy 34.50	Twinkle 14.50

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

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.

Houston

Houston was a help to coin machine business. An estimated crowd of 120,000, including 10,000 Elks, attended.

Houston, Tex., Aug. 3.—The first wired music system for Houston was installed last week. It was stated that every wired location to date had shown a substantial increase in business even after the novelty had worn off. At first the machines were played almost constantly then gradually leveled off to average.

A son, Sam Joe Jr., was born to operator and Mrs. Joe Piraino in July.

Central office is in a prominent downtown building. Nine girls are employed there working three six-hour shifts. Houston was the fifth Texas city to get wired music, the other four being San Antonio, El Paso, Alice and Kilgore.

A cafe operator recently petitioned the Houston city council to remove most of the vending machines from the new Jefferson Davis Hospital, a city-controlled institution. He charged that the numerous machines, vending practically every type of food, drinks and merchandise, were extensively patronized by the public and that his business was suffering heavily as a result. The cafe in question is on city property adjoining the hospital and is leased on a concession basis from the city.

The national convention of Elks in



Surprise Game of the Year

LANDSLIDE

with *5 Big Ways to WIN!*

Scheduled for
LABOR DAY RELEASE
 It's too good to Hold Back
 —say leading Distributors
SO HERE IT IS! SEE IT! GET IT NOW!

FREE PLAY 10¢ 45¢ CONVERTIBLE

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

WE ARE PROUD TO ANNOUNCE OUR APPOINTMENT AS EXCLUSIVE DISTRIBUTORS for EXHIBIT SUPPLY COMPANY
 IN NEW YORK, NEW JERSEY AND CONNECTICUT
TONY GASPARRO
WESTON DISTRIBUTORS, INC.
 689 TENTH AVE., NEW YORK CITY (ALL PHONES: Circle 6-6746)
 CALL TODAY! SEE EXHIBIT'S NEW HIT—"LANDSLIDE"

IMPORTANT NEWS FOR NEW YORK OPERATORS



EXHIBIT SUPPLY COMPANY takes pleasure to **ANNOUNCE** THE APPOINTMENT of **TONY GASPARRO** of the **WESTON DISTRIBUTORS, Inc.**
 689 TENTH AVE. • • NEW YORK
 as Eastern Distributor of Exhibit Games

50—LATE NEW GAMES—50
AT GREATLY REDUCED PRICES—IN ORIGINAL CRATES
WRITE FOR LIST—AT ONCE—WHILE THEY LAST


We Have Them THOROUGHLY RECONDITIONED Ready To Go

Grand Stands	Tracktimes	Big Shows	Follies	Gingers	Ten Strikes
Grand Natls.	Gal. Dominoes	Super Sixes	C. O. D.	Blue Fronts	Ten Pins
Sport Kings	Wes. Dewey Jrs.	Oh! Boys	Lite-o-Cards	Pace Comets	Bulls Eye
Sport Pages	Bally Bells	Cadillacs	Summertime	Columbias	Eagle Eye
Hawthornes	Derby Days	Score Cards	Scoops	Jen. Chiefs	Skeeballette

Rockola Imperials.....\$49.50 Chicken Sam.....\$74.50
 Western Baseball (Nov.) \$49.50 Mills Vest Pockets \$27.50

Immediate Delivery on All New Games. Your Used Equipment Accepted In Trade.
GRAND NATIONAL SALES CO., 2300-08 Armitage, Chicago

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!



We do a thorough job on Used Games, even repainting when needed.

WRITE FOR "NATIONAL'S NEWSLETTE," PACKED WITH GREAT BUYS SUCH AS:
 COMMODORE (F.P.) ...\$37.50
 LANCER (F.P.) ...38.50
 SEEBURG SYMPHONOLAS
 MODELS A, B, D, F. Ea. 29.75
 SPECIAL!
 BALLY ALLEY\$39.50
 5% OFF FOR FULL CASH WITH ORDER.

Just two things to do if you want CREDIT:
 1. Send your order and 10% Dep.
 2. Send the name of your bank.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

Exclusive Distributors for New York, New Jersey, Connecticut

KEENEY'S ANTI-AIRCRAFT MACHINE GUN | **KEENEY'S REMOTE SELECTOR WALL BOX**

SIMON SALES, 437 West 42nd Street, N. Y. C. OPPOSITE LINCOLN TUNNEL

MODERNIZE YOUR PAID-FOR PHONOGRAPHS WITH
"HEADS-UP-SELECTOR!"

PRODUCT
NO. 1



MODEL NO. 616 FOR 16 RECORD AUTOMATIC PHONOS

NOW IT'S YOUR TURN TO MAKE PROFITS

Music operators have a right to expect good profits from their phonographs for several years after they are paid for. Some operators have found that competition from new models is cutting down their collections and taking their good locations. They are faced with a tough problem. **HERE IS THE ANSWER:** the HEADS-UP-SELECTOR can be attached to a 16-record automatic phonograph in a few minutes—right on location. Put in two screws, connect one wire and the job is done. Your instruments are modern. They have the brilliant lighting, the touch of color and the ease of selection that will hold a location. HEADS-UP-SELECTORS become a permanent part of the instrument—not just an attachment. Actual tests on locations have proved that the HEADS-UP-SELECTORS will definitely step up collections. This is the one item that cuts unnecessary replacement expense and lets music operators cash in on their investment in phonographs. The price is low. The returns are good. **ACT NOW! TODAY!** Order HEADS-UP-SELECTOR Model 616 for all your 16-record phonos. They fit both Model 616 and 716.



PACKARD MANUFACTURING CORP., FORT WAYNE, IND.

HOMER E. CAPEHART - PRESIDENT

BARRELS of Fun!
BARRELS of Profits!



REVOLVING BARRELS!
AUTOMATIC ACTION!
ALL SKILL!
CUMULATIVE FREE PLAY!

FREE PLAY \$197.50
NOVELTY \$187.50



BETTER THAN TEN STRIKE!
(AND THAT'S GOING SOME!)
Tried and Tested! Not an Experiment!
Absolutely No Bugs!

In Production Now! Prompt Delivery!

DISTRIBUTORS

<p>EAST BROOKLYN AM. MACH. CO. 860 Broadway, Brooklyn, N. Y.</p> <p>LOS ANGELES MOHR BROTHERS 2916 W. Pico Blvd., L. A., Calif.</p> <p>NORTH CAROLINA VENDING MACHINE CO. 205 Franklin St., Fayetteville, N.C.</p>	<p>CHICAGO ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago</p> <p>NO. CALIFORNIA AND OREGON MILLS SALES CO., Ltd. 1640 18th St., Oakland, Calif.</p> <p>EASTERN PENNA. K. C. NOVELTY CO. 415 Market St., Philadelphia, Pa.</p>
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FAST PLAY!
100% LEGAL



H. C. EVANS & CO.
1520-1530 W ADAMS ST CHICAGO

SUMMER SPECIALS!

FREE PLAYS	4-5-6 \$24.50
Paramount \$14.50	Jumper 32.50
Chubby ... 19.50	Keeno Ball 34.50
Twinkle ... 24.50	Trio 35.00
Flash ... 24.50	Exh. Bowling
Spottem ... 24.50	Alley ... 39.50
Dandy ... 24.50	Bally Alley 39.50
Hi Lite ... 24.50	Exh. Lancer 42.50
Rink ... 24.50	Follies ... 44.50
Davy Jones. 24.50	Oh Johnny. 74.50

PHONOGRAPHS

SEEBURG:	ROCKOLA:
Rex \$ 79.50	Rockola
Gem 125.00	Standard \$139.50
Regal 140.00	Deluxe ... 145.00
Crown 150.00	Rockola 16 39.50
Plaza 125.00	Rockola 12 22.50
Mayfair ... 139.50	WURLITZER:
Concert	P-12 \$22.50
Grande ... 175.00	4-12 34.50
Vogue ... 169.50	Wurl. 600 145.00
Classico ... 179.50	

1/3 Deposit, Balance C. O. D.
WRITE FOR NEW PRICE LISTS!

MILWAUKEE COIN MACHINE CO.
1455 W. Fond du Lac Ave.
MILWAUKEE, WISCONSIN

GET OUT FROM BEHIND
the 8 ball!

POOL BOWLING
100% LEGAL
See Your Distributor **\$99.50**
or Write Direct!

POOL BOWLING MFG. CORP., STEGER, ILL.
Chicago Phone: Intercoast 9760 (direct to factory)

FOR THE BIGGEST PROFITS YOU'LL EVER EARN BUY
Evans' "IN-THE-BARREL"
LOCATION TESTED! 100% MECHANICALLY PERFECT! FULLY GUARANTEED!

SPECIAL!
1940 TEN STRIKES
Excellent condition, LIKE NEW!! Scoring unit to 150 Points! Ready for Location!!
\$99.50

FREE PLAY GAMES	NOVELTY PLAY
Big Six \$14.00	Pick 'Em \$8.00
Blackout 15.00	Scoop 17.00
Commodore 35.00	Variety 7.00
C. O. D. 17.00	PHONOGRAPHS
Super Six 29.00	616A \$ 59.50
Triumph 27.00	Model 24 110.00
Cowboy 8.00	
Thriller 11.00	
Mascot 49.50	

1/3 With All Orders, Balance C. O. D.

BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (All PHONES: EVergreer 8-4732)

PRICES SLASHED ON FREE PLAY GAMES
PHONE—WIRE OR MAIL YOUR ORDER QUICK!

15 CHAMPIONS ... \$18.00	16 TPLE. THREATS \$12.00	28 REBOUNDS ... \$18.00
28 CHEVRONS ... 12.00	10 FOLLOW-UPS .. 16.00	15 GOLDEN GATES. 18.00
18 SCOOPS 22.00	17 CONTACTS 12.00	19 BANGS 14.00
22 VARIETYS ... 18.00	9 CONQUEST 17.00	12 DAVY JONES ... 12.00

TERMS: 1/3 Certified Deposit With Order. We Ship Balance C. O. D.

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET FAYETTEVILLE, N.C. (Cable Address GAINSLOTS)

REAL RECONDITIONED GAMES

FREE-PLAY	FREE-PLAY	NOVELTY
Keeney Supercharger .. \$23.50	Exhibit Bowling \$46.50	5th Innings \$8.50
Lite-a-Cards 42.50	Top Notcher 27.50	Double Feature 7.50
Big Show 37.50	Big Six 18.50	Variety 9.50
Super Six 39.50	Thriller 16.50	Lot-of-Fun 9.50
Conquest 19.50	Scoop 29.50	Chief 7.50
Bally Vogue 21.50	Avalon 19.50	Twinkle 8.50
Eureka 27.50	Roxy 37.50	Bubbles 9.50
C. Coin Home Run .. 49.50	Doughboy 54.50	Peppy 9.50
Congo (1 or 5 Balls) .. 39.50	Lucky Strike 37.50	Chubbie 8.00

All Machines Have Been Cleaned and Checked and Are Ready for Location. Terms: 1/3 Deposit.

AJAX NOVELTY COMPANY
2707 WOODWARD AVENUE AT SPROAT ST. DETROIT, MICHIGAN

AMERICAN EAGLE



World's Smallest Fruit Symbol Bell With Automatic Token Award.

ON 10 DAYS' FREE TRIAL
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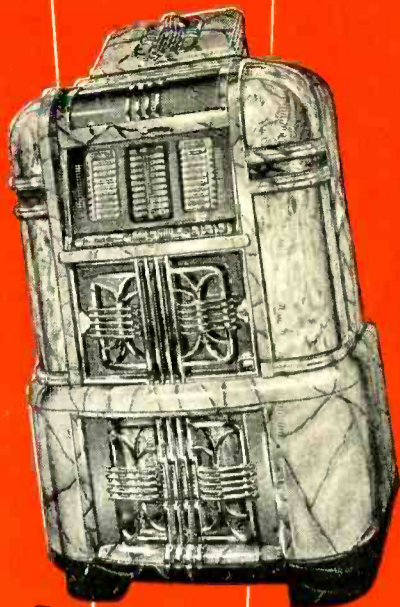
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