

The Billboard

The World's Foremost Amusement Weekly

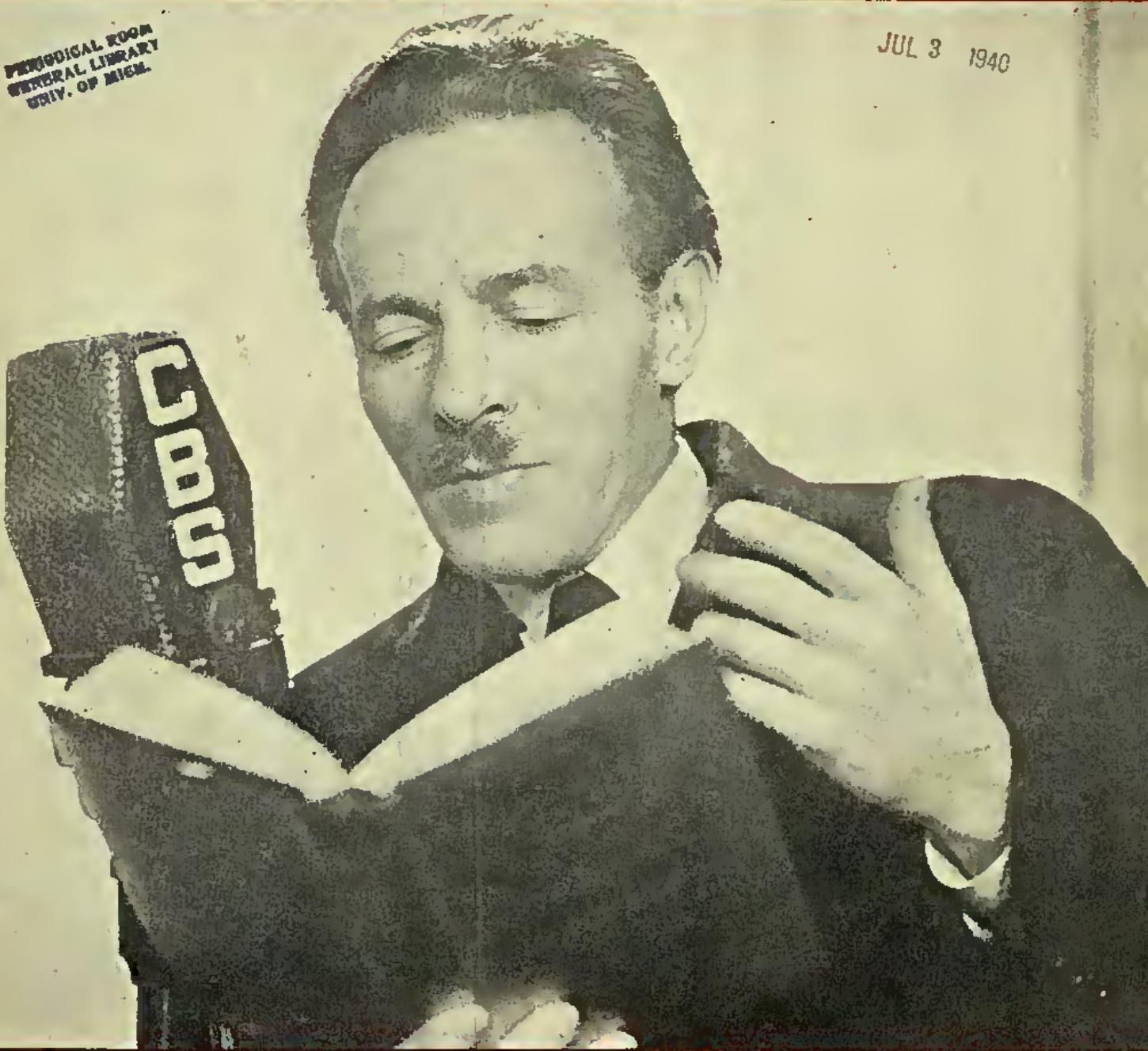
JULY 6, 1940

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Vol. 52, No. 27

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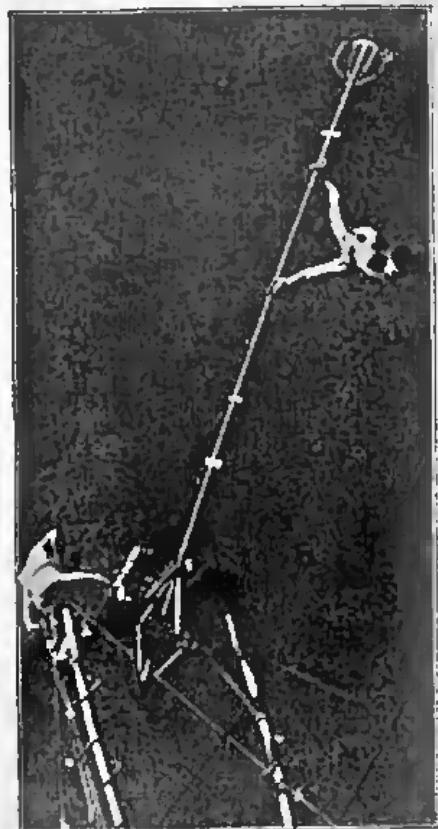
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Vol. 52
No. 27

The Billboard

The World's Foremost Amusement Weekly

July 6,
1940

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PERFORMERS AS BOSSSES

Chamber Buys Ga. State Fair; Plans Expansion

MACON, Ga., June 29.—Purchase of the Georgia State Fair and Exposition by the Macon Chamber of Commerce has been announced. It was announced also that an expansion program calls for a greatly enlarged fair.

E. Ross Jordan, who has served as general manager since the fair was inaugurated, continues in that capacity. Most of the staff will remain practically the same.

It is the second change in recent months in the ownership. First came in April when Roy O. Williams, prominent Macon merchant and president of the Macon Baseball Club, acquired control and was elected president. In the latest deal the Chamber of Commerce purchased interests held by Williams and several other stockholders.

W. J. Juhan, head of a local dry goods company, was chosen president of the Chamber of Commerce slate. Herbert M. Ecock, hotel manager, was re-elected vice-president, and Leo S. Trimble, executive vice-president of the chamber, was named secretary.

The chamber will operate the fair on (See CHAMBER BUYS FAIR on page 36)

New Defense Tax On Admissions

...and how it works in the case of the New York World's Fair is described on page 29.

McNutt Resigns RAA Presidency

SAN FRANCISCO, June 29.—Superior Judge Maxwell McNutt of San Mateo County has resigned as president of the Rodeo Association of America, which he has headed for the last 11 years.

McNutt declared that rodeos have descended to the level of a racket. He declared that certain rodeo groups are only unions of riders which completely control rodeos to the exclusion of amateurs or riders not belonging to the organization.

In particular, McNutt declared he had tried to vain to secure action against one organization at the Houston (Tex.) convention several weeks ago. He charged rodeos are nothing more than itinerant circuses for the benefit of a closely knit group of professionals. He said they name the judges at rodeos, fix the awards and even restrict purveyors of rodeo animals from serving both professional and amateur rodeos.

cause of the police policy.

Act and band bookers are also drying out the crying towel. Instead of a rush for the song and dance and girls acts at the various headquarters, Republicans had lined up string quartets, glee clubs and string bands on the cuff in campaigning the various candidates.

It is understood that orders to the police that "good judgment" be used (See GOP MELON A LEMON, page 23)

It is understood that orders to the police that "good judgment" be used (See GOP MELON A LEMON, page 23)

GOP Melon a Lemon to Philly As Cops Enforce Blue Laws

PHILADELPHIA, June 29.—In pre-convention hours the Philadelphia Chamber of Commerce figured that of the \$12,000,000 to be gained by the city from the Republican convention, theaters and night clubs would slice a \$1,000,000 melon. However, the melon turned out to be a lemon, and nitery and theater ops are convinced that the chamber is desperation-happy. Theater managers said the boot in their box-office grosses was hardly worth the fum, and as far as the night clubs were concerned, it might just as well have been Holy Week.

On an ordinary Saturday night spots have no trouble, in spite of the 1 a.m. curfew, to keep going until 3 and 4 in the morning. But last Saturday (22), with the town flooded with delegates and visitors having time and money on their hands, police suddenly decided to enforce the law. Each midtown club was visited by a cop, who saw to it that the bars were closed at 1 a.m. and gave everybody just 30 minutes to clear out and close for the night.

Republicans who expected to find a Philadelphia Sabbath as dry and parched as a Western desert were surprised—but not for long. All day Sunday cops were running down the smut of the open bottle, and there was nothing left for the delegates to do but fulfill the promise made to the folks at home and visit Betsy Ross' House and Carpenter Hall. During the Democratic meet here in '36 police winked on Sunday and all the watering places were wide open.

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Monday night was just an ordinary Monday night as far as the nitery ops were concerned, all nonplussed at the lack of better judgment on part of the police. Ops figured they'd have a chance to recuperate that week and be able to stand the gaff of keeping open all summer. However, as a result of the convention fire wholesale closings are scheduled, with much loss of employment to musicians, entertainers and waiters be-

Plenty Try Nitery Operation, But Most Wind Up on the Ropes

Shine as fronts, but need managerial experience for kitchen and bar—reputation for good mixing helps plenty—partners who know business angles needed

NEW YORK, June 29.—While business-minded performers and musicians working night clubs usually turn to managing or operating their own spots at one time or another, most of them lose sight of the fact that it is a highly hazardous venture. Intelligent performers, as a rule, can take care of the front, but loss their bankrolls in the kitchen and at the bar, where managerial experience is of extreme importance. A survey indicates that a performer can successfully manage his own club only when he has a trusted and experienced employee in the back room or when he finds a partner who knows the restaurant and bar business.

An excellent example of such a combination in New York is Leon and Eddie, operated by Eddie Davis, performer, who is in charge of the entertainment, and Leon Eaken, who is in charge of all other business details. They have turned the spot into one of the most successful niteries in Manhattan.

Most performers who have operated their own clubs or are thus engaged at this moment have previously profited themselves great misers. The art of mixing is of extreme value to acts hoping for a nitery of their own, for it builds a following and develops a steady clientele which the average room must have to stay open. This is particularly true of neighborhood clubs depending on repeat trade. Rocky Ellsworth, singer and emcee who had been a regular hold-over in the shins of Frankie's Casino, South Side spot in Chicago, left the club early last season to manage his own in that neighborhood, known as the 99-9 Club. His friends are now his regular customers.

Frank Sherman, veteran tenor and now sole owner of the Minuteman Club, Chicago, also boasts a long list of followers, both Chicagoans and visitors. He has a good reputation among spenders, continuing to remain in business despite the ex-

(See PLENTY PERFORMERS on page 17)

London Legit Crumbles in May Under Hammering of War Events

LONDON, June 1.—With 20 closings and only six new productions and three revivals, May's balance sheet doesn't look good. And far from good the month has been, for, despite a promising start, business dropped at most places by over 50 per cent as new war phased developed. Listening to bulletins on the radio has had a stronger appeal than theatergoing.

In addition to figures quoted, two projected first nights were postponed. Some of the closings were according to plan, but in most cases the shutters went up much sooner than expected. Postponements were H. M. Tennent Ltd.'s, revival of *Dear Octopus*, due at the Adelphi on the 18th, and Alec Nea's presentation of A. J. Cronin's first play, *Jupiter Laugh*, which should have gone into the Lyric on the 22d.

On May 1 Herbert Mason presented at the Vaudeville Arnold Ridley's adaptation of Agatha Christie's romantic melodrama, *Feril of Fane House*, but neither favorable critics nor the usually strong appeal of the mythical drama, *Mercyful Potrot*, could stand up to outside events. On the 9th, at the New, Roy Lister, in association with Enid Little and by arrangement with Howard Wynetham and Ivanson Albury, gave a first London showing to George Bernard

Shaw's *In Good King Charles' Golden Days*, which was well received.

Produced by Hugh Miller and Arthur Hardy, Austin Page's spy thriller, *By Proxy Post*, was revived on the 10th at the Garrick, where, in 1918, it ran for 278 performances. Nothing like that occurred this time, the run being for just over a week.

Two Musicals

Whistled Monday, May 13, saw two new musicals, each strong in humor of a broad nature. At the Palladium George Black staged *Garrison Theater*, and at the Prince of Wales Tom Arnold and Harry Foster inaugurated a new policy of twice nightly with *Present Arms*, the work of Fred Thompson, with music by Noel Gay. Piquant wit proved to be the strong point of *Swinging the Gate* review, by Diana Morgan and Robert MacDermott, presented by Norman Marshall and J. W. Pemberton at the Ambassadors on the 22d.

Having been shuttered since September, the Duke of York's reopened on the 27th with Charles Hickman's production of Denit Osgood's *The Peaceful Inn*, an excursion into the theory of time. Six travelers find themselves in an inn which doesn't exist, having been burnt out a

(See LONDON LEGIT on page 18)

New Low Budget Set by AGVA, as SAG Ends Loans

NEW YORK, June 29.—The American Guild of Variety Artists has instituted a retrenchment policy on a budget of \$9,210 every five weeks. According to Hoyt A. Haddock, executive secretary, this represents a saving of \$7,000 a month or \$80,000 a year. Haddock stated that the union's present income will enable it to meet the new budget without any further loans from either Screen Actors' Guild or Actors' Equity. Under the new five-week budget, the

(See AGVA BUDGET on page 23)

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KC UPS TOTAL GROSSES

But General Amusement Season Is Still Under Mid-30's Level

Many performers working—Muny And takes \$85,000—Pla-Mor 40 per cent above last year—Tower's vaude boom b. o.—new night spots open in spring

KANSAS CITY, Mo., June 29.—With the indoor amusement season here practically over, local operators are taking stock of their winter bill and find that, while conditions improved over the 1938-39 period, times still haven't come up to the good level of a few years ago. Most operators report that since about 1936 their business has been tapering off. Before that repeat had proved a tremendous boost to the show world. Night clubs opened up by the dozen in Mayors and hotels shared in the growth by enlarging their ballrooms, bars, grills and cocktail lounges to catch the trade. However, since that time a slump has developed.

There were scattered phases of the entertainment business which enjoyed a very successful season in Kansas City, however.

The Music Hall of the Municipal Auditorium closed its books with a total gross for the season of \$85,000 for 15 roadshow editions of New York plays.

The Pla-Mor Ballroom, owned by Paul Fogel and managed by Will Wittig, reported an unusually successful dance season, with receipts 40 per cent ahead of the previous year. Most of the extra take was attributed by Wittig to profits from big name bands and the eight-hour Sunday dance sessions at which two bands played.

The Terrace Grill of the Hotel Municipal, only hostility in this area consistently playing big name bands, also reported an increase in average number of covers.

Tower Room

Big boom of the season occurred at the Tower Theater, which opened up for a spin as vaude last fall after being dark some time. Piloted by S. Bernard (Harvey) Joffee, the house raised its average from \$5,500 to nearly \$7,000 and began bringing in big name band acts, including Jimmie Lunceford, Don Bestor, Henry Busse, Deacon Moore and Art Kassel. Prices still remained 25 cents any seat, any time, which made the audiences necessarily huge in order to throw black ink over the ledgers.

The Century Room, opened in November, closed on May 1 after a moderately successful season. Run by John Tumino at a combination ballroom and nitery.

DAVID ROSS

(This Week's Cover Subject)

DAVID ROSS, veteran CBS announcer and winner of the 1932 dictation award presented by the American Academy of Arts and Letters, is one of the few native New Yorkers in radio today.

Ross' college training was rather all-inclusive. He attended City College of New York, Rutgers and then studied journalism at New York University. But that was as far as his newspaper career went, for his first job was as a bank messenger at \$25 a month, to be followed by his debut in vaude with Eva Davenport.

He finally turned to radio in 1936, but it was not till three years later that he joined Columbia Broadcasting, the start of an association that has been more than satisfactory to each party. In the nearly 10 years since going with the network Ross has announced literally hundreds of programs. His beautifully modulated dictation has not only won him awards but has given him a reputation with radio listeners all over the country. One of his best liked shows was "Pete's Gold," on CBS a couple of years ago, and his penned anthology of the same title has passed its third edition.

Ross' interests are highly cultural, and they led him into variegated positions before he turned to radio. He has been secretary to a Russian benefactor, reviewer of books and plays and superintendent of an orphanage.

Commercial that Ross is handling on the announcing end at this time are American Oil Co.'s "The Human Side of the News," with Edwin C. Hill as the newscaster, and Brunswick's "Take It or Leave It," with Bob Hawk and Ray Black's Orchestra. From time to time he announces publishing programs, his efforts being devoted exclusively to CBS.

Thru Sugar's Domino

Need for Organization of Cabarets

THESE is no branch of the show business that needs organization more than the cabaret or night club sector. There is no branch of amusements that is less organized. Combine these factors and you have an appropriate background for the drama of an industry that is bent on all sides by forces that seek to destroy it.

Even if a real organization of cabaret operators is not launched in our time

there will still be cafes, cabarets and night clubs, and talent will still come pouring from the after-dark spots to other branches of the business. Yet a far better job could be done if the cafe men were to band together for their common welfare, and show business should help along in any way it can to bring this about.

Under present conditions, with cabaret organizations operating only in several scattered cities and with State organizations being non-existent, cabaret men bear a common load that only the strongest are able to survive. Cabaret men are oppressed by city, State and federal taxes far out of proportion to the amount of business most of them do. They are at the mercy of the liquor control boards of the various States; in most other matters they are footloose booted about by politicians. There are a hundred and one ways in which cabarets now suffer from undue pressure that would be eliminated in part or altogether if progress were made in organizing effect.

The ideal set-up, of course, would be a national organization or a federation of State and regional groups. It would be too much to expect that a national body could be formed very shortly, but it is not beyond probability that if sufficient cafe men showed themselves to be sincerely interested, State groups could be formed and these, in turn, would finally be tied together in a national body that would do for its members what Judge Landis has done to take the stench out of baseball and what the Hays office has done to scare off those who have tried to assault the citadel of the film business.

Unless a cabaret owner is awfully dumb or unless he is so crooked that he fears to raise his head out of a cellar to squint at the light of day he cannot fail to warm up to the logic of progress to be achieved by organization.

With cabarets now operating mostly as small, disconnected units, even in communities where there are several of them, they are constantly carrying on a defensive fight against every possible force and leading ground at all times. It is a foregone conclusion that cabarets bound together in a group dedicated to further the interests of its members can accomplish much more than any single cabaret has ever been able to accomplish on its own—at least legitimately. And the owning cabaret units to get things done legitimately and on a grand scale the sooner will come the day when cabaret owners will breathe easy once more as free, respected and stable business men.

The cabaret is taxed far more than any enterprise of its comparable size because it is thus far has had no powerful representation in the legislative actions. An association can agitate for equitable taxes and get somewhere. Ask any State or federal legislator. He will tell you, in a moment of frankness, that he care not a whit for individuals as such. He can ride over them like a 70-ton tank. But he respects organizations because of the power that lies in their name and their mass appeal.

Today cabarets are the butt of blundered reformers; too zealous church people who are too busy regulating the lives of others to attend to their more appropriate tasks of a spiritual nature; grafting copper and politicians who never miss a chance to squeeze the shekels out of helpless men engaged in a shadowy trade, and legislators who use zoning laws as weapons to fight their way to advancement in public life.

In most communities, thanks to newspapers that are led by the nose by re-



SONJA HENIE signing the contract between Sonart Productions, Inc., and Rockefeller Center, Inc., to present an ice show at the Center Theater, New York. Seated are Leon Leonidoff, senior producer of the Radio City Music Hall, who will stage the ice revue (left), and Arthur M. Weisz, business associate of Miss Henie, (right). Standing, left to right, are Gus S. Eysell and Russell V. Downing, secretary and treasurer, respectively, of the Radio City Music Hall.

The Broadway Beat

By GEORGE SPELVIN

THE Mutual Broadcasting System has made no comment regarding the Federal Communications Commission's recent blast at NBC and CBS—the blast that claimed the public interest is adversely affected by clauses in the network-outlet contracts. MBS figures it's in better taste to keep quiet about the matter. But the MBS execs got a lot of quiet satisfaction out of the FCC's report, regarding it as a complete exoneration of the MBS method of operation. . . . Gray Gordon is one of the first of the name bandmen to align himself with a specific patriotic title. *I Am an American* is the title of the number that the Tie Toe March introduced a week ago, and which he has recorded and will feature from now on. Gray is even carrying it to the point of ordering 50,000 buttons carrying the title for distribution in the Boy Scouts and other organizations—to say nothing of patrons of the Edison's Green Room, his current stand. . . . Radio note: How many people caught the slip-of-the-tongue introduction of Governor Stassen, keynote at the GOP convention? He was called Governor of Minnesota. . . . What's all this furor about showboats? Several inquiries of late point to a revival of old-time dramatic showboats by sophisticated imprecations.

EVERY time Del Courtney aired his "scandal camera music" from the Park Central's Cocoanut Grove (he closed there this week) over a certain network, with a certain announcer doing the word-slitting, he found himself presented with a different award, each one phonier and funnier than the last. Del and the word juggler have been friends for years, and it was all in the interest of good clean ribbing, with some added glamour for the more gullible late-hour diarists. . . . Dick Morgan, who holds no instrument on the Alvin Hey band stand at the Baltimore Hotel these days, is really the outfit's guitar player. But due to a local FCC regulation affecting his union membership, he won't be able to use his instrument for three months. . . . It must have been known to the traffic cop to have his whole day ruined by a series of speeders rushing to a single date. Last Monday Rochester and some MCA lads, in order to make a rehearsal at a date in Newburgh, N. Y., were burning up the road at about 75 miles an hour when John Law caught them. Rochester was hauled out, but, since the cop realized the show must go on, he let him off after the MCA lads did some fast talking. A few hours later Phil Bloom, of the same agency, was caught by the same cop on the same stretch of road. But the power and glory of MCA was still upon the copper; after remarking that it was getting tiresome, he let Phil proceed.

(See SUGAR'S DOMINO on page 27)

"Icecapades of 1940" Opens To Smash Reception in N. O.

NEW ORLEANS, June 29.—With a sprightly sprinkling of comedy, the "Icecapades of 1940," first ice show produced by the Arena Managers' Association, opened its season here Sunday (10) before a crowd of 4,500 at the Municipal Auditorium. Advance ticket sales are reported at \$10,000.

Presenting 37 performers in routines and specialties ranging from ballroom waltzing to slapstick comedy, the production was such a hit that all the skaters were called back for at least two encores. Some had five recalls.

The much-praised ice carnival was a novelty here. Many doubted that an ice slab of sufficient strength could be prepared, but the floor was finished in time, reaching a three-inch thickness, sufficient to take the worst falls of the comedians and the strongest dips of those like Fritz Dietl, who chipped deeply into the ice at times.

The "Icecapades" was presented by Pirsch Leary, directed by Charles and Vida Uekila, and costumed by H. Mahieu, Inc.

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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
CASE OF THE NEW YORK OFFICE OF
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For FILMS

CAROL BRUCE—talented and attractive singer who two years ago was listed here as a "possibility" for legit musicals and who is now a smash sensation in Louisiana Purchase, legit musical at the Imperial Theater, New York. A safe bet for pictures, not only because of her big publicity build-up but also because she displays terrific song-singing talent and should screen beautifully.



For NIGHT CLUBS

JEAN PARNEY—cute young vocalist caught with Horace Heidt's band at Loew's State, New York. Warbles with much appeal and has a charming personality that is a sure bet for pictures. Concentrates on pop and sells them well.



For CONCERTS

ANTONIO ESCUDERO—23-year-old son of the famous Spanish dancer who toured in concert here seven years ago. The younger Escudero is making his American debut at El Chico, New York night spot, and shapes up as a real personality and a fine Spanish classical dancer. After a publicity build-up he should be ripe for concert dates.

"Waltz" was the couple's specialty. Robin Lee, five times American champ, followed in a series of backward and forward maneuvers and speedy execution of fancy steps.

Larry Jackson repeated on skis numbers a fellow comedian performed on skates, including one-steel pinwheel. Serge Flach offered his juggling act skating about the 120 by 61-foot rink. His stunts included balancing two balls on his head and shoulders and twisting two hoops as he skated rapidly about the rink. Like others, Flach played to the audience, inviting some to toss a ball onto the ice. He would catch and balance this on his head or a stick.

Robert Dench and Rosemarie Stewart next presented their booted routines in perfect unison. They executed almost every conceivable routine that can be done on the steels, and were called for repeat performances.

The "Thoroughbred" or "Old Gray Mare," proverbial stage horse made with two men—Moony Stott and Sid Spaulding—and Ted Stevens as trainer, leaped hurdles, executed some fancy steps and indulged in comedy capers, including leaping the rink sides to plop into the lap of a man in the audience, and closed the first half of the show.

Ballroom dance scenes opened the second half. Lee tramped with Lois Dworshak. Included, also, were the Thaelia, Pierre and Denise Brobst, Mills Dietl and Edwina Blades and Buster Grace and Ruth Mack. The dancing of Lee and Miss Dworshak got a big hand.

Miss Blades' Blue Gown number was (See "ICECAPADES OF 1940" page 26) review in the early fall.

Weekly Ice Revues For Center Planned

CHICAGO, June 29.—Sonja Henie and Arthur Wirtz, vice-president of the Chicago Stadium and producer of the Sonja Henie ice revues and other ice shows, are among the stockholders in a new corporation known as Sonart Productions, Inc. Venture includes a long-term lease on the Center Theater, New York, and will produce ice revues.

Leno Leonidoff, who will stage the 1941 Sonja Henie Hollywood Ice Revue, will stage the Center Theater productions. Sonja Henie herself will not appear in these shows.

The ice show is expected to perform week in and week out at the Center Theater on the same plan as the stage shows in metropolitan picture theaters. The chorus will remain intact. But the routine of skating and the theme of the revue will change from week to week. The Skating Artists Agency, Inc., of which J. Arthur Friedlund is president, will book talent.

The tour of the Sonja Henie Hollywood for Revue will be increased to 50 weeks this season, which will be the longest series of appearances ever made by Miss Henie. Leonidoff will succeed Harry Lowe as producer and director. William H. (Belly) Burke will again be general manager. Show will go into rehearsal early in September. Miss Henie returned from New York today and is conferring with Arthur Wirtz and Leonidoff on costuming of the show.

Theater is expected to be ready for ice review in the early fall.

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WAX RADIO - MUSIC POLL

ET Firm Reports Increased Demand for Non-ASCAP Tunes; Good ASCAP Contract Return

NEW YORK, June 29.—Radio-music situation tightened over the week, a poll by one of the leading transcription companies among its subscribers indicating much sentiment in favor of songs not controlled by the American Society of Composers, Authors and Publishers. Poll went out to about 115 stations, and returns at present time were incomplete. But according to the wax company, 20 out of 34 returns, or approximately 75 per cent indicated a desire for more non-ASCAP music on wax. Two returns were admittedly not complete, wax company felt the indications were strong enough to warrant assigning more non-ASCAP tunes to band leaders currently thinking disks for the company.

Poll which was sent out to the subscriber stations was worded about as follows, with a space left after each statement wherein the station was asked to answer "yes" or "no": (1) We are programming all selections, whether ASCAP or otherwise. (2) We are concentrating on Broadcast Music, Inc.; Associated Music Publishers, Public Domain, BISAC and other non-ASCAP material. (3) We prefer a larger proportion of BISAC, AMP, Public Domain and other non-ASCAP music even at the expense of missing hit numbers. (4) You may put (3) into effect immediately.

Poll also reserved a small space for stations' comments.

Wax men point out their problem is not to take sides, but to ascertain music needs of their customers.

American Society of Composers, Authors and Publishers, on the other hand, reported itself in an encouraging position. Society pointed out that well over 100 stations had returned the ASCAP contracts with information the Society requested—this indicating that these stations were willing to take out licenses. Insofar as ASCAP contracts went out very recently, Society expects returns will be very much greater and soon.

Toward end of the week a report of prime importance was circulated but could not be checked. This was to the effect that the networks were planning to put into effect a ruling placing a limitation on the number of plugs a song could receive in the course of one week. Both NBC and CBS reported they had heard of no such measure, and reactions

of BMI execs were mixed. But report persisted.

National Association of Broadcasters, too, swung into action once more, pressey Miller issuing a letter claiming that the ASCAP deal was disadvantageous to radio, that it guaranteed little for a high price.

BMI queried on the possibilities of its acquisition of the Metro-Robinson catalog, stated the move was in a very elementary stage, and that questions to be considered were whether the catalog was desirable in view of the asking price of \$650,000, and whether the catalog's earnings justify the price. Also, can the royalty be obtained? "We would certainly think twice," stated one BMI exec.

WCAU Hypo Tele Plans; To Feed N. Y.

PHILADELPHIA, June 29.—WCAU has announced an immediate acceleration of plans to begin active television broadcasting experiments as a result of the FCC tentatively approving the station's application for a television station. As soon as the actual authorization comes thru WCAU will buy the necessary equipment and install the station immediately. RCA equipment will be used. Jack Leach, WCAU chief engineer, will be in charge of the television experiments.

Main feature of WCAU's telecasting will be use of a mobile unit for pick-ups of sports and other special events. Fired by the FCC's announcement that regular licenses would be granted promptly upon proper showing of a program of research, WCAU expects to have an active daily schedule of television programs. While it will share Channel 5 with the RCA Manufacturing Co. at nearby Camden, N. J., it is understood that the RCA station will be for non-broadcasting purposes, rather for experimental tests within the plant, done mostly in the late evening hours.

While the number of tele receiving sets in Philadelphia is practically nil, local programs will be fed to New York to augment CBS' television program schedule, a relay station to be constructed at Trenton, N. J., marking the first link in a television network.

Advertisers, Agencies, Stations

NEW YORK:

PRUDENTIAL LIFE INSURANCE has renewed When a Girl Marries. . . Lever Bros. has renewed The Family Man, with Woody Klose, for the Canadian network. . . Steven Jackson, formerly with Benton & Bowles, has joined the WMCA sales staff. . . Nat Shilkret, before leaving for Chicago and the Carnation program, contracted to make disks for Associated Records Program Service and Murak. . . Dick Bard, WNEW publicity director, left Saturday (20) for a two-week vacation. On his boat, . . . Bathsheba Corp. has bought three days a week on Make-Believe Ballroom on WNEW thru H. M. Kieseretter Agency. . . WOR now has 20 remotes, a record for the station. . . Beginning Monday (1), WQXR will remain on the air an additional hour and one-half daily. . . The Old Dirt-Dobber, gardening program with Tom Williams, debuts over CBN July 6. . . Victor H. Lindlahr, of WGN's Journal of Living, left on vacation Friday (20), and will return in fall. Program spot for summer to be filled by transcriptions.

New CBS production piece, titled More for the Money, claims that CBS advertisers now reach their audiences at 43 per cent less cost per listener than four years ago. . . Jerry Arkin Band goes into Pavilion Hotel, Sharon Springs, N. Y., aired via WMCA beginning Tuesday (2). . . Musical director of WGN-Mutual's Laugh and Swing Club will be

Van Alexander. . . Dorothy Thompson columnist, signed for a 30-week series over the NBC-Blue network, Sundays 7:30-7:45 p.m., starting September 29. Sponsored by the Regional Broadcasters Association, a co-op group, and set thru the Stockton-Wat-Nurkhardt Agency, Cincinnati. . . Metropolitan Opera Auditions return to the air for the sixth consecutive season, beginning October 20, for Kherwin-Williams Co.

FROM ALL AROUND:

Cameron Perry, CJOC, Lethbridge, Alta., spent a week at CKCR, Regina, recently studying production methods. . . WTAQ, Green Bay, Wis., has been granted permission to use 6,000 watts of power night and day. Previously station had been using 3,000 watts only during the day. . . Shirley Lauter, assistant in publicity department of KJL, Hollywood, is going to be married to David E. Harton, local sales executive. Wedding is set for the fall. . . A transfer of the license of Station WWAK, Hammond, from the Hammond-Calumet Broadcasting Corp. to O. E. Richardson and Dr. Fred L. Adair has been approved by the FCC. . . Mars Candy Co. has renewed Dr. J. Q. for 52 weeks beginning August 26 on NBC-Red thru Wade Advertising Agency. . . Another 52-week renewal on same net beginning July 26 is Kraft Music Hall thru J. Walter Thompson. . . Sunday (7) Dodge Dealers of Chicago begin a new sports quiz on WMAQ, entitled Hall of Sports, placed thru Ruth-

WDAS Sales Stump

PHILADELPHIA, June 29.—With all the news broadcasts sponsored on WDAS, the station received an offer to have its bulletin board on the street sponsored. The news-stand conductor near the radio building propositioned the station. He is willing to pay "card" rates to have a sign placed on the bottom of the board reading: "Complete details of these bulletins may be obtained at the corner by buying your favorite newspaper from Barney, the Newsboy."

The station is not sure what the "card" rate is for bulletin board sponsorship, and whether a member of the station news department who posts the items on the board would be considered talent or a technician.

WNEW To Boost Talent Budget

NEW YORK, June 29.—WNEW, local station which has made most of its money on recorded programs, is likely to branch out with a more extensive live talent schedule in the fall. Bernice Judis, station manager, indicated the change was probable, adding that the station had made money during the six years of its existence and would now put back into the business a larger percentage of the profits. During the past couple of weeks WNEW has been auditioning talent, but no definite hypo is expected after the hot spell.

Together with more live talent, station expects to use more elaborate wax show layout.

WNEW more is significant in view of fact that station has built up what is considered a very solid metropolitan listening audience thru wax programs. Survey conducted a year ago by one of the top research companies and paid for by National Broadcasting Co. and Columbia Broadcasting System, showed WNEW in a very strong position regarding listening audience.

Extension of live talent schedule also considered logical in view of unmet conditions surrounding use of photograph records on radio stations. Legal complications involve question of property rights of both record companies and performers, possible revamp of copyright act and moves of the American Federation of Musicians in the interests of band leaders and musicians.

Petrillo Pulls Band Remotes Off NBC Nets

NEW YORK, June 29.—James Petrillo, president of the American Federation of Musicians, last night notified locals throughout the country to pull name bands playing remotes over the National Broadcasting Co. In New York, order became effective immediately. Local 802 notifying all bands airing remotes over the Red and Blue nets. Sudden move was precipitated owing to situation at Station KSTP, St. Paul, where, according to union men, not enough staff musicians were employed.

AFM execs, queried Saturday, stated no agreement had as yet been made and that the situation would become "settled" if not settled quickly.

NBC officials stated that for the time being house musicians would be used to fill in.

"Petrillo," stated one union official, "is swinging into action and is not kidding."

Problem of musician employment on radio stations is unsolvable currently, there being an understanding between the AFM and the industry that no reductions be made in number of men employed and no reduction in scale. There exists no formal written contract between national office and the network, the federation leaving the question of radio employment up to the various locals. It had been stated previously that AFM did not want to press for such an agreement owing to possible charge that it might be in restraint of trade.

Among bands who are currently playing remotes on the NBC-Red net are Frank Sinatra, Tommy Dorsey, Will Osborne and Alvino Rey, all from New York. Others are Glenn Krupa, Meadowbrook, N. J.; Hal Kemp, Cleveland; Horace Heidt, Detroit; Ted Weems, St. Louis.

On the Blue from New York are Johnny Mercer, Charlie Barnet, Gene Krupa. Others are Harry Owens, San Francisco; Eddie Lang, Los Angeles.

GOP Coverage Dents Nets' Pocketbook

NEW YORK, June 29.—Networks late this week estimated the pocketbook dent occasioned by covering the Republican National Convention, and it comes to plenty of moola. Columbia Broadcasting System, for about 18 hours of broadcasting up to press time, figured loss of \$100,000 in cancellations plus operating costs of approximately \$25,000.

National Broadcasting Co., estimating 11 hours and 18 minutes on the Red and 18 hours and 10 minutes on the Blue networks, estimated \$75,000 lost because of cancellations, plus \$50,000 talent costs paid to artists who played to studio audiences but did not go on the air. In addition, other coverage items, including television, totaled \$15,000. NBC figures indicated canceled commercials on the Red amounted to six hours and 18 minutes and on the Blue to one hour and 18 minutes.

Mutual Broadcasting System estimated a \$9,000 dent for 35 hours of broadcasting. Of this, \$8,000 was attributed to canceled commercials.

Television Review

Reviewed Thursday evening. Style—Telecast of Republican National Convention Station—W2XBS (New York).

Telecast of the Grand Old Party source at Convention Hall, Philadelphia, shaped up as television's most auspicious undertaking to date, the transmission taking place via coaxial cable between Philadelphia and New York, a distance of about 100 miles.

Telecasts, occurring all week, had terrific significance from the educational standpoint, bearing out belief expressed earlier by tele execs that the medium would probably find its most important outlet in special events.

From video standpoint, images were by no means as satisfactory as those of studio-produced programs, but decrease in clarity, particularly on mass shots, was expected. Generally, image appeared rather washed out, but still good enough to distinguish faces without much difficulty.

Event was a milestone for tele, and carried off with nice aplomb, all things considered.

ACKERMAN.

Publicity Survey Top Positions To WABC, WEAF, WJZ, WOR, WMCA

NEW YORK, June 29.—Recapitulation of publicity breaks gained in metropolitan New York dailies' radio columns and program highlight boxes for the six-month period beginning December 25, 1939, and ending June 6, 1940, shows a drop in total mentions for most stations when compared with a similar period last year. Exceptions are WOR and WNEW, respectively, in fourth and ninth positions. Both gained somewhat in total mentions, other positions remained the same when compared with similar period last year.

WAND still holds first position, corralling 6,718 mentions, as against WEAF in second place with 4,733; WJZ in third with 4,714; WOR fourth with 3,201; WMCA fifth, 1,652; WNYC sixth, 835; WGN seventh, 810; WQXR eighth, 799; WNEW ninth, 676; WEVD tenth, 483, and WINS 11th, with 336.

Analysis of stations' positions for six months of this year as compared with positions during same period last year shows that WEAF moved from third to second, supplanting WJZ; WOR and WMCA remained in fourth and fifth; WNYC moved up from seventh to sixth, supplanting WGN; WQXR, WNEW, WEVD and WIND held on to same positions in order named. One of the most interesting items is move-up of WNYC.

Also of interest is fact that WMCA, while having only about half the feature total as compared to a similar period last year, nevertheless jumped in column mentions, being close to WEAF in this respect.

Chart below shows relative positions and comparisons at a glance. "P" indicates listing in program highlight boxes; "O" indicates column mentions and "GT" grand totals.

N. Y. STATION PUBLICITY BREAKS

—Dec. 25, 1939 to June 6, 1940—			
Station	P.	O.	GT.
WAND	4,731	857	6,718
WEAF	4,113	661	4,714
WJZ	3,932	282	4,714
WOR	2,378	725	3,161
WMCA	973	589	1,562
WTNG	585	270	855
WGN	691	149	810
WQXR	823	156	779
WNEW	670	106	676
WEVD	404	42	453
WINS	261	97	339
Station	P.	O.	GT.
WABC	5,430	1,210	6,990
WJZ	3,998	976	4,974
WEAF	4,012	703	4,717
WOR	2,228	760	2,988
WMCA	1,838	519	2,377
WGN	1,280	220	1,500
WQXR	612	234	806
WNEW	496	140	636
WEVD	481	81	548
WINS	283	50	333

P&G Drops Foreign Language Programs

CLEVELAND, June 29.—Procter & Gamble, sponsor which has been cultivating the foreign population with foreign-language news broadcasts, has ended its agency, Blackett-Sampson-Hammett, to kill these programs.

Cities in which news broadcasts are being dropped are, Chicago, Detroit, Cleveland, Pittsburgh, Boston and Buffalo. WMEX, Boston, and WEZN, Buffalo, dropped their foreign language broadcasts of their own volition.

"Airport" for Enginee

NEW YORK, June 29.—Metropolitan Airport replaces What World You Have Today on the NBC-Blue network for Enginee July 24. Program will be a half-hour dramatic period, with cast changing weekly. Hendrik Doornan will direct, with Thessie Lewis supervising purchase of scripts.

Young & Rubicam is the agency.

"Purchase" Ban Eased

NEW YORK, June 29.—Restriction on use of broadcasting of Louisiana Purchase reoccur has been changed a second time by Irving Berlin, Inc., the date now being Monday (1). Few weeks ago date was set at July 15.

Transcription companies have been claiming the ban was unfair, inasmuch as live performances were permitted on radio.

SASKATOON, Sask., June 29.—Station CKRC here must continue to make radio announcements for the Saskatoon Exhibition Board at one-half its usual advertising rates and pay the city \$150 a year under terms of a lease granted by city council. Station can use the land it is now using in the fairgrounds for the next 25 years and sufficient other land adjacent to erect a new radio tower.

Delicate Sense of Smell

PITTSBURGH, June 29.—After temporary break in relations between William Penn Hotel and WCAE, quarreled in the hotel, owing to a stench rising to the station's 21st-floor studios from the inn's kitchens below, harmony has been restored by William Penn manager Gerald O'Neill and WCAE manager Leonard Kappner.

A month ago, when the Italian Terrace was still featuring dance music, WCAE cut off broadcasts of the hotel band after request for rectifying the fumes failed. Now the studio walls wear a new coat of paint.

Expect "Americana" To Return to Pittsburgh

PITTSBURGH, June 29.—Radio station execs here expect Westinghouse's Musical America to return to Pittsburgh as its broadcast scene in the fall, following its change of studios to New York effective Tuesday (2) with a smaller orchestra and a change of commentators.

Radio's largest popular music orchestra herebefore, with 102 players, the Raymond Paige-conducted crew is to be cut to about 60, reports here say, with Director Kenneth Watt taking Deems Taylor's role as commentator. Milton Gross will continue as announcer.

The time will be changed from Thursday at 8 to Tuesday at 9, following Information Please, presumably in a move to bolster its Crosley while also stimulating audience interest in NBC-Blue Tuesdays.

Foreign Language Nix

PROVIDENCE, June 29.—Newscasts in French and Italian have been banned here over WPRO, according to an announcement by station manager Stanley Willis. More follows similar action taken by WMEX in Boston.

Both stations notified newscast programs in foreign languages that as a result of the international situation all news must be given in English in the future.

Ford Football Deal Set

DETROIT, June 29.—From podium to stadium is the story of Ford Motor Co. broadcasts. After sponsoring the Ford Symphony nationally the company will sponsor professional football broadcasts over WJR this fall. All 11 games scheduled for the Detroit Lions are to be broadcast.

WJJD To New Studios

CHICAGO, June 29.—WJJD will move its studios to Radio Row about October 1. Carbide & Carbon Building will house the new office, which have been designed by Johns-Manville Corp., and will include floating studios, specially equipped recording devices, latest in high fidelity engineering equipment and mechanical ventilation.

Faith's American Series

NEW YORK, June 29.—Percy Faith, musical conductor for Canadian Broadcasting Co., will take over direction of the orchestra on the Carnation Contested Hour over the NBC-Red network for three weeks beginning Monday (1). This is Faith's first series emanating in the United States.

Deal was set by Columbia Artists, Inc.

Radio Talent New York By JERRY LESSER

JONE ALLISON now plays Mary on *The Aldrich Family*. This young actress did a great job opposite CONRAD NAGEL last week on *Lincoln Highway*.

DEVENIE ENGLEBACH, formerly of NBC's clerical department, has been promoted to an assistant directorship, etc. If you will, assistant production man.

SELENA ROYLE has been made chairwoman of the radio division of the American Theater Wing for British and French relief. . . . GEORGE IRVING, formerly announcer and news commentator at WMCA, has been added to the staff of NBC. . . . GABRIELLE HEATTER is reported back at work on a novel. . . . The star played an unexpected role in the script of *The Goldbergs* the other day. MRS. ELEANORE POWERS HATNICK, who portrays Amy in the serial, intended to make her last appearance on the show Wednesday afternoon, expecting her blessed event in about two weeks. But instead she became a mother Tuesday night, forcing Miss Berg, creator of *The Goldbergs*, to work all night on a new script excluding the character of Amy.

MARIE ROSENBLUM, who is making a personal appearance in New York during the *RUDY VALLEE* program's stay in Manhattan, had a row with Valley's chief gopher, SID FIELD, as to whether or not he should add his smart cracks back at the theater hecklers. "Why can't I heckle right back at 'em?" he shouted to Fields. "I can't talk back to the radio audience. I can't talk back in pictures. Why can't I talk back here?" Fields had a ready answer. "When you smart crack back," he said gently, "you step out of character. When you step out of character you become an actor. As an actor, you stink!" . . . Jean Harlow's dissatisfaction with his remuneration on the Doctor Christian serial may result in a fall replacement in the fall.

ADELAIDE KLEM will play one of the leading roles in *Moritier Merk*, which debuts July 10 with JACK SMART in the lead. . . . ELISIE THOMPSON will be the new organist on the Court of Missing Girls program.

ED GARDNER is working on a new script that will star WALTER O'KEEFE. . . . JACK HURDLE has been imported from Chi to direct the *Ellen Randolph* series. . . . Info reports that EDDIE CANTOR's fall radio show will air from New York and not from the Coast, as first planned. . . . Musical America will follow *Information Please* starting July 2. . . . JACKIE KELK will be an added starter to the

Vivien Leigh script. . . . Royalties from *CIRACLE ALLEN'S* book, *How To Become President In Three Easy Terms*, will be turned over to the Red Cross. . . . Medco have given JOHNNY LOVETON, the director, instructions to take a vacation. . . . PHIL LORD, the actor, is slated for an important role in the *Oil Alone* series. . . . PHIL LORD, the producer, will have at least one new show for the public in the near future. He still has four on the air.

BARRY WOOD, singing star of *Tony* *Hi Parade*, has been renewed on the show until November. . . . VASS FAMILY opened in AL JOLSON'S musical, *Hold On to Your Hat*, in Detroit Monday (1). . . . MAXIE ROSENBLUM set for the Bill Stern Collegiate program July 7. . . . THE KIDDODDLERS are booked for a series of one-night stands thru Pennsylvania by NBC Artists Bureau and follow tour with a trip to Coast to make another picture. . . . THE BAGELMAN SISTERS, of WHN, will be known as BARBIE SISTERS on new Victor records. . . . BUDDY SWAN and MARCEL WISEMAN, two of UNCLE DON'S children who won a trip to Hollywood, are making a picture for Monogram. . . . JERRY LESTER goes on the Tommy Dorsey Peppermint program July 9, set by Miles Ingalls. . . . BILL VON ZEHL, holding the radio desk at Consolidated Radio Artists, is back after a five-day boat trip in his sloop. Telling exciting tales of his desperate night when the mast of his tub broke during a storm 20 miles out at sea.

JENE AND OLIVE, formerly of Cleveland and Boston, and who have always been big mail pullers, are now in New York broadcasting seven mornings a week over NBC-Red and five nights a week from the World's Fair. . . . BILLY LINTON, young radio actor, has been granted the Bishop Greer Scholarship at Professional Children's School, and the award for the scholarship camp. This is given each year to the boy who seems most likely to realize the ideals of Bishop Greer, and is presented by his daughter. . . . GLE BLAZER, CBS network show, has announced it will sponsor one of the year's biggest events of its kind—The Sky Masters Model Aircraft Competition—at the World's Fair for three days, beginning July 20. . . . According to scientific estimates, from the moment The Human Adventures goes on the air over CBS Saturday (20) until the program signs off 25 minutes later, 116 babies will have been born in America.

Chicago

By NORMAN MODELL

UPHEAVAL in the Stepmother cast resulted in the dropping first of LYDIA WEINROTT, producer, then of MARY SUNDA LOVE and FRANCIS X. BUSHEMAN. New director appointed by HENRY REILINGER is J. T. ALINLEY, whose new production office is slated to do Mary Morris and First Nighter as well. CHARLES PENNANT, actor on *Girl Alone*, will be associated with Alinley. WEINROTT isn't in town over the long because he has just accepted the writing job on the new CBS serial, *Adventures of Mr. Merk*, which was not purely the brain child of the old agency, as reported elsewhere, but had its origin in the William Morris office. BUSHEMAN will go to Hollywood. . . . BILL GREEN, OLAF SCULTE and ARTHUR PETERSON expect to do a cowboy comedy at the Coach House in Greenwich the last week in July.

Jack Hurdle left Chi to direct NBC's *"Ellen Randolph"* series. . . . Billie Jean Washburn writes that she is playing the lead in *"Buried Dead"* in Metro's Pan-American Theater. . . . Anne Seymour will telecast at Old Greenwich, Conn. . . . Fred Ross has joined the Old Log Theater, Excelsior, Minn. . . . Casting for a suitable ingenue to replace Mercedes McCambridge in the role of Miles in *"Midstream"* has boiled down to three actresses. . . . Joe Mihal, a 270-pound All-American tackle from Purdue University, will scrimage with the WJJD mike as staff announcer com-

menting July 1. . . . Another new announcer, at WIND, is also fresh out of college, Robert Zelans, from Northwestern.

ALEXANDER MCQUERN will bring his *Nothing But the Truth* series to WGN, beginning July 1, for Old Town Coal. . . . Supporting roles in the first *Wings Over America* broadcast were awarded WILLIAM GREEN, VERNE SMITH and LEWIS KRUGER by producer-writer BLAIR WALLACE. . . . (See *RADIO TALENT* on page 4)

FCC Problem

GOLESTON, N. J., June 29.—Many stories have been told about the man who fell asleep at the switch, but now comes one of the radio "ham" who fell asleep at the microphone. In fact, James Page might still have been sleeping in front of his amateur transmitter had not the sound of his loud snoring gone out over the airwaves. Page was having a three-way conversation with other "hams" in Sharon Hill and Philadelphia when he suddenly went off the air. Silence from the station was followed by deep snoring.

The Philadelphian, becoming alarmed, notified local police, who went to Page's home and found the broadcaster sleeping in front of his open mike. "I guess the heat made me doze off," Page said.

Program Reviews

EDST Unless Otherwise Indicated

"Lone Journey"

Reviewed over a period of four weeks, 5:15-5:30 p.m., CDST. Style—Five-a-week strip. Sponsor—Procter & Gamble (Orefit). Agency—Blackett-Sample-Hummett. Station—WMAQ (Chicago). Also on NBC-Blue, 10:15-10:30 a.m., CDST.

To be fair, this program was monitored for a period of four weeks. In that time it was hoped that the slow pace would pick up. It did not. Strip shows are usually slow in the beginning. A groundwork of characterization has to be laid firmly. Lone Journey has done this. But you can't build a story on character alone. There must be plot and action.

Obviously, the intention of authoress Sandra Michaeli was to do a show devoid of corny melodrama. She shows her ability by taking an inherently melodramatic situation—that of Wolf Bennett and his wife Nita, in love but forced to separate thru Wolf's idealistic indifference toward practical reward—restraining to play louder than pianissimo on the harpsichord and making the story an unromantic one ham and eggs for breakfast. The qualities of sincerity and realism strike you immediately as very much worth while. It is the slick paper style applied to a market wherein pulp fiction has predominated.

Too bad the story drags. The writer uses the cash-back. It appears, for its own sake, as a form rather than an instrument, and this, of course, brakes the action to a dead stop. Frequent intrusion of the narrator, because it is handled skillfully, adds in depth more than it detracts thru retardation of movement.

Production on the show, done by Ted MacMurray, is excellent. Cast, starring Harry Winkler and Lester Damon, works professionally. But the whole piece—even the organ-coded music—evokes an out-of-the-world, mournful futility.

Modell.

"Sports Time"

Reviewed Tuesday, 11-11:15 p.m. Style—Sports talk. Station—Sustaining on WABC (CBS).

This sports show, carrying a compendium of the important sports events of the day, has an authoritative ring. An audience can be practically guaranteed to any prospective sponsor, owing to the pull of Ted Husing coupled with program's late position on the timetable, making it possible to give the final or late scores from night games.

Husing dominates the talk, being designated as editor-in-chief of the program. To him falls the task of picking out the highlight of any field for his

own personal take. On airing caught he gave a good description of the Roughkeeps Regatta.

Warren Sweeney discussed the baseball games and Bob Frazee tackled fishing and boating.

Prospective calls for taken from different cities whenever an event important enough to call for a net hook-up takes place, or for regional summaries. Promises of greater prominence in sports are also given.

All in all, program shapes up as one of the best round-ups on the dial. Would be open for a sponsor catering to the male trade.

Cohen.

"Peaceful Valley"

Reviewed Monday, 10:45-11 p.m. Style—Organ Music. Sustaining on WFIL (Philadelphia).

As a refreshing pause for the late evening dialers distressed by war news, political conventions and the cacophony of brass from the swing bands, Bill Spooner fits in for a nightly quarter hour at the studio's big four-manual organ, making a soothing musical interlude in the playing of the familiar songs and semi-classics. Announcer Fred Webber embellishes the title reading with "peaceful" verbiage. Nothing pretentious about the program, but it more than adequately serves the night-time listening needs.

Orenden.

"Sally's Movieland Review"

Reviewed Wednesday, 4:30-5 p.m. Style—Variety. Sponsor—Sally's. Funtions. Agency—Direct. Station—WMCA (New York).

This program has the difficult assignment of turning midday's mold to thoughts of next year's fun before the August sales get under way. The weather is very much against this proposition and, to a great extent, is the program itself. This shot has more than its share of rough edges in spite of good production work. The facilites with too much gab for a variety show and the not-too-glistening talents.

Althea Wini Shaw is a potent entertainer on a night club floor, her mike registry is by no means socks, displaying a woeful weakness in the high registers. However, her pipes are still husky enough to command attention. A better selection of songs would help. The Breeze and I went over fair, but the ballad Grandmama Said is definitely not in her line.

Bob Carroll's bartoning sounds okeh. He did well with two numbers.

Jack Egan's column of Hollywood and Broadway gossip has less oomph than an anaemic old maid. Using material that obviously includes some of the less inspired press agent giveaways, the lad attempts Winchell's style. The results are sad. Especially recommended for the want-baiter is his department if I Were King, in which he tells what he would do if he were in that exalted position. Two doses of him on the program are enough to send a prospective fur buyer to another part of the dial. His attempt at a plug for the sponsor is also on the negative side.

Speaking of commercials, this shot has entirely too many. There are no fewer than four long-winded eulogies on the garment in Bally's shop. Joe O'Brien delivers them dutifully. Otherwise his work is okeh, the intros being well executed.

Lee Grant's Ork, providing the mileage, is like most house bands, less than terrific.

Cohen.

Subs Set on Block Show

NEW YORK, June 29.—Guest conductors and band leaders lined up for Martin Block's Make Believe Ballroom program on WNEW include Stan Shaw, Tommy and Jimmie Dorsey, Ben Grauer, Gene Krupa, Larry Clinton, Charlie Barnett, Al Donahue, John Hammond. Block vaccinations between June 29 and July 15.

North-Central Joins MBS

CHICAGO, June 29.—North-Central Broadcasting System, Inc., became an affiliate of MBS, effective Sunday (23), at a meeting held at Palmer House. Nine stations in North and South Dakota and Minnesota were added to the Mutual web, making a total of 141.

RADIO TALENT

(Continued from page 7)

Piled in his attempt to join the French ambulance division by the capitulation of France, ED ALTSCHULLE is back in Chi, but nevertheless seriously considering ambulance driving for the English. . . . TOMMY BARTLETT starts a new stint on WBBM July 9, called Music for the Mums, with FRAN ALLISON doing Aunt Penny and RUTH BISHOP at the organ.

Hollywood scouts are expected in town to have a look at the "Scattergood Babies" cast. . . . Jeanne DeLee is playing the new part of Nelly in "Allen Trent," . . . *Nextcomer* To "Love Journey," Joe Bradley, or Jim Maloney; Genelle Gibbs, as his wife, Leslie. Bill Morrison as Cullen and Drews. . . . AFRA boat ride couple \$114 from auction of the personal belongings of movie and radio star.

Hollywood

By DEAN OWEN

JOHN CONTE may get summer emceeing job at Casa Manana in Fort Worth. His current show, *It Happened in Hollywood*, goes off the air for the hot months. . . . THE MERRY MAIDS are heading into the night club biz with appearances scheduled to start at Victor Hugo's in Beverly Hills. . . . BILL COSTOCK has been auditioning his new show, *Hollywood Boarding House*, this week. He's already gotten a few nibbles. . . . FREDMAN GOODMAN AND CHARLES CORRELL (Amos 'n' Andy) are making

a special wax for use in RKO's new flicker, *They Knew What They Wanted*. . . . JACK BENNY, MARY LIVESTONE and daughter, Joan, have sailed for Honolulu accompanied by MRS. BILL MORROW. Bill Morrow and his partner, ED BELLOIN, are whipping new Benny-fied Allen Tucker into shape for filming when comic returns. . . . GEOFROY McCALL shows up again with his *Men About Hollywood*, CBS sustainer. Show will fill slot left by Kate Smith show. Luis Clarkin will handle the music, with production taken over by Ken Niles.

Miller Tops Poll

On Late Air Show

NEW YORK, June 29.—Glenn Miller won the 1940 band poll conducted by Martin Block, of the WNEW Make Believe Ballroom program. He polled a listener vote of 44,446 and leads the closest rival by over 20,000 votes.

Tommy Dorsey took second place with 23,848, followed in order by Henry Goodman, 18,331; Sammy Kaye, 18,044; Kay Kyser, 11,619; Gene Krupa, 10,204; Charles Barnett, 8,489; Jimmy Dorsey, 7,637; Artie Shaw, 5,851; Jim Davis, 4,277; Count Basie, 3,224; Guy Lombardo, 3,640; Harry James, 3,400; Woody Herman, 2,999; Orrin Tucker, 2,713; Erskine Hawkins, 2,257; Horace Heidt, 2,267; Larry Clinton, 2,211; Jimmie Lunceford, 2,108; and Bob Crosby, 2,041.

NBC Central Division Red-Blue Sales Split

CHICAGO, June 29.—Network sales department of the NBC Central Division will be split into two branches starting July 1.

Red-net sales will be under the supervision of Harry Kopf, present sales manager. Blue-net sales will be headed by Paul McGuire, now assistant to Kopf.

This separation has already been effected in both Eastern and Western divisions.

NBC Chautauqua Music Sked

JAMESTOWN, N. Y., June 29.—Two weekly programs of music from Chautauqua Institution on Chautauqua Lake will be carried over the Red network of NBC July 20 to August 18. Programs will enter the NBC thru WJTN, NBC outlet, Chautauqua Symphony Orchestra, selected from the symphony orchestras of Detroit, Cleveland, St. Louis and Pittsburgh, the Metropolitan Opera House and NBC orchestra of New York City, will be directed by Albert Stroehl. The young people's program will be from 11:30 to 12 a.m. (EDST) Saturdays July 20 to August 17.

Station WJW Transfer

ACRON, O., June 29.—Transfer of controlling stock in Radio Station WJW here to William M. O'Neill, president of the president of the General Tel. Co., has been approved by the Federal Communications Commission at Washington. It was announced here (28). Sale of 43 per cent of the stock was for \$1,652.

Any policy or personnel changes will be announced after a meeting of the board within the next few days, O'Neill said. Jack Thomas is acting manager of the station, which started operations here in the fall of 1932.

Milton Charles Promotion

CHICAGO, June 29.—Milton Charles, staff organist for WBBM-CBS in Chicago since 1934, has been named musical director by J. L. Van Vollenburg. Charles succeeds Carl Hohenberg. Named as assistant orchestra directors and aids to Charles were Joseph Englehardt, who held a similar position under Hohenberg, and Cesario Petruccio.

Kansas City

CHARLIE BRYANT is back on the air for KCIO here, now airwaving a 15-minute sportcast every day at 5:45 p.m. Friends say that JOHN CAMERON SWAYZE, whose sponsored broadcast KCIO so soon was recently abandoned despite his extreme popularity, will resume broadcasting on another local soon, either continuing or sponsored, with three shots a day. . . . The FCC has denied the application of WRN, which broadcasts from Lawrence but is the only NBC-Blue network outlet in this area, that it be allowed to establish a main studio at Kansas City. WRN wanted to make use of the great amount of radio talent available here which is doubling at night clubs and sponsored shows. . . . FAPPY CHESHIRE and his KMOX billybill troupe broadcast their Old-fashioned Barn Dance program at the Home-Coming Festival at Farmington, Mo., Saturday, June 29. The gang included SALLY POSTER, SWEETS AND FRANKIE, ROY QUINN and SHUCKS AUSTIN. . . . WIBH has a new program, the Barrel Roll, theme-sung by Bert Harrel Folks. . . . TED SMITH guest starred last week on Ruth Royal's locally produced program over KCKN, the Down Beat Club. . . . FRANCES CARMELINE, KCKN food reporter, conducted a survey among a group of prominent Kansas City men regarding their favorite dishes and released the findings of her survey over the air. . . . OLAF EWOLDSEN has a new program over KCKN, Morning News Review.

Philadelphia

MAJOR EDWARD A. DAVID, WIF vice-president, will spend the month of August in active Army duty during the coming maneuvers to be held at Pittsburg, N. Y. . . . Jack McAdams joined the sales staff at WIBG. . . . Myrtie Janes, of the WJF, mystery history series, is making recordings for RCA-Victor of a series of children's fairy stories which she wrote and enacted. . . . Tom Moore returns to WIBG as summer relief announcer. . . . Clement W. MacKay stepped to a vice-presidential post at Kenyon-Eckhardt ad agency. . . . J. M. Korn & Co. get the Parkway Oil Co. account, calling for wide use of radio. . . . A. W. Dannenbaum Sr., WDAS proxy, back at his desk after the second siege of Illinois within a month. . . . Kirby Cushing, WIBG sports reporter, in line for the new Arts in Philadelphia award for outstanding arts ability. . . . Dr. Elsie Beebe, WIBG aviation expert, signed to write aeronautical articles by a national syndicate. . . . Andre Laroche, WHAT women's club director, picnicking with her listeners at Willow Grove Park. . . . William Greta Brewing Co. appoints George Marton to handle its account. . . . P. Howard Beberman account exec.

Reverse English

CHICAGO, June 29.—Payette Krum, authoress of *Girl Alone*, decided casting a new role never resulted in exactly the right voice for the character already patterned in her mind. Hence she put reverse English on her literary labors. Every few months she holds mass auditions, picks a voice that has possibilities, then builds a character to fit. She calls it "shopping for one part."

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ON BLUEBIRD RECORDS

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SONG PLUG LIMITING PLAN

Statler Band Circuit Nixed

NEW YORK, June 29.—Hotel Statler Co., operator of seven key-city hotels, has nixed any circuit plan for bands employed in its chain, as proposed by various band agencies. Following the death of Ralph Hiltz, head of National Hotel Management, Inc., which marked the end of the only major hotel circuit for talent, the trade was hopeful of developing a Statler circuit along NHM lines.

Local management of the Statler company explained that each of the Statler hotels has separate entertainment problems and different budgets, hence it would not be practical to route a band from one hotel into another. The Pennsylvania here spends top money for name bands, whereas the Statler's William Penn in Pittsburgh is in the market for semi-names only. Also, the Statler hotels in Buffalo, Detroit, Boston, St. Louis and Cleveland use both name and territorial bands, depending on local conditions.

Statler Expansion

Expansion of the NHM chain following Hiltz's death last January was a blow to offices and bands that could count on a swing around the circuit of the eight hotels operated by Hiltz. In the hospitality sector it was figured that \$1,000,000 was spent annually for band and show-show employment.

A Statler official had claimed last February that it was more than likely the chain would pursue a talent policy similar to the defunct NHM, particularly if expanded in the management field. At that time the Statler outfit was spending approximately \$750,000 a year for bands, with the expectation, if the expansion program were accomplished, of hitting that figure to \$1,000,000.

Neb. Anti-ASCAP Case to High Court

LINCOLN, Neb., June 29.—Nebraska anti-ASCAP law test finally goes to the United States Supreme Court after the filing of an appeal here Wednesday (27) by Attorney-General Walter Johnson. Matter has been going on since last November, with three Federal Court judges calling the law as written unconstitutional and inoperative in a ruling handed down last March 22. Point was made that, while the legislature's aim was to render null and void any music monopoly, it had taken in too much territory and removed protection of copyright ownership as well.

ASCAP, upon permit to appeal, is given 60 days in which to give its reasons why the lower court action should not be reversed. Nebraska radio stations made up part of the war chest to help float the litigation, because of the fact that they pay two-thirds of the \$8,000 annual ASCAP income in this State.

Savitt's Symphonic Scheme

FITTAWAHOI, June 29.—Dance music, chamber style, is an ambition of Jan Savitt, "Top Hatters" maestro. During his recent Stanley Theater engagement here he said he hoped to add two violins, a cello and viola to his band in the fall in an attempt to discover a new trip combination.

No Stringee, No Shirtee

OMAHA, June 29.—Swing music may be having a tough time holding its own in the dance spots, but there's a laundry operator here who subscribes to it whole-heartedly. He bought 100 of the swingiest records a few weeks ago, and has them played in regular order over a p. a. fed into the laundry as a subtle speed-up. He claims his 75 employees work much faster, appear to be more light-hearted and say their days pass quicker under the spell of the jungle rhythms.

What Binkhanchan was to Russia, swing is to the wet wash!

Vallee Not To Run for 802 Office —Herecith Exhibit A in Evidence

NEW YORK, June 29.—The Broadway air has tingled the past number of weeks with reports and counter-reports, rumors and denials, talk and double-talk, all concerning the intentions of Rudy Vallee to become a candidate for the presidency of Local 802, American Federation of Musicians, at the next election several months hence. The leading newspaper columns have been fertile ground in which the Vallee-for-president boom has bloomed into full flower—almost.

The following letter, sent by Vallee to Jack Rosenberg, 802 presy, shortly before Rudy left California to cross east a couple of weeks ago, would seem to put an end to the matter, but definitely. Of course, human nature being subject to change without notice, anything is possible, but the Vallee epistle herewith offered as prima facie evidence that Rudy does not now intend to run, and never did intend to run, for the leadership of the New York local.

"My dear Jack:

"I have been somewhat amazed to find that there has been a rumor circulated to the effect that I might run for the presidency of Local 802. Nothing, of course, could be further from the actual fact.

"I have bought a home in California and intend to spend the months from November to June, if possible, out here each year. That would automatically eliminate me from an opportunity to serve the musicians of the New York City. However, aside from that I doubt that I or anyone else could serve as capably as yourself in the capacity of president. Therefore, I would appreciate your quoting me very definitely to the effect that I am not entertaining any thoughts whatsoever of accepting a nomination for president of Local 802 of the American Federation of Musicians.

"Looking forward to seeing you sometime in the summer, I remain,

"Cordially yours, Rudy Vallee" (signed).

Infringement Suit On "Imagination"

Jurgens, Bestor OK In Damp Des Moines

NEW YORK, June 29.—Charles Spter, Philadelphia WPA worker, hauled the manuscript of a song he wrote, entitled *My Imagination*, out of the dust in which it has been lying for years and to which it had been relegated when he was unable to interest any publisher in it, and has retained Maurice Abrams, Ifly attorney, to represent him in court.

While Abrams would not elaborate on the case, it is understood that he is preparing a suit of \$100,000 against the Irving Berlin music publishing house over its current hit, *Imagination*, written by Jimmy Van Heusen and Johnny Burke, which is allegedly too close to his client's *My Imagination* to be comfortable.

Abrams said that he'd have an important announcement to make on the case in about two weeks. The attorney, aside from his law practice, is professionally known in show business as the blues-singer, heard frequently on local airwaves.

Kemp Takes In \$1,200 at Knayee's Fairyland Park

KANSAS CITY, Mo., June 29.—Hal Kemp, on a one-nighter at the open-air ballroom of Fairyland Park here, grossed \$1,200 to set a record thus far this season. Approximately 1,400 people turned out, with tickets peddled for 20 cents to one buck.

Weather was okeh and a large part of the crowd formed an overflow, which provided the main part of the park with a great deal of extra biz.

Disks, Social Security, Radio Petrillo's Principal Problems

NEW YORK, June 29.—The three most important problems facing James C. Petrillo, newly-elected president of the American Federation of Musicians, are the recording situation, musicians' Social Security and radio employment. A resolution was defeated at the recent AFM convention in Indianapolis which would have put a number of acts of recording studios unless an "understanding" could be reached between the AFM and the studios as to the future use of recordings—with the "understanding" amounting to a dictum that no disks be sold to music machines—but Petrillo's aversion to all mechanical music is well known.

He may, however, follow ex-President Joe Weber's attitude that nothing can be done about telling record firms what they can or cannot do with their products once it is out of their hands is not

Possibility of Holding Weekly Plugs to Twelve

NEW YORK, June 29.—A plan understood to be in process of consideration in radio circles concerns the placing of limitations upon the number of air plugs a song may receive in a week. Idea, it is believed, would put a ceiling on song plugs disseminated over commercial and sustaining shows during a week, with no tune allowed to receive more than 12 airings in any seven days, as against the current average of 25 or 30 plugs cashed up by front-running hits. Number of plugs credited to some tunes in the past has mounted as high as 50 and 60 within one week.

At the moment the plug limitation plan is far from an actuality; it is denied by the networks, but informed sources claim that there is a good deal of fire beneath the smoke presently obscuring the plan. It is possible that the idea is tied up with the current controversy between the networks and the American Society of Composers, Authors and Publishers over the contract renewals due the end of this year, the increase in which led the broadcasters to build Broadcast Music, Inc., in an effort to battle ASCAP by creating their own music fund and thereby freeing themselves from dependence upon ASCAP-controlled catalogs.

Far-Reaching Effects

Institution of such a plug-limiting plan would have far-reaching effects, and when it were put into practice, majority of leading publishers would feel its repercussions in the incomes derived by them from ASCAP, particularly those firms who depend almost entirely upon the 50 per cent ASCAP allocation on the basis of yearly performances. Publisher money from the society is divided in a 50-50-20 per cent ratio, 50 per cent based on performances over the year, 20 per cent on "availability" of catalog and the remainder on seniority in the society.

Publishers with extensive and valuable catalogs which pay off well on the 50 per cent basis, but whose performance rating is relatively low, would undoubtedly welcome such plug limitation. But others, to whom performance is everything and availability of catalog nil, would find their ASCAP dividends greatly curtailed.

One result might be the publication and subsequent popularity of a larger number of songs, inasmuch as different material would have to fill in for those tunes now heard anywhere from 30 to 50 or more times in a week. Man would also create much more musical variety for radio diuers and would make life easier for the song-plugging fraternity.

Chester's 450 at Knoxville

KNOXVILLE, Tenn., June 29.—Bob Chester played for 450 dancers at Whittle Springs Pavilion here last week, fair crowd for a bad night and little advance publicity. Jack Conner, pavilion operator, announced that band had been booked back for a September date. The band went from here to Asheville, where it played for coronation ball of North Carolina's Rhododendron Festival.

He Gets Around

CHICAGO, June 29.—There's a sideman in this town who is apparently invincible. His name is John Blount, and he's adored practically every band stand in town lately. Not so long ago he could be discerned blowing his sax in Jose Manzanarez' ark at Merry Garden Ballroom.

Then he turned up in the red section of Don Pedro's outfit at Madura's Danceland. Last week he was discovered in George Jean's band at the Will-Shore. That's covering a lot of territory, and all within a couple of months.

Amen

DES MOINES, June 29.—It was too much—playing in a nearly empty house for a week. The band leader, who at one time was very prominent, was tired at things in general.

On closing night on the sign-off the following came fervently out over the mike to the handful of customers: "Thank heaven—au revoir."

Antelope Park Band Promotions a Flop; Pauley Closes Spot

LINCOLN, Neb., June 29.—Antelope Park here will be shuttered by H. H. Pauley this week as a dance experiment that didn't work out. He had been considering building an out-of-town open pavilion for summer dancing, to take over as soon as the winter run of his Turnpike Casino finished, but he changed his plan and rented the Antelope Park spot to give regular summer dancing a trial.

He started with Herbie Holmes, went to Buddy Fisher for two weeks, then settled on local bands, but none of them had the answer at the box office. Pauley says he will now concentrate on the name bands booked at the Turnpike. Next in will be Glenn Miller, on July 2, the biggest thing for Pauley so far, because the Chesterfield broadcast will originate from there that night.

LINCOLN, Neb., June 29.—Dick Jurgens, arriving here at the Turnpike Casino day and date with a cold snap (23), poured \$750 thru the wicket at 25 cents advance and \$1.00 at the door. Pauley said the engagement was the second name to hit for him since April 26, and Orville Nelson, Hal Karp having showed in the black (14).

It makes June a winning month for names here, as much as May was a bad loser. Jurgens went from here direct to the Lakewood, Denver, for a two-week stand, en route to Catalina Island, Calif.

Will Hudson's \$514 Only Fair at Pleasure Beach

BIDDEFORD, Conn., June 29.—Not very well known around this sector, Will Hudson did not do so well in his initial appearance at Pleasure Beach Ballroom here Sunday (21), only 93 persons passing thru the turnstiles. Admission was only 50 cents, making a gross of \$414.25. Park Director Perry Stodman has installed a wire over local radio station WICC, cuts now being given benefit of the usual remote half hour. Newell Hartley and Al Christie, local bands, handle the week-night assignments. Bud Freeman in for a one-nighter tomorrow (30).

EDDIE OLIVER, and not Ted Oliver as mentioned in "Broadway Beat" last week, is the band leader at Rose Pynott Parma, Deale, N. J.

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4c

2 Smash Hits by BUCK RAM

BOOG IT ★ ★

"It offers welcome relief from the vast amount of ballads available. . . ."

The Billboard, June 29 issue

Recorded by and Thanks to—

LOUIS ARMSTRONG
HILLS BROS.
BOBBY BYRNE
BENNY CARTER
CAB CALLOWAY

[on Decca
on Decca
on Vocalion
on Vocalion]

JIMMY DORSEY
MILT HERTH
HARRY JAMES
GENE KRUPA
GLENN MILLER

[on Decca
on Decca
on Varsity
on Columbia
on Bluebird]

Sincere thanks to Leonard Joy, Dave Kapp, Eli Oberstein and Joe Higgins for their kind co-operation.

Orchestra Notes

By DANIEL RICHMAN

New York Nocturne

PANCHITO is involved in a slight controversy with the management of his current stand, the Versailles . . . spot told him to have his men take a cut of \$12 each and play an extra half hour during the summer or else drop two men . . . Panchito isn't inclined to do either, so Wylye Feinberg, Local 862 secretary, had the matter dumped in his lap . . . there's a slight bit of dirty work at the crossroads—the Times Square crooks to be exact—regarding HAL KEMP'S on-again off-again stand on the Hotel Astor's Roof, scheduled to start July 21, following T. Dorsey . . . it was thought a couple of weeks ago that the yes-and-no booking was definitely set in the affirmative, but little skullduggery has arisen since which may keep Kemp out of the spot . . . matter is supposed to be definitely, but definitely, ironed out this week, and if Hal doesn't go in, hell take a stand at the Roosevelt, New Orleans, shortly . . . TEDDY POWELL signed a personal management contract with MILTON PICKMAN, who set him into Loew's State on July 11 week . . . another Theodore, TEDDY WILSON, takes over the stand at Cafe Society July 2, replacing James P. Johnson's Ork . . . an equally noted aspira piano swing star, CLARENCE PROFT, opened a new spot, the American Bar in the Hotel Times Square, with his trio this week . . . and a couple of nights later was signed by Leonard Joy, Victor-Bluebird recording chief, to back Una May Carlisle's warbling on a series of 33-cent disks . . . BUDDY CLARKY comes back to the Park Central's Cocoanut Grove when Del Courtney pulls out this week.

Eastern Echoes

GLEN ISLAND CASINO opens a new room tonight (29), the Rumba Room, with the GAY CABALLEROES playing appropriate tunes for the Latin American setting . . . regular large room of the noted New Rochelle, N. Y., spot is continuing its customary great summer business with Bobby Byrne on the stand this year . . . SEGER ELLIS steps off at Anna Jetnick's Auburn, N. Y., July 8-21 . . . TEDDY KING is being held over at Chez Ann, Buffalo, for the summer . . . LYKE CARLYLE'S contract was renewed by the Buffalo Statler Hotel management to last thru August . . . the THREE SUNS are replacing GEORGE SAPIENZA'S band at the Hotel Stayerman, Buffalo, July 1 for the summer . . . BERNIE BANDWICH is now on the Glen Casino band stand, Glen Park, Williamson, N. Y., for an indefinite stay . . . HAROLD AUSTIN'S band is on tap at Crystal Beach (Ont.) Ballroom, with Austin managing the hall himself, as last year . . . RICHARD AVONDE, Canadian band, has just replaced MORGAN THOMAS, who opened the season at Crystal . . . CHAUNGET CROMWELL left the Ritz-Carlton Hotel in Atlantic City and located at the Twentieth Hotel, Birmingham, Ala. . . . TED CALL, vocalist working out of the Jack Marshall office in Boston for the past few years, made his bow Thursday (27) as a maestro with a six-piece combo . . . group's debut came at a Salem (Mass.) High class reunion, heralding the beginning of a series of private dates while band polished off the rough spots.

Midwestern Murmurs

TED LEWIS takes his high hat, his clarinet and his band into the Chez

Paris, Chicago, following Lou Breme July 18 . . . GRIFF WILLIAMS is going to be a page late in December . . . RAYMOND SCOTT will show Windy Citizens his new band when he opens at the Sherman's Panther Room August 2 . . . the KORN KOBBLERS go into the Colonial Hotel, Rochester, Ind., the first of the month . . . WALTER POWELL, following a 12-week run at the Graystone, Mansfield, O., opens tonight (29) for five weeks at Woodward's Pavilion, Coloma, Mich. . . . BOB SYLVESTRI steps into three weeks at Ramona Beach, Sister Lakes, Mich., after he closes at the Blue Gables, Armonk, N. Y., July 2 . . . THE FIDDLERS THREE move from the Tavern, Steubenville, O., to the Jai Lai Cafe, Columbus, O., July 1 . . . same day HOWARD LE HOY starts his fifth return date at the Hotel Orlando, Decatur, Ill. . . . ACTS UNKNOWN make it Forest Park Highland, St. Louis, the 1st thru the 13th . . . Avalon Ballroom gets RUDY BUNDY from the start of the month thru the 10th . . . spot is located in Niles, Mich. . . . after his Buena Vista Hotel, Elkhorn, Miss., stand HERBIE HOLMES takes himself into the Trocadero, Wichita, Kan., July 7-15 and then into Peony Park, Omaha, on the 20th until August 4.

Of Maestri and Men

TERRY BIEAND starts at the Flamingo Club, Houston, July 3 for nine days . . . then to the Aragon in Chicago for three weeks beginning the 16th and finally an indefinite stay at the Aragon's sister ballroom, the Trianon . . . RUDY ROGERS goes into the Baker in Dallas July 23 . . . DEE KEATING replaced Margie Stuart as vocalist with Al Duvaline, while ROY HAMMERSLAG takes over George Paxton's tenor sax seat in that crew . . . Donahue takes in Manhattan Beach, Brooklyn, N. Y., July 27-August 3 . . . ARTHUR WARREN followed Hugo Mariani at the Village Barn, New York . . . PHIL HANDS gets the summer call at the swank Atlantic Beach Hotel and Bath Club, Atlantic Beach, L. I., going in today (29) for the season . . . GLENN GARR draws a holdover tick at the Rustin Cabin, Englewood Cliffs, N. J. . . . BILL DARNELLA, late of the Red Nichols vocal department, joins Al Karrin at the Essex House, New York, for the word-selling . . . newcomer to Emerson Olli's vocal ranks is IMOGENE LYNN . . . Olli is currently at the Dayshore Beach Club, Virginia Beach, Va.

Carlos Molina Contract Trouble Is Ironed Out

CHICAGO, June 29.—The \$25,000 breach of contract suit filed in Circuit Court here against Carlos Molina for failure to play an engagement at the Chase Hotel, St. Louis, has been withdrawn and the matter has been amicably adjusted.

Molina had been set for a week at the Chase Club and thru a misunderstanding was booked into the Chicago Theater here for the same week. Under agreement reached, Molina will open at the Chase Club July 1 for five weeks.

Bundy's 2,517 on 2 Nights

AKRON, O., June 29.—Rudy Bundy totaled 2,517 paid admissions to Summit Beach Park ballroom here, according to Leo Matt, manager, on Monday (17) and Saturday (22). Band was one of the most popular to appear here this season. Monday admission is 25 cents, Saturday 40 cents per.

Celeron Park Grosses Showing Big Increase After Bad Start

JAMESTOWN, N. Y., June 29.—After a 40-40 opening several weeks ago the advancing season at the Pier Ballroom in Celeron Park here is showing better grosses with each succeeding one-nighter.

Ozzie Nelson, in for a date last Saturday (23), did okish for himself and for promoter J. G. Campbell, Celeron Park manager. Attendance of 1,434 terped was fine, particularly in view of the cold spell which hit these parts last week. Advance sale was heavy, with

Classicism Marches On

PHILADELPHIA, June 29.—Spring may be weakening, but symphonic stuff is certainly on the upbeat here. Town's own band, the famed Philadelphia Orchestra, reported that its 1939-40 season closed in far better financial condition than the most optimistic had expected. Nearly \$70,000 better, in fact.

Ork board disclosed that, while it predicted a season deficit of about \$30,000, the actual deficit is only \$9,000. Also, total concert attendance for the season was 400,000, the highest drawing since 1931-32.

Atlantic City Nears Erstwhile Ork Glory

ATLANTIC CITY, June 29.—As the summer goes into its full swing this week, band stands at the theaters and hotels contain more traveling name bands than in many summers past. Despite the higher tariffs imposed upon the traveling tooties by the local musicians' union, it is expected that another season will find the resort returning to its former band glory, when every boardwalk spot boasted a big-time name band.

Apart from the Steel Pier and Hamida Million Dollar, which have a steady stream of names for the dancing, this season Bing Crosby coming into Hotel President Wednesday (13); Nat Brandwynne opening the same night at the Mid-Carleton Hotel; Sammy Walckins supplying the saxes at Phil Harris' 500 Club; Don McVoi taking root at the Bath and Turf Club, and tonight (29) Linda Didie Lefferson starting the fortnightly band parade at Frank Tamburino's Renault Tavern. All are Music Corp. of America bands. Van Alexander, also MCA, opened earlier in the week at the Gateway Casino.

Even the Harish spots are becoming name-conscious for the first time in years. Club Harlem opening this week with Blanche Calloway giving the down-beat.

Tumino Now Books KC Park Ballroom

KANSAS CITY, Mo., June 29.—Following ballroom receipts far below those for the same time last year, Victor and Marina Brancato, owners and operators of Partyland Park here, started a shake-up in the management of the park which thus far has included the dismissal of John Antonelli, manager of the ballroom, and the placing of the park under the complete charge of John Tomic, general manager.

Set-up is now the same as it was at the close of the season last fall. Tumino had complete charge of the park last year and brought it out of the red for the first time in several years. This year he was again named general manager, but booking of bands was taken out of his hands and given to Antonelli.

Calloway's 5540

Cab Calloway's one-nighter here June 23 was very nearly rained out, but 450 turned out to groan around \$340, far more than expected considering the weather. Bad weather also hit George Hall the preceding Thursday (20), with about 400 passing the gate. However, the Hall engagement was obtained on short notice and lacked a build-up.

Jay McPherson's crew was signed as location band, having a local following here equal to that of Andy Kirk when the latter debuted at the park.

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Morgan Also Good
Week before Russ Morgan occupied the stand (June 15) and attracted an excellent attendance of 1,225 dancers (see CELERON GROSSES on page 13)

Music Items

Publishers and People

MORT BROWNE, of Lewis Music, has another tune to follow Tuxedo Junction, called Dollsville. The name is taken from the town in Alabama next to Tuxedo Junction. Jimmy Dursey will make the first wailing.

Rumberdome Ranch in Arizona, by Howard Steiner and Bill Waller, published by Broadway Music Corp., Clara Verwoert, of Flint, Mich., turned out an opus tagged "Cause I'm Idiotic Over You."

Benny Smith, veteran contact man, added to the Edward B. Marks plugging staff. Firm just released a new patriotic number by Archie Gottler, *Faithful to America*.

Mills Music's professional department brought Bernie Pollack from the Coast and added Murray Wren to the New

No Square Deal

BOSTON, June 29.—Mayor Maurice J. Tobin this week put the kibosh under a plan to name a square for songwriter Jimmie McHugh, a native of Boston. Idea originated when McHugh was here several weeks ago for the opening of *Keep Off the Grass*, musical for which he wrote the score, and was pushed by Mickey Alpert, Cocoanut Grove maestro, who headed a committee celebrating McHugh's new show.

The mayor squashed the idea, however, by notifying the City Council that he believed Boston should stick to its policy of naming squares after "those who died in the service of our country or from injuries received from such services."

Shortly before McHugh arrived in Boston with the Shuberts' musical *Reverie*, Miss. officials named a square after a former Romeo boy, comedian Jack Haley.

York staff. The boys will get behind *South of Pago-Pago*, by Chet Forrest, Bob Wright and Lew Pollack.

Meredith Wilson introduces *Song of Mojeo*, a new one by Walter Donaldson and L. Wolfe Gilbert, on the Maxwell House Good News radio show Thursday (27).

Al Donabie will feature his and Irving (Hed) Allen's *Route 23* when the Donabie band opens at Meadowbrook in New Jersey July 8. Leeds Music has the tune, which is named after the highway in Cedar Grove, N. J., wherein Frank Daley's band temple is located.

Chuck Hiniker passed thru his serious operation successfully, and he's expected back on his job as a member of the *Virtu* professional staff next week.

Earl Robinson, who won fame with his "Ballad for Americans," intends to write an opera based on Carl Sandburg's book, "The People, Yes." He is also planning to work on an all-Negro production with Paul Robeson. Robinson is currently visiting his home town, Seattle, after recently winning a Guggenheim award of \$2,000 for his creative musical work.

Philly Patter

FRANK OILEY, musical director at WFIL, and the station's Jack Black locked heads to produce *Let Me Sing My Song*, which gets consistent airing as theme for station's Vocal Velvet show.

J. C. Woodward, accordionist with the Ringling Bros.' Swingtime Revue, comes out of the big top with a novelty, *Bring on the Beer, Bartender*, Tin Pan Alley Music Co. publishing.

Max Hendrick, dynamic plug provider for Famous and Paramount in Philadelphia, extends his territory to Atlantic City with the coming of the same dance to that resort.

Joey Krantz, maratho at WCAU, turns to the soda fountain for his musical arrangements, finding *Bluebird Juke*-Jiving sodas at Gimbel's.

The new rumbacue theme music

The Top Record Seller of the Country!

THE BREEZE AND I

(Based on Ernesto Lechner's "Andalucia")

Lyric by Al Stillman

NOW STARTING ITS CAREER ON THE HIT PARADE

OUR NUMBER ONE SONG FOR THE ENTIRE SUMMER

EDWARD B. MARKS MUSIC CORPORATION

R. C. A. BRUNING, Radio City, New York

FRANK JENNINGS, Gen. Professional Mgr.

Choice Philly Summer Ork Spot Dark for First Time

PHILADELPHIA, June 29.—Unpleasant

is keeping the Hotel Adelphia roof garden, one of the choice band spots in town, dark this season, first time the spot has been without summer dancing. Howard Hotel, hotel manager, figured that between the demands of the matinees' and waiters' unions had never got out of the red even if there were a Republican convention in town every week during the summer.

Hotel had been playing MCA traveling bands, which alone boosts the rating to Class A, union permitting a Class B scale if a local combo is used. However, since last summer union has boosted the scale all along the line.

which Neil Fontaine uses on the air now from Jack Lynch's is a dabling by the maestro and Eddie De Luca, his pianist-composer, called *Tame-Tuna*.

Dr. Clay Boland has completed the score for the new season's *Mark and Wiggle*, *High as a Kite*, with hit potentialities. In *Not So Long Ago*, *High as a Kite*, *I'll Take Down My Fichings* (for a Picture of You) and *Watching the Stars Go By*.

Jimmy De Knight, leader of the Knights of Rhythm and prey of the Musicians and Entertainers Club, Philadelphia, added songwriting to his talents when he collaged with George Heller on *Things That You Know*.

Cliff Hall, pianist-singer at Embassy Club, Philadelphia, finished his first song, *I'm Learning Fast*, Mills publishing.

SONGS WITH MOST RADIO PLUGS

INCLUDING INDEPENDENT NEW YORK STATIONS

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

NATIONAL

POSITION Last Week	POSITION This Week	LAST WEEK'S TOP SONG
1	1	THE WOODPECKER SONG
2	2	PLAYMATES
4	3	MAKE BELIEVE ISLAND
3	4	IMAGINATION
5	5	WHERE WAS IT
6	6	THE SINGING HILLS
7	7	SAY IT
10	8	I CAN'T LOVE YOU ANY MORE THAN I DO
9	9	BLUE LOVEBIRD
11	10	GOD BLESS AMERICA
13	11	THE BREEZE AND I
12	12	WITH THE WIND AND THE RAIN IN YOUR HAIR
13	13	SHAKE DOWN THE STARS
14	14	LITTLE CURLY HAIR IN A HIGH CHAIR
—	15	FOOLS RUSH IN

EAST

POSITION Last Week	POSITION This Week	LAST WEEK'S TOP SONG
2	1	Make Believe Is-land
3	2	Imagination
4	3	Playmates
5	4	Where Was It?
3	5	The Woodpecker Song
7	6	Blue Lovelorn
11	7	The Breeze and I
6	8	Say It
9	9	Shake Down the Stars
10	10	The Singing Hills
12	11	I Can't Love You Any More Than I Do
10	12	God Bless America
15	13	Devil May Care
14	14	Fools Rush In
13	15	It's a Wonderful World

MIDWEST

POSITION Last Week	POSITION This Week	LAST WEEK'S TOP SONG
2	1	The Woodpecker Song
1	2	Playmates
9	3	I Can't Love You Any More Than I Do
3	4	Make Believe Is-land
4	5	Imagination
5	6	Where Was It?
12	7	The Breeze and I
10	8	Fools Rush In
6	9	Say It
7	10	Shake Down the Stars
14	11	God Bless America
10	12	Blue Lovelorn
13	13	Wind and the Rain In Your Hair
—	14	The Singing Hills
11	15	It's a Wonderful World in a High Chair

SOUTH

POSITION Last Week	POSITION This Week	LAST WEEK'S TOP SONG
1	1	The Woodpecker Song
3	2	Playmates
4	3	I Can't Love You Any More Than I Do
6	4	Make Believe Is-land
5	5	Imagination
6	6	Where Was It?
7	7	The Breeze and I
8	8	Fools Rush In
9	9	Say It
10	10	Shake Down the Stars
11	11	God Bless America
12	12	Wind and the Rain In Your Hair
—	13	Blue Lovelorn
13	14	The Singing Hills
11	15	It's a Wonderful World in a High Chair

POSITION Last Week, This Week

POSITION Last Week, This Week	TITLE	PUBLISHER	R.M.	Phys. Index
13	1. I'M STEPPING OUT WITH A MEMORY....	Robbins	27	+
2	2. YOU'RE LONELY AND I'M LONELY IMI....	Berlin	20	5
—	3. THE WOODPECKER SONG.....	Robbins	19	27
—	4. I CAN'T RESIST YOU.....	Ager	19	16
6	4. THE BREEZE AND I.....	Marks	18	15
7	5. TOUR'S IS MY HEART ALONE (MI)....	Harms	18	18
8	5. SIERRA SUE.....	Shapiro-Bernstein	17	17
12	5. MEET THE SUN HALF WAY (71).....	Santy, J. & S.	17	13
3	6. IMAGINATION	AJC	16	15
8	6. MAKE BELIEVE ISLAND.....	Miller	16	14
4	7. WHERE WAS IT (IFI).....	Remick	15	14
1	7. I CAN'T LOVE YOU ANY MORE.....	Oliver	15	12
8	8. BLUE LOVEBIRD (IFI).....	Feld	14	23
2	9. DEVIL MAY CARE.....	Witmark	13	17
6	9. FOOLS RUSH IN.....	Bergman, V. & C.	13	15
9	9. SAY IT (IFI).....	Famed	13	13
—	9. HEARNESS OF YOU.....	Tambo	13	13
16	10. DANNY BOY.....	American	12	2
12	11. SHAKE DOWN THE STARS.....	Bergman, V. & C.	12	10
15	11. HER NAME WAS ROSITA.....	Shapiro, Bernstein	11	7
—	12. I HAVEN'T TIME TO BE A MILLIONAIRE (IFI)	Santy, J. & S.	11	4
15	12. I'LL NEVER SMILE AGAIN.....	Zem	10	14
—	12. TABLE OF THE ROSE.....	Harms	10	13
12	12. YOU CAN'T BRUSH ME OFF (MI).....	Berlin	10	0

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 4 a.m.-1 a.m. Sunday, for the week ending Friday, June 29. Independent plugs are those recorded on WOR, WNEW, WMCA and WHN. Plus signs are designated as "P" musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

On the Records

By DANIEL RICHMAN

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

Key: PT—Pop; Trt—Vocal; VO—Vocal chorus; V—Vocal recording.

RANNY WEEKS (Vocational)

Yodelin' Jim—PT; VO. High Hat Hallelujah—PT; VO.

Weeks, a comparatively new band known mostly to patrons of smarter interiors in metropolitan centers, makes his disk debut with this couplet. It's doubtful if the record will mean much to dealers or operators, only the second side redeeming the disk with some smutty, if basically silly, lyrics. Both sides are almost entirely vocal, band supplying adequate enough background. Yodelin' marks his appearance too late; after the Crosby-Andrews Sisters disk several months ago this interpretation is meaningless, both artistically and commercially. Weeks will have to show more than he hopes to place in the phone sweepstakes.

JERRY COLOMNA (Columbia)

Who's Yehoodi?—V. Every Day Is Lousy Day With Me—V.

The poorest of the records Colonna has made, this disk nevertheless has excellent retail sales prospects because of the way the "Who's Yehoodi?" catchphrase caught on with the public before the Bob Hope radio show (on which Colonna was featured) went off the air for the summer. The song built around the line is not as funny as it might be, and both it and its plottermate fall pretty flat, particularly by comparison with other Colonna writings. But that Yehoodi title ought to draw plenty of over-the-counter sales as well as nickel in the music machine.

GLENN MILLER (Bluebird)

Pennsylvania Six-Five Thousand—PT; Rug Cutter's Swing—PT.

Side A has the same chance of topping best seller lists that *In the Mood* had, since it's in the same easy, relaxed, medium tempo of that hit, and boasts an almost equally catchy melody line. Title is the phone number of the Hotel Pennsylvania, New York, where Miller played last winter and will play again in October. The title has a great deal of merit, and a multitude of commercial possibilities. Its companion piece is simply that, something that had to go on the other side of what may be a good hit.

OLSEN AND JOHNSON (Variety)

My Name's Sent Me to the Store—V. Bumpa-a-Daisy—V.

The stars of the long-run musical hit, *Hallelujah*, attempt to get some of their luster on wax, and fall miserably. Three sides offer not only the two comedy, but a semi-quartet to boot—and manage to add up to a complete bust. Such humor as the lyric numbers might have is lost in the shuffle of complicated arrangements, and on the Store side the tag line following some O. and J. repartee is so garbled that it can't be understood, hardly a good way to get a laugh. This disk has commercial value in proportion to the reputation the comedians have built for themselves thru their click Broadway show, but that's all it has.

DICK JURGENS (Vocational)

Knit One, Purl Two—PT; VO. I Can't Knit You—PT; VO.

Special mention is made of this Jurgens record because the A side has what it takes to make good in retail sales and in music machine popularity. One of the first forced, most humorous of all Jurgens' recordings so far, it has an unorthodox, reputably smutty lyric and melodic line that is a natural for the automatic photo. The balled up on the reverse is nothing, but Knit One has every chance of clicking in a big way.

TOMMY TUCKER (Vocational)

Who Couldn't—PT; VO. Will Ya, Huh?—PT; VO.

First side is too trite to attract any attention. Side B is a 14-year-old tune that could do well enough today, but the Tucker treatment falls short of the quality needed to lift an oldie out of the grave and give it new life.

GENE KRUPA (Columbia)

No Name Jive—PT; Six Lessons From Madame La Zonga—PT; VO.

Krupa's No Name follows Glen Gray's and Charlie Barnet's, and unlike those two disks, is confined to one side. In which Krupa has packed more really solid drive, life and power than the other four sides put together. An exceptionally fine job of swing. Six Lessons, however, is a bit on the weak side.

HORACE HEIDT (Columbia)

Clear Out of This World—PT; VO. On the Old Park Bench—PT; VO.

Straight, conventional treatment of two tunes from the *Keep Off the Grass* musical. Second side will please those who liked and remember the hit of several years ago, *Down the Old Oak Road*; it's practically a carbon copy.

PAUL WHITMAN CONCERT ORCHESTRA (Decca)

Album of Manhattan—Three-record album.

One of the most attractive albums released in some time. Whitman augmented orchestra plays five Louis Alter selections in the Manhattan Serenade vein. Musically, visually and commercially this has a great deal to recommend it.

PARADISE ISLAND TRIO (Decca)

Soft Lights and Sweet Music—Four-record album.

Ten favorite romantic songs, all well-known and well-liked, executed in a soft, subdued fashion that makes the album title particularly pertinent. A shrewd grouping of a number of melodies whose commercial appeal has long been established as being plenty potent.

LYN MURRAY CHORUS (Decca)

National and Patriotic Airs—Three-record album.

The Decca Band, under Freddie Rich's direction, backs up the Lyn Murray mixed chorus in six familiar flag-waving items. Retailers should have little trouble selling this album, woe conditions being what they are.

AL GOODMAN (Columbia)

Waltz Time in Vienna—Four-record album.

Follow-up to Goodman's *Stralsund Waltz* album, and an equally excellent job. Treatment of eight typical Viennese waltzes is exactly as it should be, and exactly as the large buying market for this type of song expects it to be. Attractive cover will sell record purchasers the idea, and the disks will sell themselves.

HARRY JAMES (Variety)

Orchids for Remembrance—PT. It's the Last Time I'll Fall in Love—PT; VO.

Side A is the better side, with both selections offering the usual fine James trumpeting and not a great deal more. LARRY CLINTON (Victor)

The Nearness of You—PT; VO. When the Seagulls Come Back to Cephalone—PT; VO.

Capturano has that indefinable something that takes a record out of the run-of-the-mill class and makes it stand out. Here it's in the vocal chorus particularly, excellent for the music boxes. Nearness is as weak as the reverie is strong.

ADRIAN ROLLINI (Vocational)

Martha—PT; Honky-Tonk Train—PT.

Rollini fans, who are legion, will go for this couplet in droves, since the trio takes hold of a couple of especially suitable tunes and gives them its customary superfine treatment. Change in tempo on the A side, and the boogie-woogie rhythm of the second are only two of this disk's excellent features.

(See ON THE RECORDS on page 73)

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.

Enric Madriguera

(Reviewed at Ritz-Carlton Hotel, Boston)

MADRIGUERA'S new band, presenting music in the "Pan-American Way," turns away from conga and tumba stuff and is revealed as a smart 12-piece crew that plays pops with ease and distinction. Two brass, four sax and six rhythm are used regularly, with the maestro occasionally taking a whiz at the fiddle.

Novel arrangements, including excellent effects thru the use of two flutes and an ocarina, result in beautiful harmony. Strictly a hotel band, brass is muted and provides the background. Three mikes spotted around the band stand bring out the full flavor of the music and carry it all over the room. Trumpeter Jiggs Carroll provides the lift on pop arrangements.

For the Latin music, which gets about 10 minutes play to about 30 of pops, Madriguera adds one piece, the boogies, with Ricardo Lamar beating out the rhythm. Berilla Herrera does a good job with the Latin time vocals.

Pop vocals are excellently taken care of by Patricia Gilmore, who puts her numbers across with ease and polish. Kaplan.

Alan Fielding

(Reviewed at Club 44, Philadelphia)

FIELDING meeting varying degrees of success with rock-and-roll and similar attempts at stylization, Fielding has settled down to a reliable brand of straight dance music, which meets the exacting demands of dancers. It's not just reading notes, Fielding cutting up the stock with an individual touch that makes the musical effusions stand out.

Gets the maximum amount of danceability and at the same time melody out of the songs with a capable crew consisting of three brass, trumpet, fiddle, bass, piano and drums, with Fielding doubling between banjo and his fiddle strings.

Sinking the urge to dance compelling with a solid but not violent rhythmic base, time treatment gets abornment in the staccato styling of the raxes, with judicious use of fiddle glissos on the breaks. Music is mostly in medley fashion, running the gamut from old to new, with emphasis on the hits of the moment. For a change of pace there's a generous sprinkling of Latin American and lively Viennese three-four time pieces.

Band makes a nice appearance and it's geared for the smart supper club and hotel room. Brother Morris Fielding at the drums adds some zing to the songs, filling in while the maestro is in the throes of auditioning the necessary girl singers.

Ted Flo Rito

(Reviewed at Hotel Statler, Buffalo)

A OLDIMER in the band business, Flo Rito went over well with a daughter crowd of youngsters here. Primarily a sweet band with a conventional style of dance music, crew and itself okeh by working tirelessly and by employing well-timed novelty arrangements that added zest and color to the renditions. Many oldies were interspersed with the current pops, and the few hot numbers were played in an individually styled make-bye fashion.

Band's new tag, "Skyline Music," especially used for novelties, was given emphasis by special introduction on the stand, a stunt which impressed, as did other well-spotted introductions of band members. Flo Rito himself is a well-seasoned showman who works hard and personally, doubling between banjo duties and fine piano spots that always arrest attention for their finished smoothness.

Band has an instrumentation of five brass, four sax, four rhythm (leads from Flo Rito's piano) and a viola. Gino Boni gives out with hot trumpet solos that are impressive. The trombone trio of Chick Daugherty, Chick Bauer and Morris Hurley stands out, as does Bert Traylor on sax. Norman Bolnick handles the viola capably in special spots. Frank Flynn,

drummer, gets attention with his featured xylophone playing.

The spark plug and clown of the combo is the deadpan comedian, Candy Candido (base), who scores heavily with his triple-toke vocals. Amusing is his going from a sweet girl soprano to normal and on down to deep bass growls and back up again. Flynn and Joe Little (trumpet) do okie on the straight vocal numbers.

Ralph Slade

(Reviewed at Plaza Ballroom, Lincoln, Neb.)

SLADE, a clarinetist, came up via country dance spots, lodge parties and square dances. Deliberate in his copying of choice Kay Kyser and Russ Morgan recordings, he has now branched out and is being routed into major mid-west spots.

He has a small unit, two sax, two brass and four rhythm. In addition to himself, Slade shows no effect of skirmishes, however, and the entourage bears out a very commendable style which is easy to match font with. Slade is a jack-of-all-work, coming up with as many of the arrangements as Al Wender, trombonist, working with the saxes, and making a show of leading. Singing is provided in a threesome, Dick and Donald Garett and Charles Vecchio, nice enough.

Slade style is the type nobody has to tell you, gay or gay.

Oldfield.

Bill McCune

(Reviewed at the Triton Ballroom, Chicago)

McCUNE playing his first Chicago engagement, does moderately well with the patrons of this dance. Band goes across less thru his music than its novelty numbers and the personalities of both leader and crew. When McCune, with a dry, tongue-in-cheek burlesque, bids for the attention of the dancers, the kids rock around. Side men carry on in low comedy fashion that proves quite laughable, using bottle to blow crude tunes, heckling soloists with same bottles, pouring liquid into horns, using it as hair tonic, and so on.

McCune plays sax with the band, making three reed, three brass and four rhythm. Band plays jump tunes as well as sweet, but apparently leans toward the former. Pianist Ted Huston, who also arranges, is featured heavily, exhibiting a style that is a cross between Fatty Duchin and Henry King.

Vocalist Katherine Hoyt has a pleasing personality as well as a nice voice. Male singer Gordon Robb gives off some beautiful tones sporadically, but on the whole does not put enough emphasis in his delivery to sell himself. Guitarist Hal Atkinson uses his tubes now and then and sells well, then Robb, who without as good a voice, because of a humorous delivery.

Modell.

Hook Senné

(Reviewed at Melody Hill Ballroom, Chicago)

A LOCAL band which has received less attention than it merits. Ten pieces, with the extra weight on the rhythm section, dish out music that compares favorably with that of other local outfits in this section. Both are young and pleasant.

Music is much better on the rhythm numbers than the ballads, on which the tempo droops occasionally. Very little in the way of novelty is introduced, perhaps on the theory that ballroom listeners come to dance and not to be entertained by clowning on the band stand. Leader would be wise to try a little fooling around as a pace-breaker. Gert plays full ensemble. Gitar and third trumpet double on violin. Senné himself takes up a sax about every third number.

Vocal department is adorned by one of the liveliest little minxes on the nation's band stand, June Price. A novice, she did okeh for a first night, but requires a little professional voice coaching if she wants to go places. Ray McIninch, trumpet, also takes vocal. Has swell tuba but frequently slips on a note.

Modell.

Bands on Tour

Advance Dates

COUNT BASIE: Regal Theater, Chicago, July 5 (week); Coney Island, Cincinnati, 12 (week).

JIMMIE LUNCEFORD: Convention Hall, Atlantic City, July 8; Boston Point Park, South Norwalk, Conn., 12; Lake Croton Park, Salem, Mass., 12; Silver Lake Ballroom, Wrentham, Mass., 12; Lake Compounce, Bristol, Conn., 14; Rocky Spring Park, Lancaster, Pa., 15; Olympia Park, McKeesport, Pa., 16; Greystone Ballroom, Cincinnati, 17; Dee Brown's Fun Farm, Milwaukee, 29.

ELLSKIN HAWKINS: Church Park Auditorium, Memphis, July 6; Armory, Tupelo, Miss., 6; Cotton Club, Nashville, Tenn., 7; Armory, Logan, W. Va., 8; Armory Auditorium, Charlotte, N. C., 9; Central Warehouse, Winston, N. C., 10; Carolina Warehouse, Asheville, N. C., 11; Granite Park, Charleston, N. C., 12; Tybee Beach, Savannah, Ga., 13; New York Club, Jacksonville, Fla., 14; Champion Bowl, Montgomery, Ala., 15.

LOUIS ARMSTRONG: Apollo Theater, New York, July 5 (week).

CHARLIE BARNETT: Manhattan Beach, Brooklyn, N. Y., July 8.

LAWRENCE WELK: American Legion Hall, Mitchell, Neb., July 11; Ravenna (Neb.) Pavilion, 12; Vai Air Ballroom, Des Moines, 13; Hollie (Neb.) Ballroom, 14; Spider Ballroom, Watertown, S. D., 15; Excelsior (Minn.) Park, 16; Shore Acres Ballroom, Sioux City, 17; Neptune Ballroom, Sioux Falls, S. D., 18; Modernistic Ballroom, Milwaukee, 21.

LIVE BROWN: Manhattan Beach, Brooklyn, July 21-27.

LITTLE JACK LITTLE: Casino, Stratford, Ont., July 22; Tunetown Ballroom, St. Louis, 16 for 10 days.

DON CHESTER: Hippodrome Theater, Baltimore, July 12.

AL DONAHUE: Hotel Pier, Atlantic City, July 19 (week); Manhattan Beach, Brooklyn, 28 (week); Dancing Campus, New York World's Fair, September 14 for two weeks.

JIMMY DORSET: Michigan Theater, Detroit, July 19 (week); Buffalo Theater, Buffalo, August 7 (week).

RED NICHOLS: Peony Pier, Omaha, July 17; Trocadero, Wichita, Kan., 20-29; Circle Theater, Indianapolis, 30.

JAN HAVITTE: Paramount Theater, Hammond, Ind., July 21; New Meadow Acres, Topeka, Kan., 27; Manhattan Beach, Brooklyn, August 4-10; Joyland

Good Used Coach—Bargain Price \$495.00



This coach seats 22 passengers in addition to the driver, and it also has side auxiliary seats for five additional passengers. The seats are of leatherette material and are upholstered in a greenish-yellow. A large amount of storage can be found on the inside, and the roof rack will take umbrellas, etc. Coach has been newly repainted inside and outside surfaces, and the body has been repainted and has a new hood. New safety glass throughout. Extra selling points: Body never painted.

This coach is a bargain at the price at which it is offered. Under certain conditions you can get this coach for \$395.00. Call or write us for details. 15 to 23 passenger coaches are available at ...

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KNIGHT'S PAINTED LOT, 112 Cain St., A. W. RUMSEY, Inc., Southern Manufacturing Co., 112, N. Calvert St., Baltimore, Md. (Eastern Representative).

The Vicinage Roof
of the

HOTEL ST. REGIS

Presents
the distinctive music
of

HAL SAUNDERS
and His Orchestra

Music Appreciation

McPHERSON, Kan., June 29.—Against Ben Romani, director of the McPherson Symphony Orchestra and Band, at a recent concert asked the several hundred people present to write their requests on slips of paper and pass them to the usher.

Top request was for Beer Barrel Polka.

Park, Lexington, Ky., 14; Casino, Stratford, Ont., 16.

BLUE BARTON: New Casino, Walled Lake, Mich., August 1; Joyland Park, Lexington, Ky., 8; Auditorium, La Salle, Ill., 11; Showboat (Neb.) Ballroom, 19; New Meadow Acres, Topeka, Kan., 24.

PETRILLO'S PROBLEM

(Continued from page 3)

receives, thereby possibly jeopardizing the price asked by the band by revealing how much (or how little) is received by the men actually doing the work.

It is possible that independent radio stations will be allowed to continue under the present quota of musicians and the present scale without renewing contracts that expire in September, in the same way that networks are now operating under a "gentlemen's agreement" with the AFM. But this is also a situation that must be weighed and studied carefully by Petrillo in order to map out the most effective course of future action.

Pic Battle Stymied

The AFM's fight to increase employ-

ment of pit musicians in theaters controlled by the picture industry has reached an impasse after a couple of years of endeavor, with every indication that Petrillo will leave things as is while he concentrates on the other more pressing problems. So far, the union's battle to hike pit men jobs from their present 6,000-7,000 level in this country and in Canada to within striking distance of the 23,000 before the advent of sound has been futile.

Conflicts with film execs have gone for naught, and Weber held out against proposed strikes in pic studios, whereby some members of the AFM hoped to force theater employment by pulling out studio musicians, on the grounds that restraint of trade rules would be certain to follow, with the union on the short end of any betting on the result.

CELERON GROSSES

(Continued from page 10)

Admissions were also \$1.25 in advance, \$2 at the door per couple. Three hundred couples went for the bargain price to turn up \$495, with 321 other two-dollar handlings over \$696 to the box office, adding up to a July 31 total gross, likewise a healthy profit.

Morley Deenian, ACA outfit, started at Celeron Park June 30 as house band, booked in for the entire season. Pier Ballroom is operated like a nitery during the week, without admission charge and with a floored floor show twice nightly.

Future one-night bookings of name acts include Count Basie, tonight (20); Hal Kemp, July 8; Artie Tucker, the 13th; Glenn Miller, August 10, and Horace Heidt, date not set yet.

Selling the Band

Exploitation, Promotion and Showmanship Ideas

By M. H. GRODENKER

Leap Year

LET IT not be forgotten that this year is still leap year. With the proper promotion it is a leap-year party to tie in with summer romance is still apropos. Howard LeRoy ran a four-week contract into a 16-week engagement at Hotel Ohio in Youngstown, O., with a leap-year party, and others would do well to take and make note.

With Jan Savitt competition at a near-by ballroom and bank night at two local theaters, LeRoy ran one small ad in the papers advertising the party, cracked a feature story in the bargain, put up an attractive lobby display plugging the party and announced it plenty every night. For a week in advance Mr. and Mrs. were talking it up individually among the patrons.

The night itself far exceeded his wildest hopes—a crowd larger than New Year's Eve—when the band broke a seven-year attendance and liqueur gross for this hotel. LeRoy spent about \$6 in favors, buying 500 special leap-year wedding license, two gross of wedding rings, a gross of pictures of "your future wife" and a like number of "husband" likenesses and two gross novelty hats.

"We ran ring dances," explains LeRoy, "to give away engagement rings (two dozen), giving three away each dance to people who were in certain spots on the dance floor when the music stopped. We ran four ladies' dances when the girls had the right to ask any man in the room to dance. If he refused he had to buy her a drink. I staged a mock wedding ceremony, with two of the boys in the band got up in ridiculous costume. I played parson and my linea and queribona were all in rhyme. It was corny stuff but sold like a million dollars. From 9:30 to 1:30 the room was capacity full."

In order to square himself with the gal singers of other bands in New York who "picked off" him on his opening at the Park Central Hotel for not employing a female vocalist, Art Courtney reserved the swimming pool at the hotel for a midnight function, inviting the wobblers to be guests of honor at a swimming party. All were asked to bring their respective band-leader babies to join in the swim.

Best Sellers Bin

A BIN for Best Sellers has proved beneficial in stimulating record sales at the Neches Electric Co. in Beaumont, Tex., so much so that it is now a permanent sales aid in the record department. Mrs. L. G. Singleton, head of the store's record department, had a record rack which holds 24 records made up, in which are kept the best sellers and newest releases, each prominently tagged with the title of the record and the artist. Thus, the store is able to display 48 popular numbers at a glance.

"We keep this rack really accessible to customers," explains Mrs. Singleton, "and are realizing great results. Our sales have increased noticeably and customers have voiced their approval of this 'display at a glance.'"

In selecting new summer outfits for his band, Guy Gordon used a new and novel method of deciding upon the proper color combination—a procedure sure-fire to invoke response. Guy, feeling that women have better taste in clothes combinations, asked the dancers on the floor at his Hotel Edison stand in New York what shades they felt would be best with the greenish atmosphere of the spot's "Green Room."

Guy would make each dancer's suggestion, and when the boys were ready to be clothed Guy found that the majority of female guests suggested a complete suit of greenish-blue and an extra pair of trousers of medium brown, made of gabardine cloth. Now, when the ladies return to the Green Room, they see those suggestions put to practical use.

ROLL TICKETS

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Cheapest GOOD TICKET on the Market

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Cash With Order—Ms. C. O. D. STOCK TICKETS—\$15.00 per 100,000, per shipment.

East Side — West Side
A Hit On Both!

SONNY KENDIS

at the Piano

and his ORCHESTRA



Walter Winchell Says:

New Yachids to Sonny Kendis and his Crew at The Beachcomber.

The New York Times Says:

THE ADROIT SONNY KENDIS

The Beachcomber is offering these days the dinner menu at Sonny Kendis and his orchestra. The menu lists all the famous Beachcomber dishes, such as the famous Shrimp Salad, 75¢ for a large plate. The famous Shrimp Salad is a specialty of Sonny Kendis and what in fact, Sonny Kendis is known for. In addition, the Beachcomber's famous cold chafing dishes, whether they be at the dinner, the lunch or the tea time. His specialty dish on the tea time is the famous "Shrimp cocktail". Kendis has a special fondness for shrimp, and is a great fan of other seafoods, besides his usual fondness of nearly everything. When Kendis leaves him to have an oyster cocktail, he makes a decided difference.

*

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4th Holdover Month

THE BEACHCOMBER

New York

4 Years STORK CLUB
New York

4 Months
DETROIT ATHLETIC CLUB

10 Smash Weeks
BOOK CADILLAC HOTEL

CRITICS' ACCURACY FAIR

Summer Theater Review

"The Astonished Ostrich"

(IVORYTON Playhouse)
IVORYTON, CONN.

A farce by Archibald Norman Mawles, staged and presented by Milton Steffel in association with Michael Todd, setting by Edward Gilbert. Cast included Coburn Goodwin, Celeste Holm, Ross Morris, Dunice Stoddard and Ralph Williams.

This hilarious yarn concerns a playwright seeking to marry an actress who prefers to keep him dangling, who learns he has been the father of a 17-year-old son, a result of his first love affair. On top of that, he learns that his valet has married the girl to protect her honor. Altho they have been separated these many years, the reunion will be full of twists and turns.

The author has taken full advantage of situations, even props, to get laughs. Given a nicely shaded performance by a capable stock company, it proved a lot faster running than most English comedies.

It may encounter some risk at the hands of metropolitan critics, but if it gets an opening it should have a nice run. A well-tagline boisterous and awkward ending. Julian B. Thorne.

London Legit During May

(Continued from page 1)
year before. Here they resolve their problems. Critics generally favorable.

On the 22d came the second of John Gielgud's productions at the Old Vic. King Lear. The following night O. B. Cochran revived Ibsen's Ghosts at the Duchess, with Greek actress Calliope Pavlou as Mrs. Alving.

Considering the status of previous weeks, British Equity's postponed annual meeting on the 14th was quite peaceful. Leslie Henson was able to announce settlement of London's twelye nightly chorus salary problems, and the general report showed total membership to be 2,310.

On May 31 20 of London's major theaters were functioning with fire and blood, 10 offering revue and musicals, eight straight fare, the Windmill carrying on with non-stop revue, and Sadlers Wells featuring ballet.

Legit Returns to A. C.; Three Spots

ATLANTIC CITY, June 20.—Legit will again be among the Boardwalk attractions this summer. Lex Carlin, managing the Garden Pier Theater, has lined up a full season of plays, opening July 8 with Margin for Error, playing for six nights with matinees on Wednesday, Thursday and Friday. Follow-up attractions include See My Lawyer, No Time for Comedy, with Sybil Stanley and Luther Adler; Morning Star, with Molly Picon; Tobacco Road, and the original Pins and Needles, starting its cross-country junket here. It is also hoped to have at least one musical presented at the Garden late in the season.

A season of summer stock with the Mae Deasmond Players from Philadelphia gets going July 11 at the Ventnor Pier Theater, with Jason and God the Initiator.

Living drama also takes its place for the first time among the attractions at Hamid's Million-Dollar Pier, plan being to bring in different collegiate groups each week. Policy gets under way tomorrow (30) with Night Mail Fall by the Blue Maquers from the Studio Theater at the University of Buffalo (N. Y.).

Des Moines Sked Set

DEA MOTIVES, June 29.—Tentative opening of fall and winter season for Shrine Auditorium has been set for



BROADWAY RUNS

Performances as June 29, including Dramatic Opened Perf.

London in Extravaganza (Mus.)	June 24	... \$11
Life With Father (Drama) — N.Y.	June 24	... 275
Man Who Came to Dinner	June 24	... 185
The Man Who Came to Dinner	June 24	... 295
Reaper of War (Drama) — N.Y.	June 24	... 112
There Shall Be No Night (Mus.)	June 24	... 22
Tea and Sympathy (Musical Comedy)	June 24	... 212
Tea and Sympathy (Musical Comedy)	June 24	... 224
Time Out (Theatre Guild)	June 24	... 61
Time Out (Theatre Guild)	June 24	... 20
New Orleans (Musical)	June 24	... 20
Garden Party (Musical)	June 24	... 222
Walk With Music (Musical)	June 24	... 222
Entertainment	June 24	... 21

September 26 with showing of Gertrude Lawrence in Skylark, Mrs. George P. Clark announced. She said she has tentatively lined up six bookings and expects to get several more shortly.

November shows include Katherine Hepburn in The Philadelphia Story, Tallulah Bankhead in The Little Foxes, Alfred Lunt and Lynn Fontanne in There Shall Be No Night and possibly Marian Anderson. Life With Father is scheduled for December and The Man Who Came to Dinner the following month.

As a Group, They Tab About Half Stem Shows; Many "No Opinions"

Winchell gives most definite opinions — Mable top fence-sitter—group calls turn on many shows, comes close with many more—way off on less than a third

NEW YORK, June 29.—Drama critics on the eight New York dailies managed to tab with reasonable accuracy the popular success of the shows presented during the season. If their efforts are lumped into a composite picture, according to The Billboard's review percentages, the reviewers' composite opinions were borne out by the b. o. In the case of about 40 per cent of the season's productions, with about 30 per cent more coming pretty close. In the remaining 30 per cent the critics were way off from the popular verdict. Review percentages of each show were figured on the basis of the number of "yes" and "no" reviews, with "no opinion" votes counted as one-half "yes" and one-half "no." Thus, a production that received eight "no opinion" reviews would be figured at 50 per cent. Accuracy of the critics' composite reactions is considered good; but the figures are also left to indicate, in some instances at least, the growing power of the critics to affect the b. o. Specific instances are pointed out, most of them differing according to the bent of the observer.

The fact that most productions are failures in any given season also tends to boost the critics' average. A reviewer who consistently said "no" on every show produced would come out with a good average.

100 Per Centers

Bearing this out, the boys gave 0 per cent (eight "no" votes) to 10 of the productions offered this season, while only six shows received 100 per cent (eight "yes" votes). Of these six top-rankers, three were classical revivals previously praised in other seasons—the Maurine Evans Hamlet and Richard II and the Lunt-Fontanne Taming of the Shrew. Of the three new 100 per centers, two were musicals—For Many Girls and Louisiana Purchase. The only new play that received a full nod from all eight daily drama critics was the Kaufman-Hart The Man Who Came to Dinner.

Closely, however, were two others scoring 94 per cent (seven "yes" and one "no" opinion). They were The Male Animal and the Theater of the Piccole, pup show that was an unexpected but big popular flop.

Receiving 86 per cent were The Time of Your Life, Life With Father, Margin for Error, Dubarry Was a Lady, Letters in Retirement and the revival of Mama's Daughters. Only one production, There Shall Be No Night, received 81 per cent, while 78 per cent was polled by George White's Scandals, the revival of Juno and the Peacock, Two on an Island, Two for the Show, The Fifth Column and the Playmen Club revival of Love for Love.

Sixty-nine per cent was polled by Reunion in New York, the revival of Lillian and Morning Star; Helen Howe's monodrama, Washington All Change, was the only show to get 83 per cent, and 86 per cent was scored by the revival of Journey's End. The Strand, Hot Recess, Skylark, The Farm of Three Echoes, Lady in Waiting, Higher and Higher and Keep Off the Grass.

50 Per Centers

Splitting the vote equally at 50 per cent were Very Warm for May and My Dear Children; getting 44 per cent were Key Largo, Morning's at Seven, Swinging' the Dream, John Henry, Night Music, The Weak Link and Heavenly Express; scoring 38 per cent were See My Lawyer, the revival of They Knew What They Wanted, Ladies and Gentlemen, The World We Make, the new Hellzapoppin, Fortysome, Melville Show and The Return of the Vagabond.

In the 31 per cent class were I Know What I Like, Christmas Eve, Generals Separate Rooms, An International Incident and Love's Old Sweet Song; rated at 23 per cent were Thunder Rock, Ring Two, When We Are Married, Earl Carroll's Vanities, A Passenger to Bali, Goodbye in the Night, Suspects and Walk With Music. The Garry Plays' revival of Three Sisters, See Dogs and Young Couple Wanted were in the 19 per cent class; Pastoral, The Unconquerable, The Scars of the Crime and the Oliver-Leigh Rowed and Juliet received only 13 per cent, while stumbling along in the 8 per cent category (seven "no" votes and one "no opinion") were seven productions—The Womenermen, Billy Dress a Horse, Kindred, Another Sun, Leave Her to Heaven, A Case of Youth and Human Bank.

The 10 shows unanimously mixed (See Critics' Accuracy Fair on page 18)

From Out Front

By EUGENE BURR

AND so another season slips softly into the obscurity of the files—and what has the American theater to show for it? To all intents and purposes the season of 1939-'40 is over; no more new plays remain on the books, no more announcements mar the whiteness of the schedules. Unless someone gets a brainstorm and tops with an unexpected item, nothing will disturb the apathy of the critics except the birds, the bees and marmots of their own news-printed misjudgments.

It has been a thin season in almost every way. Fewer shows than ever, I believe, will be listed when the balance sheet of productions is drawn up. Jobs for theater workers have been scarcer than ever—scarcer than they were, even, during the depths of the country's depression or Mr. Roosevelt's recession. Salaries have been far from munificent in most cases, and backing has been conspicuously scarce. Stirrings of badly needed growth among new managers and new playwrights have been parched and burned away by the burning drought of unsparing reviews. And the quality of the season's plays, taken generally, has been so bad that even a list of the 10 best dramas had to be padded with five efforts that were promises rather than achievements. In only one field has the theater been rich—the field of acting. And even there, generally speaking, the parts provided by the playwrights gave no notable scope to world-shattering performances.

ALL of this, of course, was not entirely unexpected. Back in the days of early autumn, when the world was new-fallen in the cauldron of horror and blood, this corner suggested that this would inevitably be one of the lean seasons. The uncertainty of international affairs and the perilous, appalling uncertainty of our nation's politically dictated reactions to them, combined to force money invariably into hiding. Stock market manipulations, resulting from international events, dug channels for the flow of whatever hucking was around, leading it away from the theater. And, at the very start of the season, when all of the theater's resources were needed in a unified effort to build public confidence, that confidence was flagrantly thrown away by a battle between power-mad union leaders in which the actor was made the dupe of phantasmal chieftains.

It was to put it mildly, an inauspicious start for any season. High hopes had been held, but they crumbled away under the impact of events. The wonder is that the season managed to be even as successful as it turned out. That's sorry comfort in view of the figures; but for a while it did look as the things might be infinitely worse.

A WAY from the financial angles, possibly the chief aspect of the year was another expected trend—the continued strength of musicals. The merry-carries had all but disappeared in 1937-'38, but were given a new lease on life the following year by the World's Fair. It was, as it happened, a two-year lease, since the Fair decided to continue. Musicals, as expected, continued along with it, but they had another reason for regained popularity this winter. That was, of course, the desire of the theater-going public for escape. The musicals fulfilled that need, and so did a large number of the more successful straight plays.

This, of course, is by no means a condemnation of the season. In the best of times the highest function of the theater—or of any of the arts—is to take man out of the humdrum horrors of reality and give him glimpses, vicarious perhaps but none the less heartening, of the fields of beauty. And this function is even more important in times of stress and strain, when the mind is harried and the heart is torn and the emotions frayed to shreds.

For the most part, the theater fulfilled its function well. It is true that there was an attempt, led by the critics, to turn it into a medium of propaganda and a forum for endless, useless debate. But for the most part the managers and the playwrights—and above all, the theatergoers—refused to be led into alien fields. Only Robert E. Sherwood's There Shall Be No Night was financially successful in its effort to throw our nation into the destruction of war and to force democracy to annihilate itself by relinquishing a war-dictatorship.

Many theater people in their non-theatrical appearances, however, have furthered the war-mongers' causes, and even Equity, which ruled that an anti-war resolution was out of order at one of its meetings, gave space in its own magazine to an appeal for aid by the so-called "American Wing" of an organization created to help one of the belligerents.

On the other hand, many theater people, in their offstage as well as their on-stage lives, have kept their heads admirably. They remember the silly part that the actor was forced into playing in alien propaganda schemes last time, and they have resolutely refused to take part in another such gold-bricking of their fellow countrymen. Altho one would hardly think so from scanning the newspapers, they seem to be in the great majority. They are, however, Americans who hold their beliefs in quiet sincerity. The propagandists, naturally, go out to get the publicity.

Splitting the vote equally at 50 per cent were Very Warm for May and My Dear Children; getting 44 per cent were Key Largo, Morning's at Seven, Swinging' the Dream, John Henry, Night Music, The Weak Link and Heavenly Express; scoring 38 per cent were See My Lawyer, the revival of They Knew What They Wanted, Ladies and Gentlemen, The World We Make, the new Hellzapoppin, Fortysome, Melville Show and The Return of the Vagabond.

In the 31 per cent class were I Know What I Like, Christmas Eve, Generals Separate Rooms, An International Incident and Love's Old Sweet Song; rated at 23 per cent were Thunder Rock, Ring Two, When We Are Married, Earl Carroll's Vanities, A Passenger to Bali, Goodbye in the Night, Suspects and Walk With Music. The Garry Plays' revival of Three Sisters, See Dogs and Young Couple Wanted were in the 19 per cent class; Pastoral, The Unconquerable, The Scars of the Crime and the Oliver-Leigh Rowed and Juliet received only 13 per cent, while stumbling along in the 8 per cent category (seven "no" votes and one "no opinion") were seven productions—The Womenermen, Billy Dress a Horse, Kindred, Another Sun, Leave Her to Heaven, A Case of Youth and Human Bank.

The 10 shows unanimously mixed (See Critics' Accuracy Fair on page 18)

INDIANAPOLIS SETS MARK

Season Is Best Grosser Since 1929-'30, Despite Fewer Shows

INDIANAPOLIS, June 29.—Those who hold that the road to dead will have to answer to Vincent Burke, manager of English's here. Burke reveals that the 1939-'40 list of plays took in \$102,000, for the best gross since 1929-'30. The accomplishment was all the more remarkable since the season, comprising 10 attractions, not including one repeater, was the shortest at English's since 1929-'30.

The biggest grosser was *Hof Mikado*, with Bill Robinson, which was good for

\$11,200 in five performances. The world premiere of *Key Largo* brought \$10,000 into the till with four performances. The worst attraction, from the box-office standpoint, was *On Borrowed Time*, with Taylor Holmes, which drew a meager \$800 for two showings.

The vital statistics:

Married at Anvil, October 23-27-28, \$8,000.

Key Largo, October 28-31, November 1, \$10,000.

Farm of Three Echoes, November 2-3, 4, \$3,200.

On Borrowed Time, November 7-8, \$800.

Springtime for Henry, with Edward Everett Horton, November 9-10-11, \$7,300.

The White Sheet, November 16-17-18, \$1,800.

Tonight We Dance, with Ruth Chatwin, November 20-21-22, \$4,600.

Mama's Daughters, November 27-28, 29, \$6,400.

Leave It to Me, December 11-12-13, \$8,000.

Abe Lincoln in Illinois, December 21-22-23, \$9,400.

Tobacco Road, December 25-26 (eight performances), \$6,700.

Easy Virtue, with Constance Bennett, January 1-2-3, \$4,400.

Ladies and Gentlemen, with Helen Hayes, February 8-10-11, \$6,000.

Hamlet, with Maurice Evans, February 12-13 (two performances), \$6,500.

Hof Mikado, February 21-22-23-24 (five performances), \$11,200.

Three After Three (the fact that Hoagy Carmichael, who wrote the music, is an Indianapolis boy, increased interest), March 4-5-6, \$6,200.

Mama's Daughters (repeat of one performance), March 7, \$1,100.

CRITICS' ACCURACY FAIR

(Continued from page 15)

were *The Possessed*, *Summer Night*, *Aries Is Rising*, *Once Upon a Time*, *The Man Who Killed Lincoln*, *The Burning Deck*, *Out From Under*, *Greg Fair*, *The Strange Fig* and *At the Stroke of Eight*.

Plenty "No Opinions"

Murking the critics' composite accuracy was the large number of "no opinion" notices. "No opinion" were scored for a number of reasons—if the critic gave audience reaction but failed to give his own opinion; if he neutralized a bad opinion of the play by rating the cast or vice versa; if he merely described the show and the performance, without giving his own opinion; if he contradicted himself within the review, a practice more widespread than would be at first supposed. Generally speaking, a "no opinion" was scored if it was impossible to tell clearly whether the reviewer was recommending to his readers that they go to the show or avoid it.

On this basis Walter Winchell, of *The Mirror*, was by long odds the most delicate and helpful to his readers, giving only four "no opinion" reviews out of the 20 shows he covered.

The worst offender in the matter of "no opinions" was Burns Mantle, of *The News*, despite the paper's system of rating all shows by stars. Two or 2½ stars, however, combined with an indecisive review, was taken as a "no opinion" note. Scored thus, Mantle offered 36 "no opinions" out of 73 shows covered, almost half his total.

Winchell Leads

The reviewers' record of "no opinion" votes follows. Robert Coleman, of *The Mirror*, is listed because he reviewed most of the season's shows in Winchell's place.

Cowbarn Notes

Salt Award

WORCESTER, Mass., June 29.—Charles T. Tatman, master, found in a report filed June 21 in Superior Court that Mrs. Louise Oalloway Bassett, of Brookfield, known in theatrical circles as Louise Oalloway, is entitled to \$403.82 as her share in the operation of the Red Barn Summer Theater, Westboro, during 1938 and 1939.

He also found her entitled to one-third of the personal property of the Red Barn.

He made his report on Mrs. Oalloway's equity suit against Andrew Holstrom, also known as Alan Gray Holmes, and his mother, Mrs. Florence Holstrom Forsberg, in which the petitioner sought an accounting of the assets.

According to the master's summation, Mr. Bassett and Holstrom and his mother entered into an unwritten partnership to conduct the theater in 1938. Mrs. Forsberg contributed \$1,000 as her share while the others contributed their services. No profit was made in 1938, but in 1939 a profit of \$900.50 was made, he stated.

The partnership has since been terminated.

ALBANY, June 29.—Cornelia Otis Skinner, whose engagement was one of the high spots of the Mohawk Drama Festival at Union College, Schenectady, N. Y., last year, will return this summer as the heroine of *Biograph*.

PHILADELPHIA, June 29.—The cowbarn season in this vicinity will be the biggest so far. The Bucks County Playhouse in New Hope, Pa., and McCarter Theater, Princeton, N. J., will offer at least 23 star-topped productions between them. Add the productions of Hedgerow, the Huntedown Hills Playhouse, the Cape May Theater, the Greenway Players and the Spring Lake Players and other groups, all within striking distance of Philadelphia, and the total is top-heavy.

HOLYOKE, Mass., June 29.—Daniel Reed, announced as resident director for the Pioneer Valley Drama Festival, has withdrawn, and the place will be filled by Louis Allen, who will direct for the full season of 10 or 12 weeks.

Cowbarn News Sheet

The Cragmoor Players (Cragmoor, N. Y.) have already put out their playhouse paper, *The Cragmoor Clarion*, although the season isn't set to open until July 1. The news sheet is an informal, informative and amusing four-page affair that does an excellent job in getting potential customers to take a personal interest in the company. Hugh Nevill again heads the Players, and Mrs. Nevill (they were married this winter) heads the publicity. Among the permanent players will be Nevill himself, Bill Layton, Ted Paul, Alexandra Taras, Paul Tripp and Annie Rose. Plays will include the regular run of cowbarn revivals, plus the tryout of a play by Nevill, *Loie Rides the Rails*.

ALBANY, June 29.—Tallulah Bankhead in *The Second Mrs. Tanqueray*, by Sir Arthur Wing Pinero, will be the first attraction at the Berkshires Playhouse, beginning July 20.

PORTLAND, Me., June 29.—Announcement that the Boothbay Playhouse at Boothbay Harbor would open a 10-week season July 3 brings to seven the number of summer companies scheduled to operate in this State this season. The list

includes the Portland, Lakewood and Skowhegan are already under way, as are the Greenwood Playhouse at Peaks Island and Ogunquit. Diorrites at Harrison and Boothbay open the first week in July.

Sherwood Keith will be executive director at Boothbay; Joseph J. Gelt, manager and associate director; Frederick Winchell, scenic artist, and H. Miles Herbert, head of the Kansas State College drama department, will direct the productions.

BRIDGEPORT, Conn., June 29.—The Stamford Women's Club Auditorium has changed its name to the Community Playhouse and has been taken over by Monte Proser and Walter Bachelor, who will open the house tonight for a summer season of nine weeks. There will be four new plays among the bookings—*Second Helping*, by David Carey; *The Royal Root*, by Richard Deenger; *A Little Knapsack*, by Walter Casey and Murdoch Pemberton. A fourth play, a mystery melodrama, is scheduled as the season's finale.

Notes

The Chapel Playhouse (Guilford, Conn.), under the direction of CHARLES HOPKINS and the management of OLIVE WARREN, JES ADDIS and MAY-DEE RORKE, announces that guest stars and featured players for its 10-week season of revivals will include PAULINE LORD, CARL BENTON REED, LILI DAMITA, RUTH CHATTERTON, MARY THOMSON, GLORIA STUART, FRANKIE THOMAS, ANN CORIO, OTTO HUETTE, LAURETTA TAYLOR, CONSTANCE COLLIER, TONIO SELWART, JOHN BEAL and NEVELYN ROBERTS. The permanent company includes DORRIT KELTON, EDWARD PRYKE, ELAINE ELLIS, RICHARD BOWLER, EDGAR KENT, ALAN BRIXEY, ARTHUR QUILMOUR, OLIVER THORNDIKE, PAT BAKER and the three managers. . . . Starting June 29 is the Winchester Playhouse (Mt. Kisco, N. Y.), with ETHEL BARRYMORE in *The School for Scandal* as the opening bill. Next up is French *Without Tears*, with JOSE FERRER, KEENAN WYNN, JANE STERLING, BEN STARKIE, TOM RECK, CLARENCE DERWENT, KENDALL CLARK, SARAH HEDGAR, WILLIAM POLGER and KATHRINE WIMAN.

The Cape Theater (Cape May, N. J.) presents *Shadow and Substance* July 1, with JULIE HATTORF and FLORENCE AMES in the leads. . . . The Farnsworth Players (Rye Beach, N. H.), who open their season July 3 with SHARON LYNN in *Brief Moment*, will feature three tryouts during the season. They are *Bedtime Story*, a farce by HORACE JACKSON and GIANT GARRETT; *The Walker and the Carpenter*, a NOEL LANGDON comedy that will star FLORENCE REED, and *Private Confession*, a comedy by HARDIE ALBRIGHT and AUSTIN PARKER. Stars appearing during the season include GRACE McDONALD, ALISON KIPWORTH, WESLEY ADDY and CARMEN MATTHEWS. The resident company includes ANNE SMITH, WALTER COY, MISS LYNN, LAUREN GILBERT, EDWARD HARVEY, MERRITT STONE, ANNE BURR and JEAN GUILD. . . . SANDRA LYNN, singer, will be seen during the season at the Pine Brook Theater (Stevens, Conn.). . . . The Gloucester (Mass.) Theater, operated by the Gloucester School of the Theater, will open July 6 with *It's You I Love*. During the season, nine plays will be presented on Friday and Saturday evenings and Saturday matinees. The faculty is headed by FLORENCE CUNNINGHAM and MRS. FLORENCE EVANS, with the latter, who hails from Boston, to serve as director of acting. . . . The Barter Theater (Abingdon, Va.) opened June 27 with *Family Portrait*, the cast headed by NORMA CHAMBERS. During the week the box-office took in, among other things, 200 jars of jelly, 60 pounds of cottage cheese, 40 bundles of kindling wood, three ducks, a ewe lamb and five chickens.

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Show Scored	"No Opinion"	Percentage of "No Opinion"
Walter Winchell (<i>Mirror</i>).....	26	13%
John Mason Brown (<i>Post</i>).....	68	21%
John Anderson (<i>Journal-American</i>).....	88	22%
Richard Watts Jr. (<i>Herald-Tribune</i>).....	83	23%
Robert Coleman (<i>Mirror</i>).....	60	10%
Sidney Whipple (<i>World-Telegram</i>).....	75	27%
Richard Lockridge (<i>Sun</i>).....	80	24%
Brenton Atkinson (<i>Times</i>).....	84	29%
Burne Mantle (<i>News</i>).....	73	47%

Ashbury Park Area Active With Night Clubs, Hotel Spots

ASHBURY PARK, N. J., June 29.—With the summer season begun in this section, there is a trend to up budgets for bands and talent, particularly among the smaller spots.

The Hotel Monterey opened June 21 with Johnny Johnson Band set for the season. The Berkeley-Carteret Continental Terrace will have Charlie Burroughs, who opens tonight, while Don Devito Band will continue in the grillroom.

Meyer Davis opened his newly acquired Rose-Penton Farm last night with Eddie Oliver's Band, Joe E. Lewis and Terry Lawlor.

Tommy Tucker is set at the West End Casino. Jay Miller and his Rhythm Masters come back to the Colony Surf Club for a second season.

At Harry Kirby's Congo Casino, Don Alvarez's Cuban Ork opened to capacity business. Spot features the six Nino Vino dancers.

Jack Tragardien opens the Sea Girt Inn, which has been enlarged by Manager Ed Kotkin to seat 1,300.

At the former Mission Hotel, West Long Branch, now run by Viola Cameron, Leo Lamore is set. Jack Mende is in for the season at the Avon Inn.

Will Oakland heads the bill at the Trocadero. Wm. Fnd. Cuba's, sepias spot is featuring Steve Wright and his Ebony Rascals, and Burlington Guy, Ann Laurel, Ross Collins, Joyce Brasley, Savannah Churchill, June Gardner and Tommy (Iron Jaw) Wilson.

Cedar Brook Inn, on Highway 31, has opened with a sizable show headed by Jimmy Dugan, and including Jimmy Castello, Josh Gray and Carroll Sisters. Mrs. Jay's is featuring the Ambassador

The Squelch Proper

PHILADELPHIA, June 29.—Top squelching of the week comes from Joe E. Lewis. The other eve, in the middle of his act at Jack Lynch's, a singer, slightly in his cups, wobbled his way to the center of the floor and out to Lewis with hand outstretched.

The comic cut his routine ad, hopping to the microphone, his own hand outstretched, said: "Dr. Livingston, I presume?"

Rochester Unit for Chi

CHICAGO, June 29.—Eddie (Brockers) Anderson has been booked for the Chicago Theater week of July 6. Others on the bill are Adrian Rollini Trio, Marty May, Gloria Blake and Ruth and Billy Ambrose. Music Corp. of America set the talent.

500 Club Takes Names

ATLANTIC CITY, June 29.—The 500 Club, repeating its successful name policy of last year, has lined up Joe E. Lewis for the last two weeks in July and Black and Sully for the first two weeks in August. William Morris Agency is booking.

Trio and the Dubords, song duo.

The Princeton Ivory Club Orchestra moved into the Old Mill Inn, Spring Lake Heights. Becker's on Route 33 opened with Happy Hepburn's Band.

Steve Brody's, on the beach front, has the Silhouettes. Dan Mende is at the Acapulco Grill.

Martino's Grill, another local spot, also on an increased talent budget, got underway with Sam Pinelli's Band and Larry Williams, Mary Andow, Lily Darrett, Fayte Telburn and Tiny Horland.

Club Talent

New York:

fernandez and montes, originally scheduled to return to the Rainbow Room October 9, have been assigned an earlier date, four weeks beginning August 21. Also return to that spot December 3.

DORIS WESTON is off the sick list. VAL IRVING began at the Brown Derby June 21, set by MCA.

PAT HOONEY is back at the Diamond Horseshoe with a run-of-play contract after having dropped out four days during a dispute over salary with Billy Rose. Rose wanted Hooney, to take a cut, and Hooney refused.

ELsie ALLEN of Ames and Arno, has signed a contract with Paramount. BENITO, gipsy accordionist, goes to the Savoy Hotel, Long Beach, L. I., opening July 3. THE CHANDRA KALY DANCERS, current at the Riviera, are booked for the Rainbow Room beginning January 2.

ELVIRA RICO has been set for the Rainbow Room, beginning July 21. Booking by the William Morris office. LOPEZ AND BARRETT are the new dance team at the Versailles.

Chicago:

GUY CHERNEY, singing emcee, who opened June 7 for one week at the South Buff Country Club, Peru, Ill., is being held over indefinitely. THE JITTERBUG KIDS closed at Hotel Sherman last week after an engagement of nearly three years. They have been replaced by the eight Los Rhumbaclowns.

ADA LEONARD, LOUISE GLENN and GALE PENTET are being held over in the new show at Colosimo's. MIKE POTOM, operator of Colosimo's, has just returned from an extended trip to California. JOHNNY MIELDS has been booked for the Hi-Hat. DON RICO has been added to the show at Villa Veracruz.

MATT AND BARBARA DUFFIN, dance team recently at the Panther Room and Villa Moderna, leave this week by plane for a two-month vacation, going first to Puget Sound for salmon fishing, then to Mexican waters to fish for tuna, and returning east about September 1.

JOE E. LEWIS returns soon to Chicago, opening at Chet Parer soon thereafter. BETTY BUNDEEN, Abbott dancer and daughter of De, Herman N. Bundeen, Chicago's health commis-

sioner, recently underwent a tonsillectomy. FOUR WHITSON BROTHERS, now at Harry's New Yorker, are set to open at the Rainbow Room, New York, late this summer for six weeks.

Philadelphia:

MICKEY HAMILTON left the line at Jack Lynch's for one of the Streets of Paris units. . . . THE TOFFERS, being revived by booker Bill Smith and young singer MARIE LITTLE, testing their act at Canons Park, Reading, Pa. . . . MARTY COLLINS, of Collins and Peter son troupe which opened this week at the Stock Club, is taking up permanent residence here. . . . FERN PRITCHARD, dancer at Evergreen Casino, is being readied for a radio berth with Tommy Dorsey as a singer. Frank Sinatra, Dorsey's vocalist, being her coach. . . . The VAN AND ALLEN opening at Jack Lynch's this week marks the splitting of the Four Music Hall Boys. . . . EARL AND JOSEPHINE LEACH, now at Evergreen Casino, are the only persons in the city with a gas mask for a pocket, buried their pup while they were in England. . . . SID TOMAK and the HESSE INSTRUMENTS will be featured at Club Hall starting July 12.

Atlantic City:

ZORITA, who made history at Eddie Kratz's Paddock International last summer, returns her saxy dance routines for this season. . . . CHARLES W. GLASGOW also back to manage the Blue-Carleton Hotel Merry-Go-Round. . . . BILL RANDONSON comes to Hazel and Fred's Wonder Bar as emcee. . . . PAUL AND MAYOR open this week at Herman's Music Bar. . . . ELEANOR MCCLAREN tops the Irish floor show at Tom McDevough's Erin's Isle Cafe. . . . JACKIE LAW emceeing the three nightly shows at Club Madrid, where the WILLSON FISTERS top the bill.

Here and There:

DONALD MARLOWE, emceeing the Silver Stair, Detroit, has been held over for the fourth week. . . . FRANK MITCHELL, and his Town Hall Trio are in their eighth month at the Silver Dollar Bar, Baltimore. . . . CHARLES AND KITTY KEENE, after a week at the Cat and Fiddle, Cincinnati, have jumped to Chicago for a visit with Kitty's folks.

Plenty Performers Try To Operate Night Spots, But Most Are Sorry They Tried

(Continued from page 3)
treally small seating capacity or a little over 50.

Jimmy Dwyer, English entertainer whose last act was a singing combination with Eddie Borden, has had an interest in several New York cities in the last few years and is currently operating the Sandpiper Trail. He caters to many old-time vaudevilleans and uses former headliners in his shows.

Headliner Fronts

Headliners seldom turn into successful operators while still in the limelight. Most of them open clubs as sidekicks, or sell their names as fronts. Bert Froehman has toyed around with clubs, which seldom lasted. He was active once on 52d street and interested in the operation of the Friar's Inn, but is now out of the managerial picture. Such names as Helen Morgan (House of Morgan), Josephine Baker (Chez Josephine Baker), Harry Richman (Delmonico Hotel), Beatrice Lillie (Montmartre Club) and Pat Rooney (Deau Biograph, Sheephead Bay) have had their names linked with after-dark hangouts in New York, but actually invested little of their own money. Their names were used to draw patrons who had seen them in Broadway shows. Miss Baker, during her last New York visit, was in a Shubert show and, for "renting out" her name, collected the \$2 cover charge in effect at night. Miss Lillie, who at that time appeared at the Winter Garden, had a similar arrangement.

Several names are currently linked with the Pirate's Den in Hollywood, each contributing a share of \$1,000. While Don DeKerman is the actual front, investors include Ken Murray, Bob Hope, Fred MacMurray, Bing Crosby and Rudy Vallee. Vallee, incidentally, once had the night club manager bug in New York, where he was interested in the Hi-Lo Club and the Villa Vallee.

Many other celebs have had a hand running clubs. James Barton ran the now extinct Mad Dog and Cantina in Long Island. Jack Waldron once had the Brown Derby on 52d street, but is still active on that street, being interested in the Torch Club. Joe E. Howard, songwriter and singer, had a spot in the Ambassador Hotel last year. Abe Lyman once had an interest in the Hollywood Restaurant here and in the Trocadero in Hollywood. Nils T. Granlund, now in Hollywood, operated the Midnight Sun, New York, in 1938-39.

Casino Crack-Up

George Olsen lost a small fortune as one of three partners in the first regime running the now dark International Casino. Jimmie Lunceford had an interest in a Westchester County spot. Another failure was the late Jackie Osterman's Little Club.

A recent entrant is George Raft, who is part owner of the Hurricane, whose actual operation is in the hands of Mario Tosatti. Paul Chaser, vaudevillian, is active in Hollywood with his own cafe, and Grace Hayes, former headliner, is in that neighborhood operating her Lodge.

Dancers, on a comparative basis, operate more late spots than any other type of performer. The La Martinique in New York was started stripishly by three teams. Originally the spot was operated by Dario de Dario and Diana and Ramon of Stamen and Menita, with Jimmy Vernon of the Vernona as host. Ramon has since sold his interest to Dario. Spot now closed for the summer, incidentally, is patronized by many ballroom teams and dance fans. Dimiter and Virgil are one of the few teams who can boast a big profit from operation of a club. They operated the Club Gangbo in Greenwich Village here and saved enough money to buy a nut ranch in California. Spot was sold to Pedro Vail, a singer and emcee.

Kaylan Kirby, of Kirby and De Gage, is a partner of the La Alcazar Country Club, La Mesa, Calif. Bill Hardy, former ballroom dancer, operates the Gay Rose in New York. During their summer lay-off, the team of Harold and Miltie Perrie (known professionally as Perrado and Jan) ran a dance pavilion near Glens Falls, N. Y. Once Seville, formerly of Roseland and Seville, also had a rib at

road houses last summer, operating one in Franklin Square, L. I. Both had considerable money. Dan Sleaty, emcee and dancer, operated the Broadway Room in New York back in 1938.

Musicians Active

Band leaders and musicians are very active in this field. Most leaders, by rule, acquire interest after a bit of promotion from veteran operators. Meyer Davis, society band leader and booker, is still interested in the Ross Penton Farms, L. L., a leading club in that territory. Vic Meyers, ex-leader and lieutenant governor of the State, has a combination dude ranch and country club in his Dude Ranch Club, Seattle, Wash. Band Leader Frank Dulley operates the Meadowbrook Country Club, Cedar Grove, N. J., which owns bands, and will soon open another spot, in partnership with Tommy Dorsey, in Westchester County.

Jimmy Carr, former band leader, is setting by with his Club Caravan, New York; also Barney Rapp, who still fronts his band at his Sign of the Drum, Cincinnati. Gaston Wilman and John Soule, both musicians, are in competition with each other, operating the only two French night clubs in Times Square. Horatio emcees the show at the Bal Tabarin, and Wilman emcees and plays the accordion at his Monte Carlo.

Hayden Simpson and his band have a steady job at the Louvre in the Bembel Hotel, Salt Lake City. Simpson being one of the owners of the room, Nick Rotter, swing pianist, who has a host of followers, is still happy at Nick's Rotterroo in Greenwich Village and, when in the mood, double on drums. Billy Cechmer, another musician, draws instrumentalists into his appropriately named Jam Session in Philadelphia. Former cafe owners are Frankie Quarrell, Chicago oak leader, who had The Trumpet in that city, and Carl Krebs, guitarist, who had an interest in the Onyx Club, New York, now dark. Quarrell is said to have lost a small bankroll and is back in the business with a band, currently at Colosimo's, Chicago.

Family Stuff

Some entertainers run clubs because, among other reasons, it takes care of a good many members of the family. Singer Jackie Heller, who has part interest in the Show Boat, Pittsburgh, has given jobs to several of his favorite relatives, as has Don Julio, emcee and guitarist, who keeps his entire family working in his Greenwich Village night.

List of entertainers running clubs is by no means complete in this story, but it gives a fair idea of their activity in that end of the business. Other active operators include Babette, former entertainer, who runs a spot in Atlantic City. Otto and Irene Stephen, formerly in the Ziegfeld Follies, have been operating the Whirling Top, New York, for three years. Paul Harrington and Jack White, veteran entertainers, have proved successful partners in the operation of Club 18, New York, and Joe (Gardiner) Schechet, emcee, is still doing well with his Swing Club.

Routine Frank Bewinger (Rudin Frank) operates Radio Frank's in New York. Eddie Nutchinson, nitry performer, plans to open the local Club Samoa next month. Spivey, singer, recently opened her French emce, The One on the Roof (La Vache Sur Le Toit), catering to local society trade. Mario Duretti, also a singer, is in Greenwich Village with his Cliffs Cafe. Ann Lester, singer, is part owner of a Philadelphia road house.

Two of the Yacht Club Boys, well-known act, now operate the Tavern on Sixth Street, New York. George Kelly and Charles Adler are the active operators. A third member of the act, Billy Main, last year bought half interest in the Shalimar, Newark, N. J. Janet of France, formerly of Venice, has a small cafe on 52d street.

\$100 Others

Barnie Harry von Oppenhardt, tenor, worked out an unusual percentage arrangement with the Swan Palace Restaurant, New York. After 10 p.m. he acts (See PLenty PERFORMERS on page 33)

emphasis on the band stand at this outdoor spot. There's the rhythmic music of Clem Williams, a member of a socially prominent Main Line family. Williams has a capable crew of 12, making the dance around the asphalt floor all the more desirable. Vocals by Elmer Hoffmann and Peggy Moran, both potent.

M. H. Ondreker,

Old Vienna, Cincinnati

Talent policy: Entertaining bands. Management: Paul Penny, manager; Bob Meyers, assistant. Prices: No cover or minimum; drinks from 20 cents; dinners from 75 cents. Open daily except Sunday.

Policy of using only traveling combos strong on entertainment and comedy, introduced by Manager Penny some 18 months ago, has paid dividends and has made this intimate basement bistro one of the most popular spots downtown. It was this policy that enabled it to operate thru last summer to exceptional results.

Outstanding favors here in the last year and a half have been Buddy Fisher (his comedy band, not his swing outfit), Carl (Deacon) Moore, the Mills Brothers Trio, the Korn Kubbards and Freddie Fisher's Schnickelkritzers, the last named being especially effective. While dancing is permissible, more often than not the dance space is given over to extra tables, with patrons at the entertainers' the thing.

The Schnickelkritzers concluded a four-weeker here Friday (23), with Staff Smith and his septet crew moving in Monday (1) for an indefinite stand. It marked the third engagement here with, in a year for the Freddie Fisher lads for a total of 23 weeks.

Despite the fact that the Fisher screwballs had very little new material, they still drew well and pleased soundly. Headed by the inimitable Freddie on the buffoonery, sax and clarinet, the Schnickelkritzers, including also Everett Pleasant (Patsy) Prady, bass; Bob Barnes, piano; Ralph Copey, trombone; Harry Lindeman, drums, and Doc Dohert, trumpet, present an almost continuous round of entertainment, running the gamut from swing to the more lusty com and laugh sessions embodying numerous song specials. The latter, while leaning toward the risque, are goaded up with eagerness by patrons. In addition, the combo is loaded with much legitimate material, each of the boys getting a chance to display his own talents individually. All are able musicians.

Betty Kapp, until recently Old Vienna's p. a., handled the press for the Schnickelkritzers' latest engagement.

201 Seats.

Royal Pines, Lake George, New York

Talent policy: Read for show and dancing; girl line; floor show at 12 and 2. Management: Tony Reed. Prices: No cover, 50-cent minimum.

Tony Reed's year-round roadside, just south of Lake George village, continues to present entertaining floor shows. The most elaborate in this area, the shows usually include an emcee, a four to six-girl line and a couple of singing and dancing waiters.

When caught June 23 the entertainers were Walter Wayne, veteran vaude and burlesque comic, serving as a spicy emcee, and Pie Miller, who puts over songs in pleasing manner. The Dancing Co-eds do several group numbers with precision and in attractive costumes. They spell up for specialties, with Babes Thompson doing serpentine routines, Dorothy Cleveland tap and Ray and Kaye hot dancing. Bob Barton and Don Knight, waiters, offer tap and whistling respectively. Barton is clever with his multiple taps and received several encores. Wayne sings and dances and intersperses his entree with stories and cracks, mostly on the salty side.

Jimmy Smith's band of seven pieces is an old stand-by and is highly popular with the patronage from Glens Falls. Each show is booked for one or two weeks, with the more popular being brought back for return engagements. Don Cunison.

Radio Frank's, New York

Talent policy: Continuous entertainment; dance band. Management: Frank Brashier, owner. Prices: Dinner from \$1.50; no cover; no minimum.

This intimate East Side spot is sticking it out for the summer, offering informal, continuous entertainment and dancing on a small but adequate floor. Owner Brashier is always on hand to

shake hands, oversee proceedings and sing a few tunes in pleasing baritone. Four Feminine Notes (violin, string bass, accordion-piano and guitar) provide the dance music, which is more than adequate, and are sleek on looks, too. They also play for blind and lovely Gloria Manners, who has been here for several months. Her contralto voice has quality and her delivery is good. Shows much improvement. Also dancers, offering high kick and retro waltzes.

The other entertainers are backed by Jack Corliss at the piano. He also entertains doing okeh, Ann White songs, taking her way thru sophisticated songs, making the lyrics clear and holding attention nicely. Vivian Marshall, small brunet, sings vigorously novelty and light tunes. She makes them listen. Handsome Louis Hyden washes rhythm songs in good continuity.

Some of the colored waiters take the spotlight for spirituals and jazzy numbers, harmonizing competently and giving the entertainment some variety.

— Paul Davis.

Trocadero, Wichita, Kan.

Talent policy: Dance and show band. Management: Homer Motley and Willard Watson. Prices: 40 cents per person week days, 50 cents Saturdays.

Motley and Watson, having come up the hard way, i.e., starting from scratch with a small place which the Trocadero replaced, believe in good floor and heat band music. Watson has been booking bands thru General Amusement, William Morris, Consolidated Amusement and Frederick Bros. in Chicago.

They are buying name bands for one-, two- and three-day dates and waiting until the income catches up with the heavy expenditure. Policy seems to be sound, as place opened May 17 and in three weeks clicked with 14,000 persons thru door. Spot has 7,000 square feet floor, can handle 1,200 persons and is now building sunburst terrace to seat 600 more.

June 20 engagement was held by Lloyd Snyder, featuring Virginia Lee, George Hall and orchestra in June 21 for three-day stand, with Hall and Dolly Dawn having been plugged hard via newspapers and CBS. Jay Noble, George Olsen, Clyde McCoy, Red Nichols, Glenn Miller, Deacon Moore and others are booked for the summer.

Floor and music have clicked with dancers, mostly younger crowd wanting swing but not too much, and heavy spenders, older and seeking to find a rejuvenation. Indirect lighting, changing every hour, is same for band but more brilliant. Soft drinks and legal beer and sandwiches are served over mahogany bar. Dinners are to follow. Air-conditioning is now being installed.

Bands have 15-minute period over KMLI nightly 10:30. That this spot will click is the opinion here.

— Jim Cestanen.

Akron Niteries In Summer Boom

AKRON, O., June 29.—Usual summer full in downtown night clubs has failed to materialize. Instead, several new spots have opened.

Blum Willow has inaugurated a 10-act floor-show policy, with three shows nightly. Current are Ralph De Grandi and his Hi-Hatters Band, Renes and Evans and Brown and Snyder.

Red, White and Blue is one of the newer clubs with a show show. Sam Ray Sweet is emcee. Sweet and Lowe, Roberta Green and Jane Miller also in show.

The Paddock Inn in South Arlington is another new spot, where Tommy Andrews' Orchestra is playing nightly. Angie Morelli, singer, and Steak and Gravy, comedy dance team, are featured. The Nut House is a new spot of the intimate entertainment type. Features the Three Lonesome Herren.

Trenton Niteries Expand for Summer

TRENTON, N. J., June 29.—Jack and Bob's enlarges the floor show to a 10-act presentation, Larry Lane emceeing and Marion (Kiki) Roberts in top spot. Hotel Wiedebrecht's Grill Room has Lloyd and Willis, Al Letell and Vicki Nevada. Don Rice heads the repert at Club Condado and Walter Barry at Wilson's Cafe. New show at Leaphorn Farms brings in Jimmy Walker, Vera Davis and the O'Connor Twins and Bert St. Clair. Log Cabin, at Washington Crossing, augments Al Zahler's music with a repert headed by "Bliss" Ward.

New Phone Click

NEW YORK, June 29.—The country's automatic photographic bars a new smash hit in imagination, which this week reaches the top of the ladder on the music machine network. Tuna was penned by Jimmy Van Heusen and Johnny Burke.

For further details on this number, and others making the grade on the phone network, turn to page 78 and the Record Buying Guide in this issue of *The Billboard*.

Sally Rand 3-Week Run Breaks Bowery, Detroit, Records

DETROIT, June 29.—All records for attendance at the Bowery Cafe have been broken by Sally Rand and her Revue. Booked originally for one week, she was held for a second and ultimately for a third week. Close Monday (1). Attendance right from the start was practically capacity and ran around the 16,000-admission figure set some weeks ago by Sophie Tucker.

Unusual build-up the second and third weeks was due to the fact that Miss Rand put on a real show, not just a personal appearance. The use of an elaborately costumed revue featuring two lines of 8 and 10 girls, each with ornate production numbers, was a big factor.

The current week was strengthened by the booking of Benny Meldal, co-featured with Miss Rand.

Result of the big crowds this spot has had in the past several weeks, with only one or two slack weeks in between, is owner Frank Barbaro's plans to enlarge the spot once more. Present capacity is about 1,400.

Camden Week-End Shows

CAMDEN, N. J., June 29.—George F. Wolf adds floor shows Friday to Sundays at his Little Hof Brauhaus, with the possibility of running a full week as the summer progresses.

Frank H. Brown, assistant manager of the hotel, has supervision of this room.

Ten Eyck Opens Tropical Garden

ALBANY, N. Y., June 29.—The Roof Garden at the Hotel Ten Eyck has been transformed into a tropical garden with South Sea Island scenic effects.

The room had an auspicious opening last week, the effect of this new setting being greatly admired by the large crowd of patrons. Hughes Barrett's Band provided an outstanding program, with Barrett also doing comedy, which pleased greatly.

Jean Murray, a pleasing personality, rendered several vocals which were warmly applauded. The South Sea Islanders Trio added to the evening's enjoyment with Continental and modern music as well as rumbas.

Frank H. Brown, assistant manager of the hotel, has supervision of this room.

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JACK LYNCH'S WALTON ROOF

JOHNNY DE VANT

"Just a Fable"

Direction: WILLIAM MORRIS AGENCY

Vaudefilm Grosses

Rochester Okeh at Paramount; Roxy, MH Holdovers, Fair; Crosby Pulls

NEW YORK—The same bad story prevailed on Broadway, altho rain for the most part of the week helped grosses by keeping around the visiting Freeman who otherwise would have gone to the Mat.

The Paramount, with \$38,000 in the till for week ended Tuesday (23), showed a definite improvement over the previous two weeks. Bill consists of Mo-Fariand, Twins On, Rochester, Judy Starr and Red Skelton. Pic, Seferi, received no critical buzzards. Show holds over another week. Previously two weeks of Hattie McDaniel, the Gypsies and the Harry James Band brought a pitiful total of \$42,000. The pic, *The Way of All Flesh*, was blamed.

The Giza, with Horace Heidt's Pot o' Gold program staying another week, repeated with a miserable \$17,000. With Heidt's second week salary \$10,000, gross indicates no profit. Pic was Buck Henry judges Again. Heidt, on first week, had the film *Strange Cargo*. New bill started in Thursday (27), consisting of Ray Kinney's Orsi and George Orsol, accompanied by My Son, My Son, looks good for \$18,000. Heidt's salary for his opening week was \$11,000.

The second week of *Our Town* at the Studio Hall registered a fair \$12,000 for week ended Wednesday (26). First week of the layout returned \$78,400, which peaked a boom to the MH management, since contract for pic called for a 10 per cent cut if the take was under \$80,000. Had an additional \$500 been taken in the house would have shelled out 20 per cent of the total. The stage had Gower and Jeanne and the Calgary Brothers as main outside acts. New program installed Thursday (27) has Tom Brown's School Days on screen, with stage show including Jan Peerce, June Forrester and Tap. Hatters. Gross may reach \$75,000. Prior layout, with two weeks of *My Fairly Wife*, totaled a hefty \$102,000.

The third and last week ended Thursday (27) of Jimmy Dorsey's Band and Mayo Stevenson at the Strand slipped to \$22,000, which is not bad. The first

Hope Terrific At Met, Boston

BOSTON—Bob Hope and family, Jerry Colonna, Brenda and Cobina, broke all records on his opening day (28) at the Metropolitan.

No definite figures were available, but officials said, "Hope is the biggest thing we've ever had. He beat every record."

So great was the crowd when the box office opened extra police were called to patrol the area. Unit is playing six shows a day. Pic, *Ghost-Breakers*.

JUST OUT! McNALLY'S BULLETIN No. 21

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SCHILL SCENIC STUDIO, Columbus, O.

Look for 44G for "Scandals" in Chicago; Calloway Starts Strong; Oriental Weak

CHICAGO—Satisfactory business presented in the vaudefilmers for the week ended Thursday (31), and for two of the houses the present week should be big. For the Oriental the prospect is poor. The Bob Hope picture, *The Ghost Breakers*, and an excellent stage bill brought the Chicago a satisfactory, but not big, \$40. At the State-Lake, Major Rogers' unit brought them in to the tune of

\$17,000. Oriental's holdover bill attracted only a fair \$19,000.

The Chicago is in for a big week, barring unforeseen handicaps, such as unfavorable weather. The George White Scandals started off with a \$5,000 gross on opening day and should wind up the week with at least \$14,000, maybe considerably more. State-Lake, with Cab Calloway and an all-colored revue, started strong and will wind up with around \$150. Oriental is in for a bad week. Both stage and screen will be poor and business on opening day was extremely light. Will be lucky to do \$50.

Philly Carman Tops 6G in 8-Day Click

PHILADELPHIA—Getting a better break on the picture, coupled with a good break in the weather and the holiday atmosphere in the city because of the Republican Convention, Carman Theater went over the top with the only live stage show in town by grabbing off \$16,000 for an eight-day stretch ended Thursday (27). Also aiding the Candy gross for this time of the year was Jess Altmiller, local drummer boy, making his bow in variety circus, and House Manager Frank O. Ackley, for the first time, gave an act billing in the ads.

Others in the standard sit-down running included the Six Virginians, Jean Carroll and Buddy Howe, the Dixieliners and the Three Lyons, with Louis Armstrong's house ark. Screen supported strong with Johnny Apollo.

Glenn Miller Dandy 33G at Detroit Fox

DETROIT—Glenn Miller's band set the year's record at the Fox, closing Thursday (27) with a \$31,000 gross. This is 50 per cent above house average and puts the figure of \$77,500 set by Ted Lewis four weeks ago.

Miller's figure, considered very good, is still a long way from the colossal \$43,000 done two weeks earlier at the Michigan by Bob Hope. The Fox had 1,500 more seats than the Michigan.

Bowes Amis 83C In Indianapolis

INDIANAPOLIS—Despite a dull week all over town, the Lyric, with a Major Bowes' unit, did well with a gross of \$8,000 for week ended June 21. *Play It Days Together*, helped the b.o. House average around \$5,000.

Blanche Calloway Big

SPRINGFIELD, Mass.—Blanche Calloway and her Cotton Club Revue were very big at the Court Square, the BRO sign going up each of the three days (ending June 21). The screen show was *Till We Meet Again*.

Two D. C. Houses Expect O. K. Biz

WASHINGTON—Moderate business expected for the current week, ending July 4. Warner's Earls, featuring *Mrs. Who Talked Too Much* on screen, with Clyde Major, Garfield Swift, Four Friends, John Gallus and the Rhythm Rockets on stage, expects about \$16,000. Previous week Republican Convention broadcasts caused week-end lull, with gross at \$14,000.

Loew's Capitol, with strong bill, including Susan and God on screen and even-billed Harriet Hoctor and Sheila Barrett on stage, will pull about \$19,000. EMI and Evelyn plus the Rhythm Rockets complete stage. Previous week, with Orrin Tucker and Mrs. Bonnie Baker, closed with over \$20,000, a new high mark.

Hope Breaks Record At RKO, Cleveland

CLEVELAND—It's the same old story for Bob Hope. His unit's appearance at the RKO Palace for week ended June 20 broke the house record here with a tremendous \$37,000, of which he cut approximately \$18,000, which is more than the house average, \$13,500. The unit includes Brenda and Cobina, Jerry Colonna and Dolores Trade.

Pic was *The Saint Takes Over*.

ROBERTA ROYCE, dove dancer, states that she is getting \$600 a week as headliner of the Whitley Casino at the New York World's Fair instead of the \$300 reported in *The Billboard* last week.

Vaudeville Notes

DARSBETTE, female impersonator and wire walker, who recently went to Europe, is in Italy and can't get out, according to friends who have been corresponding with him. . . . ANDREW'S SISTERS will dance and speak lines as well as sing in their Universal film, *Argentine Nights*.

ELAINE DOWLING, now doing a singing single, has been set for the Bert Levy Circuit, starting in July. . . . YVONNE MONOFF, formerly of the Tie Too Girls, has changed her professional name to Patricia Bent and is preparing a trio again. . . . MARY HAWTYER and Pearl Newman, the two former of the former Adele, Trent and Hawtyer dance trio, are doing a new comedy song act with Burt Milton, known as the Politicians.

TWO NOVELLOS AND TERRY arrived on the Monterey June 11 as San Francisco after a tour for Tivoli Theaters in Australia. . . . HAROLD HOYT and his Three Jigglers were to have the A. E. Marcus show at the end of the date at the Paramount, Los Angeles, June 24. The Marcus show opens July 3 in Mexico City at the hopping off point of another foreign tour. . . . THOMAS ROYLE, tap tutor, has taken over the late Tommy Hyde's studios in New York.

ANDREW SISTERS open at the Michigan, Detroit, week of July 20. Gena Krupa will be on the same bill. . . . **JIMMY DORSEY** will be at the same house week of August 16; also Red Skelton. . . . BOB HOPE has added two one-night stands to his vaude tour. Newman Theater, Kansas City, Mo., July 13, and the Orpheum, Omaha, the following day. Both percentage deals. . . . **HATTIE McDANIEL**, goes to the State-Lake, Chicago, July 13. . . . ROBERTS, on his way to the Chicago, Chicago, where he opens July 6, will play the Paramount, Toledo, July 3 and 4.

PATRICIA MORISON, ELLEN BREW, JOHN HOWARD AND SUSAN HAYWARD will make an appearance at the Paramount, Portland, Ore., in conjunction with the showing of *Uninvited*. . . . **THE MURRELL TWINS** open at the Henry Grady Hotel, Atlanta, after closing at the Roosevelt Hotel, Jacksonville, Fla. . . . **SALLY SAYLER** has signed with the unit, *Blue Paradise Revue*, which features an all-girl band. . . . **BUFFETT ROGERS AND JUDY** touring for the Barnes & Carruthers office, Chicago, from June 20 to November.

MARIANNA (Marianna Rohrkaste) is the new featured dancer with Alton Bebbila's Broadway Peering Show.

Buffalo Hotels Add Talent for Summer Policies

NIAGARA FALLS, N. Y., June 20.—The Caesar's House has reopened its Boat Room and Terrace for the summer. The hotel is now being run by Lewis Muehl, Bill Monday's 12-piece Southland Gentlemen is the orchestra. The Caesar's has been operating on a straight band policy for years.

Daniel McCarriagh, the hotel's former manager, has taken over the Hotel Buffalo and has established an Old English Tavern there as the miller, but without tabor at present.

Darwin Martin now operates the Sturwartz Hotel, with George Randall in charge of its miller. George Sapienza's five-piece band, plus Bob Downey and Roberta, provide the entertainment. The Three Kings are booked for a return engagement July 4.

"Icecapades" Held 3d Week in N. O.

NEW ORLEANS, June 20.—"Icecapades" of 1940 will be held over another week in the 7,000-seat Municipal Auditorium here. This is the first ice show ever to play this city.

According to spokesman of the Arctic Managers' Association, the show's guarantee was covered by the advance sale. Thursday night had a near-capacity crowd and last night was \$10.00, prices \$1.50, \$1.75 and \$2.50, including tax.

Pete Tyrell, Philadelphia promoter, is managing the troupe, with Pfeifer Leary promoting locally.

Hal Sands Books 4 More for S. A.

NEW YORK, June 20.—Hal Sands arranged bookings for four American acts in South America this week. He set the Three Tiaras at the Casino Urea, Rio de Janeiro, where they opened a six-week run yesterday (28). The Gaudemus Brothers and Stump and Stumpy, who sailed for Rio yesterday, open a similar run at the Urea July 12.

The Mills Brothers, who were set by Sands at the Urea, followed their six-week run with a month's engagement in Santos, Brazil. They were also signed for a commercial radio show starting July 16 on the Belo Grande station, Buenos Aires. At the conclusion of the radio contract they will return to the Urea Sands states.

They Went In Despite The "Keep Out" Sign

TRENTON, N. J., June 20.—If you don't take the proper entrance to a night club and consequently fall down the cellar steps, the proprietor is not responsible for your injuries, the State Superior Court held here.

The court reversed a \$433 district court award granted Katherine and Walter Carr, of Morristown, N. J., against John Hagerich, operator of the Morris Plains (N. J.) Cafe. Carr and his companion were injured two years ago in a fall down a flight of steps at Hagerich's spot after going thru a side doorway marked "Keep out."

Kaye, Bernie Dates

NEW YORK, June 20.—Vaude dates for Sammy Kaye and Ben Bernie have been arranged by Music Corp. of America. Kaye started at the Fox, Detroit, yesterday and continues with the Lyric, Indianapolis, July 19 and the St. Louis, St. Louis, July 22. Bernie goes to the Riverside, Milwaukee, July 12 after a week at the Lyric, Indianapolis, starting July 8.

New Vincennes Vander

VINCENNES, Ind., June 20.—The recently completed New Moon Theater, a 1,200 seater, will book occasional stage shows.

Buddy Rogers' Band opened Wednesday, June 12.

Mrs. Harbaugh's the Name

PITTSBURGH, June 20.—Mrs. Greta Harbaugh, and not Freda Pope, as reported a few weeks ago, is operating The Flair this summer, as far many seasons past.

I Per Cent to Floor Shows

ATLANTIC CITY, June 20.—A survey made by the Convention Bureau this week discloses that at least 1 per cent of the money spent by the resort's hotels goes for floor-show entertainment, exclusive of bands. Seven hotels, the Boardwalk and two avenue, were listed in the report submitted to Mayor Taggart. In one year, one of the hotels spent \$741,000.81 right in Atlantic City.

Morris Predicts Break for Vaude

CHICAGO, June 20.—Theater men can confidently look forward to a decided upturn in business during the balance of the year, according to William Morris Jr., president of William Morris Agency. Morris, here looking over conditions, says that with millions of dollars being spent on plant expansion in many industries and with pay rolls rising, the amusement industry cannot miss getting its share of increased earnings.

Demand for talent is already on the upswing, he declared, and with the readjustment of the picture market, which is bound to come, still more stage talent will be needed. Morris believes that present double feature picture policies will be superseded in many cities by single features and more stage shows. The presidential campaign, he believes, will have little effect on theater business.

Unit Opens Up Trenton

TRENTON, N. J., June 20.—Town got its first stage show last Saturday (27) when the Victory Theater booked Paul Ryan's Streamlined Follies unit for the week.

MARIO AND FLORIA, dance team, open for MCA at the Ritz-Carlton Hotel, Boston, July 8 for two weeks, co-featuring with Emil Coleman's Band. Mario has a new partner, Eileen O'Connor, former ballerina, and this is their first date. The old team split three months ago.

"Lady" Ashley, Battleship Maggie, One-Round Hogan in Girl Show of Baltimore Club That Makes Dough

BALTIMORE, June 20.—While most local night spots are worrying about the rent, the Oasis Club here continues to pack 'em in and at least twice weekly turns large numbers away, despite a 450 seating capacity. After 16 years of operation this location continues to roll merrily along as top money-maker.

Its patrons, including many celebrities, average 70 per cent men. They're come to the right place, for the 22 waitresses, some being fair lookers, are congenial and need but little persuasion to imbibe and dance with the customers. The same holds for the performers.

An all-female show, consisting of some 20 girls, lends no little in attracting such an inmate male following. This 30-minute "presentation" is presided over by the only male in the cast, Willie Gray, still going strong after 12 years. Gray succeeds in making informality the prevailing spirit. On numerous occasions he hauls the audience into applauding. For applause here is not the usual hand-clapping, but yelling, hooting and whistling. Its intros are handled in a straight fashion, except that he unflinchingly insults each and every performer, much to the enjoyment of the visiting frenemy. Equally amusing is Gray's finding it necessary to call over the mike across to the bar for some performer to please do her stuff and stop holding up the show.

All this should give some idea of what to expect from the show itself. The girls take this kidding in good fashion; they know they'reousy and don't care. However, out of this variety, numerous enough to please many different fancies, there are some who probably rate a better fate, while others are fat and 40 or tall and 50. The peeling parade is headed by attractive Diane Burton, doing a dynamic and eye-filling strip and pleading with a number of revealing flashes. "Lady" Ashley, of London (Ky.), a voluptuous blonde, does a diabolical walk-

Eddie Smith Claims Paul Small Tactics Driving Smaller Offices Out of Business; Asks ARA Probe

NEW YORK, June 20.—The Artists' Representatives' Association is faced with its first important squabble with the sitting of charges by Edward Z. Smith, local agent and booker, securing Paul Small, of the William Morris Agency night club department, with unethical conduct in attempting to prevent him from booking three spots using names. Smith contends that continuation of these tactics will create monopoly and drive small offices out of business.

A preliminary hearing of the charges was held Monday (24) before members of the ARA board of governors. They suggested that Smith relate his case in a formal letter to ARA outlining the charges but leaving out the blast aimed personally at Small, which is contained in a stinging letter to William Kent, ARA president.

In his letter to Kent, Small claimed that he had an understanding with Smith that prevented the Morris office from eliminating Smith from the booking of the Bowery, Detroit, which he serviced in conjunction with Peter Jodice, Detroit booker, and also the Gray Wolf Tavern, Sharon, Pa., and the Ohio Villa, Cleveland, the latter two serviced in conjunction with Frank Bender, Cleveland booker. In spite of this agreement, it is claimed, Small placed acts directly into the Bowery without going thru Smith. Both Nat Lefkowitz, Morris agency treasurer, and Small declined to comment on the charges.

The difficulties began, Smith said, with the holdover of Sally Rand at the Bowery, which necessitated the cancellation of Helen Morgan scheduled for the first holdover week. To accommodate Small, Smith offered to submit Miss Morgan to either the Gray Wolf or the Ohio Villa at \$1,000, the same salary she was to get at the Bowery.

Smith subsequently received a \$900 offer from Bender. The Morris office, he claims, stalled for three days, after which time he went to Lefkowitz to talk over the situation. He says that, while

he was elated with Lefkowitz, Small contacted Bender in another office and booked Miss Morgan into the Gray Wolf week of June 30. He says that he was then forbidden to submit any Morris acts, even tho he has letters as recent as May 18 from Small offering acts for the Bowery.

Smith also charges Small with an attempt to undermine him with Jodice by contacting the Detroit booker and offering Joe Z. Lewis and Benny Fields at \$1,500 and \$1,250 respectively after quoting Smith \$850 more on each act. Smith says his deals with Small never cost the Morris office a penny of commissions, his fees coming from Jodice and the Bowery.

Prior to his arrangement with Jodice, Smith said, the Bowery used no names. Upon convincing Jodice that names would pay, he approached Small, who refused to do business with him, he says. He therefore bought talent on the open market and started with Everett Marshall and Henry Armetta. He then contacted Belle Baker and Wini Shaw, Smith says Small then consented to provide Morris acts, with the understanding that Smith would not contact Morris acts directly, in return for which Small would not contact Jodice. Until his break with Small, Smith bought Harry Richman, Sophie Tucker, Lou Holtz, George Jessel and others from Small for the Bowery. Smith says he is still servicing the Bowery and is lining up Leo Carrillo and Max Rosenblum for that spot.

Smith also said, in a conversation with Small, the latter boasted of being able to take the spot away from him simply by making Jodice the Detroit representative of the Morris office.

A letter outlining those charges has also been sent to Abe Lastufogel, now on the Coast. Smith cited in this letter that the good reputation of the Morris office was being hurt by Small's tactics. Since this fracas with Smith, Small's bookings at the Bowery include Benny Fields, there currently; Milton Berlin, week of July 1; Helen Morgan, week of July 8, and Joe Z. Lewis, week of July 15. Lillian Carmen started a two-week engagement at the Ohio Villa Wednesday (25), while Miss Morgan began a week at the Gray Wolf on the same date.

Chicago AGVA Local Eyeing Summer Resorts

CHICAGO, June 20.—In addition to reclassifying many local night spots, AGVA, under its new set-up here, is lining up the summer resorts in the Chicago area with a view to signing them. Dozens of resorts in the lake region surrounding Chicago are listed. At most of them the salaries paid are extremely low. Many offer purely nominal pay, with board and room furnished. Efforts are being made to line up these spots and obtain a decent minimum for performers.

At all spots already signed with AGVA deputies are to be named to see that union requirements are lived up to. Two deputies were appointed this week. Bernie Green, of the local board, for the Famous Dove, and Boots Bras, fourth vice-president of the local, for the 1220 Club, Gary, Ind. Other deputies are to be appointed as rapidly as possible.

DeMarcos Plan School

CHICAGO, June 20.—Tony and Renee DeMarco, dance team now appearing at the Hou Air Country Club, plan to open dancing school in New York next fall. "We will teach only ballroom dancing, mainly the rumba," says Tony.

The DeMarcos say they are wanted for the new Ed Wynn revue, *The Funnies*, and also for a musical comedy which George Marion Jr. will produce.

Nick Lucas for Cheyenne

NEW YORK, July 1.—Nick Lucas has been booked thru Jack Blue, of Denver, for the Frontier Days Celebration at Cheyenne, Wyo., July 22 to 27. A 45-minute revue is being built around him and will go on three times nightly. Lucas goes into the Starke, Washington, week of July 8, and works westward to Cheyenne.

State, New York

(Reviewed Thursday Evening, June 27)

Show is split into a three-act layout and a band unit, with the earlier half conducted by Ruby Zwerling's cork from the pit. Show on the whole is slow moving, but individually each of the acts furnishes passable entertainment.

High spot of the bill is the opening clog act, the Bricklayers. It is a swiftly paced routine, set against a background of a building in construction, with smartly trained dogs enacting the roles of workmen. For a strong finish the canines jump over swinging scaffolds from secondary windows. A natural for theater.

Master Shaver and Olive and George follow with a comparatively new act. The midgets do a series of different dance routines, while Shaver still accompanies them at the piano. The waltz between Shaver and Olive, usually one of the strongest things in the act, was missing at this showing, possibly because they were forced to work in one. The midgets start with a rousing song, *What Do You Do to Me, Darling?*, and go into a snippet in swing and a rumba and conga, blending in a couple of stock ballroom tricks. Didn't fare as well as usual.

George Givot, next, still draws laughs with his Greek dialect, even tho he has little new material and depends on puns, primarily, for his gopher. The customers, however, enjoyed his brutal English and received most of the lines as if they had just been written.

Ray Kinney and his Hawaiian band wind up the show, because they are forced to show all they have in one sitting, the lack of variety is strongly emphasized. It is composed of a set of hula and war songs and a capsule of American tunes flavored with Hawaiian rhythm. Kinney himself sings every other tune. His Aloha Maids (5) swing in native style, and Momo Holt, diminutive dance stylist, angles with a Hawaiian specialty in which her expressive hand movements predominate. One of the midgets doubles as tenor, delivering *Makai Belie's Island* and a native war chant in good fashion.

On screen, second run of *My Son, My Son*. Business good last show opening Sam Houghberg.

Oriental, Chicago

(Reviewed Friday Afternoon, June 28)

The Oriental seems to have been unfortunate in selection of its stage bills in recent weeks, with a few exceptions, and business has suffered. This week's bill carries little promise, and a bated-up picture, *Anns of Windy Popers*, won't help. Opening-day business very

Vaudeville Reviews

Poor, altho weather was perfect.

Larry Clinton has a first-rate band that pleases the customers, but the band alone can't carry the bill. Clinton's outfit is heavy on brass, featuring four brasses and three trumpets besides Clinton's trombone, which he uses frequently. Four sax and four rhythm complete the instrumentation.

Band's arrangements are excellent and of pleasing variety, but there is a lack of showmanship in presentation. One of the boys has a good baritone voice and would score nicely singing straight, but his attempts at comedy fail flat. Helen Southern has a fair voice and puts across a couple of numbers rapidly.

Barr and Estes score handsomely with the man's goofy dancing, the girl being mainly a foil for his antics. Patter portion of the act, however, is weak.

Vox and Walters present their familiar vent act, which garners light applause. Material is old and needs renovation. Ruth Walters is an attractive blonde who sings well.

Hill lacks the necessary punch to put it over.

Hot Green.

Strand, New York

(Reviewed Friday Evening, June 28)

A veritable feast for the jitterbuggers is the Bob Crosby Band, which settled here for a fortnight. Most of the musicians are known individually to the hep cat for their instrumental ability and under one roof can satiate any and all swing muscle thirsts. Augmenting this aggregation are three standard acts, making it a long but entertaining show.

Band plays with snap and good rhythm. They open with the Woodpecker Song, followed by a drawing vocal of Cervilla from the leader, Jess Stacy, veteran pianist, fingers his own Ain't Goin' Nowhere, which is a good composition but lacks punch in delivery.

Doris May, cult vocalist who recently replaced Marion Blann, has eye appeal and, tho weak on voice, has neat showmanship tricks to garner good response. Opened with Shake Down the Stars, which is too slow a number for her style of singing, then imparts with the more spirited Sir Lancelot From Madame La Zonga and Say Si Si.

The band's standard comedy bit, a fan dance burlesque, is still good for laughs. Eddie Miller, Bobby Haggart and Nappy LaMarr from the band stand to offer their version of Sally Rand's fortune maker.

Following a vocal medley of old pop tunes by Crosby, the orchestra specializes

take the spotlight to roll off their renowned arrangements of both pops and originals. The All-American Four (Edie Miller, vox; Ray Bauduc, drums; Bobby Haggart, bass, and Jess Stacy, piano) scores with *Exactly Like You* and are joined by the rest of the Bob Cat for hot session of swing. In the finale, Crosby warbs a flag-waving version of *It's a Wonderful World*, which gets a timely hand.

Added acts, in order of appearance, include Rollo and Verna Pickert, Trixie and the Three Sailors. The Pickerts are featured in their sult numbers, which are refreshing and well-executed novelties. Trixie, the comely juggler, was at the Strand only three weeks ago and presents the same act. Looks unusually young, works in a breezy style and juggles rubber balls and plates with skill.

The Three Sailors, nitwit comedy trio, stopped the show with their hilarious nonsense. Gags, generally, are clean and funny and wind up strongly with a unique rope-slipping dance.

On screen, Warner's *The Man Who Talked Too Much*, which is a re-make of *The Mouthpiece* released several years ago. Business big last show opening day. Sam Houghberg.

ily entertainment—bright, clear, mostly light stuff and easy-to-understand comedy. Paul Ait handled the pit music in just-right fashion.

Business, poor.

Paul Denis.

Music Hall, New York

(Reviewed Thursday Evening, June 27)

The Music Hall regulars, aided by two outside acts, put on a passable, if not spectacular, exhibit this week. Apparently the film, *Tom Brown's School Days*, will stay a week only and perhaps caused this week's stage-show budget to be shortchanged. Nothing colonial in talent or sets is evident.

Production, titled *The Scop Root*, opens with an Oriental dance by the Ballet Corps. Rita Eckler has a solo which is so minute as to be undistinguishable from the mob. The routine is ordinary, but the fanlike backdrop when it reveals a platform with supers providing atmosphere. Gets attention. Etta Kaye sings during this number, which is not enhanced by the weird music.

James and Mildred Mulcahy present their standard harmonica duet. Opening announcement by the male saying he will attempt to make one mouth organ sound like two, with the curtain parting to reveal he is abetted by his partner, is good for a laugh. A duet of *Smoke Gets in Your Eyes* and *Carry Me Back to Yonkers*, with trick tonguing, gets a nice hand.

The next number is distinguished by a superior choral arrangement of Leedestream, with Allen Corneille, subbing opening day for Jay Pearce, and June Forrest, an excellent soprano, fronting for the males. Nellie Fisher adds atmosphere with a diaphanous dance.

The Top Hatters, a fast-twirling duo working on a circular board, execute some standard twirls. Their wind-up with the male lighting a cigarette while twirling the female at top speed helps earn a hand.

Corinne, Miss Forrest and the choral group provide atmosphere with Castle of Dreams, while the Rockettes provide aock finale with another of their excellent precision routines.

Bis off when caught. Joe Cohen.

Fox, Detroit

(Reviewed Friday Evening, June 28)

Sammy Kaye and his orchestra headline the show and fill most of the bill, which is heavily accented toward music. Opening with a number behind the curtain, the band sets the mood of its style far on the sweet side.

The band fare is eagerly received, with the orchestra at its best in a Lover's Lullaby. The entire band joins in some choral vocals, some straight lyric and comedy. Kaye could be more genial with his own subdued clarinet solos.

Individual vocalists with the band have their stints, including Tommy Ryan, Jimmie Brown, Charlie Wilson and Clyde Burke plus the clever Three Kadrads. More individual style in vocalists would be welcome, however.

Lillian Mait, clever dancer, has a fast but brief number, with the Three Dancing Dots following with a rhythmic Latin American routine.

Cris Cross is an unusual ventriloquist, getting plenty of laughs from his clever manipulations of the dummy. He has some good vocals, as done by the dummy, that get an excellent hand.

Three Nonchalance are back with new patter that is smarter than ever, and the routine seems more casually clumsy and actually almost incredibly dexterous in the impossible falls they use to get their best laughs. Their apparently hillbilly attitude is very effective.

Kaye closes the show with two girls and two boys from the audience, presumably selected at random, altho one had the answers down almost too pat, who direct the band in a number splice and get a good sympathy reaction from the crowd.

H. P. Kress.

Beach Arlington Opens

BEACH ARLINGTON, N. J.—June 29.—The Blue Room, elaborate cabaret on Long Beach Island, has its seasonal opening this week. Sir Cecil Alexander emcees the show, with Syd Holman handling the music.

New Club in Escanaba

ESCANABA, Mich., June 29.—The Delta, a new nitery, opened here Saturday (18) with an orchestra and added attraction policy. The Great Jason, ventriloquist, is on the opening bill for two weeks. Spot is managed by J. A. Flath.

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The stage show as a whole is fine fare.

Reviews Of Units

"Jeter-Pilars Revue"
(Reviewed at Club Plantation, Kansas City, Mo.)

This colored unit has been touring the Midwest for several months and made a one-night stand in the Muny Auditorium here before going to the Club Plantation.

The Jeter-Pilars act not only cuts the show but provides dance music between presentations. The crew numbers six brass, four reeds and four rhythm and turns out a fairly solid brand of jazz, playing rhythm numbers in the basic manner and copying after Andy Kirk somewhat in the sweater tunes. The band's style is pretty indefinite, however, which makes it sound on the whole like any other show band. Joe (Little Ziggy) Johnson is producer and manager. Also emerges, crowd-pleasing, and offers some eccentric dances of his own.

Merris Marquer, vocalist, is the show-stepper with rhythm numbers. Her voice has a quality close to that of Maxine Sullivan. Handles lyrics with not only a full voice but with a terrific physical energy.

Ted Smith offers *My Prayer* and *I Cried for You*. Has a mellow voice and delivers neatly.

The Strange Man, comedian with a gravel voice, gets a few laughs, but his routine demands more polishing.

A trio, Potts, Potts and Skillman, billed as the colored Three Stooges, has nothing exceptional to offer.

A line of eight girls offer several excellent numbers. Perhaps the best feature of the show.

All in all, the unit has possibilities but needs considerably more working over before hitting rauds.

Bob Locke.

Major Bowers' 6th Anniversary Revue

(Reviewed at State-Lake Theater, Chicago, Friday Afternoon, June 28)

From the reception accorded the first show, this Major Bowers unit is just what the doctor ordered for the State-Lake clientele. As with most Bowers units, it's heavy on instrumental acts, mostly on the novelty order, but the family trade "ate it up." There was a packed house and a holdout before end of the first show.

Bubby Kaya, a hefty young fellow with a pleasant personality, emcees the show, stepping out at one spot to warble *Flame Be Kind* as it would be sung by various notables, and his mimicking was very good.

Two Jersey Farmhands, four boys and a girl, start the show with a hillybilly medley of comedy that gets a flock of laughs. With fiddle, square-box, guitar, violin and some homemade instruments they whoop it up to the customers' liking. Bill Broadway, boy soprano, pleased with his clear, bell-like voice. Mr. and Mrs. Fred Sparks earned a big hand for their novel instrumental act. Sparks plays just about every instrument imaginable and his wife accompanies on the accordion. Betty Lou, dancer and tumbler, offers the dancing portion mostly as a supplement to her really excellent tumbling, in which she finished with a two-and-a-half twisting somersault.

Jane and Jean Williams play accordion, sing and dance in very ordinary fashion but have possibilities. Paul Jones offers a novel spoons and bones number that is well received. Frances Gibby is an accomplished violinist and could have done more than the one number allowed her. The Three Flashes, roller skaters, have a nicely dressed and outlined act that stacks up well with the general run. The Two Harmonicas offer some excellent harmonica novelties. Show closes with the Bridgeport Four-tone, instrumentalists who imitate well-known bands and do it well. An entertaining show for the family time.

Nat Green.

Cab Calloway

(Reviewed at State-Lake Theater, Chicago, Friday Afternoon, June 28)

The Jumpin' Jive devotees are crowding the State-Lake this week and whooping it up with Cab Calloway and his septet swing crew, presenting the Harlem Cotton Club Revue. Along with the band there is a lively and entertaining stage show. On the screen a possibly good picture, M-O-M's *Two Girls on Broadway*.

Calloway, an indefatigable worker,

starts proceedings with the band play,ing *Jumpin' Jive*, following it up with Limehouse Blues and a new number recently recorded by Cab. *Do I Care?* Colley way vocalizes in his distinctive hi-de-ho style and entertains with his antics on the stand. Interpersed thru the bill are torrid swing numbers by the band and a few ballads that relives the furious pace of the rest of the show. Benny Payne vocalizes *How High is the Moon?*, and the Cab Jitter, sife of the band boys with vibraphone, bass, guitar, sax and drums, do a swing arrangement of *Rock Alone in Indiana*. Band's efforts met with long and loud applause.

Avia Andrews, ballad singer, has a full-throated voice of excellent range and her singing of *Indian Summer*; *Lower Come Back to Me* and other numbers won repeated rounds.

The Six Cotton Club Boys are as near a crew of precision dancers as have been seen here in a long time. Nicely dressed and talented steppers, their varied routines and difficult steps provide solid entertainment.

Comedy hit of the bill are the Three Chocolatiers, who let loose a flood of comedy antics, dance routines, tumbling and clowning that earned almost a show stop.

Bill is mock entertainment for the family time.

Nat Green.

Lou Holtz's "Discoveries of 1940"

(Reviewed Friday Afternoon, June 28, at the Orpheum, Los Angeles)

Lou Holtz, in his second week at the Orpheum, gives Major Bowers a run by presenting a line-up of talent which he claims to have discovered. However, Holtz doesn't have the material to work with and *Discoveries of 1940* doesn't jell. Holtz himself does all right with his stories about Sam Lapidus, but his attempts to overdo it don't work. His attempts to get applause for his protégés reach the border stage.

Ginger Manners presents a screwy bit that has the customers off their haunches for a change. Her pantomiming is tops. She is of the Martha Raye type, but has more sex to her stuff. Her piano antics are swell.

Bobby Baxter is one discovery Holtz can take a bow for. Baxter has a good voice and knows how to sell his stuff. MacDonald and Ross did what they called a *Shadow Dance*. It was good, with the boy and girl going thru identical movements. They mixed up their stuff well between ballroom and tap.

Marlow and King are better-than-average hand balancers. Their stuff in show fruition, with special lighting effects is especially good.

Tom Hooton made a good impression with his rope tricks. He knows his hemp, turning in his best trick by twirling a 100-foot lasso.

White and Manning drew the biggest hand with their screwball dances. Their stuff is above the average.

Dean Owen.

"Barn Dance in Swingtime"

(Reviewed Thursday Afternoon, June 11, at the James Theater, Newport News, Va.)

For a show put together in two weeks, without high-powered acts, scenery or expensive costumes, *Barn Dance in Swingtime* does uncommonly well. It is pleasant and incidentally family entertainment.

The atmospheric opening, with company in overalls and gingham, is no fluff. But the performers made up for its shortcomings in vim and vigor.

Frank Rondas does a conventional unicycle performance. St. Dennis Alasters, in first of their two appearances, dances in pretty phosphorescently treated costume. They are back a little later in a sweetheart waltz number.

Picturishly clad guitar-strumming cowboys offer ballads, and the band takes over for a pleasant, brief medley. This five-piece outfit does a workmanlike job. Featured in the musical interlude is Dick Parker, personable child performer who sings Stephen Foster melodies in pleasing tenor voice. Got an encore, offering *It's a Hundred to One I'm in Love*, but pop tune was not nearly so effective.

Also clicking were Hillbillies, pair of cute cowgirls who sang in character and then joined with the cowboys for some quartet stuff. Kids went for this in a big way.

Uncle Ed, emcee around when the show is built, also does a juggling turn.

Modesty Wins

CHICAGO, June 29.—For several weeks the board wall surrounding the new Silver cocktail lounge, in course of construction, across the street from the Chicago offices of The Billboard, has been decorated with a provocative painting of a woman leading a pugil and revealing a considerable portion of her charms.

Apparently the sign was so effective it drew the attention of the police squad, for the other day a painter appeared and now the wall is adorned with a gal in a decorous bathing suit.

He does a capable job, the some of his girls are cobwebby.

Merry and Eaton carry the comedy load. They are an able boy-girl team, and a large percentage of their stuff is surefire. Even the girl's singing *Chihuahua* puts out in vigorous style. Heartily applauded.

Other specialists are Then Pennington, a soprano whose voice can stand on its own merits without mechanical aids (she sings a tasteful repertoire of operetta hits), and Paloma Sisters, hillbilly singing and dancing twins, who are amusing.

Film attraction was *Me, He's Making Eyes at Me*. Warner Tayford.

Rosini-Rosini Rehearing

NEW YORK, June 29.—A rehearing on the temporary injunction suit filed by Carl Rosini against Paul Rosini, both magicians, charging theft of last name and material, was held in the private chambers of Judge Peter Schimmeck of Supreme Court here. Judge Schimmeck took the matter under advisement and is expected to reach a decision soon. Paul Rosini, in the meantime, finished his engagement at the Rainbow Room Wednesday (26).

AGVA BUDGET

(Continued from page 3)

NATIONAL office gets \$3,250; New York local, \$1,573; Boston, \$490; Philadelphia, \$423; Pittsburgh, \$200; Chicago, 1,624; Outdoor division, \$305; Los Angeles, 471D; San Francisco, \$1,000; and Actor's News, official AGVA organ, \$300. The News will henceforth be published only once a month.

Screen Actors' Guild lasted its last \$4,000 loan to AGVA this month. In a statement issued by SAG, it was pointed out that it will not extend any more loans until it is convinced that AGVA actually has a refreshment policy in effect.

Haddock leaves on a Coast-to-Coast trip within a week to see that all locals operate within the new budgets. On Tuesday (2) he will meet with theater circuit owners in another attempt to reach a basic agreement.

The New York local, meanwhile, signed Paul Drury's *Drunkard*, show which opens at the Masonic Temple, Long Beach, L. I., tonight (28). Contract calls for a \$10-a-week minimum and eight performances within a seven-day week.

MONTREAL, June 29.—Charles Brett, national organizer, this week set up a temporary slate of officers who will establish an AGVA local here. They are Jimmie Moore, executive secretary; Bill Kennedy, Edward Charles, Gene Paul and Stan Carruthers, vice-presidents; George Landry, recording secretary, and an exec board which includes Mickey Kierney, Patsy Robin, Sylvia Whistler, Margaret Russell, Barbara Marlow, Viola Miller, June Knight and Trudy Williams. Brett has returned to New York.

LYNN, Mass., June 29.—AGVA forced a union show into Tony's Cafe, thru the Lew Ott Office. Spot had a non-union bill, but pulled it when threatened with picketing.

SAN FRANCISCO, June 29.—Three directors and two delegates have been named by the AGVA local. Directors are N. B. Berman, John Dore and Adl. Capitol. Council delegates are Clarence Willard and Neddy Laurence, who replace Les Allen and Buddy O'Brien.

GOP MELON A LEMON

(Continued from page 3)

were overridden by the mayor's office, which insisted on strict enforcement. Police themselves were none too happy in following out the orders, since "Good Judgment" comes with a consideration. Money was flowing freely all week, but showbiz never had a chance to get in the swim.

K. C. Hotels Vie For Nitery Trade; Continental Booms

KANSAS CITY, Mo., June 29.—Leading the drive of local hotels to dominate amusement business here by providing entertainment inaccessible elsewhere is Dudley C. Baker, manager of the Hotel Continental.

Supper dance crowds are being lured away from the smaller cabarets and restaurants by facilities of the downtown hotels. Baker has literally remade the Hotel Continental since he became manager recently, and the result is shown in the number of persons who flock to his Skyline roof, Penguin Room and Omar Cocktail Lounge, all of which he built recently.

His newest accomplishment at the Continental was the opening of the Skyline roof, where 300 persons were turned away opening night. George Hamilton and his Music Box Band is featured.

On the main floor, Baker opened the Omar Cocktail Lounge, where the Three Bits of Rhythm provide swing dinner music. The Alcor has Jayne Churchill, singer.

To meet the competition provided by the Hotel Continental, Barney Allis' Hotel Muehlebach up the street retaliated by inaugurating a two-dish policy, bringing in Bob Pope and of Miss Ronald's conga-rumba orchestra.

The Kansas City Club, the Hotel Phillips and the Hotel State also decided to add sweet moods at dinner.

Chicago Clubs Eye Demis' Convention

CHICAGO, June 29.—Local night club picture this summer will be considerably heightened by next month's Democratic convention.

Spots which usually fold during the warm weather months will remain open at least until the end of July, hoping to draw some of the thousands of visitors expected for the big affair.

Among spots on the scene will be Ober Parcs and Harry's New Yorker, which closed for a spell last year, and all of the Ruth street theaters.

Philly Club Resumes

PHILADELPHIA, June 29.—Max Behrman resumes shows at his Latin Club, intimate spot. An all-girl revue includes Betty Lindley, Doty Doray, Lillian Lamplight, Evelyn Kleen, Virginia Lane and Lana Barnes, all singers.

Palace, Cleve, Spot Bill

CLEVELAND, June 29.—A spot booking will reopen the Palace Theatre here for vaude week beginning July 4. Already set are Red Skelton, Hattie McDaniel and Three Samuels and Harriet Hayne.

PLenty PERFORMERS

(Continued from page 17)

quired the room, called it Chez Harry, and operated it as a night club. Tho closed for the summer, he intends to be active again in the fall. Reed Lawton, society singer, has made similar deals with owners of several East Side clubs, fronting the spots and furnishing the whole show.

Joe Jackson, tramp bicyclist, is building a road house in Greenwood Lake, New York. Mary White, actress, is usually interested financially in Catskill Mountain spots each summer. Kay Parsons was actively engaged in operation of showboats here for years.



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

A
Aces, The Two (Marionette) Chi. N.
Allen, Betty (Paris Central) NYC, N.
Alvarez, Chilie (de George Reiss) Cleveland, O.
Asha, Mabel (Stella) NYC, L.
Ames, Bill (Walter) NYC, L.
Ames Jr. Artie (Kingsland) Fort Lee, N. J., ne.
Andres, Artie (Cantante) San Francisco, ne.
Andrews, Larry (Chancery) NYC, ne.
Andrioli, Doro (Village Hostess) NYC, ne.
Arlen's, Dick (Allied Media) (Lococo's House)
Cincinnati, O., ne.
Armando & Luis (Oscar) Cincinnati, O.
Arnold, George (Mister) Fort Lee, N. J., ne.
Arnold, Eddie (Alvin) NYC, ne.
Artino & Company (Ultimate) NYC, ne.

B

Bailey, Bill (Collegiate Club) Phila, ne.
Balke, Muriel (Contessa Modern) NYC, ne.
Baldwin, Al (Dinner) (Invitation) Beachwood, Ohio, N. J., p.
Banks, Eddie (Old Romanian) NYC, ne.
Barclay, Irene (Barney Gallant's) NYC, ne.
Barlow, Harold (Dinner Circular) Braintree,
Mass., ne.

Barrett, Peter (Kingsland) NYC, ne.

Bartons, Three (Glorious) Wilmington, Del., ne.

Barts & Easle (Orpheus) Chi. L.

Barrett, Eddie (Cinderella) NYC, ne.

Barrett, Roy (Pal) Waller, Mich., 1-2.

Bartlett, Ade (Patti) Pasadena, N. D., B-2.

Barrett, Eddie (Capitol) Washington, D. C., L.

Barry, Prince de Class (Night) Phila, ne.

Barzey, LaJoy (Transcript) NYC, ne.

Barzey, Louis (Cinderella) Chi. L.

Barzey, Karol (Adrienne) NYC, L.

Barzey, Dick (Princess) Newport, Ky., ne.

Barzey, Morris (Mobile) (Lido) NYC, ne.

Barzey, Ruth (Armenian) NYC, ne.

</div

Magic

By BILL SACHS

(Communications to Cincinnati Office)

JAY PALMENT and Doreen are in the midst of a fortnight's stand at Boston's Cocoanut Grove with their magic tea-kettle, after a season around New York on private club dates. . . . JOAN BRANDON recently returned to New York after a six-month tour that took her to the West Coast. . . . MILLIE GER-MALINE, playing club dates in the New York area, is planning on making the hotel rounds in Upper New York State this summer. . . . MAJL who recently played 81 theaters on the Kemp Time in the South as a single, is currently showing his wares in Cincinnati theaters, prior to departing for Detroit. In a visit to the magic desk last week, Majl revealed that he found conditions exceptionally good in Arizona schools and Texas theaters this season. . . . BLACKSTONE is reported vacationing on the West Coast, but his real reason for being there is to snatch the lead, that of a magician, in a new picture now in the embryo stage in Hollywood. . . . L. G. GUINN, West Coast magician, has opened a magic shop known as the Magicians Supply Co. . . . WALTER BAKER, former vaude magician, is still located in Santa Monica, Calif., where he is kept busy building exclusive apparatus for magi and for various magic companies. . . . LORETTA AND KATHRYNE CADIFFELL, after a month's vacation at their Burbank, Calif., abode, began their 18th annual tour at the State Teachers' College, Commerce, Tex., July 2. From Texas they head eastward on a long string of college dates booked by Dixie Lucent Bureau and the Alkanet Celebrity Bureau. The Lucent are set until May, 1941. . . . BILLY RUSSELL, popular Batavia, N. Y., trickster, joined the ranks of benders June 26, when he took as his bride Marion Puckhaber, of Buffalo. . . . JOE AND JULIA, combining comedy dancing with their magic, have opened an indefinite engagement at the Tech Club, Philadelphia. . . . JAMES J. HATCH (Hatch the Magician) is residing at his home in Goldsboro, N. C., after a fair season in schools, theaters and at special events. He resumes in Goldsboro early in September in time to make the tobacco markets.

* * *

RAJAH RABOID is vacationing in Miami Beach, Fla. . . . AL DEE has just finished a week at Pittsburgh's Yacht Club with his magic bar act. . . . JEAN POLE, Pittsburgh wizard, has been appointed publicity director of the American Guild of Variety Artists in the Smoky City. . . . FELIX A. HERMAN, New Orleans magician who died in November, 1938, was reburied last week in Calumet National Cemetery in the Crescent City, thereby fulfilling his dying wish. . . . DR. DANES, of chalk-talk fame, and Dr. Lockwood caught Calvert's mystery-girls combo recently at Cumberland, Md. Dr. Zola, the dentist-magician, caught the Calvert opy recently at Bay City, Mich. . . . THE GREAT HUBERI bradlined last week at the Loew Pollak Theater, Bridgeport, Conn., and House Manager Harry Ross, who said that the bookers pencil in a couple of magic acts a month, was high in his praise of Huber's craftsmanship. Two pretty young assist Huber. . . . RIFLE ISLAND ASSEMBLY, Society of American Magicians, held its fifth annual Ladine' Night Banquet at the Esquire Club, Norwood, N. J., June 21, with nearly 200 persons attending. Walter Schwartz, Bridgeport magus, co-starred on the magic program following the dinner. IL Adrian Smith, newly elected national president of the SAM, and Vynn' Boyar, regional vice-president, were among those present. Frank Coli II chairmaned the committee in charge of the affair. . . . ROYAL, VILAS ASSEMBLY No. 20, SAM, Bridgeport, Conn., recently tendered a party to Jerry Treadwell on the occasion of his 60th birthday! Treadwell has been doing magic for 40 years. . . . JOHNNY DEVANT is currently at Jack Lynch's Walton Roof, Philadelphia, and carded to remain indefinitely. . . . FAIRFAX, actor-magician, has been engaged for The Little Dog Laughed, Eddie Dowling's new musical.

Laura Kellogg, soprano, now in her third month at the Radio City Music Hall, New York, is being held over for an indefinite period.

"Last Chance" Club

KANSAS CITY, Mo., June 20.—A new cabaret opening here this summer is the Last Chance Tavern, located on the Missouri side of the State line between the two Kansas cities. It owes its title to the fact that here is the patron's "last chance" to obtain drink before passing into the dry State of Kansas.

Johnny Gunter, is seated, having disbanded his own orchestra. Music is provided now by Bill Starmer's band. Charlie Perkins and Joe Stretel, proprietors, plan spending more for entertainment.

F&M Settles Union Tiff in St. Louis

ST. LOUIS, June 20.—A pact signed ending warfare between Fanchon & Marco and the projectionists' union, Local 143, has been signed to run for three years. The linking came as a result of a compromise whereby F&M withdrew two libel suits against the union and its officers. The union, in turn, called off a strike which had up all but one major house and 26 houses. The suits, which asked for \$200,000 and \$75,000, were dismissed upon recommendation of Harry C. Arthur, F&M vice-president, now in New York. The strike call was issued by Frank Stickney, IA rep in Elgin, Ill., who turned a 24-hour ultimatum when he arrived last Wednesday.

Burly Strike Move Brings Union Accord

NEW YORK, June 20.—The threatened strike at the three remaining burlesque houses here has brought together the Associated Actors and Artists of America and the various theatrical unions, including Local 802 and several stagehand, operators and teamsters locals.

The Four A's, at a meeting this week, passed a resolution calling upon the Brother Artists' Association to "take every lawful step" to support the other unions in the intended walkout at the Union, Republic and Eltinge theaters.

Picketing may begin Friday (6). A notice backstage at all the houses says Thursday (5) will terminate the employment of the backstage crew, operators and musicians.

The word "lawful" contained in the Four A's resolution is regarded as an indication that the BAA will not call a strike, as its contracts with the burly houses run until August 31.

Steel Pier Gets Names

ATLANTIC CITY, June 20.—Steel Pier started bringing in the stage and screen biggies for its Music Hall Saturday. Bob Hope was first in, booking for the summer calling for week-end and holiday dates for names, supplementing the regular daily dress bill.

Richard Endicott, pier general manager, has also set Guy Lombardo for the July 4 holiday bill. Spot booked by Eddie Sherman.

Hipp, Toronto, To Resume

TORONTO, June 20.—Shub's Hippodrome Theater closed for the season Saturday. A better season this year kept the house open longer than in previous years. Opens the first or second week in August. Booking by Lawrence Golds, of the William Morris office.

Pitt Grosses Averaged 66

PITTSBURGH, June 20.—Grosses during the past burlesque season at the Casino averaged about \$6,000 weekly for the 40 weeks, none of them losers. Owner George Jaffe says.

AC Summer Burly Opens

ATLANTIC CITY, June 20.—Frank Bryan produced the show reopening Izzy Mintz' Globe Theater Tuesday (23). Jack Necz again managing. Cast headed by Mary Joyce, Bob Carney and Max Purman. Other principals include Ginger Waldron, Isabel Brown, George Murray and Irving Kato. Specialty acts include Otto Eason and Deony Lyons. House line and chorus remain intact, changing leads during the summer.

Burlesque Notes

(Communications to New York Office)

NEW YORK

VALERIE PARKS and Jack Emaley, following former's Eltinge engagement, have left for a vacation in the Pocono Mountains. . . . MARLANE returned to the Republic in featured position week of June 21. Her foot still bandaged as the result of a recent strain which forced several days' layoff. . . . BERNIE MILLER, singer, will be at the Upper Franklin Country Club, Perendale, N. Y., all summer. . . . MARY SACHS, Alice Kennedy, Steve Mills and Floyd Hallie celebrated a reunion June 21 at the Gailey. Last time the four were in the same stock company was six years ago at the Irving, where it was a two-and-one-half-year stay for Mills and Alice. . . . DOTTY BATES, former Columbia wheel featured soubrette, is now private secretary to Mrs. Morrison at Stage Relief headquarters. . . . DIRT CARR is doing his comedy at the Republic minus dialect and character clothes and being complimented often the change. . . . HANK HENRY, comic, replaced by Louney Lewis at the Eltinge June 29, opens for seven weeks at the Gailey July 19 and then starts on the Miss wheel.

AMY MONO was removed to the Park West Hospital June 25 suffering from asthma attack. Lois Detto jumped in to fill midweek at the Gailey. Next extra-attraction stop for Lou will be at the Palace, Buffalo. . . . PETIT CANNON is now principal at the Republic, where Gypsy Nina, dancer-stripper, married June 21. Margie Kelly comes in June 28. . . . DIAN ROWLAND is booked for the Eltinge July 18. . . . PRINCESS LYNDINA, dancer who closed at the Gailey June 27, goes to Babylon, L. I., for a summer's vacation. . . . MARION EDILL is at the New Colonial Inn-Sage, N. J., . . . IRENE LAUREL, of the Eltinge chorus, is vacationing in East Orange, N. J., and Claire Onicart, another Kenneth Rogersette, is at Lake Juniperomo, N. Y.

GLADYS CLARK replaced Honey Bee Keller at the National, Detroit, and Billy Foster followed George Murray, who entraught for Atlantic City. . . . SUMMIT STOCK opened June 23 at the Globe, Atlantic City, with Ginger Waldron, Bob Carney, Mary Joyce, George Murray, Isabel Brown, Max Purman, Kay Austin, Murray Bruce, Ben Lyons, Irving Kato and Otto Eason. Jack Necz is manager out front; Phil Rosenberg, booker, and Frank Bryan, producer. Shirley and Shorty come in middle of July. . . . JACK MONTGOMERY is now producing the stock shows at the Troc, Philadelphia. . . . IRENE CORNELL, following Cleopatra Hilliard and Burly Davis, opened at the Eltinge June 21. . . . JOHNNY KANE, former burly house manager, is now doing comedy with Nick Vieras, recently of Hellzapoppin, around Detroit. . . . TIGLA TOLANE, dancer in the front line of the Republic's chorus the last 18 months, left June 27 for a vacation in Philadelphia. With her went Doreen Parker, another front-liner. . . . BURLESQUERS at the Flushing Fair include Edna King with Hot and Cold and Johnny Dolan with New Orleans, for whom Johnny built the sets.

ALLEN GILBERT'S producing contract with the Republic operators is for 12 weeks or until the start of the regular 1940-41 season. . . . FRANK LIVINGSTON, former manager, was a visitor at the Eltinge last week, as was Joe Emerson, once a comic ace, here on a brief vacation. . . . KATHERINE KELLY, sister of Margie Kelly, is making her stage debut at the Republic as an Allen Olbert showgirl. . . . ROLAND OKEPE,

Midwest Burly for K. C.

KANSAS CITY, Mo., June 20.—George Young, of Cleveland, president of the Midwest Burlesque Circuit, and Sam Reider, formerly of Kansas City and manager of the St. Louis house for the circuit, were here for a few days last week. The Missouri Theater was inspected and leasing negotiations started.

The town formerly had four burlesque theaters operating at one time, the Empress, the Twelfth Street, the Gayety and the Wills Wood. The Empress, the last of the theaters to go, was torn down this summer to make a parking lot.

The Ollies still puts on semi-burlesque shows with third or fourth run movies.

crashed life mag with a photo-story about his being the highest salaried Barker at the fair outside Zoar Garden. . . . MARJORIE HART, in the same issue, landed with a two-page account her strip-tease methods and dress. . . . DANNY MORTON sings this summer at Schlesinger's, Long Island, N. Y. . . .

FROM ALL AROUND:

LOUISE STEWART and BILLY (Scratch) WALLACE head the show for the new month at the Troc, Philadelphia. . . . COLETTE opened last Friday (23) at the Rialto, Chicago. . . . EVERETT LAWSON has been added to the team of Page and Kuhne at the Roxy, Knoxville.

Talent Agencies

SID WHITE, of Southern Theatrical Agency, Miami Beach, Fla., left there Saturday (13) on a combined business-piratical six-week jaunt to New York and Chicago. CHARLES (SALLY) WESTCOURT will be in charge during his absence. The agency is booking two Miami and one West Palm Beach clubs. . . . JULIA A. KELLY and Alma Nichols, of the Kelly-Babke Agency, Cincinnati, will spend the week of July 8 in Chicago on an act-gathering expedition.

PHIL TYRrell, Chicago agent, is leaving for a vacation in the Tennessee Mountains, where he will do some intensive fishing for catfish. . . . NAT LEFKOWITZ, of the New York William Morris office, is on a Midwest trip with William Morris Jr. . . . Chicago agents who are members of the ENA will compete in a golf tournament at Bon Air Country Club, Wheeling, Ill., July 8, for some \$30 prizes. AL BORDE is in charge of the affair.

RAY A. KNIGHTLAND, Buffalo, has set 10 acts for the Engle's Stock convention in Lockport, N. Y., and the American Legion celebration, Mayville, N. Y. He has booked five acts for opening of the Buffalo Athletic Club Roof Garden, July 11, and may put in week-end shows thereafter. At the Jamestown Lounge, Jamestown, N. Y., he has set the Vito Alian Trim for the summer. At Jamestown's Gleeson Park ballroom he has booked Judy Wilbur, Tony Natara, Frank Malone, Billy Mark and Night and Day for its first floor show.

WALTER J. GLUCK, Buffalo, has set Maril Bellier and Frieda West at Kaufman's here, and will supply week-end shows of eight people during the summer. He has booked Joe Rogers and Frank Spruce into Al Merritt's Museum, Pittsburgh; Sid Ward and Jean Russell into Gien Barn, Williamson, N. Y.; Joe Little and Gloria Lora into Casa Nova, Buffalo; Ida Valins and Judith Zelde Johnson into Mary Rogers, Lockawanna, N. Y., was supplying four acts Fridays for Crystal Ballroom, Crystal Beach Park, Ont., and week-end door shows on the Showboat, Canadina. Gluck is also handling three new girl lines, organized by Connie Carter, line producer.

JOE PLATT, New York, with the Neyer North office for 21 years, has joined Miles Ingalls, who last week resigned from Music Corp. of America to open his own office. Lillian Weiss, Ingalls' secretary at MCA, is still with Ingalls.

ED STERLING, New York, has placed Ford Mason at the Kenosha Falls Lodge, Kenosha Lake, N. Y.; Abby Farmer at the Grand Mountain Hotel, Glen Wild, N. Y.; Janet Pelton at the New Arlington, Pittsford, N. Y., and Irene Hart at the Huntington Lodge, Lake Huntington, N. Y.

BAM ROSEY, San Francisco, has booked a unit into the Commercial Hotel, Eureka, Nev. Opened June 22. Set are the Glamour Girls, Catherine Toomay, Dick Ware, Rollit and Dorothy, Duke Jordan and Jackson and Blackwell.

AFFILIATED ARTIST AGENCY, run by Charles Travers reports bookings for the Three Star Inn, Porterville, N. Y., using three or four people weekly; Club Ami, Buffalo; Palace Theater, burlesque, Buffalo, one or two acts weekly, and for the Hotel Claridge, Memphis, Tenn., using the Bobby McLean Ice Show of six acts, for three weeks, starting July 28.

LEO FAYETTE, Buffalo, booker of club dates, reports a good summer schedule which includes National Association of Postmasters' convention, 15 acts and band; Monroe Legion, Salamanca, nine acts; Tri-Abbot Business Men's Club, six acts; American Legion, Ogdensburg, N. Y., 10 acts and band; Juniors Club, Niagara Falls, N. Y., eight acts.

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

"Town Hall" Shows Grow in Popularity

CHICAGO, June 29.—"Town Hall" shows, playing one-nighters thru Wisconsin, Minnesota and the Dakotas, continue to grow in popularity, and business this season has been very good, according to Mr. Dell Benn, who books much of the talent for these shows.

For the most part the shows play small towns that seldom have any other form of flesh entertainment, and bills usually are the odd-time melodrama and tricksters. Performers must be able to "double in brass," for the usual procedure is an afternoon broadcast in towns where there is a radio station, a show in the evening, and after the performance the chair seats are removed and the audience is invited to dance, music being furnished by members of the company.

The Town Hall Players of Beaver Dam, Wis., have been very successful with this type of show during the last two years. The Big Ole Show, a Minnesota institution, and the Oll Jensen Players, of Mandan, N. D., also are well known in this field. Jack and Edna Sexton, well-known stock and rep players, recently joined the latter show.

Boyes Readyng Rep for Nebraska

HEBROW, Neb., July 1.—Chick Boyes, having closed his circus in Champaign, Ill., June 23, is back here readying to go into his Nebraska summer contract, starting July 4 on picnic and fair dates.

This will be the first year Boyes has missed an all-summer stand in Lincoln, Neb., with his No. 1 show, while keeping a No. 2 company in the field. He will not launch a second show this season, he indicates.

Allan Moore Showboaters Bow in Manchester, Conn.

MARCHESTER, Conn., June 20.—Captain Allan Moore's Showboat Players opened their season here Tuesday (35), as advertised. The repertoire troupe is booked for an indefinite stay at the Bolton Lake Playhouse here, doing a bill-a-week rep with specialties between the acts.

The opening bill, *The Fish*, attracted a near-capacity house. Doug Morris is doing comedy leads. Bill Raymond is ingenue; Helen Sanford, leads; Bill Raymond, general business, and Allan Moore, juvenile leads. All double on specialties. The sets are being done by Ed Gordon and music is furnished by Billie Raymond, piano; Bill Raymond, trumpet, and Doug Morris, drums.

Washington Officials Attend Collier Tenter

ALEXANDRIA, Va., June 29.—Charles Collier's *Silks Green From New Orleans*, colored tent show, played this city, across the Potomac River from Washington, June 24, and was greeted by capacity audiences. Approximately 400 persons were turned away.

A special group from the United States Marshal's office in Washington, headed by Col. Jack Beck, deputy marshal and former circus musician and executive, attended the performance in a body.

In honor of the occasion, Eddie Washington led his 22-piece band thru the Beckmonion, a circus march dedicated to Colonel Beck 20 years ago.

Ted North To West Coast

WICHITA, Kan., July 1.—Ted North Jr., in Wichita since late in May, is closing out the equipment he used as head man with the Ted North Players, and says he's going back to the Coast this week. Ted Jr. is now working leads in 20th Century Fox pictures, after a sudden spurt from a screen test in late February. He has rented some of his Wichita real estate and will have everything cleaned up so only infrequent business trips to the Midwest will be necessary.

WANT QUICK

Mad Performers all down, that Marlene, Misses Marion, Instrument that can interfere. Who's getting all. Please over.

CHAS. MANVILLE
Tentoon, Wis.

Shoestrings Hurt Business, Says Bisbee

Cadiz, Ky.

Editor *The Billboard*:

By noting the tactics used by some of our so-called managers one can readily learn what is the matter with the tent repertoire business. I have just gone thru an experience that all standard shows go thru at one time or another.

I have spent years educating the people in my territory to pay a 25-cent admission at the front door, and recently I have had one of these so-called managers take a bunch of rags and unpointed equipment and jump squarely into my territory just a week ahead of me, charging 10 and 15 cents, or calling it Pal Night and admitting two people for a quarter. Naturally, he couldn't pay his actors, the salary money being used to get out of town. He caused me to jump at least three weeks of my town so that I might jump in and save my territory.

Such actions leave a sour taste in the natives' mouths and help to tear down what little business is left in the tent dramatic field. This so-called manager's actions, however, proved one thing to me—that a good, clean outfit can still do business. Actually, this other show opened to 1,500 houses and showed to 80-cent concert groups, while in these same towns we enjoyed topnotch business.

Don't burn up your own territory with bad shows and cheap admissions. Give your patrons something for their money, charge a decent admission fee and pay your actors, and you will not be forced to resort to foul methods to buck the other manager.

J. G. BISBEE,
Manager *Embre's Comedians*.

Kinseys for Mansfield Run

MANSFIELD, O., June 20.—Madge Kinsey Players, Ohio's oldest dramatic tent show, opened an indefinite engagement here Monday night (26). The company in former years has remained here six weeks. Personnel is practically the same as when it closed at the Grand Opera House, Canton, in April.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

DANNY BOONE cards from Chicago: "I have just completed a successful run with my own road show, which my mother and I have had out the past few months, and am now at leisure, kind of getting rested up for whatever there is to come next. I'm studying exhibition dance work with my partner, Joan, and hope to get work pretty steady this summer. However, things will be getting slack for us next winter, so I have an idea we'll be looking for a good contest to open in or around Chicago."

LARRY KYNDALL talks from Peoria, Ill., that he has been working there since the close of the last contest in that city, and that Lou Jarral is also working there at the Faust Club. Larry adds that they both are waiting for a show to pop in their vicinity.

THANKS TO JOE BANANAS, old Bill won't starve for a few days more, for the party of the first part has seen to that with the presentation of a luscious stalk of his nameake. In case that's a little complicated, "was beenanner. Incidentally, Joe likes that he never did see so many party girls as there are in the Milwaukeee contest."

SEVERAL LETTERS have been received recently from persons wanting the column to contact their friends. We have repeatedly explained that we cannot run requests for communication or addresses in this column. If you wish to contact your friends write them a letter in care of The Billboard, Mail-Forwarding Dept., 25 Opera Place, Cincinnati. Your letter will then be advertised in the Letter List and forwarded when an address is received. This service is rendered free and is the easiest way to locate your friends.

TEDDY HATED queries from Kansas City, Mo., as to the whereabouts of Chic Red, Marg Shefield, White Grayson, Jackie Murphy and Little Frankie Little.

H. K. Lewis Show Is Headed Westward

DULUTH, Minn., June 29.—Since suggesting to eight people, including a fireman, three weeks ago, H. K. Lewis' Hollywood Varieties has been playing clubs, resorts and theaters in the Great Lakes territory to good returns, according to the management. Recent additions are Olive Randall, singer, and Mr. and Mrs. Rex Terry, Western singers, poodlers and bull whip manipulators.

Harlin Talbert, agent, is working three weeks in advance, heading for the Rocky Mountain States, where the Lewis organization has had an established route the last 20 years. Prior to that the Lewises made the same territory with their Harry and Herbie Lewis Show.

Veteran Show Manager Recalls More "Tommers"

Chicago.

Editor *The Billboard*:

In order to not overlook some of the real "Tommers," I respectfully submit the originator of the big street display, who worked out of Mecca, O., for many seasons (late 1880s and '90s)—C. G. Phillips, with whom such "Tommers" as Ace Cummings, Charles Langstaff and Ed Espy (probably the best colored man to play Uncle Tom) trooped in 1891. Phillips in partnership with B. O. Marney put out a No. 2 new outfit from La Fayette, Ind., in 1892. William McGowen (later a manager of many Cincinnati vaudeville houses) bought out C. G.'s interest and it was known for many seasons as Marney & McGowen's Mammoth Parlor Uncle Tom's Cabin Co., with McGowen and C. A. (BERT) Abner Carroll as founders and artiste "barn scrubbers" for their heart-rending pictures of the trials and tribulations of Tom and Eva.

A classic review still preserved from *The Clay City* (Ind.) Weekly stated that "the show had been on the road so long that Topsy had grown up and the bark had slipped off the dog." This outfit also did open hours in winter and was one of the first to invade the Deep South.

FRANK H. DANIELS, veteran dramatic stock and repertoire performer and manager, is in General Hospital, Madison, Wis., with a serious illness, and is anxious to hear from old trouper friends. KEETT'S TENT SHOW, going for 10, 20 and 30 cents, reports business as satisfactory in Southeastern Texas. . . . RENT BROWN, to charge of advertising for Billroy's Comedians, writes from Norwich, Conn., where the show played Monday (1), that there are five circuses and seven carnivals within a 100-mile radius with weather in those parts rather chilly. . . . FOLLOWING THE SUCCESS of Billroy's Comedians in Lancaster, Pa., recently, the first of the tent shows to play there this season, A. E. Scott followed in with his Oretta Players, doing good business with *The Pettin of the Third Floor Back*. . . . ALCIDIE DUMAIN reports getting a fair play with his vaude-pits combo in Quebec and is moving into Nova Scotia soon for the summer. . . . JAMES MIE RUBIN, on the advance of Toby's Comedians in Missouri, advises that the show has been gleaning satisfactory receipts the last several months. . . . AL MORSTAD, well known in rep circles, is now with the Illinois Concert Orchestra of 30 pieces, heard each Tuesday evening over Station WMBD, Peoria, Ill. . . . IN THE ROSTER of *Mandy Green From New Orleans*, colored tenor, are H. A. Thomas, owner; Willis (Jelly Roll) Rodgers, assistant manager and comedian; Prince Rose-Venes, mentalist; "Stove-Pipe" Williams, producing comic; "Slim" Jones, comedian; Charles Van Leur, dancer; Willie Lee Sterling, singer and trade; Sam Sherrill, trumpet and oot leader; John Long, bar; Buddy Howard, trombone; Barber James, piano; Si Belly, drums, and William (Spark Plug) Goodman, straight and comic. Show also totes a 10-girl line.

Benefit Decision Put Off to July 11

NEW YORK, June 29.—With several revisions yet to be made in the report of a new benefit-booking plan prepared by a committee of the Actors and Artists of America, the scheduled Four Artists Authority committee meeting has been postponed to July 11.

The American Guild of Variety Artists and American Guild of Musical Artists are demanding drastic changes in the present TA benefit methods, since both unions have insisted they are against free public performances.

Both AGVA and AGMA will support TA, however, if it conforms with the unions' benefit rules. Over the weekend it appeared that TA would modify its policy to harmonize with those demands.

Al Painter's 1940 Golden Gale Derbyshow

SAN FRANCISCO

OPENING SET WEDNESDAY, JULY 10

To allow eastern teams time to make this great contest, entrance goal time will be held open 48 hours. Show sponsored by American Legion Post 547. Radio Station KFAB will broadcast four times daily. Up to \$2,000 in cash prizes. Contests guaranteed winners. AL PAINTER Ambassador Hotel, San Francisco, Calif.

Philadelphia Roadshowman Tells How He Works 16mm. Pic Angles

HADDONFIELD, N. J., June 29.—The Philadelphia metropolitan area is no bed of roses for a veteran roadshowman who wants to keep his projection machine going at all times. The experience of one local showman who manages to keep his bookings top heavy should go far in helping to solve the booking problems of other roadshowmen in the same situation.

There's still a gold mine to be tapped by the roadshowman in sponsored showings. Nor is any group too large or too small to be a likely prospect. The all-important thing is to have a well-rounded library available. It's an easy selling job if you have a picture that fits in with the particular aims of the particular club, since experience has taught the committee that a film showing in connection with a meeting or luncheon always attracts a larger turn-out.

In that connection, the Camden, N. J., chapter of the National Association of Power Engineers has made it sort of a ritual to have a motion picture showing in connection with the lectures presented at their meetings. The members are all licensed steam and electrical engineers, and any sort of industrial film meets their fancy. Many times they even dig up their own films.

Volunteer fire companies are always a safe bet. A natural program for them would include travel shorts along with an available educational short, *Fire Fighting in All Its Phases*. Dates can always be filled in at meetings of social and fraternal organizations, selling the novelty feature of the exhibition and including travel and baseball subjects in the program. Sportsmen's clubs are also easy pickings at this time of the year if you can offer them appropriate features.

A big field for bookings is the civic club, Rotary, Kiwanis, Lions, etc. Most of them supply their own industrial films thru their members. And civic groups are a cinch to interest as sponsors in the production of a home-town movie. There is an open field there. Last month, in a small Eastern Pennsylvania town, Pittsford, 2,400 persons turned out to see the Linn's Club hometown movie, with the net take on the

showing amounting to \$100.43. In like manner, the women's club groups in the various communities are always good for several dates during the year. Practically every women's club has a motion picture study group, and a roadshowman can specifically write his own ticket for a program of old-time movies, offering a catalogue of motion picture program choices by a talkie.

The most lucrative field of all is the parent-teacher associations. This local roadshowman has built up a full circuit in high schools and recreation centers in Southern New Jersey, Eastern Pennsylvania and Delaware, all sponsored by such groups and in many cases by the township board of education.

Still another lucrative field is church bookings, men's clubs and adult Sunday school groups always being interested sponsors. Here again, subjects are varied and many, but if it is an out-and-out church sponsorship the subject must be in keeping with the parish.

KC UPS TOTAL GROSSES

(Continued from page 4)

very profitable financially. The club broke about even.

Night clubs started increasing early in the spring. New spots included the Jungle, the Gay '90 Club, the Club Plantation, the State Line Tavern, the Tower Tavern and the Tall Timbers Club. Several clubs closed in the spring of 1939 for liquor law violations were reopened after having been suspended a year.

More Performers

There were more performers working in Kansas City nitries this spring than last year, but the trend was toward fewer cabarets and larger floor shows. Hand personnel were cut in several cases in order to hire additional entertainers for the floor show.

Roller skating acquired quite a buildup when the Shrine sponsored a roller derby at the American Royal Arena, which grossed \$80,000 before leaving Kansas City. The stimulus was felt by the establishment of several new minor rinks in this area.

A walkathon sponsored at the Plaza opened April 1 and bids fair to continue thru the summer.

SUGAR'S DOMINO

(Continued from page 4)

Bigots, snobots, reformers with money and power and interests opposed to cabarets for purely commercial reasons, tho the attitude toward cabarets is antagonistic and, at best, sympathetic. Certainly not sympathetic or healthy. There are newspapers that accept cabaret advertising copy but refuse to run news or readers on cabarets. There are newspapers that will have no traffic

at all with cabarets even thru the medium of paid advertising space. If cabaret men were bound together in a trade association most of these evils would be immediately eliminated; the remainder would eventually be wiped out.

An association, State or national, would represent cabaret owners at bonding hearings, legislative hearings and in all public efforts. An association would give the industry the front it needs so badly. An association would fight for the things it is difficult for the average cafe man to do anything about under present conditions, operating as he is as a lone wolf with a most unwholesome background.

It is understandable why the cabaret field now attracts undesirable elements. In many situations, because of the terrific pressure applied from the outside, it is impossible for a cabaret to operate legitimately; to operate without including in its already high overhead graft for the coppers and politicians and fabulous sums to pay oppressive taxes.

Cabaret owners would gain considerably from organization, besides all the other factors, in the matter of collective bargaining. Labor unions that are powerful and use their power to bully employers into making suicidal agreements have a yen for singling out cabarets for their bullying because they believe, as does the general public, that cabarets are nests of gold and that the owners can be pressed beyond ordinary limits. An organization would represent the cabaret men in collective bargaining. It would do a far better job than have individuals thus far in making better deals with unions and in selling the side of the cabaret owner to the public.

An association of cabaret owners, if properly set up, would bring about exchange of information concerning GPO agents and bookers; musicians and performers who fail to act according to Hoyle, and even merchandise vendors who do business unscrupulously. An association would make important credit information peculiar to cafe business available to owners, and an organization can go so far as to bring about economies thru group buying such as had been done in the hotel and allied industries. It is possible, of course, for a large number of cabaret owners to stabilize their businesses by changing their methods. A cabaret man really eager to advance himself can accomplish a fair job of his own, but the task would be so much easier all around if organizational activity were immediately accelerated. It should begin in the cities and spread to the States. A federation wiping out State lines would be the inevitable result. Once the cabaret man gets the organizing bug in him; once he tastes the fruits of organization, he will never give up until he reaches the goal.

Apartment House Has Movie Policy

NEW YORK, June 29.—More bookings for roadshowmen are resulting from the practice of apartment house owners putting on movies for tenants and their friends. According to John Butler, he has been putting on movies in an apartment house the past three years. In the summer the shows are given on the roof and in the winter in the community hall downstairs.

With the summer policy now under way approximately 75 people attend the Thursday night showings. The show is advertised by posting a notice in the elevator. This season Chaplin films are being featured. Music is furnished by a dual turntable. Butler says shows run about an hour and a half and generally include a short feature, comedy and travelog. Butler has a camera and shoots local scenes, which are shown as special attractions.

The community hall seats 200.

Plan Co-Op Film

WARRENSBURG, Mo., June 29.—Arrangements have been completed with the Blackie Screen Service, of California, to make a motion picture film depicting civic enterprises and things of interest to Warrensburg. The picture will make a permanent film record to be known as Warrensburg of 1940. Shots will be taken of all schools, public buildings and churches, and merchants or industrialists may have their establishments included by paying for parts of the film.

Movies in Pitt Nitery

PITTSBURGH, June 29.—Sports subjects are being featured at the Webster Hall Boot and Saddle Bar, where movies are being shown to stimulate business. Projector is mounted on a balcony at one end of the room and the screen attached to an opposite wall at one end of the bar.

and the governor. His parole application is rejected and the prisoner becomes bitter. Cast includes Robert Wilcox, Dorothy Roberts and George Pembroke. Running time, 60 minutes.

ANIMATED CARTOONS, A SHORT HISTORY

Released by Irving K. MacKinnon.

First in a series of cartoon films from the first in 1907 up to Walt Disney.

Running time, 15 minutes.

MOVIES MARCH ALONG

Released by Irving K. MacKinnon.

Progress of the

films from The Fox of 1908 and The

Great Train Robbery third 1933, with

many old-time stars. Silent. Running time, 15 minutes.

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

ROADMEN, Attention!

INSTITUTIONAL CINEMA SERVICE, Inc.

1500 BROADWAY, NEW YORK CITY

16MILE ROAD SHOWMEN 135H.

Our New 1940 Catalogue Is Ready!

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DISPLAY ADVERTISING—Per Inch, Single or Double Line, \$2.00; Double Line, \$3.00; Quarter Page, \$3.00; Half Page, \$5.00; Full Page, \$10.00. Minimum charge for insertion is \$1.00. Insertions must be received at least two weeks in advance of publication date.

No telegraphic advertisements accepted unless published at least three months in advance.

The Billboard reserves the right to edit all advertising copy.

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ABDOTT—Mrs. May McLowry, 73, mother of George Abbott, June 24 at Hamburg, N. Y. She leaves, besides her son, her husband, George H. Abbott, of Elsie Fox County Fair, Hamburg; another son and a daughter.

ALEXANDER—Valentine, house man at the Boyd Theatre, Allentown, Pa., suddenly June 8 at his home in that city. Survived by his son, Paul, manager of the Boyd Theater, Bethlehem, Pa.

BAKER—Colgate, 68, playwright and former critic for *The New York Mirror*, June 26 at the Home for Incurables, Bronx, N. Y. His wife, the former Frieda Gollnick, concert soprano, toured with his play, *Love's Great Lesson*. Among other plays Baker wrote were *The Heart of a Geisha*, *Children of France* and *William Pitt*. He leaves two daughters.

BALISTRITTI—Thomas, 69, night club entertainer, June 21 in a Milwaukee hospital. Ballistritti served as chef at night clubs and appeared as a musician with his son, John. Survived by his widow, five daughters and five sons.

BELL—Charles H., 58, musician, and three-time president of Local 228 of the AFL recently at United Hospital, Port Chester, N. Y. At the time of death he was a special policeman at Maryland, Rye, N. Y. Deceased had been a drummer in many theaters throughout New York's metropolitan area.

CLARK—E. K., for 18 years manager of the Marion Opera House and the Roland Theater, Marion, Ill., at his home in that city June 8. Years ago Clark managed the Robbins Show and at one time had the tree attraction, the electrical fountain, with the Oakhill-Standy Shows. He operated the Silver King Cafe, Marion, the last 15 years. His widow, Roberta, and son, Edgar, survive.

COSTIN—Paul Allen (Dixie), pitchman, suddenly in Victoria, Tex., June 31. Survived by his widow, Neulah; son, Paul Jr., and daughter, Fatty. Burial in Corpus Christi, Tex.

FRANCE—Charles H., 70, former motion picture director for Mack Sennett, Hal Roach, Edson and Betty Pictures, recently at Omaha, Neb., after a six-month illness. He leaves his wife, two daughters and a sister.

GILBY—Mark (Buddy), 20, radio performer, June 18 in a Calgary, Alta., hospital after a lung illness. His mother, Mrs. Jane Gray, is also known in Calgary radio circles. Gray had been heard in radio plays since he was 16. Survived by his parents, Col. and Mrs. Karl Gray; a sister and a brother. Crematory services in Calgary.

HORTON—Frank, 54, actor, suddenly June 25 at his home in Astoria, Queens, N. Y. Among the productions he appeared in were *Roads of Destiny*, *Little Old New York*, *White Cargo*, *Frogs*, *Happily Ever After* and *The Crook's Conviction*. Funeral under the auspices of the Actors' Fund of America.

JACONINOFF—Mrs. Jennie, 74, mother of Sasha Jaconinoff, concert violinist and former concertmaster of the Maeburn Theater Orchestra, Philadelphia, June 21 at her home in that city after a long illness. She leaves another son and a daughter.

LIEBLICH—William T., 50, former hotel manager to St. Ignace and Greenbush, Mich., and well known in theatrical and carnival circles, at his home in Cheboygan, Mich., June 20 of a heart ailment. Survived by his widow, three sons, William T., John R. and Arthur; two daughters, Mary and Mrs. Phillip Brooks, and one brother, John H. Burtt, June 22 in Pinehill Cemetery, Cheboygan.

LEYDEN—William H., 68, retired actor, June 19 at Allentown Hospital, New York, after a long illness. Leyden re-

The Final Curtain

lived in 1923. During the 45 years he played on the American stage, he appeared in *Ben Hur*, *The Girl I Left Behind* and *Creation*.

LUPIEN—Frank, theater manager for 20 years, June 11 in Cartierville, Que. He had been manager of the Strand Theater, Cartierville, the last seven years, and had been associated with the Schine chain in Ogdensburg, N. Y., and Cartierville for 13 years. Besides his wife, Stella, he leaves two sisters, Carrie L. Lupien and Mrs. Living Russell, and a brother, Frederick O. Lupien. Interment in Cartierville.

MCDONALD—Sam, 39, patrolman of the Worcester County Park Police and for several years detailed to Maryland, Rye, N. Y., auditions at the County Police Barracks, Bronxville, N. Y.

MICHAEL—Frank J., 30, singer and former member of the Abbey Theater Players, June 14 at the Flower Hospital, New York. He leaves a sister and three brothers.

MULTER—William W., 43, baritone singer, formerly soloist with the Philadelphia Symphony Orchestra, June 20 in Knabell Memorial Hospital, Kingston, Pa., after a short illness.

NEVADA—Mme. Emma, prominent operatic and concert soprano in the '80s and '90s, in Liverpool, England, June 20 at the home of her daughter, Mignon. While still in her teens she went to Europe, where she studied in Berlin and Vienna. Engaged for the company of

that city, after several weeks' illness. He had been associated with the theater chain for 12 years, managing the Empire and Bijou theaters in Providence and being connected with legitimate bookings there. Survived by his widow, two daughters, father and two sisters. Services June 4 from his home in Ridgewood, N. J.

ROGERS—Douglas Walter, 62, actor and stage director and father of Sandy Rose, singer, in London June 19. Rose had appeared in *Dives*, *Joseph and His Brothers* and *Out There* and spent a season in New York in Shakespearean roles. In England he was at one time leading man for Mrs. Patrick Campbell in *Maple* and toured with the Ben Green Players. Rose had been drama coach at the Carnegie Institute of Technology, Pittsburgh, and later at Yale University. In 1928 he staged George C. Tyler's production of *Macbeth* at the Knickerbocker Theater, New York. He leaves another son, Winston, also an actor and radio singer; two brothers, Patrick and Lancelot C. of New York, and a sister, Evelyn, New York actress.

ROWLES—Seth, 80, in Bellmore, L. I., recently of pneumonia after a week's illness. Survived by Elmer Rowles, Sr., Springfield, L. I., well-known trombonist, and three grandchildren. Burial in Bellmore.

SCRIBNER—Mrs. Sam A. (Ella Cuperbo), 61, retired actress and wife of Sam A. Scribner, treasurer of the Actors'

JESS ADKINS

Tom Adkins, 61, one of the best known and liked circus executives, died of heart disease in Henry Heywood Memorial Hospital, Gainsburg, Mass., at 11 p.m. June 23, while on tour with Cole Bros. Circus. He was born in Van Buren, Ind., February 22, 1886.

Adkins, with Jack Terrell managed the Cole show since it started in 1913. That season and the following one, the show was titled Cole Bros.-Clyde Beatty Circus. In 1926, Adkins and Terrell branched out and placed Robbins Bros. Circus on the road for one season.

Adkins' first white-top connection was with the Barnum & Bailey Circus as waiter in the cookhouse over 25 years ago. In 1903, he joined the William F. Hall Circus, with which he remained until 1908. Resigning, he worked for a paper mill at St. Marys, O.

In 1910, he returned to circus business as bookkeeper with Hagenbeck-Wallace Circus. He held the same position with Ringling Bros. from 1911 to 1914. In 1915, he managed Hodgkin's Great European Circus. Subsequently, he was treasurer of Howe's London Circus in 1916; manager of Coup & Lont in 1917; chief yeoman in the U. S. Navy, 1918-20; treasurer of the Howe show in 1921; treasurer of Collier Bros.' Circus, 1922; manager of Centry Bros.-James Patterson Circus, 1923-24; assistant manager Hagenbeck-Wallace Circus, 1925; manager Centry Bros.' Circus, 1926-27; light adjudicator Bell's-Floto Circus, 1928; manager John Robinson Circus, 1929-30; manager Hagenbeck-Wallace Circus, 1931-34.

Adkins was a member of Alcazar Shrine, Knights Templar, Elks, Moose and Knights of Pythias. He also belonged to the Rotary Club and Chamber of Commerce at Peru, Ind.

Survivors are his widow, Mrs. Teresa Peters Adkins; two daughters, Helen and Patricia; two sons, Bobby and Tommy, and two sisters. Adkins was divorced from his first wife several years ago.

Burial was Saturday afternoon, June 20, in Mount Hope Cemetery, Peru, with Masonic services at the grave.

the late Col. James Henry Mapleton, English impresario. Mme. Merada made her formal debut May 17, 1880, at Her Majesty's Theater, London, as Amira in the opera *La Sonnambula*. While appearing in Genoa, Verdi heard her and engaged her for the *La Scala*, Milan, where she sang 21 performances. Later she sang in Prague and Berlin, and in 1883 made her Parisian debut at the Opéra Comique as Zora in *La Perle du Néfus*. She returned to America the next year and for two years sang at the Academy of Music, New York. Rose of Sharon was specially composed for her by Sir Alexander Mackenzie. She had appeared before the Queen of England and the Queen of Spain, and her many tours in this country included a series of concerts at the Metropolitan Opera House, New York. Her real name was Anna Wizom. In 1885 she married the late Dr. Raymond S. Palmer. Her last public appearance was in Lakme in Berlin in 1916.

RICK—William, 30, exhibition parachute jumper, June 25 near Waverly Beach Park, Appleton, Wis., where his chute failed to open. He formerly was with Tex Rankin, Hollywood movie star. Survived by his widow and son.

A. E. (DICK) RICHARDSON
Who Played Alice July 1, 1939
OPAL RICHARDSON

ROMANO—Antonio, 42, district manager of Associated Theaters, Inc., Providence, June 14 at Homeopathic Hospital, Harry, Joseph and Sam Miller.

June 24.

RAIKER—DREHKOFF—Hobby Baker, member of Lou Bremer Orchestra, and Aurelia Dethkoff, dancer, June 23 in Chicago.

BRITT-McCLINTOCK—Johnnie Britt and Thelma McClintock, both of the W. C. Fields Show, June 8.

GALASSO-LOYAL—Joe Galasso and Tatrina Loyal, of the Loyal-Repinsky Troupe, with Cole Bros. Circus, in New Bedford, Mass., June 20.

GATTI-MOBILIO—Harry Gatti, Bridgeport (Conn.) orchestra leader, and Marie Mobilio, in Bridgeport June 24.

HALPERN-WEIL—David H. Halpern, former program director of Station WMAS, Springfield, Mass., and Adele M. Weil, nonpro, of New York, June 20 in New York.

KELLY-HOFFMAN—John E. Kelly, announcer at Station WKHK, and Eleanor G. Hoffman, June 23 in La Crosse, Wis.

KRABSTAD-ROVNER—Al Krabstow, nonpro, and Ruth Rovner, daughter of Abe Rovner, Philadelphia theater owner, June 20 in Philadelphia.

NORDINO-PFIDMAN—James Nordino, nonpro, and Jane Pidman, daughter of Joseph Pidman, executive of Warner Bros. Philadelphia theater circuit, June 8 in Philadelphia.

SHAWL-SINCO—Charles Sertall, who operates a chain of theaters in Philadelphia with Lewis Pizer, and Nan Sisco, nonpro, June 16 in Atlantic City.

SPIROU-LEVIN—Max Spiro, Philadelphia songwriter, and Celia Levin, nonpro, in Philadelphia June 23.

WALSH-MAZIER—Harry S. Walsh, musical director of the Northerners, and Virginia Trasher, nonpro, at the Lake Shore Athletic Club, Chicago, June 20.

WEBSTER-MCCARTIE—Fred Webster, special agent with J. E. Landis' Show, and Mrs. E. L. McCreadie, nonpro, in Red Oak, June 9.

Births

A daughter, Roberta Fay, to Mr. and Mrs. Robert Evans, of the ventriloquist team Evans and O'Leary, in Columbia Hospital, Chicago, June 13.

A seven-pound daughter, Virginia Judy, to Mr. and Mrs. Phil Bowman in Fassett Hospital, Chicago, June 16. Father is a CBS producer at Station WTMF.

A 7½-pound son to Mr. and Mrs. R. B. Thompson, of Texas Exposition Show, in Joliet, Ill., recently. Father is master electrician with the show.

A boy to Mr. and Mrs. Floyd Dean in Pleasant Hospital, Chicago, June 14. Mother is Alice Blue Dean, Station WGN staff pianist.

An 8½-pound daughter, Malvina Carolyn, to Mr. and Mrs. Charlie Bahrynowski in Grey Nun's Hospital, Regina, Sask., June 16. Father is manager of the Metropolitan Theater, Regina.

A daughter to Mr. and Mrs. Vic Diehna, of Hazelton, Pa., recently. Father is manager of Station WAWL.

A boy, Thomas Dorris, to Mr. and Mrs. M. J. Werner, 61 at Hackensack Hospital, Hackensack, N. J. Father is chief engineer at Station WNEW, New York.

A 7½-pound son, Darrel, to Mr. and Mrs. Helene Barkoot May 30. Father is co-chef operator with the Art Lewis Shows.

A 7½-pound daughter to Mr. and Mrs. Frank Sinatra June 13 at Medical Center, Jersey City, N. J. Father is vocalist with Tommy Dorsey's Orchestra.

A son to Mr. and Mrs. Chuck Lowry June 15 in Hollywood. Father is a member of the Pied Pipers with Tommy Dorsey's Orchestra.

An eight-pound daughter to Mr. and Mrs. Charles Collins June 4 in Danville, Pa. Father is assistant manager of the Capitol Theater there and mother is the former Betty Miller, formerly in the home office of the Concourse Theater Circuit, Berwyn, Pa.

A son to Mr. and Mrs. Morris Sherman June 14 in Philadelphia. Father is head of the Mutual Music Co., Philadelphia.

A son to Mr. and Mrs. Karl Wallman June 12 at Presbyterian Hospital, Philadelphia. Mother is daughter of Ben Lemisch, manager of Club Bell, Philadelphia.

A daughter to Mr. and Mrs. Doug Arthur June 14 at Abington (Pa.) Hospital. Father is program director at Station WIBQ, Olney, Pa.

A six-pound boy, Junior, to Jack and Janet Hurford in Grace Hospital, Detroit, June 12. Father is manager of the Fox Theater, that city, where the mother was formerly a dancer.

A girl, Carol, to Mr. and Mrs. Sam Jack Kaufman in Women's Hospital, Washington, June 9. Father was orchestra leader at the Fox Theater, Detroit, for six years and currently is playing at the Capitol, Washington.

Marriages

ARRAMS-SCHWARTZ—Maurice Abrams, Philadelphia radio singer, and Doris Schwartz, nonpro, in Philadelphia

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

New Defense Tax Brings Revision In Tab Schedule

NEW YORK. June 29.—The new 10 per cent federal tax on amusement admissions starting at 25 cents, which goes into effect July 1 as one of a series of measures to help pay the cost of national defense, caused midway co-directors George P. Smith Jr. and Frank D. Shean to put in staggering hours against time in an attempt to fix a new attraction price schedule for "rehearsal" over the week-end, thus preparing the way for a smooth initiation of the new fees. They coordinated their findings with the treasury division, including O. Vincent Pach, vice-president in charge of finance; George D. McCaffery, technical adviser, and the revenue control department, headed by Frank E. Gates.

Meantime, Harry Harrison, the expo's ticket expert, was to be dispatched to Washington to confer with the Revenue Bureau on details of procedure, collection, enforcement and exemptions, if any. Certain attractions such as the Nyrod (New York Zoological Society) and Railroads on Parade, which are not commercial projects, especially the former, may be exempt from the new impost.

Some Reduce, Others Increase

Several attractions with a quarter admission will reduce their fee to 25 cents, taxable in amount of three cents. This is equivalent to absorbing the tax. In this category are White Way Casino, 20,000 Legs Under the Sea (Dream of Venus) and Zorinks. Villages will add the tax to the two-bit admission, making a total of 28 cents. These include Dancing Campus, Gay New Orleans, Winter Wonderland and Midget Town, while other quarter shows, notably Jungleland and Living Magazine Covers, will do likewise. Infant Incubators, with a normal 25-cent tab, will charge 27 cents plus three cents tax, hence gaining two cents at its box office as a result of the defense measure. Ripley's Odditorium, a 40-centter, remains at that plus four-cent tax. Parachute Jump, on the other hand, also a 40-centter, reduces to 36 cents (plus four), but drops its kid price from 25 cents to 20 cents to get around the situation in behalf of the smallies. (See TRIM IN PERSONNEL on page 31.)

Quarter attractions which are reducing to 20 cents are Wall of Death (motor-drome), Scroll of Life, Aerial Sojourn, Bobbed and Cyclone Coaster. Trimming (See NEW DEFENSE TAX on page 31)

Shows, Rides Reach M-S Take 46th Day

NEW YORK. June 29.—Million-dollar revenue at gates of show-specs, rides and villages was reached and passed on Tuesday (23), the 46th day of operation. Gross from these sources for the first 46 days was approximately \$900,000.

Not included in count are takings from games, vending machines, White Way restaurants and miscellaneous concessions within villages and elsewhere.

In grosses chart last week, giving income for first 25 days, William McCloskey's Zorinks Gardens girl show was listed as having taken in \$3,000, but as this show opened on May 28 the amount was attained in only nine days.

The Billboard at the Fair

Some of the first copies of The Billboard off the press on Monday night are rushed by special-delivery mail to the New York World's Fair and go on sale Tuesday night. They are handled by George H. Fawer, who is attached to the mouse traps under the bridge at the northern entrance to the Midway.

Paid Attendance (Seventh Week)

Saturday, June 23.....	182,915
Sunday, June 24.....	186,754
Monday, June 25.....	21,171
Tuesday, June 26.....	23,213
Wednesday, June 27.....	41,853
Thursday, June 28.....	41,000
Friday, June 29.....	54,416
Total	646,840
Previously reported	3,748,982
Grand total, first 7 weeks	\$2,303,931
First 7 weeks, 1939	8,714,900
1940 decrease	1,379,055
Daily average	\$8,712

New Budget Brings Trim in Personnel

NEW YORK. June 29.—Set for its second strategic peak of the season over the four-day July 4 weekend, the fair made no bones about a report linking the holiday span with a long-awaited trim in personnel. Harvey D. Gibson, board chairman, said the "new budget" period will start next Wednesday (3), when the meadows will be eight weeks old less two days. In a rearrangement of departments and operations, calling for several mergers and switches, it is expected that close to 200 will feel the effects of the sweep, but outside jobs will be sought for a certain portion of them. Present staff is about 8,200.

Feature of this week was Thursday's gate of \$4,800, best non-holiday weekday of the '39 run. There was a rise of more than 28,000 on the week ended last night, accompanied by a natural up in daily average, which has been threatening for weeks to reach 50,000.

An unconfirmed report—unconfirmed because it has become increasingly difficult to check on this enterprise—had the ax casting in on the fair-sponsored American Jubilee, a great production which has not drawn its quota of anywhere near it. A few of the large cast are due to go in the broomstick operations, many having already been dismissed. (See TRIM IN PERSONNEL on page 31.)

On the Flushing Front

By LEONARD TRAUBE

NEW YORK. June 29.—Robert (Red) Marcus, chairman, reports a drink ticket sale for the Barkers' Ball and Dance, to be staged midnight of Tuesday, July 9, at Mike Todd's Dancing Campus, with proceeds to the American Red Cross. This, about as worthy a cause as exists anywhere, calls for unanimous support of the Great White Way and similar activities. And it's a cheaply bought event at 50 cents. On Marcus' committee are Jimmy Hunt, E. B. McCoy, F. A. (Whitney) Wondz and Miss Eagle, and other committee heads are Joe Rogers, treasurer; Jack Kneeland and Bert Wilcox, entertainment; Stanley Richards, publicity; Johnny Hayner, promotion, and Vic Kay and Manny Kilroe, tickets.

On the Honorary Advisory Committee are Harvey D. Gibson, George P. Smith Jr., Frank D. Shean, Bill Fisher, Sammy Brin, Joe Walsh, George Hodgins, Edward Remond, Billy Rose, Lincoln Dickey, Mike Todd, Al Shaffer, Morris Gest, Frank Zambrino, Jack Sheridan, Slim Kelley, Everett Marshall, Paul Haskon, Irving Friedman, Albert Johnson, Watson Farren, Dr. Martin Gourley, Dr. John Ormsby, Milton Watson, Fred Crockett, Guy Wilson, Lew Dufour, Frank Miller, Harry Illinois, Frank Buck, Tom Wolfe, Buster Crabbe, Vincent Lopez, L. Degraw, John Kulpman, Rube Bernstein, Vic Leighton, (See FLUSHING FRONT on page 31.)

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO



May 25 to Sept. 29

Paid Attendance

Friday, June 21.....	30,710
Saturday, June 22.....	57,145
Sunday, June 23.....	51,900
Monday, June 24.....	36,150
Tuesday, June 25.....	29,425
Wednesday, June 26.....	39,713
Fifth week total	261,304
Previously reported	1,230,763
Grand total first 33 days	1,487,880
First 23 days 1939	1,234,978
1940 increase	242,912

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO. June 27.—Ripley's Believe It or Not, which has been leading the Gayway as top-money show since the opening, has been relegated to second place by Infant Incubators. This attraction is daily on the air as part of the Borden Milk program. Doctor Judis, manager of the Etonian Village, has again shown her ability as a fire. One of her attractions has been a milt camp which, along with the others, was recently closed by the police. She got busy and her camp is now operating. The others are still closed. Chris Lyke, who has grown-your-weight scales, is figuring on another concession which he describes as a replica of a bomb-proof shelter such as is used for air raids in Europe. People who enter will be treated to all the horrors of an air raid with accompanying effects. Harry Baker, one of the original managers of the animal show and who was out for a while, is back at his old job. W. E. Bluctar, one of the most popular artists on the Pacific Coast, has a 100-foot front stretch engagement in the Vacationland Palace, where he says he is doing a good business. Last year Jack LaVine, popular barbers in Vacationland, grossed about \$3 on the season on his shower baths. This year the boys have got on to the fact that he has them and one has to make reservations in order to secure their use. Bob Wraycott, who has been talking on the Miss America Show, resigned to take the front of the Fountain of Youth. George Haley believes in the axiom, "What's worth doing is worth doing well." George has just framed a coffee wheel on the Gayway which is a most compelling set-up. Thousands of dollars' worth of coffee, thousands of packages of tea and hundreds of percolators make up a display, which is the greatest I have ever seen. As evidenced that he did a good job, on his opening night space in front of the wheel was at a premium. The coffee is all in imitation silver containers of various sizes, set against a black background, with varicolored floods lighting the display.

Aquacade Still in Front

In the spec department Billy Jones' Aquacade continues to remain in front with paid admissions totaling \$37,886 for the first four weeks. America-Celebrade of a Nation also is doing well. Manager Ted Vollmer, reporting 20,137 paid admissions, shows was \$770,000 in the hole at the close of the first 30-day run last year. Last week Cavalcade trimmed a \$91,000 operating deficit to \$70,000.

Paid admissions to other attractions are: Folies Bergere, 109,845; Ice Trojans, 80,000; Sailor's Puppet, 59,760, and Hollywood Stage Show, 56,078.

Meanwhile, bargain tickets went on sale for Independence Day show, July 4-7. Two types of tickets are being offered, a 50-cent value for 49 cents, which included admission to the fair and Coliseum; the second a \$1.30 value for 75 cents, including admission to show and dance. The show, lasting more than an hour and going on daily at 2:30 and 8 p.m., will feature Lum and Abner, Andy Devine and the Merry Macs.

Father Williams, celebrated swimmer in the Aquacade, who took a break out to be married next week to Leonard Kover, non-pro, said that matrimony in no way would interfere with her work.

Seven newsreels of the expo have been released to date. Last year the fair had 14.

Eatery Workers' Pay Upped

SAN FRANCISCO. June 29.—Restaurant ops have signed a fair-labor agreement with the Culinary Workers' Union, covering some 1,000 employees at 150 eating places. The union won a 15 per cent wage increase all along the line, bringing the scale up to that paid for similar work on the mainland. New contract went into effect Monday.

Extension?

SAN FRANCISCO. June 29.—At a party to newspaper editors this week Marshall Dell, expo president, alluded to the possibility of continuing the exposition after the set closing date.

Additional Expo News

Dept. Night Clubs (Brazilian Restaurant Review) 18

While Aquacade admissions are holding to nearly 40 per cent of the front gate, the many concessions operated in connection with the big water park are not so hot. It is thought that with an influx of out-of-towners the concessions will do better. McChrystal-Gaunders Ice Show is still the surprise of the expo, business going upward by leaps and bounds. Notwithstanding the fine business enjoyed by this attraction, the management is putting on an entirely new show to be called Sandy Johnson's Rhythm on Ice. Principal performers will be Charming Charlie, Ted Sibley, Gerry Mundorf, Larry Tobler, Lois Lee, Loren Sparks and the Sweethearts of Lake Placid. Treasure Island never was more beautiful, with hundreds of varieties of flowers in full bloom. Chinese Village has built an addition to the front and added a Chinese novelty store. Martin's Diving Bell was on a coast-to-coast hook-up over NBC with Manager Foster doing the explaining and using the echo chamber and other devices in sub-marines. I erred in reporting that (See GLEANINGS on page 31.)

HASC Ladies' Party Clicks

Women members of State Fair Shows honor guests at 6th annual event

KANSAS CITY, Mo., June 29.—With women members of State Fair Shows, which were exhibiting here, as honor guests, sixth annual Summer Party, held by Ladies' Auxiliary of Heart of America Showmen's Club, in the new air-conditioned Blue Room of Blue Hills Restaurant on June 21, proved a huge success. Floral decorations, including great bowls of red roses and other varieties, were furnished by the men's club. Entertainment Committee Chairman Hattie Hawk and President Mrs. C. W. Parker. Mrs. Hawk and committee did a good job of arranging them.

President Parker presided at the luncheon while Captain Myrtis Duncan gave invocation. All stood in silence for a minute in respect to the memory of the late Past President Mary Francis and then tendered sympathy to Pearl Vaughn on the recent death of her father. President Parker, on behalf of club, then extended congratulations to Pearl Billings Schreiber, a recent bride. During the luncheon Mrs. Parker introduced guests Ruby Johnson, Maxine (See HASC LADIES' PARTY on page 62)

Mike Krekos Buys Trucks, Trailers From Hilderbrand

SANTA ROSA, Calif., June 20.—O. H. Hilderbrand, owner Hilderbrand's United Shows, consummated a deal here last week with Mike Krekos, owner West Coast Amusement Co., whereby the latter organization takes title to six new trucks and semi-trailers for an estimated \$1,500. Equipment comprised the transportation facilities of Hilderbrand's No. 2 Unit and the proposed circus unit Hilderbrand endeavored to place on the road this season.

Because of unsolved weather conditions, however, second unit was not launched and Hilderbrand disposed of the excess units which were lying idle in winter quarters. General Manager Manfred Stewart spent a week on the Krekos organization reconstructing the equipment and West Coast Amusement Co. now goes out as a motorized organization.

Hilderbrand, reports Walton de Pella-ton, will continue with his present show until end of season and if conditions then warrant the expenditure will launch his circus unit in 1941. Rides for the No. 2 Unit were sold this winter to Thomas Bros., of South Dakota.



THE TED CLUB, social organization on Royal American Shows, which was organized May 2. For names of those in the picture see story on this page.

Biz Reports From Showmen

(Crowded out of the last issue)

"Our business is about 35 per cent off compared to the like period of 1939," said Dee Lang, owner of Dee Lang's Famous Shows. "We believe the drop is due to bad weather and we also believe that with a good weather break for the rest of the season that our total gross will be larger than in 1939."

"Business has been far above average when weather has permitted," is the report from Party & Little Shows, "but 75 per cent of the time it has prevented showing. People are spending and in a mood for amusements. If there should be a late summer and with fares coming (See BUSINESS REPORTS on page 62)

Miller Bros. Continue Tour

PORTE READING, N. J., June 29.—Death of Morris Miller, vet showman, museum operator and president of Miller Bros. Shows, here at 6 a.m. Thursday will not affect shows' bookings for the season and all contracts will be fulfilled, as official of the organization said here this week. Apparently in good health and spirits until the time of his death, Miller's sudden demise cast a pall over the midway here.

Jimmy Hicks With Buck

PONTI EDWARD, N. Y., June 29.—Jimmy Hicks, outdoor showman, said here this week that he has signed as publicity agent for O. C. Buck Exposition for the remainder of season.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

TARD ARM, R. I.,
Week ended June 29, 1940.

Dear Mixer:

The shows' activities for the past week may seem a bit far-fetched to many readers, but the office has ample proof in the authenticity of every episode mentioned. Backed by his press agents, the boss is ready to warr any one of his fairs against any still date that every word in this letter is based upon facts.

For the first time in carnival history a collective amusement enterprise was contracted to furnish the amusement area for the launching and christening of a super man-of-war. After conferring with their senator, our committee agreed to locate the midway on the decks of the greatest sea fighter of all time. Our lot manager quickly measured the space from stern to stern and reported ample midway space for all attractions, providing we would be allowed to remove

Bowen's Early Tour 40% Above '39 Mark

WOODLAND, Calif., June 29.—Moving in bare last week for an engagement at Pinto Circus lot, management of H. C. Bowen's Joyland Shows reported that business since opening has been about 40 per cent above that of last year for the same period. Local stand marked show's 12th of the season.

Warm weather and good business prevailed at opening here, with local merchants and city and county officials co-operating.

Weather Fails To Hamper Strates at Binghamton

BINGHAMTON, N. Y., June 29.—A heavy late June frost was not enough to keep crowds off the midway of James E. Strates Shows here and shows managed to hold their own on Friday night. However, cool weather gave way to a rainy spell, which did not help last Saturday's business. Dick O'Brien, assistant manager, celebrated his birthday anniversary here. At the weekly meeting Wednesday night, Dick was tendered a surprise party and numerous gifts. Mike Pantozzi, who has photo concession, also is clicking with his basketball game. Recent additions to the midway were Dean's Freak Animal Show, a skater and a new pony track.

William Brown, Rocket ride operator, successfully conducted a new advertising stunt here. W. H. Lunapark is in charge of the utility staff and is assisted by William Stanley and "Tex" McCoy, who patrol the midway. Business thus far has been fair.

Crafts 20 Big Does Biz at Five Calif. Bay District Towns

EMERYVILLE, Calif., June 29.—O. M. Crafts 20 Big Shows concluded their five-week tour of the bay district with a successful week's stand at 38th and San Pablo streets here under Veterans of Foreign Wars Post auspices. Local engagement ended last Saturday. With good weather a fair run of business was recorded in Richmond, San Leandro, San Mateo, San Jose and here, despite the fact that all towns are a short distance from Golden Gate International Exposition, San Francisco.

San Jose supplied the biggest gross business of the season so far. Shows exhibited in a mid-town location there behind a trading hotel during the Engle's convention and used two vacant city blocks. It was said to be the first time a downtown location had been used there in 10 years and the second show to exhibit in the city limits since 1932. Richmond, Calif., drew second best on the tour. It was another closed town, but opened for a six-day engagement while (See CRAFTS BAY DISTRICT on page 62)

Women of RAS Organize Ted Club

CINCINNATI, June 29.—Women on Royal American Shows have organized a social club known as the Ted Club, which has become the center of social activity on shows. Organized May 2, at which time officers were elected and dues collected from 25 members, membership has doubled in less than two months. Officers include: President, Frances Deemer; first vice-president, Hazel Mador; second vice-president, Mary Branton; third vice-president, Marie Striegel; secretary, Helen Runge, and treasurer, Phrons Anzin. Directors are Marie Book, Mary Benton, Frances Annin, Marie Striegel, Vittian McLean, Bleache Griffin and Anne Galpin.

In a picture on this page, the following members appear: bottom row, left to right, Gerry Gaughan, Elmer Price, Frances Dremer, Gay Marano, Vittian McLean and Nelle Golden. Second row, Hazel Katz, Ruby Jamee, Vera Hancock, Hazel Mador, Vittian Richby, (See Women of RAS Organize on page 62)

F. H. Bee Jr. Is Ill In Lexington Hospital

LEXINGTON, Ky., June 29.—F. H. Bee Jr., manager of F. H. Bee Shows, who suffered a heart attack on June 13 and was confined in an apartment here until last Saturday night when it was discovered he had a streptococcal infection, was rushed to Good Samaritan Hospital, where blood transfusions and treatment could be given.

Since last season Bee has been affected with a case of chronic undulant fever, which he has not been able to cure, because he could not learn what was ailing him until April this year. Mrs. F. H. Bee Jr., said today that shows will continue their regular tour until Bee returns.

Wallace Bros.' Ky. Trek Fair Despite Much Rain

NEWPORT, Tenn., June 29.—Management of Wallace Bros. Shows, which concluded a week's stand here to good results last Saturday, said that shows' tour of the mining section of Kentucky resulted in fair business, despite the fact that rain fell almost daily.

Concessionaires joining recently included R. B. Van Noy, two; M. P. Proct. one; Curly Brown, one; Frank Sparks added three. Minaret Show, now under management of James L. Reed, has been clicking and line-up includes Willie Freeman, stage manager; Ruth L. Morris, Leah Freeman, Laura Beard, Ola Scott and Lois Lued, chorus; Tree Top Johnson and Willis Freeman, comedians; Hand, Gilbert Scott, leader and trombone; Pistol Pete, piano; Earl Bradley, tuba; Tree Top Johnson, drums; Louis Smith, sax and clarinet; C. T. Wilson handles front and does announcing; Ernest Hayford is bear canvasser.

PITTSBURGH.—Claiming business was impressive on two days of its two-week booking on the Exposition Park lot here because of constant rain, Johnny J. Jones Exposition has asked the city of Pittsburgh to refund \$200 in license fees.



EXECUTIVES of Ladies' Auxiliary of Heart of America Showmen's Club, Mrs. C. W. Parker, president (left), and Treasurer Helen Brainerd Smith posed for this photo just before attending club's sixth annual Summer Party in the Blue Room of Blue Hills Restaurant, Kansas City, Mo., on June 21. Successful party was presided over by Mrs. Parker, with entertainment committee being chairman by Hattie Hawk.

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6 DAYS—JULY 22, 23, 24, 25, 26, 27—6 NIGHTS * * AMERICAN LEGION STATE CONVENTION * *

NORWICH, CONN.

50,000 Veterans and Dependents gathered for the reunion. PARADES DAILY. Followed by VETERANS OF FOREIGN WARS CELEBRATION, WILLIMANTIC, CONN., JULY 22, 23, 24, 25, 26, 27. FOLLOWED BY CELEBRATIONS AT ROGERSVILLE AND STRATFORD, CONN., AND TORONTO, WHITE PLAINS, NEW YORK, N.Y. WAITED-REIDING REVOLUTIONARY WAR REENACTMENT. WHAT HAVE YOU SHOWN? Come with your exhibits and PEACE PAGEANT. CONVERSATION-A-WHEEL, GATED BENCH, DINNER, CONCERT, GOLF, PADDLING, BOATING, BOATING AND BOATING. NOTES: ALL WHO JOIN US AT NORWICH CAN BUY FOR BALANCE OF CONVENTION. ACT EARLY—BOOK NOW—WRITE OR WIRE

FAIR MIDWAY SHOWS

WILLIAM BARNETT, Manager; EDDIE ELKINS, A.M.L., 1884 Broadway, New York City—
Buses 444—Local 8-0180.

WANT

WANT

WANT

Show of All Kinds, Concessions of All Kinds, No Critic, For Following Celebrations:
South Zanesville, Ohio, Street Fair, July 11-13th; Stone Creek, Ohio, Centennial, July 19th-
21st; Beavercreek, Ohio, Harvest Moon Picnic, July 21st-22nd; City-County Picnic, Coshocton,
Ohio, July 24th, 20,000 People Last Year for the Day.

HAPPY ATTRACTIONS

SYCAMORE, OHIO, THIS WEEK

INSURANCE

Charles A. Lenz

"Showman's Insurance Man"

ATL INSURANCE EXCHANGE, CHICAGO

Hennies' First 10

Weeks on Right Side

NEGAUNEE, Mich., June 29.—Although encountering almost every type of weather in the first 10 weeks of their current tour, Hennies Bros. Shows, which came in here Monday for a week stand, are operating on the right side of the ledger, a check-up by the management revealed this week. Stand in Menominee, Mich., gave shows three days of rain and a heavy frost on two days. Opening day was warm, however. Children's days have been exceptionally good because of a new ticket idea developed by Harry Hennies and Manager Ralph Clawson.

Nat Worman is building and painting, a program that is followed the year round on shows. Roland Davis, billposter, continues to do a good billing job. James C. Simpson, special agent, is handling lot layouts in capable style despite the weather. Mayor Mike Olsen's Annual Kiddie Party, when he entertained 100 underprivileged children was a feature of the Menominee stand. Newsboys also were guests of the management.

An average of an hour a day was devoted to broadcasting over Station WMAM. Participating were Sis Dyer, the Indians, Ronny Overton, George Hood, Billy Swanson, Col. Nutton's Family, Eddie Cluett, George Hafer's Midgets and Wesley Jones' Carolina Cotton Pickers. Shows also presented special performances at hospitals and orphanages. Harry Hennies left on business for show. Ralph Clawson is recovering from a sprained ankle. Denby Pugh stock confections continue to click.

Offer wagon is being rebuilt. Eddie Phillon's Mutiny Cafe is doing well. Rose and Dorothy Hennies handle the main gate. Irving Jay purchased another radio. Lou Gordon has a new station wagon. Bertie Mendelson visited, as did J. C. McCaffery, L. S. (Larry) Hogan, R. L. Cronin, Lou Leonard, Nat Green, Ida Cohen, Naomi Gibbons, Tom-

my Thomas, Ned and Lou Torti, Bill Clark and Judi Goldstein.

ROUTES

(Continued from page 28)

O'Brien & Evans (Philadelphia) Morris, Inc., N. Ohio & Oregon (Islip) NYC, L. Olympic Girls, Three (Terry) Kansas City, Mo., L. Osborne, Phil (May 1941) NYC, Jr. Oscar Sisters (National Detroit), N. Oscars & Parker (Chicago) Chi, Br.

Pidge & Parker (Westminister) Boston, Br. Parker, Nellie (Delight) NYC, Br. Parker, Roy & Dorris (Cincinnati) Orlon Boston, Br.

Pantini & Dolores (Illustration) NYC, Br. Parker, Sam & Betty (Astoria) NYC, Br. Parker, Frank (Horn-Alpi Chi, Br. Parker, Eddie (May 2011 NYC, Br. Parker, Ode (Terry & Cooney) Chi, Br.) Milwaukee, Wis.

Parker, Eddie (Green Derby) NYC, Br. Parsons, Kay (Queen Mary) NYC, Br. Peabody, Eddie (Villa Montez) Chi, L. Peaches, Sky (Jesus) (Almont) Montreal, Que., Br.

Perez, Jim (Music Hall) NYC, L. Pendleton, Beatty (Terry's Cafe Trouville) NYC, Br.

Perry, Mildred (The Captain) Seattle, Br. Petty, Ruth (Russian Girl) Lee, N. J., Br. Richard, Roy (Pop Eye) Westwood, Milwaukee, Br.

Pickford, Murray (March 1941) NYC, Br.

Pinkas, Huber (1941) San Francisco, Br.

Pitkin, Three (Whalebone Room) NYC, Br.

Pleck, Joseph (Storm Derby) NYC, Br.

Powell, Fred (Washington Casino) Phila, Br.

Powell, "Scat" (Park Central) NYC, Br.

Rabbits, Charlie (Cafe Society) NYC, Br.

Race, Jimmy (Paramount) NYC, L.

Ralph, Leonard (Barney Goldstein) NYC, Br.

Rambo, Don (Henry's Chateau) Hartford, N. Y., Br.

Reagan, Charlie (Cafe Society) NYC, Br.

Reeves, Jim (Cinderella) NYC, Br.

Reese, Guy (Cinderella) NYC, Br.

Reyes, Paul (Waldorf-Astoria) NYC, Br.

Reynolds, Margaret (Harry's New Yorker) Chi, Br.

Reynolds, Irene, Singing Girl (Maryland) NYC, N. Y., Br.

Rhodes, Judith (Illustration) NYC, Br.

Riley, Iris (Cinderella) NYC, Br.

Rosen, Guy (Cinderella) NYC, Br.

Royer, Paul (Diamond Head) NYC, Br.

Rubin, Ethel (Capitol) Washington, D.C., Br.

Rutherford, George (Chase Modern) NYC, Br.

Rutledge, Eddie (Illustration) NYC, Br.

Rutledge, Blanche (Diamond Head) NYC, Br.

Rutledge, Dorothy (New Yorker) NYC, Br.

</div

Great United: Coalport, Pa.; Johnstown
Colossal Bros.: Wallingford, Conn.
Columbia Circus: Houston, Tex.; 3-4.
Centaur: Bradford, Ont., Can.
Convocation: Bath, N. Y.; Belmont 8-12.
Coco's: Wauwatosa; Pick, Mich.; Lake Orion
11-14.

Cotton State: Sharpsburg, Ky.
Crafts 20 Big: Stockton, Calif.; July 1.
Crown Am. Co.: Belhaven, N. C.; 4; Bur-
lington 4-12.

Crown United: Postville, Ia.
Crystal Expo: Glass, Va.
Cumberland Valley Fairs: Stearns, Ky.
Curt, W. H.: Wilmette, Ill.; Versailles 8-12.

Dally Bros.: Tulsa, Okla.
Deluxe Am.: Bayview, Conn.
Doll's Paramount: Lowell, Mass.; 1-8.
Dixie Belle: Russell Springs, Ky.

Dodson's World's Fair: Mansfield, O.
Dragon Creater: Fredericksburg, Wash.
Ducay, D. B.: Jacksonville, Fla.
Dyer's Creater: Reddick, Fla.; 1-4; Gretna
Greens 5-7; Richmond Center 8-14.

Elvira, J. R.: Upper Sandusky, O.; Marion
8-17.

Elite: Wamego, Kan.; 2-4; Holton 8-12.
Elk Valley: Smithfield, Tenn.
Empire: Cincinnati, Tex.; 2-4.

Endy Bros.: Newark, Mass.
Endy Bros.: Dayton, N. J.; Newark, N. J.
Evangelists: Elkhorn, Ark.; Jonesboro 8-13.
Evil Am. Co.: Smithland, Neb.; 1-8;
Logan 4.

Fairly & Little: Detroit Lakes, Minn.; Creek-
ton 1-13.

Fisher's United: Big Rapids, Mich.
Flamingo: Mid City: Fitzgerald, Ga.
Franklin Creater: Elkhorn, Va.

Frick Creater: Holland, Mich.
Frontier: Olney Hill, Ia.;
Frigid United: Indianapolis, Ind.; Post Dodge
7-12.

Gibbs, W. A.: Chautauk, Kan.
Gold Medal: Postle Jamestown, N. D.

Golden Arrow: Green City, Mo.
Golden Gate: Liberty, Ky.
Golden State: Watsonville, Calif.; 2-11.
Mountain View 8-19.

Golden West: Detroit, Mich.; Cass Lake 8-12.
Goodman Wonders: Iron Mountain, Mich.
Great Lakes Expos: Olney, Ill.

Great United: Beavell, Ind.

Great United: Indianapolis, Ind.; Michigan
City 8-12.

Greater United: Woodward, Ohio.
Grove Creater: Fairbury, Ill.; Oakland 8-12.

Hansen, Bill: Greeley, Tex.
Happy Atts.: Seymour, O.; Zanesville 8-12.
Hartland: Ypsilanti, Mich.; Silver Rouge
8-12.

Harris: Franklin, O.
Hartman Bros.: Trenton, N. J.
Heckler Bros.: Elmira, N. Y.

Henke Bros.: Beaumont, Ark.
Henzel Bros.: Columbus, Mich.
Heth, L. J.: Hartford, Ky.

Hildebrandt United: Elkhorn, Calif.; Sacra-
mento 8-12.

Hines, R. L.: Browns Valley, Minn.
Hoffner Am. Co.: St. Louis, Ill.

Horton: Chatworth, Ill.
Hot Co. Buff: Altamont, Ill.
McAfee: East Boston, Mass.
Hughey & Geatley: Maitland, Fla.

Harris Bros.: Franklin, Tenn.; Caudle, Ky.; 8-12.

Harris Bros.: Weller, Eagle River, Wis.
Hoover: Greater: Champaign, Ill.

Hoppe & Paul: Terrell, Tex.
Hooper American: Brandenburg, Ind.

Hughes: Liberty: Kenosha, Wis.
Humboldt Am.: Williamson, W. Va.
Humboldt: St. Louis, Mo.

Humphrey, P. J.: Carpenterdale, Ill.; Meadova
8-12.

Hix Am. Co.: Johnson, Ark.; 1-8; (Fair) South
Omaha, Neb.; 8-12.

Hoffman Brothers: Oceanide, Calif.; 2-4.
Horst, James E.: Niagara Falls, N. Y.

Hoflich, Ed.: Atlanta, Tex.; Lampasas 8-12.
Holloway Am. Co.: Vinton, Ia.; Des Moines
8-12.

Holland, Barney: Stanardville, Va.;
Texas Expo: Hammond, Ind.

Texas Kidd: Jerseyville, Tex.
Texas Longhorns: Miami, Okla.

Thompson Bros.: Allentown, Pa.; Erie, Pa.
Tidwell, T. J.: Midway: Dewey, Okla.; 1-8;
Somerville 8-12.

Tilley, Harry, Ill.; 2-4.
The Top: Monroe, Utah.

United American, No. 1: Oster, Ia.; 2-4; No.
2: Rock Rapids 8-8.

Wade, W. O.: Marshall, Mich.

Wade, W. O.: Lake City, Mich.; 2-4.

Wade Bros.: Canada; Palisade, Colo.;
Santa Fe, N. M.; 2-4; (Fair) Weyburn, Ida.;
(Fair) Portage la Prairie, Man.; 8-12;

(Fair) Dauphin 8-12.
Wallace Bros.: Norton, Va.

Ward, John R.: Norton, Tenn., Mo.

West Bros.: Cedar, Mo.; 2-4.

West Coast Am. Co.: Elkhorn Falls, Ore.;
West, W. E.: Marathon: Newton, Ia.; 3-4;

Wichita 6-8; Seymour 11-12.

West's World's Wonder: Columbus, Ill.

Weyer Am. Co.: Thorp, Wis.; 2-4.

Williams, Tom: Midfield, Mass.; Leominster,
Mass.; 8-12.

Wilson: Pleasant, Ia.

World of Fun: Funtasia Park, Princeton Park
Office, N. J.

World of Miracles: Hartford, Conn.

World of Pleasure: Sunlite Inn, White, Mich.

World's Fair Shows & Co. Bros.: Circus
Kingsbury, Mont.

Wright Am. Co.: Kinston, N. C.

Wynn: Orpheum: Cleveland, Miss.

Young, Melvin: Fresno, Calif.; Meridian 8-12.

Zachariah Bros.: Tarentum, Pa.; Bridgewater,
Ia.; 8-12.

Zundel's Creater: McLeansboro, Ill.

ESTHER L. SPERONI WANTS

All Wheel and Motor-Car-Round Performers to join
at our Agents for Entertainers and Hall Owners
Circleville, Ill., July 2, 3 and 4.

TOM BAKER WANTS

For Slim Lake, Indiana, all this week, Old Show,
Athletic Shows or any Shows of merit. Front Show
men, men, Men's Basket Ball, Contest or others not
occupying time.

Hyde, Eric B.: Rochester, N.Y.
Imperial Circus: Toledo, Ohio.

Jones, Johnny J.: Warren, Pa.; Warren
Orchestrators: Roma, N. D.; 3-4.

Joyland: Calistoga, Calif.; Modesto, Pa.
Kavanaugh Modern: Vandergrift, Pa.

Lacrosse All-Stars: Mexico, Tex.; Whitewright
8-12.

Lagasse Am. Co., No. 1: Maynard, Mass.; Cran-
berry Field, R. L.; 8-12.

Lagasse Am. Co., No. 2: Framingham, Mass.;
Warren 8-12.

Lagasse Am. Co., No. 3: Peabody, Mass.;
Overfield, N. H.; 8-12.

Lander, Alf.: Fairbanks, Okla.; Palmer Mallory, 1918A,
(Fair) Add 4-6; (Fair) Detroit Lakes
7-12.

Largo, H. P.: Milwaukee, Ill.; Cowden 8-11.

Lawrence Creater: Oakland, Md.; Martini-
burg, W. Va.; 8-12.

McKee, John: Emporia, Kan.; McElroy
Marysville, Kan.; Marysville, Kan.; 8-12.

McMahon: Casablanca, Mass.; Magic Empire: Stratford, Ia.;
Marey, C. B.: Delia, N. Y.

Melvin's United: Delta, Ia.; Mid-West:
Belfield, N. D.; 8-12.

Middleton, Karin: Wilmette, Ill.; Mighty
Monarchs: Keystone, W. Va.; Middle
Brook: Kingman, N. Y.; Carbondale,
Pa.; 8-12.

Miller, Harper R. Am.: Art, Tex.; Miller
Modern Midway: Phenixville, Pa.; Miller's
Creater: Livermore Park, Ill.; Miller
City: South Bend, Ind.; Logansport
8-12.

Mull, O. W.: Peoria, Ill.; Ohio Valley Am. Co.: Peaseboro, W. Va.;
Ohio Valley Club: Renaissance, Tex.; Oliver
Am. Co.: Los Angeles, N. C.

O'Hearn: St. Louis, Mo.; Clark Amusement:
St. Louis, Mo.; Page, J. J.: Evansville, Ky.;
Paine: Harrison, Ark.; Paradise: Nashville, Tenn.

Parkside United: Sullivan, Ill.; Pan-American:
Frankfort, Ind.; Alexandria 8-12.

Paradise: Harrison, Ark.; Paradise: Nashville, Tenn.

Patrick's Greater: Orangeburg, Ia.; 1-4;
Boise 8-12.

Peach State: Jim Reed Springs, Monroe, Okla.;
Pearson: White Hall, Ill.

Penn Premier: Love Haven, Pa.; Monroeville:
Warren, W. Va.

Perry Express: Blueberry, Mo.; Perry's
World's Fair: Celina, N. Y.; Perry's All-State:
Benton, W. Va.

Perry's All-State: Benton, W. Va.; Perry's
World's Fair: Elkhorn Northern; Bloomer, Wis.;
Kagle River 8-12.

Pettiford, Bill: McGehee, Okla.; 1-4.

Smith's Greater Atlantic: Bayside, Pa.; Smith's
Greater: Wisconsin Rapids, Wis.

South Liberty: Kenosha, Wis.; Southernland
Am.: Williamson, W. Va.

Southern Attraction: Billings, Mont.; Shuster,
J. W.: Wayland, Ky.; Spiegel, P. J.: Carpenterdale,
Ill.; Meadows 8-12.

Six Am. Co.: Johnson, Ark.; State Fair: Red Oak, Ia.; 1-4; (Fair) South
Omaha, Neb.; 8-12.

Silversides Superior: Oceanide, Calif.; 2-4.
Sister, James E.: Niagara Falls, N. Y.

Stetich, Ed.: Atlanta, Tex.; Lampasas 8-12.
Summer Am. Co.: Vinton, Ia.; Des Moines
8-12.

Taylor, Barney: Stanardville, Va.; Texas Expo:
Hammond, Ind.

Texas Kidd: Jerseyville, Tex.; Texas Longhorns:
Miami, Okla.

Thompson Bros.: Allentown, Pa.; Erie, Pa.;
Tidwell, T. J.: Midway: Dewey, Okla.; 1-4;
Somerville 8-12.

Tilley, Harry, Ill.; 2-4.

The Top: Monroe, Utah.

United American, No. 1: Oster, Ia.; 2-4; No.
2: Rock Rapids 8-8.

Wade, W. O.: Marshall, Mich.

Wade, W. O.: Lake City, Mich.; 2-4.

Wade Bros.: Canada; Palisade, Colo.;
Santa Fe, N. M.; 2-4; (Fair) Weyburn, Ida.;
(Fair) Dauphin 8-12.

Wade, W. O.: Thorp, Wis.; 2-4.

Where To Find 'Em

By DOC WADDELL

SPRINGFIELD, O., June 29.—Elmer Rowles Sr., of Springfield, circus trombonist and carnival trainmaster, is back home after a visit to Ringling-Barnum and Cole Bros.' circuses.

John (Jack) Hale, old-time circus announcer and orator, theater stage manager and actor, with his Rip Van Winkle Co. and family, are enjoying a layoff at Grand Rapids, Mich.

Part McMillen, who formerly sold tickets in the Ringling-Barnum reserved seat wagon, is operating a thirtie parlor in Bellair, O., called the Drama Hall.

These veterans of the show world now live in the Ohio Masonic Home, Springfield; John Hastings, Fred Pfeifer, "Dad" Mueller, Prof. George Stock and wife, Dr. Arthur Scott, Harry K. Cox and wife, William (Bill) Deacon, Elmer Rowles, Albert L. Jones, Orion Postlefield, Julius Deter, Tom Denner and wife and the writer.

John L. Richards is hibernating in Canton, O., preparatory to his annual tour of Texas.

Charles Cline is located in Allentown, Pa.

Col. J. T. Niblitt, former newspaper publisher of Shawnee, Okla., credited with giving more space to press agent

stories than any other newspaper owner in the Southwest, is now in the oil game, with general offices at San Antonio, Tex.

Three oldtimers have bungalow homes on the beach around Los Angeles: Captain Arment, Tom Myers, Jack Bigelow, Pat Armstrong, John Miller and Henry Myers.

Elizabeth Penn is off the road and is working in the City Department of Archives and History at Montgomery, Ala. She info: "In looking thru papers I find the first elephant was brought to our shores in 1868. It was transported to this country at night in a big wagon covered with canvas."

Beckmann & Gerey Shows' Dayton Stand Starts Well

DAYTON, O., June 29.—Arriving here late Monday after a run from Latonia Race Track, Corington, Ky., Beckmann & Gerey Shows opened a five-day stand on Tuesday night to good results. A heavy thunderstorm at opening failed to hurt ride and show business, however. Hawaiian Troupe appeared at the Rotary Club Luncheon in Baltimore Hotel Thursday, and Doc Hartwick, Nancy Lee Miller and members of Guy Faro attraction and Bill Taylor, Dalton Sisters and Hawaiians broadcast over Station WWHO Tuesday, Wednesday and Thursday.

Remainder of personnel, which did not appear in roster published in a previous issue, includes Illusion Show, George Vogert, manager; William Ballantine, talker; Mike Buhnia, assistant; Jimmy Martin and Alenko Jarvis, ticket; A. W. McKaskill, magic; Arline Tiley, Vera Bradford, Peggy Campbell, Temple of Silence, Mrs. B. B. Gerey, manager; Alice Wiles, Kate Murray, Bertha Shubb and Josephine Woody; Anthony Chonca, ticket.

Staff: Ed Neville, secretary to B. B. Gerey and auditor; Guy West, assistant stock man; George Hillman, ticket superintendent; J. R. Jiles, hot Freeman; Frank Peterkin and Roscoe Carter, gatemen; Barnard Edward Dugherbaugh and Charles Kruehman, watchmen.

Cotton States

CAMPBELL, KY. Week ended June 25. Location, Herce lot. Business, good. Weather, fair.

Shows drew their best crowds of the season here and good business prevailed throughout. Athletic Show led that department, with Jack Thompson's Girl Heroes next in line. Penrod's Hillbilly Show also did well. Concessions chalked their best week of the season so far. Buddy Jones' penny pitch had an exceptional week, while Ollie Pope reported his storm clicked. Capt. John Oltree left to play picnic dates in Illinois. Capt. Bounding Johnson will replace him. Manager Ray D. Jones and Special Agent Harry Kaye left on a tour and shows are being re-panned.

SALISBURY, KY. Week ended June 25. Activities, police and firemen. Business, good. Weather, good.

Shows and shows did the bulk of business here, while concessions worked to



SUMMER SPECIAL MAILED ANYWHERE 15c EACH COPY

The Billboard,
25 Opera Place,
Cincinnati, Ohio.

Please mail The BIG Summer Special Issue, for which I enclose
15c in postage stamps or coin.

Name

Address

City State

Write additional names on separate sheet of paper.

fair results. Mrs. George Lynn is building a hoop-la and Pat Elam's new hall is clicking. Capt. Jack Kettell's ride show did fair. Committee co-op-erated.

MELVIN, KY. Week ended June 2. Activities, Tiger Ball Club. Business, good. Weather, fair.

Big crowds and good weather helped above chalk a winner here. Jack Thompson joined with one concession and Jim Cory left to join Miller Bros. Shows, where he is manager of the Athletic Show. That unit was replaced here with Mickie O'Donnell, Jackie Nelson and Treyn O'Brien. MRS. PAT ELAM.

ownership.

The fair will be eligible for government grants for new buildings and improvements, which were not available to the private corporation. The new plans include several new buildings, a new grand stand and track for horse racing.

Fair Grounds

VANCOUVER, B. C.—Canada Pacific Exhibition is going to carry on in 1940, said Major S. C. McLennan, general manager. Among attractions will be the British Columbia government exhibit seen at the 1939 San Francisco expo. International Shows will be on the midway. Negotiations have been completed with Dave Elman to present one of his Hobby Lobby broadcasts.

Alamo Expo.

(Motorized)

Fort Morgan, Colo. Week ended June 15. American, American Legion Post, Burris, bed, Weather, ideal.

Ladies' Auxiliary Club, formed by women members, was the only attraction showing a profit here, as it was due week. Business here was bad and natives failed to acquire a carnival spirit. Mrs. Bertha Williams' Monkey Circuit was the attraction most visited. Tony Polligian, because of the absence of Benny Hyman, located the shows and did a creditable job. Andy Twinning and Bob May, despite a late start, had shows wired in record time. Hypo Denzke is doing a good job with a new pet shop concession. Bill Aldrich installed an air-conditioning plant in a house trailer. Hyman Huback, brother of Owner Jack Huback, done a good job as general manager. Albert Wright took a week's vacation to try out new riding equipment.

LARRY MULLING.

OWEGO, N.Y.—Joe A. Carpenter has again been contracted to furnish carnival attractions for Delaware County Fair here. It will be a 4-H Club event and indications are that it will be successful. Tentative agreement has been made with The Owego Democrat to print the fair catalog. Due to combination with the 4-H Club several buildings will have to be constructed.

MORILE, ALA.—Fournier J. Dale was re-elected president-treasurer of Greater Mobile Gulf Coast Fair Association and Edward T. Roengen was re-elected secretary. It was announced that Royal American Shows will return to the mid-way.

MURRAY, UTAH.—After bitter dispute it was decided to again hold Salt Lake County Fair on the grounds here, a motion to hold it at Riverton being vetoed by Salt Lake County Commission. Riverton wanted to hold the fair in tents, since God to Murray fair property had not been turned over to the county, but decision was that buildings and improvements were such that Murray was entitled to the fair permanently.

Want Concessions

legitimate Merchandising Games Only
for the

"DAYS OF '76"

Deadwood, S. D.

July 30 to August 4, Incl.

With EARL B. MORFORD, Deadwood,
S. D., for full particulars.

ART LEWIS SHOWS

Want at once, Magician to lecture, Miss Floating
Team or single Worker, Tumblers, also Working Acta.
Fall River, Mass., this week.

OLD HOME WEEK

ST. LOUIS, MO. July 8 to 12.
POLO AND PARADE, FREE ACTS
Want Magician, Floating Act, Miss, Oxford,
Mississippi, Floating Team, other events
listed. Write to Mr. W. A. BEAM, Dry Dock, Pa.

Osgood, Ind., Celebration

July 8, 9, 10 & 11
Want Magician, Entertainers, Floating Act, or
other attractions. Can use Central or Dixie
Team Shows with their own outfit.
BROWN NOVELTY SHOWS, Ossian, Ind.

Crowley United Shows CAN PLACE

For long string of 14 Fairs, starting Butte Rodeo, Butte, Mont., ending Roswell, New Mexico, Organized Minstrel Shows; John on wire, Salaries out of office, Skirtite, wife, Man to Operate Athletic Show, Man to take Charge and Operate Motorodrome, Have outfit for Girl Show. Can place any Show with or without own outfit. Can place Custard, Sno-Cone or any Concession working for ten cents. Also one more Gilroyer and Main Street Lithographer and Useful People in all Departments. Can also place High Aerial Act. Pocatello, Idaho, Golden Jubilee, this week; Butte, next week. Solid Fairs until closing. Out until Christmas.

JOHN R. WARD SHOWS WANT

Mr. Fred Miller wants Sensors and Taffeta for Girl Shows. Can place Performers and Musicians for Minstrel Shows. Want, capable Men and Wife to handle Estate Shows. Must control outfit. One more Concessions of all kinds, Magician, Penny Arcade and Balloons. Want Taffeta, White and Merry-Go-Round Performers. Must drive team. Want first-class Mechanics with own tools. Can place Oklahoma Man and One-horned Horse. Bedroll. Durkee Team, Mo., Fourth of July Celebration this week. Washington County Fair, Ralston, Ill., next July 8.

APOLLO, PA., FIREMEN'S CELEBRATION

JULY 8 TO 13

Want legitimate Concessions of all kinds except Bingo, Cook House. Want Ten-in-One Show to join at once. Have complete outfit ready to go. Address KEYSTONE SHOWS, Grove City, Pa., this week.

I Am Advertising

I AM the dividend producer for your business, the money-making, order-taking, full-times force. I am the voice of rejoicing; the psalm of service; the mighty power of modern business. I go into the highways and byways; into the far corners and the niches; selling for you, telling for you upon quality, compelling for you the purse strings of a willing public to open wide the coffers and treasure chests of buying. I make trade spring from the fertile soil of heritability; put your wares into the windows of the world; into the minds of millions. I make income out of null-and-a-days of liability, gains of white safety of insecurity. I am the winged steeds upon which your business can ride to the earth's uttermost distances and shake hands with a new trade. I am profits come to the scene of deferred dividends. I am uncompromising; always ready, always steady; always on the job. I recognize no limitation in meeting your aspirations. Mine is the Voice in the Wilderness; the Bremen on the Mount; the Song of Labor; the March of Progress; the Knock of Opportunity. Try me on your business.—Phoenix Flams.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, June 29.—With the return of President Frank F. Duffield League's summer activities took on added impetus, with an interesting meeting of the board of governors on June 21 and 20. Duffield presided at both sessions. Attending were Harry W. Hennessy, J. C. McCaffery, C. R. Fisher, Ernie A. Young, Sam Bloom, Lew Keller, William Carkas, Lou Leonard, Walter P. Driver, George W. Johnson, John O'Donnell, L. S. (Larry) Hogan, James Campbell, Jack Benjamin, G. T. Jaspar, P. T. Strieder, M. J. Dooley, Bernie Mendelson and Morris A. Holt. It was decided that on all applications coming in after this date, a 1941 membership card will be issued. Past President McCaffery was to preside at a meeting of the Showmen's Home committee last night, when definite action would be taken on the question of the home. Application of George M. Hefner is the first to come under the board of governors' new ruling.

Bill and Mrs. Carkas, accompanied by Mrs. Lew Keller, left on an extended business trip in the Northwest. Pat Purcell stopped en route to Milwaukee. Frank Winkley visited and advised that Leo Overland will be associated with him this summer. Vice-President Harry W. Hennessy was in town for a while and was a frequent caller at the rooms. Bob Clay was Larry Hogan's guest at the rooms. David O'Gidley came in from Blue Ribbon Shows and Al Wagner stopped over en route to join his shows at Ottawa. Guests at the recent Jack Leonard-Dorothy Schalk wedding included Mr. and Mrs. Ned Torti, Sam Bloom, Mr. and Mrs. Joe Strieder, L. S. (Larry) Hogan, Ida Cohen, Morris Schack, Ginger Nye, Mr. and Mrs. Dave Schwartz and Mr. Herring. Al Klumbus was here on business. A number of members visited Imperial Shows at Melrose Park and Evanston. L. C. Kelley visited briefly.

Val Coogan entered Billings Hospital for special examination and treatment. Nat and Mrs. Hirsh came in from Illinois. Shows and Izzy Steler entered a local hospital. Others in the hospital are L. McFarland, Harry Siegal and St. F. Trevelleek, all doing as well as can be expected. Late reports indicate that Jack Lydeak is improving. Mike Dolan and Julius Wagner left on a business trip to Rock Island, Ill. Regular callers at the rooms were Lou Leonard, Zebbie Fisher, Lew Keller, Ginger Nye, Jack Pritchard, William Young, Fred Donnelly, John O'Donnell, Sam Bloom, Max Brantman, Jim Murphy, M. J. Dooley, Maurice Hanauer, Irving Maile, Larry O'Keefe, Walter Lehrer, Bob Reilly, Jack Duffield, Julius Wagner, J. C. McCaffery, President Duffield, Jack Benjamin, Dave Tennyson and Walter P. Driver.

New 1941 membership cards are in hands of the secretary. Some of the boys have already taken advantage of this fact. Perhaps you were just awaiting this notice. Brother P. R. Strieder, of Tampa, Fla., was a Chicago visitor. Club was sorry to learn of the death of Brother Morris Miller. John W. Chilcott, Imperial Shows, visited.

Ladies' Auxiliary

Club has closed its rooms at Sherman Hotel for remainder of the summer. Meetings will not resume on September 29. Jeanette Wall is in charge of award books, which have been sent out to all members, prizes for which will be awarded during the summer. Sick list still includes Sister Besse Simon. Cards and messages of cheer will be appreciated. Caroline Paul is reported to be recuperating at home.

Members were pleased to learn that

AT LIBERTY

Left: Bert and Max Tobe's business and a 100-foot Cardboard. Also have a printed Imperial Photo Box, a real money getter. Ad free ad option to

FRED AND MIMI GARNEAU

104 ZIPPER DRIVE, PHILIPSBURG, PENNA.



Palace Theater Building.
New York.

NEW YORK, June 29.—World of Mirth Shows in New London, Conn., inaugurated the practice of one-night-a-week bingo for the benefit of NSA Hospital and Cemetery Fund. Some of the other shows in the East are planning similar benefits. Such enthusiastic support is bound to keep the organization at the top.

Jake Shapiro was in town from a trip thru Pennsylvania and West Virginia and reports good business on shows in that territory. Harry Horner is with Sam Wagner's World's Circus Side Show-Coney Island. Frank Preten announced his intention of going out for a Lite Membership and members with him Dick Lester Mack is busy lately, what with moving into larger quarters and installing costly photographic equipment.

K. C. McGary is with his broom pal, Joe Casper, on the World of Mirth Shows Hawaiian Show. Brother Jimmy Devore still claims they must be cutting up purity of jackpots by now. Phil Creek reports quite a number of prospective applicants for membership at Coney Island and feels that Coney will be well represented on club's roster by fall.

Club wishes all members clear weather and birthday congratulations to Sam Rothstein, Ben Merson, Silvers Johnson, Philip D. Maxoechi, Paul Winkler, Sam Lager, July 4; Herman Hyra, Irene Carl, John F. Bohne, Frank Herman, 8; Ben Holt, W. C. Fleming, Otto Bratley, Sister, 8; Linda Faber, 7; Frank Hill, 9.

Ladies' Auxiliary

There's a budding romance between 10-year-old Louise Aldrich, niece of President Midge Cohen, and Larry Hankins, 11-year-old son of Sister Hankins. There has already been an exchange of pictures and promises to write. Ruth Barnett and Adele Ingels have been proposed by Sister Fanny Linderman. Sympathy was extended to Treasurer Ida Harris on the death of her father in Los Angeles. Mildred Lowe and Rose Goodman are on the sick list. Auxiliary roster is still busy from morning to midnight sewing dresses for kiddies for the American Red Cross. New membership cards are ready and may be obtained by forwarding dues to Secretary Anita Ooidle.

Missouri Show

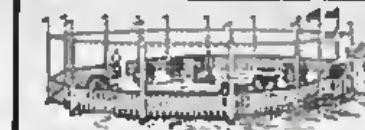
Women's Club

MARYLAND HOTEL

ST. LOUIS, June 29.—On Thursday of last week members were entertained at the home of Mrs. Ethel Lewis with an afternoon of bridge, followed by a delicious dinner. After the party taxis were called to take the group to the Municipal Opera. Among those present were Mrs. Millicent Navarro, Grace Cox, Neil Allen, Irene Burke, Florence Parker, Cleia Jacobson, Beatrice Gulliani, Gladys Stora, French Drane and the hostess, Mrs. Ethel Lewis.

Past President Mrs. Thomas Mackine's daughter-in-law, Mrs. Martin, is recovering after undergoing a serious operation in American Hospital. President Ida Chase, Past President Mrs. Leon M. Brumfield and Mrs. Robert H. Miller visited Imperial Shows at Maywood, Ill., on June 22. Past President Mrs. Edward Hock proved an excellent hostess. Mrs. Nate Hirsh and Mrs. O'Toole also visited the shows.

Mrs. Nate Hirsh plans to leave for the road soon. Please forward all mail for the club to the Ladies' Auxiliary, Showmen's League of America, 1011 Sherman, Clark and Randolph streets, Chicago.



NEW 8-CAR WHIP

This beautiful amusement ride is the pride of the owners. A reliable money maker and permanent attraction. Never before was the Whip so well designed and built, nor offered more value.

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Can place for balance of season, including 18 Fairs and Celebrations. CONCESSIONS—Legitimate Concessions operating for not over ten cents. CAN PLACE several good Talkers and Grinders on Shows. **HARRY ANSLEY**, WIRE ME.

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MICKEY FARRELL can place Agents for Ball Games and other Concessions. All address **DEE LANG**, General Manager, Ads., Minnesota, July 4-5-6; Detroit Lakes, Minnesota, July 7-14.

BEN WILLIAMS SHOWS, Incorporated

Want Shows, Rides and legitimate Concessions to join at the Firemen's Muster and Carnival, Hallowell, Maine, July 18, for the following Fairs at Bangor, Skowhegan, Presque Isle, Lewiston and South Park, Maine; Rochester, New Hampshire, and Minocqua, New York. Palmistry open. Also want Ride Help who can Drive Trucks. Medford, Massachusetts, week of July 15; Lancaster, New Hampshire, following week.

Pacific Coast Showmen's Assn

623½ South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, June 29.—Monday night's bi-monthly meeting drew a good crowd and President Ralph Smith, Vice-President Joe Olsey and Secretary Al Weber also were on hand. Brother Harry Rawlings came forward in the absence of Dr. George W. T. Boyd, Secretary Weber read minutes of the last meeting, which were approved, and bills ordered paid. Communications came from Lewis (Cash) Rogers, London George Shimomoda, Tip Top Shows, Cal Lipps, Charlie Soderberg and E. A. Herrick. Soderberg advised that Sam Brown is back on Archie Clark's Shows. President Smith thanked Custodian Bea Bono for pinch-hitting for Dr. Boyd on Flag Day.

Membership Chairman Bill Hobday announced that drive for new members begins July 15 and will continue until December 1. He also outlined plans for a campaign, which will include a working committee on every Western road. Special attention will be given reinstatements, as the lapsed member is, Hobday declared, the biggest problem of the club. After arranging for a circular letter, he left on another Northern trip. President Smith announced that annual Banquet and Ball will be held December 11 in Biltmore Hotel. Committee appointments are under consideration and will be announced soon.

Brothers Rawlings and Dunn, of High Jinks Committee, reported they were considering some novel plans of procedure for the big midsummer event. Chairman Pat Armstrong announced that Robert Mitchell had been laid up for two weeks with painful injuries to his spine. Brother John M. Miller attends every meeting until 8 p.m. as his recovery schedule includes being home at night.

Vice-President Glacy presented highlights of the Board of Governors session and announced a special gathering of that body for July 1. Nick Wagner, of house committee, presented club with about 60 old-time house and circus Annie Oakleys in a 3 by 4-inch frame. It adorns the wall in the buffer. All were shocked to learn of the untimely death of Jess Adkins.

Ladies' Auxiliary

About 120 attended club's regular meeting on June 24. Officers present were Captain Minnie Faber, First Vice-President Babe Miller and Secretary

Virgin Gorman. Meeting opened with the Lord's Prayer and pledge of Allegiance to the Flag. The Billboard was read with much interest and members decided to retain Edith Bullock as correspondent. Blossom Robinson won the bank night award. Door prize, donated by Stella Linton, went to Edith Bullock. Letters were received from President Ned Rodgers, Mario LaPora, Ada Butler and Lucille King.

Mrs. Florence Darling, a new member, was introduced and responded with an interesting talk. Mrs. Dick Hatfield and Mrs. Leonard were guests at the meeting and Esther Luthey was called to Topeka, Kan., because of the illness of her mother. Captain Minnie Fisher spent the week-end at Venice, Calif., as the guest of Ann Stewart. Mrs. Bagby, Martha Levine and Esther Carley gave interesting talks on good of the order. Mother Minnie Fisher suggested club colors and a club flag, decision on which will be made later. Bingo prevailed remainder of night. Edith Bullock was hostess.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., June 29.—Word reached the club this week of the death of Brother Dick Stewart in a San Antonio hospital. Much rain still prevails here, causing shows to lose three and four nights a week. Brother Mel Vaughn's State Fair Show moved to Kansas City or Kaw City this week. Jerome Kelly, who has been handling advertising on the shows, closed here. Rev. Buckley, well known to Midwestern showmen and a friend of HASC, died here last week.

Brother R. E. Smith visited en route south from Reynolds & Wells Shows at La Crosse, Wis. Joekey Stevens also visited while en route to join Brother Roger Haney on Great Britain Shows at Sullivan, Ind. Brother Al Baylanger's father died last week at his home. Mr. Cormier, owner and manager Sunset Amusement Co., was in the village last week on business. Banquet and Ball committee is working hard exploiting the annual event which will be held as usual on New Year's Eve.

Ladies' Auxiliary held its annual mid-season get-together on June 21 at Blue Hills Barbecue. Event was well attended and a delightful luncheon was served. Card games and dancing followed. Membership committee reports progress in signing up new members.

included Will T. Hatch, owner, Hatch Poster Print Co.; L. E. (Eddie) Roth, owner-manager, Blue Ribbon Shows, and L. V. Huime, secretary, Calmarville and Elberton (Ga.) Fairs.

JOE DALLER, general manager Duckey State Shows, entertained Assistant Manager Harry Lamson, Harold Lovett, Charles Savage and Ray Sager at a double-header baseball game in St. Louis during shows' recent stand at Washington, Mo.

ASSISTING Jack A. Purcell on advance publicity work for Kryptons (W. Va.) July Fourth Celebration was G. O. Mitchell, former special agent for Dixie Model Shows for two years. Mitchell also was with Fred C. Howell Shows in the same capacity.

"KARLENE, Australian Wonder Girl, is working to good results in the annex of Betty-John's People Who Make the News attraction on Great Button Shows," reports Billie Wingert from Sullivan, Ind. "Frisco man immune to pain, was added to the unit recently."

YOU CAN'T OUTGUESS show business, but you can almost make it a sure gamble by keeping your overhead below the midway's earning power.—Over, the Hill.

SHOWFOLKING on Banty's All-American Shows enjoyed a real treat while playing Hyndman, Pa., deep in the South Pennsylvania Alleghenies; it being more like a week's vacation "down on the farm," as the majority of them stayed in the homes of hospitable townspeople.

ATTRACTIOnS with Art L. Converse Side Show on Art Lewis Shows, Dick Hiburn, half boy, and Alfred Green, alligator boy, spent much of the stand in Plymouth, Mass., swimming and fishing. A recent addition to Hiburn's act is a glass tank, in which he presents a swimming exhibition.

FORMER TRAINMASTER with Kans Exposition Shows and now assistant to Simon Krause, whose units are playing Philadelphia, Dewey Stubbs sustained a heart attack in his hotel room recently and was removed to his summer home in Sugarcreek, Penn. He would like to read letters from friends.

"WHILE IN CHICAGO on business recently, I visited the Royal American Shows midway and was impressed by the cleanliness, attractiveness and ap-

Diary of a Stick

Saturday: Letter from concession agent read: "If you are clean and wear a necktie, I can place you." Promoted both; will report tomorrow. Sunday: Thumbed my way in to join the show. Monday: Lugged lumber all day. Couldn't keep clean and lost the tie. Wouldn't let me work. Handled me four bits to scoff on. Told me to clean up for Tuesday. Tuesday: Promoted shirt and tie. Noticed other sticks not Chesterfieldians. Worked and was handed a buck. Wednesday: Agent told me to change wardrobe, especially switch from cap to hat. Small town and ion easily recognized. Never saw a stick with a wardrobe trunk. Borrowed a cap and worked the night. Business better; was given a buck and a half.

Thursday: Will be never change his line of patter? Same old sing-songy. "Sticks, keep your hands on the counter. Sticks, don't go to your pocket for cigarettes and matches. Cigarettes on the counter. Everybody smoke on the house. Sticks, watch the wheel and stand erect like a soldier." Made another buck and stopped in the booth. Friday: Was told to change positions in the line-up and to buy a different colored shirt and pants. Wonder how on last night's buck. Camouflaged shirt by wrapping blanket around my shoulders. I looked like a winner. Then went that sing-songy, "Sticks this, sticks that," all night long. Was almost disqualified for reaching for my handkerchief. Business, better; made a ducat.

Saturday: All afternoon and night again. "Sticks this and sticks that." Have been scratching my ankle all night. Didn't ask me to take my shoes off. Didn't lodged between toes and raised a blister. Tore down the stand. Agent told me to see him at the train in the a.m. If he hasn't taken a powder, I'm good for a tray.



DAUGHTER of Mrs. Kathleen Riebe and the late Earl E. Riebe, well known in carnival circles, Doria Elizabeth Riebe is shown after being graduated with honors from St. Martin of Tours School, St. Louis, on June 16. Doria's mother is well known for her numerous activities around Missouri Show Women's Club, of which she is a member of the board of governors and currently is handling organization's publicity.

parent order," cards Lucille Merritt Davis from Janesville, Wis. "It was my first visit since my season with Dick Dent in 1931. I'm no longer with it, but still fit."

MEDIA AGENT with F. J. Bee Shows, Raymond R. Hull was stricken with acute appendicitis the night of June 17 and rushed to a Lexington, Ky., hospital where he underwent an operation at 2 a.m. the next day. He is recovering and will be able to leave the hospital soon, reports Bob Sickels.

FAMOUS LAST WORDS: "I know that Chappel was a fox grabber's paradise before we went there, but thought that our third choice the exhibit could straighten everything out."

A STUDENT at University of Pittsburgh, Harold Rosenberg had a practical course in billposting recently when he visited his father, Louis Rosenberg, chief of Zaccolini Bros.' Shows' No. 1 wagon, at Glensport, Pa. Harold renewed many acquaintances during his week's stay on the organization.

LIN-E-UP of Bob Neely's Side Show on T. J. Tidwell Shows; Mrs. King, mentalist; Magician King, doubling on openings for biowolf; Miss Alice, annex nurse; Wanita, birds box; Miss Gall, illusions; Neely's pinheads; Hobby, fire act; Mona Fay, trapeze; Peggy, living dead; Sam, electric chair; Mary Cook, utility; Lou Louette, annex.

CRYSTAL CONVERSER, wife of Art L. Converse, side-show operator on Art Lewis Shows, is now operating a side show on West's World's Wonder Shows, having joined the organization in Decatur, Ill. Before leaving the Lewis contingent at Newport, R. I., she and troupe were treated to dinner by husband, Art.

MORE THAN 100 orphans from St. Cloud, Minn., orphanage were guests of Owner Dee Lang during his shows' stand in St. Cloud recently. Lang personally supervised their transportation to and from the showgrounds, while Frank Kindler and Father Huljekof, of the orphanage, made all arrangements for the visit.

JACK H. NATION letters from Ward 4, Veterans' Hospital, Dayton, Ohio: "Am getting along fine and expect to return to the road soon. Jack Lydick is laid up here with a bad leg and we regret very much that we couldn't visit Beckman & Gentry Shows when they played McCook's Field here. Last season my wife and I were with John Hanna and his pinheads, Ito and Tula."

IN THE OLD DAYS no one ever painted out the box to anyone who asked his whereabouts. Now, however, many paint him out whether anyone is interested. Sometimes it's a bad policy to follow.

STEPHEN of Mr. and Mrs. Frank West owners West's World's Wonder Shows. Eddie O'Brien joined shows at Danville, Ill., recently and will spend his summer

vacation on the organization. He's well known to shows' personnel as he's been vacationing with the organization for a number of years. He plans to plane back to his home in Norfolk, Va., at conclusion of his tour to re-enter high school.

MUNLAND SHOWS NOTES from Irvine, Ky., by Ted C. Taylor: Three days were lost to rain at shows' stand here under American Legion Post auspices. Last three gave fair weather, but business was nil. Seemed as tho all were sitting by their radios listening for war developments. Mrs. Charles Miller was taken to a hospital in Lexington to undergo an operation.

FINAL NIGHT of Hildebrand's United Shows' stand in Santa Rosa, Calif., tape was sounded in memory of the late Cliff Liber, perfalist, who fell from the rigging of Hollywood Skyrockets, a year ago during shows' final performance in Seattle. Midway lights were dimmed and Liber's former budding song My Buddy before presenting the Hollywood Skyrockets act.

"CAME HERE RECENTLY to spend the summer with Mrs. McEvily," letters Carline N. McEvily from Daytona Beach, Fla. "Mrs. McEvily suffered a heart attack two weeks ago and her physicians have ordered her to bed for remainder of summer. Fortunately her affairs here are well taken care of. She has her Shootin' Merry-Go-Round, Peris Wheel and Kiddie Ride at a local beach and indications point to a successful season."

CAR PLACE musicians on all instruments. If you have a house trailer large enough to accommodate four more wind jammers with sleeping quarters we'll make you the leader—Gate and Banner Shows.

O. C. (JACK) LYDICK writes from Ward 4, U.S. Veterans' Hospital, Dayton, Ohio, that he successfully underwent his fourth operation several weeks ago and X-ray indicates his left leg and arm are okay. He adds that he's unable to walk as yet. Hospital's chief surgeon used a new type plate on his right leg and Jack says physicians believe it will be okay soon. He adds he's enjoyed many visits from showfolk playing around the Orm City and has had numerous cards and complimentary letters from friends in the business.

JOHN SPOTTI RAGLAND, of Ragland-Korte concessions on Craft's Big Shows, played host at a party in Hotel Hills, Energyville, Calif., while shows were exhibiting there recently. In attendance were many city and county officials, show executives, members of Craft's personnel and concessioners from Golden Gate International Exposition, San Francisco. A feature was the special-built bar with a union bartender in attendance. Numerous delicacies were served. Piece de resistance was a 25-pound North Carolina smokehouse ham, prepared and served by Ragland.

"MY BROTHER and I have just concluded playing our first show here since the death of our father, the late Ben D. Willey," advises Ben D. Willey, Jr., from Boone, La. "It was with regret that we saw J. L. Landre Shows finish their stand here. From W. B. Sutherland, general agent, down, organization comprise one of the greatest bunch of people the Willey family has ever done business with. It was a pleasure to meet Mrs. Peggy Landre Chapman, Keith Chapman, Frank Delaine and Louis Ister. Shows are attractive and personnel is a hard-working crew."

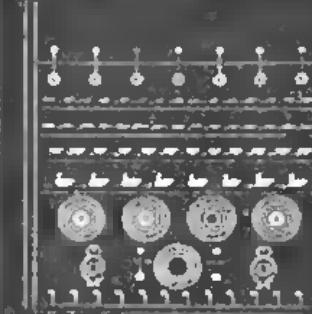
IT HAPPENED SOUTH OF THE BORDER: Prominent concession is born: "Where do we go next?" said "We go to places." One hour later at General Delivery window. Prominent concessioner to clerk: "Where is Places, NJ?" Clerk: Puff!

DURING OUR STAND in Manchester, Conn., recently, my partner, Arthur King, and I took delivery on a new

EVANS

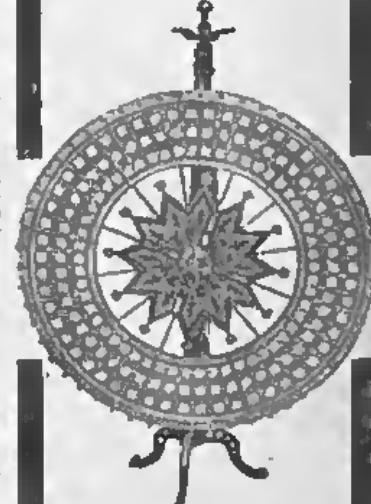
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Bullets for All Models.



EVANS DICE WHEEL

One of the most popular wheels. Five sides also 33" in diameter. Face of wheel is covered with glass and anti-slip metal work, hand-molded and polished. Write for Price.

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EVANSVILLE, INDIANA

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trailer," reports Bonnie Novarro, of Paradise Revue on Ben Williams Show, from Portsmouth, N. H. "New lighting equipment for fronts of Paradise Revue and Glamour Girlie attraction also were obtained there." Paradise Revue line-up now includes Novarro, general manager-talker; Chee Chee LMart, Jean Garon, Grace Poach, Josephine Harbeck, Margaret Crawley and Cecile Martini, line and specialty; Harry Poach and Pat Landers, management, and Dave August, pianist. Glamour Girlie has Arthur King, talker-secretary; Gladys Kincald, Red Ward, Doris Ramwell and Patsy Burton, pinup girls; Shirley Ward and Mack Weed, can-canmen.

city there. Louis Leo, West Coast Amusement Co., visited last week. Fred Stewart, manager Hilderbrand's United Shows, visited briefly. Mrs. H. Vandeo, of Vandeo-Lux Shows, was in town. Eddie Cambie has booked Berlin Cutters and his Mexican Chicks, Dare-Devil Dips and Pearles Gregg for San Diego, Calif., July 4 celebration. Patrick Francis Shantz is improving from a recent illness, and Charley Guberman's condition remains about the same. E. L. Henderson successfully underwent an operation at General Hospital, William N. Hellen, retired trouper, is a Hollywood regular.

Will and Jewel Hobday are clicking with mental act. Joe Diehl Jr. is doing well with his Kiddieland in the fashionable Wilshire district. Joe Martinez and Alex Boden motored in from the East, spending a few days at the beaches before going to Golden Gate International Exposition, San Francisco. Harry and Grace DeGrazia came in for a short stay. Jimmie Henderson left for Stockton, Calif., State (Elk) Forday is playing spots in Washington and Oregon.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., June 20.—With Abner and my sister, Vy Shaffer, I visited World's Fair Shows and Coe Bros' Circus in Portland, Ore. Manager George Coe and wife, Betty, entertained us in their trailer and then took us on a tour of the midway. Shows were well located and had ample parking and were well attended despite a sudden change in weather. Ethel Krug greeted us from her popular candy apple booth and Mrs. Madeline Arthur at the Tru-In-One Show had just added a new monkey to her collection of pets. Rose Westlake, in same show, was keeping folks interested and amused with her novel act. Mr. and Mrs. Joe Metcalf were enjoying good patronage with their pony track. Mrs. Fred Thumberg is back on the show with the Thumberg children, who had been attending school in California. Olga Celeste is presenting her wild animal act as free attraction. Mrs. Frank Warren is in the office and helps Betty Coe keep twenty visitors entertained. Nadine Fronim, of Portland, visited the night we were there, as did Mrs. Margaret Hilderbrand.

With a 30-mile drive home staring us in the face, we could not stay very late, but the visit was a pleasant one and the Coes are good hosts. We expect them to go far and do well with their new ideas and well-laid plans for the season. Some趣趣 back in *The Billboard* I was pleased to read in "Ballyhoo Bros.' Circulating Exposition" that in describing the women of the show my good friend Starr De Bellis proved my contention that the women on the show are always 100 per cent helpful. While I was amazed at the elice given these women, I was not surprised to hear that they were all willing and ready to help in the show in numerous capacities. Like Walter Hale, Starr may have been firing me a gentle little rib, but in that ribbing he also gave the show women credit, so it's all even.

Every week I receive a copy of Midway Chit, official paper of the Hilderbrand United Shows. It's like a letter from the show. Elsie Walton de Pelleton is a good friend, I know, but he certainly gave a keen satire on my notes to the *Billboard*. It just missed making me peevish, but the longer I read thru the article the funnier it got, so I read it over and saw myself as others see me and it was still funny. Mr. and Mrs. Lee Myers completed a huge barn on their Flying E Ranch last week and gave a big dance for their many friends and the newly formed mounted sheriff's posse, of which he and Abner are members.

Bladge Fleckley drove thru Salem on June 20 after a stay with her mother, who has been very ill in her home in Seattle. Bladge advised her mother was much better and was en route to join her husband. I had a long and interesting letter from Elsie Miller, Ladies' Auxiliary, Showmen's League of America. Elsie was the secretary last year and made many friends among out-of-town members by her keeping in close touch thru her news letters. Berneice Miller sent me a wrap-around turban that she crocheted in her spare time. She is on the Alamo Exposition Shows and says that, altho she works her consolation and is doing well, she likes to use her spare time to advantage.

Los Angeles

LOS ANGELES, June 20.—Week-end crowds at Venice Pier, Ocean Park and Santa Monica Beach have not measured up to last year and many former beach concessioners are not operating this season. Rides are reported to be doing ok. Carl H. Steffens Shows' stand at Artesia, Calif., was said to be one of shows' best in years. Al E. Weber clicked with nov-

WOMEN OF RAS ORGANIZE

(Continued from page 20)

Velita Cooper, Eddie Thompson and Ethel Darling. Third row, Frances Austin, Ann Galpin, Myrtle Murphy, Ann Bartlett, Wilda Wilson, Nellie Corbett, Jewel Martin and Helen Pierce. Top row, Marie Siegel, Kitten Burkhardt, Helen Westoverland, Miss Scruggs, Helen Hunge, Mary Singleton, Mary Patterson, Maxine Loron, Blanche Griffin and Mary Benton.

Members who were not present when picture was taken include Ruby Velara, Freda Wilson, Marie Cook, Marjorie Kepp, Harriet Langford, Ada Slover, Frankie Green, Lorraine Nelson, Ruth Orin, Laura Manos, Elin Rose, Evelyn Prechtel, Ruby Swarby, Dorothy Thompson, Jerry Hungling, Dorothy Harris, Evelyn James, Rose Rubin, Leona Parker, Eddie Bonn, Anna Wood and Frances Corbett.

CRAFTS BAY DISTRICT

(Continued from page 20)

the Reela was in progress there. All attractions reported good results, personnel joining in the festive spirit by wearing 10-gallon hats, whiskers and old settlers' make-up.

Elmer Hanscom, legal adjuster, was at home around the bay district, having spent his younger days here. James (Bristol) Lynch, conthouse operator, is contemplating taking another trip to Mexico at close of season. Owner Crafts planned to New York for a few weeks' vacation and business trip. Johnny Gilliland, Acrobate operator, also has two concessions this season.

Captain Curtis, Motordrome operator, spent much time visiting Coast towns. Baby (Pudgie) Harms, son of Mr. and Mrs. George Harms, was rushed to a local hospital for an appendectomy. He's reported to be doing well. Mr. and Mrs. Rodger Warren and Carol-Anne visited Grandmother Crafts recently. Jimmy Campbell, in charge of Crafts Penny Arcade, has the attraction clicking. Four new Anti-Aircraft Gun, a prony pitch board and a bowling alley have been installed.

Louis Ceccini's four concessions are doing well. Mrs. Roy Ludington reported good business with her bingo stand. Because of the small lot it was necessary to leave off these attractions: Kantha Athletic Show, No. 2 Ferris Wheel, two Kiddie Rides, Funhouse, Octopus Hollister and Charlie Miller's shooting gallery.

Almost everyone took time off to visit Golden Gate International Exposition. Eddie Brown's office was a meeting place for all.

SACRIFICE

Indians, 11:20, complete in every way. Corp. 1000, 11:20, Yellow Fever 300, \$1.00 each. Indian show can be seen here. Also road side charades, fire-eaters.

JOHN G. GALLAGHER, Imperial Shows, Union, Ind.

W. E. CURL SHOWS
Wilmington, Ohio, July 1-4
One mile with transportation. Concessions that won't be equalled. Gold and Blue Plates with over 1000 pieces. July 1-4, 10:30 A.M. to 10 P.M. Lakewood, Ohio, Legion Street Fair, July 22-23. Cincinnati, Ohio, Merchant Street Fair, July 27-28. Other pieces open to public. The millinery in fashion will be on display. W. E. CURL SHOWS

RIDES WANTED NATIONAL BLUEBERRY FESTIVAL

July 26-27-28, Manistique, Michigan. Biggest Celebration in Northern Michigan. Write Chamber of Commerce, Manistique, Mich.

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Cetlin & Wilson

Pittsburgh, Pa. Week ended June 22. Location, Exposition Park, North Side. Business, good. Weather permitting. Weather, scattered showers.

Loredan near the downtown sector, above drew good crowds when rain did not interfere. Zecchinis, from acts, were popular. Flying Zecchinis include twins, Jim and George, Edmundo Zecchinis children. Local papers were liberal with space and carried a number of pictorial cuts. Ed Ritterbaugh, of The Pittsburgh Press, brought members of Beckley Hawks Club to the grounds as guests of Owners 1. Cetlin and Jack Wilson Tuesday night. Walter Stein and Bert Williams, of The Sun-Telegraph, took a series of midway and free-set photos for their papers, as did Meyer Stahl, Pittsburgh Variety Club, and Harold Cohn, of Post-Gazette. Karl Krug, also of Sun-Telegraph, was visitor, as was Kaspar Mountain, Paradise Night Club Revue, featuring Princess Mabel, Princess Olga, Marita Lucas, Virginia Lee, Esther Waters, Telia Rymer, Winnie Porter, Tilly Prenter, Geraldine George, Alice Cole and Jean Jordan, clicked. Georgia Brown, emcee of Miss America Show, displayed a new wardrobe. Hazel and Speedy Merrill with Ralph Justice did well with the Wall of Death Motor-drome. Whitley Peeler goes talking on the front. Dr. R. Garfield's Hall of Science reported good results, as did Carl Laubher's Side Show.

Mount Pleasant, Pa. Week ended June 15. Location, Landy showgrounds. Business, good when weather permitted. Weather, rain five days.

Rain every day and showers almost every night kept many away, but thousands braved the weather to visit the midway after late afternoon and night showers. Attendance was good despite unfavorable weather. Showers cut down attendance at Children's Matinee, Saturday, but big crowds turned out that night. Mount Pleasant is a good show town drawing from Greenupville, Johnstown, Latrobe, Scottdale, Uniontown, near-by communities. Clark Queer and his Mount Pleasant Journal were liberal with space and publicity features. Frank Gandler, Journal photographer, took many publicity pictures. Bill Field, reporter for The Uniontown Herald-Genius, and newsmen from other surrounding towns were guests. Dr. Ralph Garfield's Hall of Science joined here and did a big opening business.

RAY D. MURRAY.

Dee Lang's Famous (Motorized)

St. Cloud, Minn. Eight days ended June 18. Auspice, Benton County Fair Association. Location, Benton County Fairgrounds. Business, good. Weather, fair.

Long jump from Paribault, Minn., was made in good time, except for a slight misstep to one of the shooter trucks, and nearly all shows and rides were up before night. Show opened Tuesday and chalked its best initial day's business of the season. Matinees were held daily, with special Children's Days Saturday, Monday and Tuesday. Week's business was exceptionally good and was climaxed by big Saturday, Monday and Tuesday.

Bighorn. Owner Frank Martensen is doing much work on his cookhouse. Builders have installed new counter and made various other improvements and are awaiting arrival of a new top. Jimmie Berlin also made improvements on the Funhouse. Manager Ish Cross received two more phones for his Jungleland Show. Owners C. H. Varner, Charles Cates and other committee members co-operated. Among visitors were Frank Knauth, Mr. and Mrs. Harry Lawlor, Mr. and Mrs. Cooper Lape, Dr. Mulligan and Mr. and Mrs. Ed Walker. Frank Kindler's hospitality was warmly accepted.

JOHN PABARQUE.

Bantyl's All-American (Baggage cars and trucks)

Hyndman, Pa. Week ended June 15. Location, Municipal Ball Grounds. Auspice, Community Centennial Celebration Committee, Volunteer Fire Department and Playground Association. Business, good. Weather, fair.

Spot proved one of the best so far this season. Burgess Art Christian and committee co-operated. A mammoth parade was held on opening night and highlights of the week included a Miss Hyndman Day, Tuesday; Farmers' Day, Friday, and a Mardi Gras Saturday night. Alto 15 miles distant, Cumberland, Pa., was well represented in the several thousand nightly visitors. Cumberland newspapers were liberal with space. Dick Keller's Motordrome and Bud Rile's Illusion Show did well here. Assistant Manager and Promotions Director Harry E. Wilson left for an extended stay in the Midwest to lay groundwork for his inter-season program. Cecil Dressler repainted his streamlined popcorn trailer stand. The Carlson Sisters continue popular. A new front was added to Penny Arcade, and another new sound truck has been added. Aerialist Fritz Huber and wife, Mary Ellen, are replacing his trailer.

FRANK ZO PETTE.

Eddy Bros. (Baggage cars and trucks)

Watertown, N. Y. Week ended June 13. Location, Schuyler Plaza. Auspice, Marathon Club. Business, very good. Weather, some rain.

Weather threatened often, but no serious downpours occurred. Week was so good that arrangements were made for shows to play another six days. William Donoran, of committee, co-operated. Heavy ad budget in all area, press and radio, plus strong billing, was credited with big gales. All departments had a field day. Usual promotion of entertainment of orphans, newsboys and a special "My Pal Party" at Saturday's matinee was carried out. Cracker Fred, for many years fry cook on various cookhouse stalls, was promoted by Eddie Yeager to dietitian supervisor of Wilno's restaurant. Vernon Moore opened a new Tommy Gun concession here. David B. Tracy, William J. Tucker and Patsy Rosene visited Lowell during the week. Jake Davis' Motordrome scored. Cleo Hoffman had a new p-a. system installed in Casa Manana Revue. The writer's many friends on staffs of Capitol District media visited the midway nightly.

GLEN IRVING.

Kains Expo. (Baggage cars and trucks)

Lyndhurst, N. J. Week ended June 15. Auspice, American Legion Pool, Harrison, fair. Weather, rain one day.

Monday night's opening was lost to rain. Lot was low and infested with mosquitoes, which proved a handicap to business. They resisted all attempts to eradicate them. Steve Wilks joined with a ball game and penny pitch, of which Tooty Nagyroska is agent. Jimmy Conifers came on with a ball game, operated by his daughter, Jean. George Whitehead added a new pan game, with Mrs. Whitehead as agent. George Duncan and George Kelley are agents in Jimmy Burns' rail game. Flying Winkards, free act, also joined. Lewis Wetherington visited. Mrs. James Gail enjoyed visit from her son, Paul A. Thomas, and granddaughter, Josephine. Mr. and Mrs. James Burns had as guests from Brooklyn, Mr. and Mrs. M. Langan, Mr. and Mrs. William Callahan, Mr. and Mrs. Jack Lowd and Mr. and Mrs. Bob Drinan.

LESTER KERN.

Art Lewis (Railroad)

Plymouth, Mass. Week ended June 22. Location, Town Wharf Lot. Auspice, Moose Lodge. Business, fair. Weather, fair. Tenement girls.

Perry Moroney did a good job of laying out lot here. Train arrived early and everything was on the grounds at 6 p.m. Sunday. Jambooree on Wednesday, under direction of Julia O'Donnell, netted club and a tidy sum. Performers included Alyne Rooney, Mrs. E. B. Braden, Tillie Perry, Claudia Donati, Melba Becker, Mella Tolley, Madame Irene, Mrs. Duecini, Mrs. Kaduce and Dot Lane's ballet girls. Members set out on a fishing trip in two boats after the Jambooree. One had Eddie and Mrs. Viern, Mr. and Mrs. Charley Postr, Kathryn Teascher, Dick Collins, Julia and Glenn O'Donnell, Italy and Tillie Perry and Frank Moran. Kathryn Teascher caught largest fish and largest number of fish, dividing the sweepstakes with Eddie Viern. Howard and Mrs. Ingram had the other boat with Artie Henderson, Don Johnson, Nat Merry, Mr. and Mrs. Duecini. Catch totaled \$9. Polka, Vanities, Cotton Club, Motordrome and Dantrill did well.

DICK COLLINS.

John H. Marks

(Baggage cars and trucks)

Wheeling, W. Va. Week ended June 15. Location, playgrounds. Auspice, Arvinville Playground Association. Business, good. Weather, hot all week; heavy rain, Friday and Saturday.

Return engagement here gave shows above average business. Attendance Monday was light, but it increased slightly. Rain Friday caused a drop in crowds and a torrential downpour Saturday at 6 p.m. ruined that night's business, but it still was a marked increase over last year's figures. Visitors included Mrs. Herman family and General Agent L. C. (Ted) Miller, Bantyl's All-American Show; Tommy Allen, manager, Johnny J. Jones Exposition, and brother Joe Eddie Jamison, manager Colored Revue on Jones shows; Sam Lawrence, manager Lawrence Greater Show; Charles A. Abbott and C. W. Craft, general agent. Flappy and Mickey Hawkins' concessions are doing well and George T. Chernut did a good advance billing job. Bob Beane, ret editor The Wheeling Morning Intelligencer, and Russ Rafferty, city editor The Evening News-Register, gave shows plenty of publicity and were frequent visitors. Chuck Mitchell, city editor The Morning Ferry (O.) Evening Times, also devoted much space to midway. Station WWVA was used to good advantage.

Capt. Leon Blondon's Monkeyland clicked, as did N. R. (Tommy) Thompson's International Casino. Mike Davis' Jitterbug Revue and baby ride opened well. Mrs. Elizabeth Marks and daughter, Gene Thelma, arrived for a visit. Mike Roman's cookhouse is showfolk's rendezvous.

WALTER D. NEALAND.

Eric B. Hyde

(Baggage cars and trucks)

Pittston, Pa. Week ended June 15. Location, next to playgrounds, heart of town. Auspice, American Legion Post. Business, light. Weather, rains except Thursday and Friday, Gay go.

Jump from Meyersdale, Pa., over Allegheny Mountains was unsuccessful. On Sat. early Sunday and opened Monday night. Committee and officials were friendly, and The Observer and Pittston Express accepted paid advertising but displayed no apparent editorial interest. Visitors include Jake Shapiro, Triangle Poster Printing Co.; A. T. Dice, Dice Tent and Awning Co.; Milton M. Morris and Joseph Fischer, Cetlin & Wilson Shows; Joe Cramer, former carnival owner; Eddie Writer Bly; Police Chief George Clegg of Rankin, Pa.; M. R. Levy, electrical supply salesman, and Mr. and Mrs. Harry (Doc) Murray, last season with Max Gluberg's Shows. Mr. and Mrs. Hubert Kassar are now operating Oddities Show. Herbert Higgins, general agent, returned for a visit. Johnny O'Brien is now third man on Merry-Go-Round and William H. Richardson joined as second man on Loop-the-Loop. General Manager Hyde is building a new show to be titled later and is buying motors and electrical equipment. Calloope is located in marquee. Paul Sullivan, of Flying Bullrider.

free net, is proving popular. Mabel Mack repainted her show front and Ann Lee King added some performers to Harlem Beauties. Jack Dennis' girl revue topped the midway. L. H. Travis, boss carpenter, is working long hours in his portable shop. His son, Howard, is assisting.

WILLIAM JUDKINS HEWITT.

J. J. Page

Corbin, Ky. Week ended June 15. Location, downtown lot. Business, good. Weather, fair.

This was shows' first local stand in seven years and it resulted in a bang-up week, partly because a truck more, made from Middlesboro, Ky., brought equipment in early. Curtis Jennings did an effective job on advance, billing the country for miles around and word spread car daily. Shows originally were scheduled to play for American Legion Post, but after one performance city commissioners decided to raise the license, which brought a quick cancellation. However, town officials generally, especially Police Chief Carter, co-operated. All took advantage of the weather to do some mid-season remodeling. Shows, rides and concessions did well, with Hollywood Revue getting top money. Side Show and Monkeyland were best and Merry-Go-Round, Twin Ferris Wheels and Chairplane had bumper days. Pop Hullinger, on front of Motordrome, has been turning in good grosses, as has Buster Hayes, side show manager. Mr. and Mrs. Bill Marquette left for their home in Philadelphia, but they plan to return for the fairs. Villars included Will T. Hatch, owner, Hatch Poster Print Co.; L. E. (Mickey) Roth, manager-owner Blue Ribbon Shows, and J. V. Hulme, secretary Gaineville and Elberton (Ga.) fairs.

Middlesboro, Ky. Week ended June 8. Location, Airport showground. Auspice, Kitz's Entertainment Committee. Business, excellent. Weather, fair and warm.

Adequate grounds were located a few blocks from the heart of town, and Kitz's committee co-operated. Jimmy Cliningburg, son of the late mayor, had charge of grounds and ticket takers. New Alva and Floyd Hall, local business men and dictator and past dictator respectively, were on hand nightly. Monday night brought shows' largest first-night attendance of the season, while attendees grew each succeeding night. Rides-O again topped rides, with Tilt-a-Whirl and Twin Ferris Wheels second. Minstrel Show, Motordrome and Hally-

3000 BINGO

Fortnightly card, 50¢ on white. Hand marks on pencil and checkers. No duplicate cards. Pay up to the following per sale and return: 100 cards, \$2.00; 500 cards, \$4.00; 750 cards, \$4.80; 1,000 cards, \$5.00; 1,500 cards, \$5.50; 2,000 cards, \$6.00; 2,500 cards, \$6.50; 3,000 cards, \$7.00; 3,500 cards, \$7.50; 4,000 cards, \$8.00; 4,500 cards, \$8.50; 5,000 cards, \$9.00; 5,500 cards, \$9.50; 6,000 cards, \$10.00; 6,500 cards, \$10.50; 7,000 cards, \$11.00; 7,500 cards, \$11.50; 8,000 cards, \$12.00; 8,500 cards, \$12.50; 9,000 cards, \$13.00; 9,500 cards, \$13.50; 10,000 cards, \$14.00.

WALTER D. NEALAND.

3000 KENO

Play 10 sets or 100 cards each. Played in 8 sets or 80 cards the remainder of set and draw. Light-weight card. Per set of 100 cards, 50¢ card, selling 50¢.

All three and four sets are complete with hand markers, tally and quotient sheet. All cards also \$2.50.

LIGHT-WEIGHT BINGO CARDS.

Play on white, pencil and checkers. Can be re-used or discarded. \$1.00, 100 sets, \$1.25, 200 sets, \$1.50, 300 sets, \$1.75, 400 sets, \$2.00, 500 sets, \$2.25, 600 sets, \$2.50, 700 sets, \$2.75, 800 sets, \$3.00, 900 sets, \$3.25, 1,000 sets, \$3.50, 1,500 sets, \$4.00, 2,000 sets, \$4.50, 2,500 sets, \$5.00, 3,000 sets, \$5.50, 3,500 sets, \$6.00, 4,000 sets, \$6.50, 4,500 sets, \$7.00, 5,000 sets, \$7.50, 5,500 sets, \$8.00, 6,000 sets, \$8.50, 6,500 sets, \$9.00, 7,000 sets, \$9.50, 7,500 sets, \$10.00, 8,000 sets, \$10.50, 8,500 sets, \$11.00, 9,000 sets, \$11.50, 9,500 sets, \$12.00, 10,000 sets, \$12.50.

WALTER D. NEALAND.

PLAY 10 SETS OR 100 CARDS EACH.

summer recess. Krieg lighting system was wrecked en route here and is lying idle until parts arrive from Los Angeles. Jack Bright repainted the ticket boxes, and Florence Appell's duck concession topped the midway again. Mrs. Jessica Vanderbiori was taken to a local hospital for treatment when stricken ill, but is recovering. Reggie Marion entertained guests from San Jose, Calif., all week. General Agent Lucille King left for Reno and Salt Lake City on a booking tour. Mr. and Mrs. Johnnie Gonselli added a new concession, and Charles Marhall is still confined in Santa Rest Sanitarium, Temple City, Calif. Heinie Hanevinkel, chef in Mr. and Mrs. Earl Richardson's cookhouse, was rushed to a hospital to undergo an appendectomy. Among customers, who resided in trailer cabins set up just off of town, were Mr. and Mrs. Ralph Baldwin; Mr. and Mrs. Bill Montana Walker and daughter, Phyllis; Mr. and Mrs. Peter Richards and Secretary John H. Lindsey. Mr. and Mrs. Myron Nelson spent a busy week reconstructing their concessions.

WALTON DE PELLATON.

Crowley's United (Baggage cars and trucks)

Newline, Wyo. Week ended June 15. Auspices, American Legion Post. Business, fair. Weather, fair and warm.

Large attendance and fair business greeted shows at Monday night's opening, but it lagged until Friday and Saturday, which gave good crowds. Bubble Wedding, Friday, was successful. Saturday matinee was fair. Party of people turned out Saturday night, but little business was done. Miss America and Fan Dancer shows topped shows. Mr. Banks' Mining Town Show is popular. Happy Nelson, Crime Show operator, added a Two-Headed Baby show. Myron Cleverger, electrician, is doing a good job, as is Walter Dale, mechanic. Robert Hall, cookhouse operator, is (see CROWLEY'S UNITED on page 47)

Buckeye State (Motorized)

Washington, Mo. Week ended June 22. Location, heart of town. Auspices, Shoemakers' Jubilee. Business, fair. Weather, good.

What business there might have been here when the crowd finally developed Saturday was lost when the people decided to attend the free Shoemakers' Picnic instead. Date was the worst blank of the season. Prominent visitors included Frank Joerling, of The Billboard, St. Louis office; Leo Bartz, World Shows; Nat Dawson, of Arms Supply Co., and Charles T. Goss, Standard Chevrolet Co. Members of the shows made frequent shopping trips to St. Louis. Building of several new concessions was rushed to completion and Chief Mechanic Ted Evans completed overhauling all rolling equipment.

TED JOHNSON.

Dailey Bros.

Arden, Kan. Week ended June 15. Business, fair. Weather, bad.

Rain postponed Sunday night's opening, but show had fair business on Tuesday night. Cowboy Fodder's Athletico Show topped others. Ferris Wheel led rides. Visitors included committee from Prague, Okla., Mario Keener and mother joined last week. Marie taking over the office as secretary, assisting Mr. Reed. Manager Reed is overhauling all equipment in preparation for celebration and fair date. Curtis Edwards and wife joined with cookhouse and ball game. Mr. and Mrs. Smith are clicking with their photo gallery.

ROBERT L. FISHER.

Stella Barker

Westfield, Ill. Week ended June 22. Auspices, Women's Association. Business, fair. Weather, good.

Moves from Fairmount, Ill., was made in short time and shows set up in city park. Monday was slow, but Lions Club fish fry, Tuesday, drew a large crowd and business was good. Remainer of week until Saturday was poor, but Saturday a crowd of spenders turned out. Tilt-a-Whirl crew had a busy week repairing platforms. A new cookhouse top was delivered to Harry Smith. Visitors included Charlie Reed, general agent, Sunday Greater Shows.

Fairmount, Ill. Week ended June 15. Auspices, American Legion Post. Business, fair. Weather, terrible.

Monday and Tuesday nights were almost lost to rain which started each day at opening time, but as shows were set on streets and weather cleared a large crowd was on hand for Wednesday

night's opening. Thursday, Legion Night, brought in many from surrounding towns. Carl Downey joined with his snake show, as did B. D. Tracy with his jewelry concession. Paul Eberole and writer made a hurried trip to Fort Dodge, Ia., where more machines were purchased for Eberole's Penny Arcade. Bob Martin's daughter is expected to join soon as her school term is over. Betty Ruth Smith is now presenting her trained dogs nightly and is well received.

W. E. ADLZ.

World Fair Shows, Cox Bros. (Motorized)

Portland, Ore. Week ended June 22. Business, very good. Weather, fair. Shows opened on schedule Sunday night despite a five-mile haul to the grounds from the railroad. Business throughout the week was good. Pop Rhinehart, The Billboard sales agent, reports his sales are increasing. Art Butler visited nightly and his co-operation was highly appreciated by the management, as well as concessionaires and show operators. He was tendered a dinner in Ed Laney's cookhouse. Four large searchlights added here are being mounted on 75-foot towers. Work being supervised by Electrician Ed Kelly.

Old Show continues to top shows while Johnny Oliver's Lindy Loop is getting its share of ride business. Betty Cox held another successful bank night for Ladies' Auxiliary, Pacific Coast Showmen's Association. Award went to Anna Veda.

Eugene, Ore. June 10-16. Business, satisfactory. Weather, satisfactory. Pay gate.

With good crowds, spending was better than expected the first night. Manager Everett W. (George) Cox was kept busy entertaining many friends here. Joe and Anna Metcalf were sighted taking on a double-order of fried chicken and Fisherman Davis chalked another good catch. Charlotte Warren's husband, Frank, returned here. Opal Strand's photo gallery is doing well. Freddie Thumberg Jr., whose legs were badly burned while shown were playing Redding, Calif., is on the road to recovery. Ethel Krug is putting out plenty of candied apples and candy floss. Rose West, also continues popular at the side show. Betty Cox has started her weekly bank-night parties for benefit of Ladies' Auxiliary of the Pacific Coast Showmen's Association.

Oreana Pass, Ore. June 4-10. Business, very good. Weather, good. Pay gate.

Although train was three hours late in arriving, shows were ready at opening. Taking fishing trips here were Joe White, Vic Davis, Jimmy Smith, Joe Krug and Art Anderson, with Davis getting the largest catch. Trailmaster Wooding is running three badly smashed singers. Eddie McGee and wife joined M. E. Arthur's Side Show here. Sound truck has been repainted. Joe superintendent Frank Warren returned after a week's absence in the North on business for shows. Mr. and Mrs. Jake Boyd joined here. Jake is becoming foreman of the Mix-Up, while Mrs. Boyd will work on a concession for Joe Krug. M. E. Arthur refuses to have his shoes shined for fear it may bring on rain. Eddie Stevens and Rod Winslow are with the girl show. Mrs. Ben Martin and Mr. and Mrs. Gibson visited. Mr. Stucker, secretary local fair, visited nightly.

EDDIE STEWART.

McPherson United (Motorized)

Parkers Landing, Pa. Week ended June 15. Auspices, American Legion Post. Business, good. Weather, good.

This proved the best spot of the season so far and shows obtained plenty of cooperation from the committee and Bruce Henderson, local theater manager. Committee members were on the lot nightly. Assistant Manager Mack has been making weekly trips to Buffalo, N. Y., to visit his wife, who is ill. Ed Smith's Pope Show topped the midway, with Roy Fodder's Ferris Wheel leading riders. Al Denecore's Midway Lunch is popular. Danny Dachauer has been moved up to the advance with General Agent Bland and is doing a good job. Members of Franklin (Pa.) American Legion Post and Brookville (Pa.) Firemen committee were present at General Manager Merle Killenbeck's Friday night.

Old City, Pa. Week ended June 9. Location, McClintock lot. Business, good. Weather, fair.

All rides were not in operation at opening Monday night, but shows were set on streets and weather cleared a large crowd was on hand for Wednesday

night's opening. Thursday, Legion Night, brought in many from surrounding towns. Carl Downey joined with his snake show, as did B. D. Tracy with his jewelry concession. Paul Eberole and writer made a hurried trip to Fort Dodge, Ia., where more machines were purchased for Eberole's Penny Arcade. Bob Martin's daughter is expected to join soon as her school term is over. Betty Ruth Smith is now presenting her trained dogs nightly and is well received.

W. E. ADLZ.

WHITEY KULP.

American United

Cudank, Mont. June 7-10. Location, farm lot. Auspices, VFW Post. Business, poor. Weather, windy and rainy.

This spot promised to be a good three-day stand, but a cold, driving rain and wind almost blew shows down. Much work for canvas men prevailed after that. Rides did fair first night. Show act had to be postponed because of wind.

Whitefish, Mont. June 1-6. Location, Whitefish Ball Park. Auspices, VFW Post. Business, fair. Weather, rainy and cool.

Circus move in here from Libby was made okeh. First two days were fair, but rain and cold weather kept people away remainder of week.

MEI. METTIN.

West Coast Amusement (Baggage cars and trucks)

San Francisco, June 11-16. Auspices, Excelsior District Merchants' Association Fiesta. Business, fair. Weather, bad. Pay gate, 10 cents.

This annual event is held in the heart of the thickly populated district in the outer Mission territory. Despite the bad weather, business was fair and quite the reverse of the disastrous engagement at Golden Porties Field two weeks previous.

Livermore, Calif. June 6-9. Auspices, Annual Livermore Rodeo. Business, good. Weather, hot. Pay gate, 10 cents.

Show's first engagement in this town proved successful and all reported satisfactory business.

Jackson, Calif. June 1-7. Auspices, Annual Picnic and Rodeo. Business, fair. Weather, good. Pay gate, 10 cents.

Shows got off to a good start and business was up to standard.

San Francisco, Calif. May 18-26. Location, Fisherman's Wharf, Taylor and Eddy Streets and Filmore and Eddy Streets. Business, none. Weather, bad.

Organization enjoyed the distinction of playing three total blanks in as many different locations during this celebration. Alto widely heralded and trading on last year's Exposition Fiesta's reputation, event was hampered throughout by exceedingly inclement weather and shows wound up with a blank. Reported by an executive of the shows.

J. L. Landes

Boone, Ia. Week ended June 22. Business, fair. Weather, good.

Shows have had many visitors since leaving Chapman, Kan. Mr. and Mrs. Levin visited Atchison, Kan., and Slim Johnson is a weekly caller. Bob Myers spent several days here. Bill Beauchamp visited the artist. Jack Starling has the Pan Show; Dutch Laach, Campo Gotic; Mrs. Hunt, Mineral, and M. Edward Finley, Jitterbug. Hawaiian Show is being rebuilt. Rides are doing well when weather permits. The Oldies and the Youngies, softball teams, have been playing games weekly and so far the Oldies are giving the Youngies a run for their money. Bud Winsley painted his photo gallery and Ted Stroup has a shiny pitch-ill-you-win store. Roy Prear has scales, with Glenn McFarlan awaiting. Dutch Laach repainted his show front. Capt. Dan Cherry, tree act, is proving popular. Manager Louis Lier has a new house trailer. Mr. and Mrs. Chapman have been visiting the larger cities in the interest of their 12 concessions. Roy Prear's cookhouse is popular with showfolks. FRANK DELMAINE.

Frisk Greater (Motorized)

Fergus Falls, Minn. Week ended June 15. Auspices, American Legion Post. Business, good. Weather, fair.

Shows opened right of June 17 at the Cherry Festival in City Park here. Celebration did not officially start until June 20, but first three nights were along expectations for shows.

On Thursday, celebration's big day, lot was jammed and all old capacity business. Friday held up well and Saturday surpassed all expectations. Mr. and Mrs. Patrick and Virgie Waters spent Tuesday in Boise. Mr. and Mrs. Mickey Wilson and Mr. and Mrs. Carl Corlett joined with three concessions. Dr. and Ruby Ashwell also joined here, as did Red Kelly, of rodeo note. Danny Ferguson came in from Texas. Mrs. Jack Arnott (See PATRICK'S GREATER on page 47)

and good crowds attended and spending was good. Concessions, shows and rides did business. Octopus topped ride and Irene Deblar's Girl Show led the shows. Legion committee co-operated. Elmer Brown's advance work was complimented by committee and office. Thursday night, management furnished personnel with luncheon, nets, dancing and entertainment. Party was managed by Mrs. Irene Kulenkamp, with Loren Priek as emcee. New marques arrived last day of the stand. Several new shows and a few more concessions were added.

LYLE KULENKAMP.

Bowen's Joyland (Motorized)

Placerville, Calif. Week ended June 6. Location, County Fairgrounds. Auspices, American Legion Post. Business, good. Weather, extremely warm.

Shows pulled on the local lot under a blistering sun, but crews made good time in setting up. Business was good, considering lot was located some distance from the city. Shows reported good results and Merry Mix-Up and Whip did good business. All rides reported a fair week, however. Cookhouse, under direction of Johnny Miller proved popular. Spot Kelly, of Kelly's United Shows, visited for a few days. Owner H. G. Bowen reported he had added two fair dates to show's tour.

D. E. CLIPPERY.

Hughley & Gentsch (Motorized)

Pascagoula, Miss. Second week ended June 15. Location, county property, Highway 90. Business, fair. Weather, cloudy and thunderstorms.

This being the second week, it did not start off as well as the first Monday night. Crowds were not so big but they spent well. Wingy Kelly, who had 120 concessions on the shows last year, visited. Mr. and Mrs. J. A. Gentsch arrived in time for opening after returning their children to their grandparents in Winona, Miss. Mildred Lee Alpert, daughter of Mr. and Mrs. Morris Alpert, returned to her grandparents at Collins, Miss. Tuesday night drew a fair crowd despite inclement weather. Rain Wednesday night hurt business. Mrs. Hughley and Gentsch made a business trip to Hattiesburg and Laurel, Miss. Friday, Morris Alpert added a new concession, while Mrs. Bill Brown is rebuilding a frame for the cigaret gallery. Tom Ham has received a new sound system for the bingo. Saturday night's business was hurt by rain.

HARRY HIBBOO.

Silver State

Wells, Nev. June 20-24. Auspices, American Legion Post. Business, good. Weather, perfect.

Shows set up on streets downtown under Legion auspices. Midway crowded through and shows and concessions got money. Date was show's fifth good spot in a row. Curly Brannigan, Jim Rice, Pete Bronson and Frank Fay's bingo joined here, coming from Tip Top Shows in Idaho.

Tom Gath had the only bottle ball game on the lot. Mrs. Petty added two more girls to her Girl Show, making five in all. Ginger Makinson and Ross Santarski joined from Salt Lake City. Special Agent Tommy Williams bought a new car and left for Idaho on a billing trip. Uncle Bob Kinkaid received two big phones for his Death Valley Monsters Show. Manager Ation returned from a trip in Idaho. Reported by an executive of the shows.

Patrick's Greater (Motorized)

Emmett, Ida. Week ended June 22. Location, City Park. Auspices, American Legion Post. Business, very good. Weather, hot.

Shows opened right of June 17 at the Cherry Festival in City Park here. Celebration did not officially start until June 20, but first three nights were along expectations for shows. On Thursday, celebration's big day, lot was jammed and all old capacity business. Friday held up well and Saturday surpassed all expectations. Mr. and Mrs. Patrick and Virgie Waters spent Tuesday in Boise. Mr. and Mrs. Mickey Wilson and Mr. and Mrs. Carl Corlett joined with three concessions. Dr. and Ruby Ashwell also joined here, as did Red Kelly, of rodeo note. Danny Ferguson came in from Texas. Mrs. Jack Arnott (See PATRICK'S GREATER on page 47)

Big Attraction Bill For Ill. Dedication

ROCK ISLAND, Ill., June 29.—Extensive preparations are being made for a three-day celebration here in connection with opening of Rock Island Centennial Bridge, spanning the Mississippi River from Rock Island to Davenport, Ia. Herbert D. Grove is general chairman of the committee. In addition to many events in which civic bodies will take part, there will be a White Way, circus acts, music band and fireworks.

Booking of talent has been handled by Mase C. Stokes, formerly with Mississippi Valley Fair, Davenport. On opening day Freddie Martin and his orchestra will play for free street dancing. Dedication ceremonies will be held on the bridge the second day and on the last day there will be a Thearie-Duffield fireworks show from barges on the river.

Amusement Ride Operating Co., Inc., of which M. J. Doolan is president, will furnish White Way attractions. Barnes-Carruthers will furnish three big acts. Otaris, criss-cross flyers; Three Miles and Ken Davis. There will also be a big transportation parade, in which Davenport will participate.

Pro Attractions Planned For S. C. Melon Festival

HAMPTON, S. C., June 29.—G. H. (Jerry) Therre, outdoor showman, has been signed to take charge of midway and arrange free acts and fireworks programs for six-day second annual Hampton County Watermelon Festival here under sponsorship of Hampton County Booster Club, reported Executive Chairman S. Lester Malphurs. In view of the success of last year's three-day event, which drew about 13,000, the 1940 affair has been extended to six days.

Opening day will be Governor's Day, with Governor Maybank present to view a parade of floats from near-by cities and help select a queen, who will be sent to Washington to present the prize-winning melon to President Roosevelt. Arrangements have been completed for announcements over three major Southern radio stations and extensive newspaper exploitation.

Committee Set for U. Feie

SALT LAKE CITY, June 29.—Committee of annual six-day Covered Wagon Days Celebration here will include Old Backman, president; Major Al Jenkins, honorary president; J. Harley White, general manager; B. A. Reynolds, assistant manager; Kenneth Allen and Al Ferguson, publicity manager, and Ames Bagley, S. O. Benson, V. O. Cooper, Kingley E. Clawson, Charles N. Fehr, Tracy Foster, Ernest S. Holmes, D. M. Jensen, Art Kelly, John H. Mathewson, J. H. McCowan, J. M. Nelson, B. A. Reynolds, W. E. Ryberg, H. C. Starmaker, Jessie Schobell, Norman L. Sims, Mr. White and Clarence E. Wanamcott. Ten parades are scheduled and there will be street races and a group of Indian boys in canoes. There will also be a queen.

W. Va. Festival Successful

BUCKHANNON, W. Va., June 29.—Fifth annual Strawberry Festival here on June 6 and 7 was the most successful yet held, with a crowd estimated at more than 60,000 attending, reported Chairman W. T. Taylor. Lawrence Greater Show, with 8 rides, 10 shows and about 20 concessions, were on the midway and show officials reported the date the most successful of the season, despite a heavy rain on Friday night which drove patrons away. Other attractions were parade, coronation ceremony, field events, horse show, pageant and ball.

MIDWAY, free acts, fireworks and band concerts will highlight annual North Industry (O.) Home-Coming, said General Chairman Edward Oliver.

CARNIVAL WANTED

MENDOTA AGR. FAIR

Aug. 31, Sept. 1 & 2
Mendota Fair in Northern Illinois. Large crowds.
Programs, entertainment, etc.
GILBERT J. TRUCKENBROD, Mendota, Ill.

WANT

Free Wheel and Merry-Go-Round for
ELKS' PIONEER DAYS CELEBRATION

Aug. 14, 15, 16 & 17, 1940, New Mexico, Tex City
Jesse Jones, Tex City, Tex.
G. L. JONES, Tex City Lodge, Tex City, Tex.

Sponsored Events

Veteran, Lodge and Other Organization Festivals

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

Large Bill Planned For Conn. Conclave

NORWICH, Conn., June 29.—Numerous attractions, to include shows, free acts, rides and concessions, are planned as features of six-day State American Legion Convention here, reported William Barrett, who has been named director of amusements and concessions. Officials expect about 50,000 delegates and visitors to attend.

There is to be an array of events, including races, boxing and wrestling matches, band competitions and a newly recruited troupe of parachutists. Every post in the State is expected to participate in a parade, headed by local, State and national officials. About 50 bands will be in the line of march. With cooperation of the Chamber of Commerce, streets are to be decorated.

Special attraction is to be a Miss American Legion popularity contest. Winner will be awarded a free two-week trip to Florida. Runner-up will be given a diamond ring. Rita Nash will be in charge. She will be assisted by Helen Gilmore.

Mansfield Festival Is Big; Free Acts, Midway Featured

MANSFIELD, O., June 29.—Summer festival sponsored here on June 10-13 by Baku Grotto and Baku Chapter DeMolay was successful despite almost daily rains and a near cloud-burst on closing day. Advance details were handled by Sterling (Dike) Drunkenbrod and Maynard (Doc) Mast, who directed advertising solicitations for a souvenir book and banners. Merchandise awards were made the final night.

A 10-cent gate was on and two free acts, Hite and Dunn, high wire, and Gladys and Fondow, double traps, were presented nightly. J. R. Edwards Shows furnished 201 Wheel, Merry-Go-Round, Tilt-a-Whirl, Chairplane and Kiddie Auto. Also on the midway were Dick John's Penny Arcade, Greenwell's Athletie Show; Princess Marguerite, midgets; Marion Murdoch's Punch and Judy and Marion Walluck's Hoops on the Range Show.

Attractions for Kansas Event

PARSONS, Kan., June 29.—Thousands are expected to take part in an Independence Day Celebration in Marvel Park here. American Legion Post will sponsor a program of free acts before the park grand stand as first of a series of community entertainments. There will also be a fireworks display, sponsored by Federated Patriotic Society. Water sports will be presented at Municipal Swimming Pool. Fireworks will be in charge of C. B. Martin, assisted by Paul Gaiten, commander; W. F. Lawrence, A. N. Kennedy, T. A. Kelly and Frank Bourque. Concessions will be handled by C. E. Lestikow, assisted by H. C. McLain, George Christian, Joe Hoff and Joe Lauer.

Acts, Midway for O. Event

MINERVA, O., June 29.—Free acts and a midway of concessions and rides will highlight the 17th annual six-day Homecoming and Exposition in Minerva Lake Park here, reported Chairman Leonard O. Boerner. Exposition of Progress will feature displays by local industrial plants and merchants in permanent exhibition buildings. Last year's event drew 80,000. Charles A. Hart is entertainment chairman. There will be no gate charge.

Milwaukee Building Program

MILWAUKEE, Wis., June 29.—Popularity contest is being conducted in connection with eight-day Midsummer Festival to be held on the lake front here. Affair will open with a parade and sailboat regatta will follow. An illuminated 400-foot fountain and a \$7,500 aquatic fireworks display will highlight night celebrations. Program will include folk dances, concerts and pageant.

Shorts

PLANS mapped for two-day Hurford (Pa.) 120th Anniversary Celebration include rides, fireworks, concessions, dancing, parade, band concerts and historical pageant.

TRIUMPH ACTS, midway and parade are to be features of one-day Gainsburg (Ill.) Celebration, said Lowell L. Griffith, entertainment chairman.

PROGRAM for Mammoth Spring (Ark.) Independence Day Celebration under sponsorship of the Civic Club will include fireworks, concessions, sports and contests.

INDEPENDENCE Day Celebration in McPherson, Kan., under auspices of Junior Chamber of Commerce, will include (See SHORTS on page 83)

J. R. EDWARDS SHOWS

Want for MARION, OHIO, Week of July 10 to 13th, First in This Season.

WANT ROLLO-O-PLANE

Can place Center Machine, High Striker, Fan Power, Dancing Alley, Hoop-La, Small Fair City, State Show and Tent-Show, Barnerville and Byesville Homecoming to follow. Address all mail and wires to

J. R. EDWARDS SHOWS

UPPER SANDUSKY, O.

WANT FOR BIG STREET FAIR

TIPTON, IND., JULY 8-13

Sponsored by American Legion
Consisting of all sides and stages. Can see Hoppy Rides and Loop Clean Shows. Could use a small
show Gardner with Paper Rides. More good acts.
Address W. S. STAR, Tipton, Ind.

WANT

CLEAN CONCESSIONS AND FREE ACTS,
AUGUST 8-10th, 1940.

CICERO FALL FESTIVAL

E. A. CARSON, Box 28, Cicero, Indiana

COMING

8 Nightly Shows, July 22-27.
12,000 People Expected. Can use Ferris Wheel,
Merry-Go-Round, Concessions, Shows, Picture Show
etc. All Work Done.

LEROY COUNTY RECREATIONAL COUNCIL,
P.O. Box 1, Kinston, N. C.

CARNIVAL, WANTED

AUGUST 26-31

AMERICAN LEGION FARMERS' FAIR
RISING SUN, IND.
P. Fred Astor, Farmers' branch, Extends 80,000 Usd.
George E. Hall, A.G.L., American Legion
P.O. Box 2, Rising Sun, Indiana.

WANT

Concessions, Rides and Shows for
SEPTEMBER 12 THROUGH 14
Wm. W. BURTON, Chairman, Lake City Home-
coming Committee, Box 86, Lake City, Ohio.

AMERICAN LEGION STATE CONVENTION 9 DAYS SALISBURY BEACH, MASS. 9 DAYS

This will be largest celebration ever in this section. Midway is to occupy Broadway Square in the heart of Salisbury Beach. Fireworks and Free Acts every night. Will positively draw over half million people, including 100,000 Legionnaires and families who have already made arrangements to attend. Parades, Drum Corps competition daily. WANT Rides, Shows, Legitimate Concessions only. Will sell exclusively to responsible people. Write or wire

MULCAHY & DEAN, INC., Salisbury Beach, Mass. Tel. 250.

3
DAYS
JULY
11, 12, 13

BRIDGE OPENING CELEBRATION

ROCK ISLAND, ILL., JULY 11-12-13

ON MARKET SQUARE IN THE HEART OF THE CITY

3.
NIGHTS
JULY
11, 12, 13

Merchants, Chamber of Commerce and All Civic Organizations Co-Operating.

FREE ACTS, FIREWORKS and RIDES BOOKED.

We positively have contract for the entire Midway. Save your time and also the time of the local committees by contacting either M. J. Doolan, 2517 W. 59th St., Chicago, Ill., or J. Wagner, Cameo Hotel, Rock Island, Ill., after July 1 for concession space. Only reliable Merchandise Wheels and Crind Shows. WE HAVE NO free or ten-dollar space.

Amusement Ride Operating Co., Inc., M. J. Doolan, President.

Record Attendance of 289,000 At Providence Shrine Circus, With 60,000 at Final Performance

PROVIDENCE, June 29.—The 11th annual Palestine Shrine Circus, billed as the greatest outdoor show in the world, closed last Saturday night to the greatest crowd in its history and smashed all attendance records for the week, including the Narragansett race track mark. Show was produced by J. C. Harlacker and William Orkin.

Presented in the beautiful oval of the Narragansett track, the show played to an attendance of 250,000, compared to 160,000 last year. However, there were no matinees last year. Advance sale before gates opened was \$80,000.

On the closing night more than 60,000 persons paid to see the show. The grand stand, seating 12,000, was sold out an hour and a half before the opening spectacle. Underneath the grand stand and for a quarter of a mile in front of it every available spot of standing room was taken. More than 80,000 cars were parked outside the gates.

Rain struck only one day, when a terrific thunderstorm blew up just after the matinee Wednesday and cleared by 7 o'clock at night, an hour before the show. The storm cut down the night attendance to 20,000, but there were 7,000 at the matinee, bringing the day's gate to \$8,000.

The show opened in cold weather June 17 to a matinee around 3,000, but the matinees grew steadily throughout the week until Saturday, when 16,000 paid to see the afternoon show. Attendance record for the week follows: Monday matinee, 3,000; evening, 22,000; Tuesday matinee, 7,000; evening, 38,000; Wednesday matinee, 7,000; evening, 30,000; Thursday matinee, 7,000; evening, 24,000; Friday matinee, 8,000; evening, 40,000; Saturday matinee, 18,000; evening, 20,000.

All matinees booked the show of 40 acts. It was presented in two rings and on

three platforms, 60 by 60. Mack Karrow had the side show, featuring the headless girl and Zimmy, legless swimmer.

The Program

The program, announced by Ray Dean, included Gladstones and Moonie, Al Dion, Tito, Herb Taylor and many clowns, Christiansen's dogs, Five Wobblers, Senna Sisters and Claire, Capt. John Twibor and his seals, Oliver Astors and Lewis, Marahua, Don Francisco, Peter Waller, Peter Abdulla, Four Sydney, Adele Nelson's elephants, France and Laprell, Naida and Perez, Pops Doban, Jorgen Christiansen's horses, Plechiani Troupe, Korack Troupe, Neils Troupe, the Gibsons in the knife-throwing wheel of death, Walter Quise Troupe, the Oretons; Dr. Herman Ostermeyer with "Dobies," the wonder horses; Harry Lamatt Troupe, Flying Harolds, the Martins; Capt. Sol Solomon, high diver, Five Elots' Aerial Ballet; Four Bombshells with Jimmie Miliotti and Projay Ringens in his ride for life.

The 11 aerial acts formed the background of the setting and were presented following a 40-minute intermission.

When the record-breaking announcement was made over the mike by Dean on Saturday night the crowd applauded, shouted and whistled.

On Monday night, June 26, the Shrine Circus presented an extra show, "The Progress of the World in Fireworks." The fireworks factory of 44 men moved into the showgrounds on Thursday to start building the show, which included the great naval battle of Montevideo, showing the sinking of the Graf Spee; a horse race, a circus parade, all in fireworks, and thousands of bombs. The circus spent \$10,000 in fireworks.

For the 17th year the circus was under the management of Earl Wheilden, past president of Palestine Temple of the Shrine.

Arthur F. Brunner handled the publicity, which included only newspapers and radio. Radio time was free on stations WJAR, WEAN and WPRO. NBC Red and Blue, and Columbia, with some of the acts working 15-minute shows. Total accumulated radio time was over seven hours.

Satisfactory Biz. For Mills in Ohio; Program Bolstered

CUYAHOOA FALLS, O., June 20.—Mills Bros.' Circus, Jack Mills, manager, now in its 11th week, is playing thru Northeastern Ohio to satisfactory business. It experienced the best day since going into Ohio at Huron June 14. Show will continue to play Ohio for several weeks. It is playing under auspices. Rain and cold weather have been encountered too frequently.

Program has been bolstered by the addition of the Albert Powell Trio, wire act, and Totin, educated pony, which also appears in the kid show. Performance is being presented in one large ring and two auxiliary smaller rings. Jake Mills' eight-piece band is carried and includes W. Max White, bass drum; Fred Franklin, snare drum; Irving Harris and Walter Cook, trombones; William Fungborn, baritone; Arthur Nettington, clarinet; Jake Mills and Frenchy La Bouef, cots. Band has new uniforms and will shortly add a cello.

Starting July 18, the show will bill more extensively and will have a new line of paper. First, lithographing will start, then a new throwaway, prepared recently by Ora Parks, will be distributed at each stand. Advance also will be augmented. Mills has been spending much time abroad on banners, but expects to be on the show more now, he said. Cookhouse, on a specially built semi-trailer, is one of the best equipped of any of the motorized shows today.

Show is using a three-high grand stand with individual chairs on one side and boxes at each end and on the opposite side. Harry Mills has charge of programs, and show boards of a small grab stand in the front yard. Concert is doing nicely, with mostly Wild West people being presented. It goes for a dime. Big show admission is 40 cents, with an additional charge of 25 cents for grandstand chairs. Equipment is in good condition and show is moving on schedule. Show carries one bill.

Business at Wellington, day prior to this town, was fair, with rain at night, but a capacity crowd. Matinee was light. Newspapers are lending excellent support at practically every stand.

Tributes to Jess Adkins

With the passing of Jess Adkins, owner-manager of Cole Bros. Circus, at Gardner, Mass., June 25, the big top lost a great showman. He knew the circus business from beginning to end, having spent over 85 years in it. That he was very popular is attested to by the following tribute to his memory from his associates and close friends in show business:

"The show world lost a friend when Jess Adkins passed on," said Zack Terrell. "Everyone was shocked when the news was flashed that he had been taken suddenly. He was liberal to a fault, and I have lost a pal and a great partner. I shall never feel toward anybody as I felt toward Jess. We had been together for years and in that time a bond between us was formed that linked us together as brothers. The show will go on, but Jess will be missed by me, everybody with our organization and a host of real friends all over the country."

"It was only a few minutes ago that I learned my friend, Jess Adkins, had been called on," said Charles Sparks. "It seems many hours ago as I tell myself. It can't be, as I try to comprehend, to understand and to realize the significance of this loss. It is such a shock that I am utterly bewildered."

"Jess Adkins was the best liked man I

have ever known. He was kindly, sensible, honest and fair in all his dealings. He was one of the altogether too few people on this earth who seemed to get genuine enjoyment out of helping and befriending others. He was a most capable showman."

"Jess Adkins has gone, but he will never be forgotten. The world is better for his having lived. He has left a glorious example for us to follow and his traditions will have an everlasting beneficial effect on show business. He has been called to that heavenly canopy, the last and biggest big top of them all, and we stand in the dazzling presence of the Master Showman of all eternity, his brilliance will add luster to that glorious gathering. God rest his soul. May he be in eternal peace that knows no awakening."

"John Robinson: "I was shocked and stunned by the death of Jess Adkins. He was one of the most typical circus owners and managers of the present age, one of my closest friends and one of the greatest men in show business. The circus field has lost a great champion."

Bob Minet: "A great showman and friend was Jess Adkins."

Ira M. Watt: "The death of Jess Adkins stunned me and I have lost a friend. The show world has lost one of the most capable and persevering showmen in America—one that can never be replaced."

Henry Ringling North: "My brother John and I were greatly shocked to hear of Jess Adkins' untimely passing. His was a fine character and he will, no doubt, be long remembered and sadly missed."

B. L. Cronin: "It is with deep regret that I learned of the passing of Jess Adkins, with whom I was associated for years with the Mugivan-Bowers organization. Jess was a capable manager and one of the few who knew every angle of circus business, from front to back, as well as the advance. He will be greatly missed by the circus world."

R. M. Harvey: "Words cannot be found to express the grief and heartache caused by the death of so noble a character as Jess Adkins. To him who was ever a friend and helper, always stand in his belief of the Golden Rule and always able to stand face to face with adversity as well as success, we take this opportunity to say 'Jess, we miss you more than words can tell, but will join you some day for the grandest spec under the greatest big top of all!'"



JESS ADKINS

So Long, Jess

By FLOYD KING

Jess Adkins was the greatest showman of his day—a genius of the big top, colorful, astute and a wizard in organization—universally respected, loved and admired by all the thousands with whom he came in contact.

He never deserted a pal or a friend. He never turned a deaf ear to a workingman—always good for a touch or a loan; few abused the privilege, for even the chronic borrower knew he was too much of a regular fellow.

In this troubled circus world he did not reach the topmost heights attained by some other showmen. But, indeed, it was no fault of his. Rapidly shifting conditions and adjustments made this so. Success in hard work combined with some luck. Surely the little goddess of luck often failed him.

Jess Adkins came up the hard way. A Horner farm boy, his lot was not an easy one. He was 10 years old, a ranch hand 20 miles from La Grande, Ore., when he learned the Barnum & Bailey Circus was to be at Walla Walla, Wash. He was on hand to greet the show and left town that night as a waiter in the cookhouse.

Winter found the embryonic showman peddling books from house to house, studying shorthand and typing at night. Soon he became a stenographer for Ringling Bros. He learned the rudiments of the circus business from the best teachers. In a business where competition is keen his rise was slow but constant. He carefully built the foundation that he put to such good advantage in later years. Only once did he desert the circus and that was during the World War when he became an ensign in the U. S. Navy.

To know people you have to live with them. Jess Adkins managed Gentry Bros. Circus for me several years. Show business is just show business; nicks and changing. Later, for many years, I worked for Jess Adkins. A lot of fellows are great until you become closely associated. When you work with one you surely are able to sound the depths of his character—to know if one is a phonny or a gem. The ones who worked with Jess Adkins admired and respected him best.

Jess Adkins looked and acted the showman at all times. He loved everything connected with the world of red wagons. He often told me he knew nothing except the circus. He loved children and idolized his family. If Jess Adkins couldn't speak a good word, he didn't say anything. Always thinking of friends, he would frequently write a Circus Fan to be sure and see his show at a near-by stand.

It is not so hard to take out a circus. But to take one out and bring it safely back in a sea of uncharted and troubled business, season after season, is but the work of a genius.

Following several years of tough business, the disastrous Cole Bros. fire last February and an opening day in Rochester, Ind., May 3, when weather conditions were very tough, I saw Jess last in Marion, Ind., the second day's stand. The night was cold, the lot soft and damp, the entry was paving, and with a smile he said: "The miracle has been accomplished." And indeed, it had, but accomplished by miracle hands.

Gainesville Off Road Until Fall

GAINESVILLE, Tex., June 29.—Decision has been reached by officials of the Gainesville Community Circus to suspend performances until opening of the fall season at the Cooke County Fair here August 16 and 17, followed by engagements at Chillicothe, Port Worth and Henrietta.

Previously it had been planned to play one or two midsummer dates, but the proposal was dropped due to tent rentals which will keep the big top in service most of July and partially because of the European situation, which has caused a sharp drop in public interest in amusement enterprises.

Superintendent Alex Murrell is fitting the new quarters with polo racks and workshop. The show's wagons are on display in an adjoining building.

Odion in Chi Hospital Recovering From Operation

CHICAGO, June 29.—Dan Odion, former circus manager, is in Washington Boulevard Hospital here recovering from an operation for kidney stones. He went under the knife last Saturday and is getting along nicely.

He was operated on about a year ago for the same trouble. His wife, Ola, is with him.

Parks Joins Hoot Gibson

CANTON, O., June 29.—Ora Parks, after completing a week between Syria and Lorain, O., for Mills Bros. Circus, joined the Hoot Gibson Rodeo as press representative.



With the Circus Fans

By THE RINGMASTER

President WILLIAM H. STODD W. M. BUCKINGHAM
26 Merrimac St., New Haven, Conn.
20 Main St., New Haven, Conn.
(Conducted by WALTER HOFFMANN, Editor
"The White Tree," 1000 Hubbard St., Chicago,
Ill.)

ROCHELLE, Ill., June 29.—Elmer O. Lindquist, historian of the Black Landoll Tent, Hartford, Conn., established a record the week of the CPA convention by clowning on three circuses. At New London, June 18, Elmer clowned at both performances of Cole Bros., using his Fatima character in spec. Also clowning for the two performances was Gil Conlison, president of the tent. On the 19th, Elmer clowned at both performances of the Big One and Gil at the matinee. The last three days of the week Elmer clowned at the Shrine Circus at Narragansett Park, near Providence, R. I., where he made six performances. During this engagement, Edward (Blackie) Nys, of Hartford, old-time trouper, looked after Elmer's progs.

During the convention, Lindquist autographed his clown pictures, which were distributed to those attending.

Among the fans attending the Shrine Circus at Narragansett Park were Manuel Eno Jr., Fall River, Mass.; Ted Laxley, Cranston, R. I.; Bugs Raymond, Norwich, Conn.; Bill Day, New Britain, and Jim Hoy, Hartford.

Fred W. Schlotzhauser, Oquawka, Ill., after a day of the convention, caught Russell Bros.' Circus at Lawrence, Mass., visited a brother in Boston, and then went to New York to visit the fair.

Mr. and Mrs. W. H. Hobmehl accompanied Mr. and Mrs. Walter H. Buckingham by auto to their home in Gales Ferry, Conn. They spent two days visiting and sightseeing in New England.

They witnessed the Yale-Harvard Boat Races and for the races the Buckinghams also had as their guests Mr. and Mrs. Gilbert D'Orio. Minert, well-known clown, was formerly on the Sparks Circus. From Gales Ferry, the Hobmehls went to New York, where they joined Mr. and Mrs. Frank H. Hartness and Mr. and Mrs. George Freeman, spending four days taking in the fair and sightseeing.

Mr. and Mrs. Joseph L. (trip) Stone, of Woodstock, N. B., made their first CPA convention. Another old-time fan making his first convention was Frank D. Penderson, of Alfred, Me.

In driving to and from the convention in Hartford, Mr. and Mrs. Tom Gregory, of Akron, O., covered 1,226 miles, making frequent stops to take scenic pictures in Pennsylvania, New York and Connecticut.

Lawrence C. Brown, of Portland, Me., caught Russell Bros.' Circus at Sanford and reports an excellent fast-moving performance. Renewed acquaintances with C. W. Webb and Mr. and Mrs. Donnelly and enjoyed visits with Huber Jay and family, Eddie Woockers and Charley Duble.

Mr. and Mrs. J. A. Westmoreland, of Los Angeles, had as their guests at the Gobell Wild Animal Farm recently, Mr. and Mrs. James V. Chloupek and their niece, Arline Ormond also was in the party. Louis Roth honored Chloupek by dedicating the afternoon performance to him. He is a member of the James A. Bailey Top, Oakland, Calif.

Albert D. Miller visited Cole Bros.' Circus in New Brunswick, N. J., and the Hamid-Morton Circus at Plainfield.

James B. Tomlinson, CPA, and wife had the following Ringling-Barnum folks at their home for supper between shows in Portland, Me.: Pat Valdo, Mr. and Mrs. Hubert Castle and son, Hal, and Norma Hunter.

Six H-M Employees Injured in Truck Accident

SCRANTON, Pa., June 29.—Six employees of the Hamid-Morton Circus were injured here Saturday (22) when a truck made a wild dash down a hill and hit a bridge after the brakes failed to hold. They were en route to Utica, N. Y., from Reading.

Those removed to State Hospital for treatment and later discharged were William T. Chamber, Joseph McGuire, Upton Walker, Driver Martin; Albert Laug, colored, and Robert Carman, colored. Merritt P. Allen was driving.

Mills Bros.' Circus Wants

Family Arts which is 2 or 4. Salary must be low, or else there must be very work. Also will buy for and keep Spec. Ed. or 10-foot Board Top and the standard Show Property. Need Clerks, French Hornmen, Harp, Violins, Bassoon, etc. MILLS BROS.' CIRCUS, as per route in The Billboard.

R-B To Play Detroit 4 Days For First Time

DETROIT, June 29.—The Ringling-Barnum circus will have its first four-day stand in this city, July 11-15, in at least 30 years, according to the memory of oldtimers. All records indicate three days as the maximum stand for H-D or for either the Ringling Bros. or Barnum & Bailey shows before the merger.

Longer booking for Detroit is the result of the unprecedented date of last summer, when the show broke all local records and played what was considered about the best stand of the season for three days, despite the fact that it opened on the closing day of the two-week American Legion-sponsored circus here.

Opening Saturday, July 13, the show plays two days at the lot on the east side at Warren and Conant avenues, which was broken in last year, and then moves to the northwest section at Liverpools and Oakman avenues, playing on a new lot about a mile north of last year's crowded west side lot.

Banners were put out Monday, a week ahead of usual schedule, with posters and cards not scheduled to start till next Monday (July 1).

13,000 at Nashua, N. H.

NASHUA, N. H., June 29.—Giving this city of approximately 32,000 population its first big circus since 1916, Ringling Bros. and Barnum & Bailey circus last Saturday attracted a good afternoon attendance of 7,500 and a typical Saturday night house of 8,500.

Located on the State line, show drew from two larger Massachusetts cities, Lawrence and Lowell.

Manchester, the perennial Granite State stop with 78,000 population, was omitted from this year's itinerary to experiment with Nashua. Last big circus to play here was Barnum & Bailey.

Prior to Nashua, Providence, R. I., produced a 7,000 afternoon crowd and 10,000 Friday night.

Side show did exceptionally well in the afternoon but at night turnout was average.

Other New England Towns Good

BOSTON, June 29.—The Ringling Bros. and Barnum & Bailey Circus did excellently in New England on its return visit, the first, of course, having been the Boston Garden dates in May. At Providence, where opposition was encountered from the Shrine Circus, it played to a capacity matinee and a very good evening crowd. The Bangor, Portland and Nashua crowds were very good.

At Worcester the show was visited by Harold Bennington, veteran Boston newspaper man, who had been ill with a heart attack and who was for the first time in many years unable to cover the Boston engagement this year. George H. Seal, of The Boston Post, came on also at Worcester for a brief visit, which will be lengthened later in the season. At Nashua, N. H., Floyd L. Bell, former press agent with the show, now a resident of Boston, drove up with his family, which includes, in addition to Mrs. Bell and Barbara Bell, a one-time circus protegee, Betty Bell, whose book Circus had wide circulation several years ago. Also at Nashua were Mabel Stark, now wild animal director at the Benson farm; John Meddar and wife, the former Emily Blum, son, former Ringling artist, and others.

Many of the showfolk visited John Nealon, who was too ill to attend the performances, and for most of them it was their first glimpse of the Wild Animal Farm at Hudson, a suburb of Nashua but three miles from the lot. Among those who visited the Benson Farm were Henry Ringling North, George W. Smith, Marie Evans and McCormick Steele.

The new blue big top made a tremendous hit with the New Englanders, who had not seen it before, and the fact that the lighting system could thus be used to advantage at the matinees was widely commented upon.

Miss Thompson, mother of George W. Smith, visited the show at Nashua and Worcester, as did one of George's sisters, May and Thel (Nelson) Marlowe not only visited relatives at Providence but went on to Fall River to visit Theo's sister on the Cole Bros.' lot.

Cole Bros. showed within a few miles of the Ringling show throughout the week of New England showing. At Lowell they

CIRCUSES

Circus Saints AND Sinners' Club

By FRED P. PITZER

(National Secretary)

NEW YORK, June 29.—Sister Capt. Bob Bartlett, veteran explorer and ardent member of the Dexter Fellows Tent, sailed with his schooner, the Elsie M. Morrissey, on his annual expedition to Greenland, taking 18 college students and five experienced sailors on his crew. The expedition will last two months. Bartlett was one of the early Fall Guys of the club.

It was with deep regret that the members learned of the death of Col. Fred Margerum, who was one of the early members of the Dexter Fellows Tent and a regular ever since. Fred died on June 7 in Monmouth Memorial Hospital, Long Branch, N. J., where he had been a patient for about two weeks. The Colonel had no enemies. Everyone loved him for his kindness and sympathy. He was one of Governor Hoffman's personal aids and was named a Colonel in the New Jersey National Guard by the governor, which he served as finance campaign manager. At his death he was manager of the State Traffic Bureau of the Motor Vehicle Department. Many Dexter Fellows Tent members attended his funeral.

The resignation of Gene Buck from the Executive Committee of the Dexter Fellows Tent was accepted with regret. It was mainly due to pressure of other business and in his letter of resignation Gene, among other things, states: "I have always had and always will have a soft spot in my heart for our Saints and Sinners organization, a great organization indeed." Buck is succeeded on the committee by William Van Atten, vice-president of the Dun-Bradstreet Co. Van Atten has served before in this capacity. He is a forceful type, a lover of the circus and one who will give lots of time to furthering those things which will lead to the tent's main objective.

The Saints and Sinners soft ball team has already arranged games with Col. Teddy Roosevelt's Oyster Bay "Oysters," the Lambs' Club and Lowell Thomas' "Nine Old Men." The S and S team has been greatly strengthened this year.

The Progress-Index of Petersburg, Va., of June 29 contains a splendid account of former National President of the CESCA, Remond L. Arnold, and his rapid progress as a manufacturer. In five years this pen and pencil manufacturer has increased from 75 to 150 employees and the building housing this force now occupies 46,000 square feet. Besides being the company's president, Remond heads up the city council, is a member of the city and State Chamber of Commerce, a member of the board of directors of the Virginia Manufacturers' Association and past president of the Kiwanis Club. Arnold was one of the organizers of the Will Rogers Tent of his city.

A nice letter comes to us, with route card of Al G. Kelley & Miller Bros. Circus (which during June made one-day stands in Kansas) from Betty Leonard. In her letter Betty describes the loss of one of her performing dogs.

were but 10 miles from Nashua, while at New Bedford and Fall River they were only a few miles from Providence. Many of the folks from both circuses visited back and forth. The Cole show did nice business in each of the towns named and was well satisfied with its excursion into these parts.

At Providence and Fall River the two shows were visited by Adele Nelson, Macabias, the Plechians and others who were playing the Shrine Circus at Narragansett Park in Providence.

Russell Bros.' Circus also was in this territory and here again visits with one of the other or both were possible.

Bridgeport's Biggest Crowd

BRIDGEPORT, Conn., June 29.—The Ringling-Barnum show, playing here on June 29, did the biggest circus business in the history of Bridgeport. Matinee attendance was capacity and at the evening performance there was a turnaway. Customers occupied every available bit of space filled with straw, and when the racing was ready to go on they were abuzzed into the rings. Crowd estimated at 28,000 saw the show. The side show stayed open an hour longer than usual to take care of the crowds. It was the first show to play Bridgeport this season.

WANT TO BUY

BIG TOP

(for One Ring Show)

About 130x160—fully equipped with central poles—quarter poles, grand stands for chairs and blues and riggings.

Write to
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Under the Marquee

By CIRCUS SALLY

NOTHER CORNING will observe her 85th birthday anniversary July 18.

BIG AND OLLIE BONHOMME recently played the Food Room at the Jiggle-Wiggle store in Marshall, Tex.

ASHLAND MARSH entertained Lou Walton and Jack Kippel when Cole Bros. was in Trenton, N. J.

ARLIE SILVERLAKE left Howe Bros. Circus and returned to his home at Medina, Ind.

PROF. WALTER B. LEONARD cards that Glenn Falls, N. Y., is "hungry" for a circus and that conditions there are good.

JAMES MCKINNA saw Cole Bros. at Allentown, Pa., and Ringling-Barnum at Providence, R. I. Attendance for both was very good.

DELBERT GRAHAM and wife and their trained chimp, "Andy Calico," will return to California to fill a long contract. They have been on a visit at their home in Saginaw, Mich.

ON JUNE 22 Bell Bros.' Circus showed at Bedford, Pa., 12 miles from Williamsport, and had three agents from Williamsport as visitors—Ben Holmes, Ralph Staver and George C. Page.

VISITORS at the Mills show when it played Cupahoga Falls, O., were Jack Nedrow, Murray Powers, Margaret and Bill Myers, Roy Whit, Mr. and Mrs. Ray McConnell.

WHEN the Cole show was in New London, Conn., M. L. Andrews entertained Mel Bates, Jimmie DeCobbs and Lou Walton with a steak dinner after the show. Andrews formerly tramped with them.

R. M. HARVEY, general agent of Russell Bros. Circus, visited the show at Concord, N. H. Business was big. R. M. says that Eddie Woerkert has a band that wins rounds of applause during the concert prior to the performance.

HUGHIE FITZ & CO. (two clowns and three trick dogs) presented their acrobatic, magic, juggling, contortion and talking act for Mrs. Payne Whitney's Green Tree Fair at Mansfield, L. I., June 24.

RINGLING-BARNUM will appear at Oshkosh, Wis., August 9 for the first time in three years. The circus will be at the fairgrounds and stops off at Oshkosh between Madison and Milwaukee engagements.

VAL COOCIAN and Frank Johnson, oldtimers, are being treated for heart trouble at Billings Memorial Research Hospital, Chicago. Capt. C. Borenstein reports, and would like to hear from friends.

THE LERCHES, after a few weeks of night clubs in and around St. Louis, will open their outdoor season July 4 at Jacksonville, Ill. Will again join Raymond's grandstand attractions for 10 weeks of fairs.

KLINE BROS.' high act stars leaving the White City Shows at Norman, Mont., has been kept busy. The past two weeks the act has been with Eli Lagasse's Shows in Massachusetts, and it is booked solid until September 18.

ARTHUR BORELLA closed the season with Fernandes' World's Fair Revue June 17 after a nine-month tour of the Hawaiian Islands. After a week's layoff he opened in Illino, Hawaii, with Fernande-

son's new show, *Prilite of 1940*, as comedian and doing specialties.

MINTY KELLY is scoring in the Shubert musical comedy, *Keep Off the Grass*, with Jimmy Durante, at the Broadhurst Theater, New York. He has received some nice notices in the press. Kelly is doing his full tramp character, silent with exception of the scene.

THE SUNDAY, July 7, date at Warren, O., for Cole Bros.' Circus is out. Instead the show will jump direct from the Saturday stand, New Kensington, Pa., to Steubenville, O., for July 8, then back into Western Pennsylvania for July 9 at New Castle, Pa.

LILLIAN STROCK, trapeze performer, who is contracted under the banner of Klein's Attractions, recently completed an engagement for the Sheiby (O.T.) Fire Department and, according to C. A. Klein, is in no way connected with the J. H. Edwards' Shows he was stated in the June 22 issue of *The Billboard*.

WALTER L. MAIN and wife are visiting the latter's brother in Maplewood, N. J., for several weeks. The Maines saw the Hamid-Morton circus on the lot at Reading, Pa., but did not attend a performance. They caught Butter Bros.' circus in Newark, N. J., and will on the New York World's Fair and the Eastern resorts.

ADVERTISING Car No. 1 of the Ringling-Barnum circus was in Akron, O., June 20, billing that city for July 10, first time in several years. Car went there from Cleveland and trucks were used to bill Lorain, O., for Sunday, July 7. Car moved to Toledo, only other Ohio stop the show will make on its westward trek to Chicago for late July.

Dressing Room Gossip

COLE BROS.—At New Bedford, Mass., two happy events took place on the show. Harlan (Dutch) Burkhardt became the father of an 8½-pound boy, and Joe Galasso, former topnotcher with the McCormick Troupe and now with the Loyal-Repensy family, was married to Eulina Loyal, daughter of Julius Loyal. There were plenty of refreshments. Many visitors came over from the Protomide Shrine Circus—Walter Guice, Marks Boning, Murray Anthony, Herb Taylor, Dick Taylor, Ruth Monde, Bert and Corinne Dearen, Eddie Le Doux, Jimmie Millette, Bo So and others. Leo and Ethel Hamilton also were visitors. Marion Erway, who is with the D'Arcy circus of the Air, caught the night show at Allentown, Penn. Bert and Irene Sharp spent the day with Mrs. Freeman and the writer at New Bedford and saw the night show. Irene was formerly the wife of Gene DeKos. She lives in Providence.

Harold Voice, the Chetons and Eddie Ward were recent visitors. There had a lot of the Ringling folks visiting the show of late, as we have been only 20 miles apart the last four days. Saw Art Connerio, Billy Krause, Erie Pirth, Walter Porter, Chita and Cometta Cristiani. Cecil Labelle has been on the sick list the last few days. Mrs. Harry McFarlan, wardrobe mistress, fell and sprained her ankle, but is carrying on with aid of a cane. Otto Justice Loyal and Harold McCroy went golfing and the writer is informed that Otto made a grand score.

He did the nine holes in 177. Nice going, Otto. The writer won't mention how many balls he lost. Notice the cowboys sprouting lots of new wardrobe lately. Clarence Canary, Ralph Clark and Artie Gilliam are giving Ken Maynard fun for his money. Lee Smith, Jimmie De Cobb, Ted Tracy, Harry Hoffmann, Jack Wolf, Jack Kipper, Hal Rainey, Lou Walton, Harold McEvoy and the Indians staged a nice little show for the crippled children at New Bedford. See where one of the Indians is practicing the head-over-gas. Think he wants to put it in the concert. **FREDDIE FREEMAN.**

Frech Plant in Ruins

MARIE SHADE, N. J., June 22.—The William Frech & Co. plant here, gutted by fire last week, remains only a blackened brick wall as a monument to a thriving business of building circus wagons. Frech's father, Christian, started the original wagon works 50 years ago with another son, then known as C.

Frech & Son Co. Ten years later William Frech took over the company and put it in his own name. He installed machinery then for large scale operation. It was another 10 years before he developed the flourishing circus wagon business which continued until after the World War, when trucks gained a foothold and crowded the wagons off the road.

Canton Club Organized; Sterling Is President

CANTON, O., June 29.—The Canton Showmen's Club, an organization whose membership is limited to actors, performers, newspaper men and those formally engaged in show business as actors, performers and musicians, was organized here June 16. The club has a charter membership of about 40. Articles of incorporation have been filed with the secretary of state. Incorporators are George W. Rinehart, Art Hill and George Marlowe. Over 100 applications are pending and action will be taken on them as soon as the charter papers arrive from Columbus. Club expects to be located in a modern clubhouse by next winter.

Edward J. Sterling, Canton attorney, is president. Other officers are Ralph Smith, vice-president; William Blause, secretary; Leo Portmann, treasurer, and Robert Shriver, Roy Wild, George Rinehart and Lucretia Shaub, trustees.

Sherlock Evans, city solicitor at Massillon, was one of many who were active in the organization of the club. Among the other eligible, who reside in Massillon, and are on the charter list, are Pete and Flo Mardo. The club anticipates a large membership from Akron and other neighboring towns.

Reception for Pat Valdo

NINGHAMTON, N. Y., June 29.—When Ringling-Barnum circus played here June 18 the Pat Valdo Tent, Circus Fans' Association, gave a reception in honor of Pat Valdo, who was born and reared in Ninghamton.

Party was given at the home of Pat George and Helen Schoderer. In addition to the many fans present, there were the following from the circus: Mr. and Mrs. Pat Valdo, Mr. and Mrs. Fred Bradna, Mr. and Mrs. Melvin Evans; Mrs. Aubrey Ringling and daughter, Nabel, and son, Paul; Henry Ringling North, Paul Horuppa, Mr. and Mrs. Roland Butler and Miss Ardely.

All fans attended the night show in a body. Following the performance Valdo and wife were entertained at the Hotel Bingham by Kit Tierney, proprietor. Members of the Pat Valdo Tent also were present. Tierney showed Valdo the large circus ballroom, called the Bingham Big Top, that he has built in his honor.

The Corral

By ROWDY WADDY

REVIVAL of the old Bismarck (Mont.) Round-Up will be inaugurated late this summer when first one since 1929 will be held. Junior Chamber of Commerce is behind the revival. Cy Davis is secretary-manager. Opening event will be launched under floodlights, with every chute debouching a bareback rider.

WINNERS AT the Dorothy, Alta., stampede were: Bronc Riding—Johnny Glazier, Ted Glazier, Arnold Montgomery, Bareback—Arnold Montgomery, Alton Johnson, E. Lunde, Boys' Steer Riding—Alfred Pugh, Billy Neek, Wild Cow Milking—Johnny Glazier, Tom Hodgson, Ben Wahl, Calf Roping—Albert Olsarneau, Tom Peake, Tom Hodgson, Eddie Horse Race—Tom Hodgson, Jack Prake, Arthur Olsarneau, Free-for-All Racer—Dick Congrate, Tom Prake, Tom Hodgson. Judges were: Eric Hodges, Dick Congrate, Albert Olsarneau.

PLenty OF JACKPOTS were cut recently on the Riding Sun Ranch near Guernado, N. M., owned by Eleanor, Cline Williams, former girl bronc rider with Col. Tim McCoy Wild West Show in 1928, and formerly with Ringling-Barnum circus. She entertained as her guests Dore and Dolores Nimmie, Dale and Ruth Robertson, and Harry and Nedra Thomas. Ranch house took on the site of a circus lot for two days, and on Sunday afternoon a performance was staged in the big corral. Eleanor presented her 11-year-old daughter, Nan, who is slated to make her debut as a trick rider soon at a rodeo in Arizona. After the perform-

ance horse racing, calf roping and fancy shooting was held, with Nimmie taking honors in all three departments. The Nimmies are playing a circuit of rodeos.

PAUL MILL presented the two-day rodeo at Arcois (Calif.) Golden Jubilee Dairy Festival, near the center of city. Attendance was reported over \$10,000. Many top hands contested. Dowdy Bros. supplied seats and side walls; Andy Juarez got the stock. Juan Yurua was in charge of the chutes. Final results: Bareback Bronc Riding—Edward Ryan, Mitch Owen, Bob Daley, Carl Monroe, Sodden Bronc Riding—Fritz Truan, Jackie Cooper, Zack McGivigan, Mac Owens, Brahma Bulla—Bob Daley, Zack McGivigan, Loren Fredericks, Frank Mendor. Steer Wrestling—Fritz Truan, Holloway Grace, Clay Carr, Carol Henry. Calf Roping—Clay Carr, Asbury Schell, Joe Edwards, Hugh Strickland.

A LABOR CROWD attended opening session of third annual Mirro Contest Rodeo at Mead, Mo., June 13. Doris and Delora England, eight-year-old trick-riding twins from Kansas City, Mo., were popular. Fourteen cowgirls took part. Outstanding was Goldie Corbin's calf roping time of 22.2 seconds and Red Breckenridge's time of 9.2 in bulldogging. Results in some events: Calf Roping—Goldie Corbin, Hugh Ridley, Clyde Nightower, Bill Her, Bill Lawrence, Bill Pelt, Bud McDaniels; Vic Blackstone and Harold Ridley, no time. Bulldogging—Red Breckenridge, Ralph Warren, Bill Pelt, Bill Her, Clyde Nightower, Goldie Corbin, Harold Ridley, Bob Her, Vic Blackstone. Participants in Brahma bull riding were Almon Atkinson, Dan Wilder, Jim Shumaker, Don Roachberry, Rex Campbell, Shorty Oregon Jr., Slim Calif., Goldie Corbin, Kid Roberts, Bill Her, Grady Price and Jimmy Haren; in saddle bronc riding, Jimmy Haren, Bones Ashton, Red Breckenridge, Her, Campbell, Dave Sanford, Grady Price, Orville Vaeter, Goldie Corbin, Almon Atkinson, Bill Pelt, Karl Roger and Dan Wilder.

RESULTS of King City (Calif.) Stampede June 18-19: Bronc Riding—First day, Cas, Frank Schneider, Jackie Cooper, Fritz Truan and Kid Metcher split third, Second day, Doff Aber, Alvie Gordon, Jackie Cooper, Pete Grubis, Wild-Cow Milking—First day, Henry Bird, Bill McGrath, Robert Brimphill, Ross Walling, Second day, Joe Russell, Clyde Taylor, Gordon Williamson, Charles Parlett, Steer Wrestling—First day, Glen B. Shaw, John Bowman, Hugh Clingman, Second day, Bruce Rose, Glen B. Shaw, Carol Henry, John Mender, Team Roping—First day, Kit Silcock and O. P. Williamson, Harold Gill and Charles Akers, T. J. Martin and Clyde Taylor, Joe Violini and Ben Violini, Second day, Cap Evans and Ronnie Russell, James Barber and Bob Parsons, Bert Doster and Pete Duckworth, Archie Soto and Charles Parlett, Single Steer Roping—First day, Ken Bookenogen and Ronald Russell split first; Frank Ollis and Fred Alm split third and fourth, Second day, Bill Bookenogen, Joe Violini, Charles Akers, Kit Silcock, Finals, Bill Bookenogen, Charles Akers, Joe Violini, Frank Ollis, Calf Roping—First day, Steve Kelly, Clay Carr, John Schoderer, Bill Kesson, Second day, Gordon Davis, Sam Fetherer, Homer Pettigrew, Charles Jones, Finals, Cleve Kelly, Willie Kerren, Glenn Shaw, Johnny Gardner, Bareback Riding—First day, Carl Dowdy, Buck Wyatt, Joe Burrell and Fritz Truan split third and fourth, Second day, Gene Rambo and Edward Ryan split first and second, Sam Faust, Frank Schneider, Bull Riding—First day, Hank Bills, George Mills, Frank Schneider, Nick Owens, Second day, Hank Bills, Buck Wyatt, Carl Dowdy, Racing Events: 300-Yard Dash for Southern Monterey County Cowboys—Shorty Williamson, Willie Bragg, Tom Scott, Three-Hundred Yard Dash for Ladies—First day, Irene Ayres, Doris Mae Reich, Edith Merrill, Second day, Rose Southworth, Doris Mae Reich, Edith Merrill, Quarter-Mile Free-for-All—First day, Cuff Burrell, Floyd Murphy, Jim Phillips, Second day, Floyd Murphy, Cuff Burrell, Jim Phillips, Half-Mile Free-for-All—First day, Cuff Burrell, Floyd Murphy, Mack Simpson, Second day, Cuff Burrell, Al Landon.

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

New Skating Org Is Formed

ALBANY, N. Y., June 20.—To foster and encourage roller skating activities and formation of amateur roller clubs, exhibitions and contests are among purposes of Metropolitan Amateur Roller-Skating Association, Inc., New York City, a non-stock membership corporation which was granted charter of incorporation on June 20 by secretary of state. Principal office will be in New York City. Promoters and directors include Edward Harrington, James Carr, Joseph Harod, Claire A. Oulan, New York City.

PLANS have been completed by Mrs. Lee Lippa and Jay Meyers, owners of Palmer Park, near Detroit, for installation of a roller rink.

PRACTICE for a fall skating revue at Imperial Roller Rink, Portland, Ore., has begun under direction of Marjorie Griffith. Between 35 and 50 skaters will appear in the show. Classes for beginners and advanced skaters, held before regular sessions, continue to draw.

CONSTRUCTION of a new roller rink in Winterset, suburb of Jackson, Tenn., is under way, reported Ed Stephenson. It will be operated by Mr. Howe. A portable is operating at Lakewood Ball Park, near Jackson.

NANTASKET Rollerway at Paragon Park, Nantasket Beach, Mass.; Chez Vous Rollerway, Dorchester, Mass., and Lyndhurst Rollerway, Marlboro, Mass.; Fred K. Freeman Rinks are operating on summer schedule. Nantasket is holding

daily matinee and night sessions, with three on Sundays. Ira Bates and Frank Fischer are organists. Party is listed for night of July 3. Chez Vous is operating on Monday, Thursday, Friday and Saturday nights and Lyndhurst is holding sessions on Wednesday, Thursday, Friday and Sunday nights. It also will hold a party night of July 3.

HAZEL PARK Roller Rink, Hazleton, Pa., has organized a club.

BECAUSE of substantial damage caused by the Susquehanna River flood in April, Dan B. Davis' Roller Rink at Kingston, Pa., may not be opened until fall. As soon as repairs are completed he will devote attention to reconstruction of the adjoining outdoor ice rink.

STERLING Roller Rink has opened in Lakewood Park, Sheboygan, Wis., with daily afternoon and night sessions.

FORTY-EIGHT members of the Oak Rink Club, Portland, Ore., were to journey by bus to present floor shows at Redondo Beach, Wash.; Vancouver, B. C., and Seattle. Two shows, afternoon and night, were listed for Redondo Beach on June 10. Troupe was scheduled to perform at Vancouver's Roller Bowl on June 17 and 18 and at Seattle's Playland Roller Rink on June 19. Truck is needed to carry properties, which include four chartots. Trip is financed by club members, aided by whatever host rinks are able to contribute.

KEITH FOX, owner of Fury's Roller Rink, St. John, Kan., has formed a skating club. Members will skate on Wednesday nights and once a month a free dance will be held for them after session. Policy of awarding door prizes has been put into effect. Saturday night will be guest night, guest being permitted to skate for 5 cents when brought by a regular customer.

RAYMOND JACKSON and Albert Cimorilli have leased a one-story building in Philadelphia containing about 10,000 square feet. It is to be converted into a roller rink.

PHILLIPS AND BRENN, roller skaters, recently opened an indefinite engagement at 30th Century Tavern, Philadelphia.

ANGOLA (N. Y.) Roller Rink recently completed an excellent season and capacity of the rink is to be more than doubled during summer, reported John Giam, proprietor. Fall opening is scheduled for Labor Day. Rink club has been giving flying exhibitions. On June 18 Joe Oltre, hairdresser, headed a group of figure skaters who put on exhibitions at the 60th Anniversary Celebration of Buffalo Preak Cycling Club at Buffalo Trap and Field Club.

GOLD, silver and bronze medals will be awarded respective first, second and third-place winners in the father and daughter and mother and son walks contest at Earl Van Horn's Minnesota (L. J.) Roller Rink on July 18. Minnesota clubs will sponsor a skating party on July 14 for benefit of the Red Cross. Features will be exhibitions and specialty numbers.

WINNERS of an open walks contest which closed on June 11 at Rollerway Rink, Revere Beach, Mass., were Marjorie Clei and Martin J. Dorrier, reported Floor Manager Carl Russo. "Our rink is not a member of the Roller Skating Rink Operators' Association of the United States. I believe it is the best thing that ever happened to roller skating and credit should be given to Fred H. Freeman, proprietor of Winter Garden Rink, Boston, for bringing skating to New England," says Russo.

STUDENT'S Roller Rink, near Dover, Ohio, has completed an extensive modernization program, including installation of new floor and decorations. Rink is operating Wednesdays, Thursdays and Saturdays.

CONTRARY to policy of past seasons, new Riverview Roller Rink, Chicago, will remain open during summer. New policy is due to increased interest and patronage created by promotional activities of Louis C. Cowan Co. Thru a private rental plan the rink has attracted many clubs, church groups and industrial organizations. Top promotional stunt was formation of a club which now has

about 1,000 members. It holds parties monthly. During summer sessions are to be held nightly except Mondays, devoted to private parties. Sunday matinees will continue. Arrangements have been made with Riverview Park for reduced rates to park visitors. Personnel includes Red Paul, manager; Sid Stern and Mel Leon, assistant managers; Fred Schurin, floor manager; Bob Rhodes, organist; Vic Lapinaki and Pat O'Connor, skate room; Norbert Demski, Lonnie Hill, Jerry Annet and Chuck Sora, instructors; Otto Steinke and Pete Abial, doorman; Irv Zidel, wardrobe; Andy Botti and Jimmie Toepper, state boys; Florence Baerwald, nurse, and Art Hughes, maintenance. Manager Paul will take a business sabbatical soon, visiting rinks west of the Mississippi.

TEACHING METHODS

By Fred Bergin

General Manager, Skateland, Dayton, O., and Dance Committee Chairman of RSROA.

The three skate dancing tests as now completed and set up by the RSROA are planned to carry the skater in a natural line of development. The fundamentals learned in the bronze medal test are the basis of the silver medal dances, and the bronze and silver medal tests are the basis of the gold medal dances. Bronze medal dances are and always will be of major interest to the majority of skaters. Too much time cannot be allotted to their study and perfection. Just when a skater has decided that he has them all perfected he finds more to learn about them.

In dances of the bronze medal caliber there are two quite clearly defined groups which I would like to suggest as a good method of teaching. Bear in mind that the Schottische and the straight walks are not dances of the bronze medal test but they are certainly basic to rink operation and skate dancing classes.

Group 1—(a) Straight or step-and-a-half walk; (b) Schottische; (c) Style D spread-eagle walk. These dances have as their fundamental step the half step in which the free foot is brought alongside the tracing foot in a manner similar to a two-step in ballroom dancing. The timing of this step is the same in the straight walks and the Style B spread-eagle walk, allowing two beats for the original step, one for the half step and three for the continuation of the original step. The Schottische, of course, is timed one beat of music for each step or half step. It is a very simple matter, once the skater has mastered the straight walks, to add the toe points in front and back for the Schottische and the forward to backward turn to the pattern of the Style D spread-eagle walk. In silver medal dances this technique will be found invaluable in the flirtation walks.

Group 2—(a) Two-Step Promenade; (b) Barn Dance; (c) Old-Style Two Step. These dances are built on the Two-Step shuffle, which if mastered during the bronze dances, will go a long way toward perfecting the tango in the silver group. Too much cannot be said of the Two-Step shuffle, for altho the dance has been done for years, there are very few good Two-Step dancers, even in the championships.

A skater should bear in mind that there is no power to be gained from pushing the foot back, and to practice the side push with the knees close together, keeping the front foot firmly

on the surface and both knees bent. For teaching the Two-Step shuffle step it is advisable to practice around a counter-clockwise circle with the left foot in front, since this is the most widely used around the corners. Following this, a good method is to reverse the skater to a clockwise circle, skating the shuffle step with the right foot forward. It will prove a surprise to those who have skated the Two-Step for a number of years to find that they are weak in the right-foot shuffle step. Following the perfection of the shuffle, which should shift the weight from forward to back in a smooth flowing motion rather than up and down, the Two-Step Promenade and its four counts follow very easily, as does the Barn Dance, which is really a combination of the Two-Step shuffle and the toe points with change of edge. The old-style Two Step incorporates the change of edge on the first beat with the front foot returning to the side position for a Two-Step shuffle on the second beat, and is quite easily mastered if the skater has spent sufficient time on the Two-Step shuffle. Following these two groups, the remaining dances of the bronze medal test, the spread-eagle walks, Style A, and the Collegiate, will come rather easily, for the techniques mastered in the Group 1 and 2 dances will prove valuable in perfecting them.

During all practice at least one-third of the time should be devoted to straight edge running, bearing in mind that outside edges are aimed away from the foot skating them. For example: an ROP edge is aimed to the left and an LOP edge is aimed to the right. Inside edges are aimed in the direction of the foot skating them. Take-offs (transferring of weight from one skate to the other) should be close so that the weight of the body may be shifted over as short a space as possible. Outside take-offs should be parallel. Inside take-offs, of course, are by their nature angular, but nevertheless should be close. I would like to say a word to those who are trying to excuse their inability or laziness behind the time-worn excuse that they "skate for the fun of it." Why should they learn all the technical points, patterns, etc.? If these skaters really mean what they say when they say they "skate for the fun of it," then they are missing the more fun of skating when they fail to study the dances the association has set up. The tests have given all roller skating a standard upon which one's ability may be judged, and the joy of knowing that you are able to do a step according to the standard and set up all over the world and in a manner which entitles you to wear the medal of the association is much more fun and personal enjoyment than all the jitterbugging antics that have so far or ever will be invented, and you don't look nearly as foolish.

The above article was crowded out of the Summer Special Number of The Billboard. It was to have been part of the symposium, "How To Hold and Raise Present-Day Peak in Rink Business."

CROWLEY'S UNITED

(Continued from page 47)

building a new concession, D. C. (Slim) Cunningham ordered two new concession tops here. J. L. (Tex) Chamber added another concession to his string. Capt. Ted Townsend and Dare-Devil Lonnies Davis, free acts, are popular. Georgiana Crowley is a daily visitor. Owner O. C. Crowley added more seats to the front arch. Mr. Letts, of Deader, visited.

H. L. BOYD.

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O. State Price Cut Protested

Would Harm County Annuals

Managers resolve against reduction even tho it applies only to farm groups

COLUMBUS, O., June 29.—Opposition to the Ohio State Fair board's action in placing 25,000 25-cent admission tickets on sale previous to opening of the State Fair here was expressed here on June 25 by more than 100 delegates to the annual midsummer convention of Ohio Fair Managers' Association in the Drexler-Walsh Hotel.

The expression came following a talk by State Fair Manager Win H. Kinnan in which he announced the plan for the advance sale and distribution of free tickets to school children throughout the State.

Harry Kahn, secretary of Auglaize County Fair, Wapakoneta, immediately protested the movement, saying that a State fair certainly was worth a 50-cent admission and asking the director "What chance did a county fair have when State fair officials cut prices so drastically?"

In answer to Kahn's protest Kinnan (See Price Cut Protested on opp. page)

Edmonton Spending \$5,000 For Grounds Improvements

EDMONTON, Alta., June 29.—Renovations costing about \$5,000 have been started at Edmonton exhibition grounds in preparation for the 1940 event.

Parimutuels layout next to the grand stand will be revamped, with roof of the shed being extended to join the stand and stables being built from end of the grand stand into the pari-mutuels building to provide shelter. Set-up of betting and pay-off wickets also will be altered. An old stone gate is being demolished and a new gate supported by three pillars will be built near a street car stop. More light standards are to be erected and bleachers will be placed at the outdoor stock rings. Buildings will be repainted and new flower beds and hedges planted.

Michigan State To Issue Gate, Grand-Stand Combos

DATROIT, June 29.—New books for Michigan State Fair, containing four tickets and selling for \$1, will be good at the grand stand and main gate, said Dr. Linwood W. Snow, manager. This will, in effect, be a reduction from 50 cents to 25 cents for the grand stand.

Two important developments will be an enlarged farm machinery exhibit, correcting a weak spot of recent fairs, and provision of trailer space for those who wish to live on the grounds during the fair.

Utah State Preps for '40

SALT LAKE CITY, June 29.—About \$25,000 in premiums will be awarded exhibitors at 1940 Utah State Fair here, according to premium list recently issued by Manager Ernest S. Holmes. A feature will be a mineral collection competition, designed to stimulate interest in Utah's mineral wealth. There will be four classes of entries, junior, senior, professional and group. Arrangements have been made for co-operation with the National Needcraft Bureau, enabling certain exhibitors to compete in the national contest.

Ohio Annual Is Resumed

MCAURTHUR, O., June 29.—For the first time since 1938 Vinton County will have a fair, according to Jack Jones, secretary Vinton County Agricultural Society. It ends long litigation between the fair board and county commissioners, which began when commissioners in 1935 refused to pay the county's share of the fair's cost. The county has now paid its portion of the cost for the 1938 fair and \$1,500 on the 1939 annual, making a 1940 show possible.

Oldest Is Skowhegan Claim

SKOWHEGAN, Me., June 29.—A record recently discovered by WPA research workers is basis of a claim by Somerset Central Agricultural Society that it is oldest in the United States. Report of the first fair is dated January 1, 1819, when Maine was part of Massachusetts. It reads, in part: "The first cattle show and fair in the District of Maine was held here today by Somerset County Agricultural Society. The crowd in attendance was the largest ever assembled in Somerset County." Complete description of the event is not available, but it is certain no professional entertainment was used. Its purpose was to encourage breeding of cattle and development of domestic arts. Premiums included awards for best homemade cloth and boots and \$15 for a bull.

Conn. Revival Set By New Association

STAFFORD SPRINGS, Conn., June 29.—Clarence D. Benton, owner of the fairgrounds here and promoter of a newly organized fair association, announced that he will conduct a three-day event. Plans for reviving the old Stafford Fair have been草ed off for some time.

In Hartford recently Benton met with officials of the National Trotting Association for advice on meets in New England and was informed that no races or fairs were scheduled in the Stafford Springs section during the time chosen for the fair, giving assurance of a large entry.

Crews have made repairs on the grand stand, judges' stand, stables and race track in recent weeks and they are in excellent condition.

Associated with Benton is a group formerly connected with Stafford Springs Agricultural Society, under whose direction it was conducted for more than 65 years. After the 1933 fair incorporated decided to discontinue the event and sold the property.

Wirth Gets Cobleskill, N. Y.

NEW YORK, June 29.—Frank Wirth booking office announced signing of a contract with Cobleskill (N. Y.) Fair to supply review, attractions and band. Also reported McKean County Fair, Smithport, Pa.

Hamid Picking Up Canadian Losses With "Force" Dates

NEW YORK, June 29.—Cancellation of about seven Canadian fairs in his territory, due to war conditions, is causing George Hamid to pick up slack by other act bookings, thus distributing former work to a point where he hopes that little or no decrease in playing weeks will result. Handing his list of "square" plays is a series of negotiations with surprises in Baltimore, Washington and Rochester for the promotion and staging of big outdoor productions comparable to major grand-stand events.

This booker-producer figures that if the trio comes thru, added to extra spots he may be able to find in the Humble-Morton-Wallace Bros. Circus, Hamid's Million-Dollar Pier, his White City Park in Worcester and his controlled fairs in North Carolina and elsewhere, including, of course, the New Jersey State Fair, Trenton; the situation will be more than relieved.

Hamid last week filed application with the New Jersey State Racing Commission, following a conference with Gov. A. Harry Moore, asking for a 50-day pari-mutuel race meet at his Trenton half-mile, split equally before and after the State fair, with regular harness racing to be operated during the fair. He also announced that celebrations and special events on his books are the biggest in the history of his firm and that, while

\$25,377 Goes To Shreveport For WPA Work

SHREVEPORT, La., June 29.—Rebuilding of Louisiana State Fair grounds properties here, destroyed or badly damaged by the March tornado, will begin about July 1, said Secretary-Manager W. R. Ilreich. President Roosevelt has approved the WPA's \$25,377 part in the rebuilding program.

Reconstruction will include erection of new stable barns and repair of grand stand and cattle barns. Balance of the \$64,000 repair bill will be paid by the fair association, Ilreich said. Rebuilding is only part of total storm damage, set at about \$100,000. The city government served as sponsor of the project to fulfill WPA requirements.

Recommendations of the current Legislature's appropriations committee to reduce annual appropriation for the \$750,000 State exhibits building to \$50,000 from current allocation of \$100,000 will mean virtual closing of the building, according to W. E. Anderson, State entomologist, who has direction of the building under State Agricultural Commissioner Harry D. Wilson.

Anderson came here to notify a staff of 11 workers that at start of the fiscal year, July 1, the reduction will go into effect, causing a cut in personnel to a minimum. The appropriations committee had been asked to continue the \$30,000 budget for two years, after which it was hoped funds necessary for operation might to cut to \$8,000 or \$10,000 a year for proper management.

It is believed the reduction will cause withdrawal of most of the art exhibitors and other exhibits in the museum and that only the auditorium will operate. Anderson pointed out that about \$2,000 a year is needed for utility services, leaving only \$8,000 for other maintenance.

Wehrley Gets New Position

LOUISVILLE, June 29.—J. C. Wehrley, who has been connected with Kentucky State Fair here for 30 years, reported he was appointed assistant fair manager on June 1 by the fair board, of which G. K. Johnson is chairman. He will combine his new duties with those of superintendent of concessions, a position he has filled for the past four years. Previously he had charge of admissions.

Clay Thriller Draws 5,300 At 2-Day Stand in Lincoln

LINCOLN, Neb., June 29.—Bob Clay's Death Divers, doing a two-day show at Landis Field here on June 29 and 30, handled 5,300 thru the gates and showed a profit. Adults were nickel 50 cents and the kids 15 cents.

Troupe was press agented here by Doc Kellogg, of the Lincoln Star sports staff. He used to be publicist with Beckmann & Gentry Shows.

Hamid's Troy Crew

NEW YORK, June 29.—George A. Hamid, Inc., has been awarded contract to produce LaBalle Institute's 50th Anniversary Charity Circus at the institute's big stadium in Troy. Of full-week duration, show has backing of local merchants and advance sale is exceeding anticipated quota, according to Herman Blumenfeld, of the Hamid office.

J. J. (Jack) Carr is teaming with Bill Bloch in handling of midway, which figures to spread with about 12 rides, a line of concessions and other attractions. Promotions on schedule are award of a Chevrolet daily and "Pot of Gold" premium to a lucky finder.

Acts already set for program include Leo Kimball, International Waldos, George Hanneford Family, Will Morris and Bobby and Watkins' Animal Circus.

Grand-Stand Shows

RITA AND DUNN reported bookings for McLeanboro (Ill.) Fair week of July 2 and American Legion Fair, Brownsburg, Ind., week of July 20.

RICARDO, swaying pole, reported he will play Duluth (Minn.) Miners' convention on July 23 and 24.

SI, of the SI and Fanny Ota mule act, reports he underwent an appendectomy about a month ago and is again working.

UNCLE WIP'S Eddie Revue, in the keeping of Uncle Wip (Wayne Cody), has been booked by Steve Graham for Bellin Grove (Pa.) Night Fair.

SMITH'S Superba Band of 18 people has been booked for 12 weeks of fairs in the East and South, with other dates pending, which will run to November 26, reported Manager Tom Smith. Tour will take in seven States.

MINK DeRONDA, net parachute jumper, reported he has offered his services to the government for teaching of jumping to air recruits. He was the subject of a story with pictures in the June 17 edition of the Los Angeles Examiner and on June 18 was interviewed by Reid Kilpatrick, commentator, over WEXAO, Don Lee television station. On June 20 he spoke before CCC boys near Pasadena, Calif.

Centennial Spec Slated For Hamburg, N. Y., Annual

HAMBURG, N. Y., June 29.—Final arrangements are being made by Clark W. Hurd, president of Erie County Fair here, for a centennial celebration to be held on three nights of the six-day fair and general reconditioning of grounds is now under way.

Historical pageant with cast of 800 will be presented on a 300-foot stage with scenery, lighting effects, specially written musical score and massed choir. A county contest is being held to decide on a queen to take part in the spec.

Free acts have been booked thru George A. Hamid and midway attractions have been contracted. Entrees are large for four days of trotting and harness racing. On the last day auto races will be staged.

Parsons Annual To House Overflow Exhibits in Tents

PARSONS, Kan., June 29.—Altogether enclosure of grand stand for exhibit purposes almost doubles space for displays at 1940 Tri-State Fair here. Largest number of bookings in history have made facilities inadequate and officials have contracted for several tents in which to house extra exhibits.

Largest is 38 by 200 feet for merchants' exhibits. Another, 30 by 100 feet, has been contracted for by a refrigerator company. Tents will also be used for overflow live-stock exhibits, one for a State hospital display, a 30 by 40-footer for free 100mm. guns and another for a commercial firm.

New One Slated for Kansas

GARRETT, Kan., June 29.—Dates for Anderson County's first official three-day fair were set at a recent directors' meeting here and a committee was authorized to go forward with construction of four buildings on grounds in the city park. Association was reorganized last fall after the city deeded 40 acres of the park and required funds were raised for State recognition. Later it was authorized as an official county fair by the board of agriculture. Executive committee are P. P. Brown, president; W. W. Gowdy, who headed the successful drive for funds; Henry Madar and Vernon Veilbein.

Ia. Gets B-C Show; Has \$8,000 Layout For Stage Facilities

DES MOINES. June 29.—Renovating of stages in front of grand stands at Iowa State Fair grounds here has been started and will be completed in time for this year's exposition, said Secretary Art Corey.

The fair this year will have 250 feet of scenery, the most ever used here. The 1940 show will be a Barnes-Carruthers production, State Fair Review. An elaborate set-up is planned, with one 60 by 60-foot center stage with movable front portion and underground dressing rooms. On each side will be two 30 by 60-foot portable stages which may be moved to the track for night shows. The portables will be placed on wheels and rolled out on tracks, which may be removed during the day when running races are held. The main stage will extend 40 feet over the track during night performances. Offices and a transformer room will be installed under it.

Ground will be lowered in front of the grand stand and a cement wall constructed at ends to raise temporary bleachers. The changes will increase standing space. Total cost of changes is expected to be about \$8,000.

Secretary Corey said a new tent had been purchased for the dance pavilion. It will measure 110 by 260 feet. Ceiling room will be cut down somewhat. Last year a charge was made for spectators. This year there will be but one price. The dance floor will be 73 by 160 feet.

Burned Records Are Snug In Iowa Fair Controversy

CEDAR RAPIDS. Ia., June 29.—The District Court trial of Wapsie Valley Fair vs. Linn County Fair struck a snag this week, with the testimony by Mrs. Oafe Pege, Central City, former assistant secretary of the defunct Wapsie Valley Fair,

THE SKY MAN
High Diving Pool
Responsible Price and Clean
G. HIGGINS
The Billboard, Cincinnati, O.

SCHUYLKILL COUNTY FAIR

POTTSTOWN

Fifth Largest in Pennsylvania and Getting Bigger Each Year. Always Open Labor Day. Big business certain for all kinds of concessions in our great buildings or on the grounds.

J. W. BAUSUM, Secy., Pottsville, Pa.

KIWANIS STREET FAIR

JULY 8-12

Can use from 1000 Shirts, Penny Arcade, Bill Games, Marble Boxes, or Kit of Mini-Dolls, String Games, Penns Military Wear, Games, Address COMMITTEE, Box 22, Toronto, Ohio.

Booking Midway Shows

On Preference for

RICHLAND COUNTY'S STREAMLINED FAIR

July 23, Aug. 6, 13, 20 and Night
Hurry reservations to N. G. HALE, Secy., Richland County Fair Board, Maryland, Ohio.

Review of Northeastern Midwestern State Fair
(Billed 1931)

HARRISON COUNTY FAIR

Bethany, Mo., Aug. 10 to 14, Inc.
Ward Company, Riders, Shows and Concessions,
E. H. HOLL, Commissioner.

WANT

Good Pre Show and Last-Minute Operators for
MERTONE COMMUNITY FAIR AND
LIVE STOCK SHOW

AUGUST 21-22-23-24, MERTONE, IND.

K. A. RIVER, Chairman

WINDOW CARDS



Special Window Cards for 4x6
and 5x7 inches. Advance payment,
3 and 5 colors for only \$5.00
per hundred. For extra service
add 10% to your order total.

BOWER SHOW PRINTERS, FOWLER, IND.

that she had burned all records. The trial opened June 24 and continued on Friday with no decision reached.

Suit was brought by stockholders of the Wapsie Valley body, who allege that in the agreement by which Linn County Fair was formed each stockholder was to receive a share in the new organization and that the directorate was to be revamped to include members of the old body. Action was brought to determine who owned stock in Wapsie Valley Fair and who is entitled to issuance of stock in Linn County Fair.

The fair this year will have 250 feet of scenery, the most ever used here. The 1940 show will be a Barnes-Carruthers production, State Fair Review. An elaborate set-up is planned, with one 60 by 60-foot center stage with movable front portion and underground dressing rooms. On each side will be two 30 by 60-foot portable stages which may be moved to the track for night shows. The portables will be placed on wheels and rolled out on tracks, which may be removed during the day when running races are held. The main stage will extend 40 feet over the track during night performances. Offices and a transformer room will be installed under it.

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PIGGOTT, Ark.—Lynn Gibbs was elected president of Clay County Fair Association. Others named were Henry Nichols, vice-president; Land Payne, secretary-manager; T. W. Leggett, treasurer.

NEW AUGUSTA, Miss.—Perry County Fair Association elected J. T. Jones, president; Paul Runnels, vice-president; J. H. Sanford, secretary-treasurer.

MOBILE, Ala.—Pournier J. Osie was re-elected president-treasurer of Greater Mobile Gulf Coast Fair Association. Edward T. Rosengrant was reelected secretary and superintendent of agriculture and horticulture.

LEESVILLE, La.—J. A. Heard was reelected president of Vernon Parish Fair Association. Lovett Word was reelected secretary-manager, and M. K. Oaks was elected vice-president.

Fair Elections

MADISON, Wis.—State emergency board has cut \$10,000 from Wisconsin State Fair's appropriation of \$42,750 for the next fiscal year beginning July 1.

EIROY, Wis.—Elroy Fair Association has voted to conduct a free fair this year, first time such an experiment has been tried in this section of the State.

LA CROSSE, Wis.—Directors of La Crosse Interstate Fair Association have approved completion of a combination auditorium and exposition building. It is estimated that cost will be \$2,800.

JANESVILLE, Wis.—New roof has been installed on the judging pavilion at Rock County 4-H Club Fair grounds and an additional three rows of seats installed in top of the grand stand, increasing capacity to 2,600. Main roads in the grounds have been gravelled.

VERMILION, Alia.—Vermilion Agricultural Society will continue operation despite withdrawal of government aid. Prize list will be reduced to some extent, but classes which apply particularly to the district will be retained.

ENNIS, Tex.—Ellis County Fair Association has voted in favor of three night exhibitions instead of a six-day fair. Premiums have been underwritten by business firms.

PARNOTT TRIO, aerialists, opened recently in Clementon Lake (N. J.) Park, presenting two shows daily.

CAMPBELLTON, N. B.—Campbellton Agricultural Society is arranging for its first fair. A seven-acre lot with buildings has been bought for \$5,000. Construction of other buildings is planned.

PRICE CUT PROTESTED

(Continued from opposite page)
It is explained that the advance sale is to be carried out only to existing farm organizations such as the Orange, Farm Bureau and several large companies which cater to farm trade.

The tickets will not be on sale to the

public." Kinnan assured delegates. "Admission will be 50 cents as usual, but it was thought such practice would increase interest and income of the fair by reaching people in the community never before contacted."

Despite the explanation by Director Kinnan, fair managers voted 46 to 23 against the proposition, the only resolution offered at the meeting.

Charles Gray, Paintsville, association president, was unable to attend. In his place R. C. Haines, secretary of Montgomery County Fair and association vice-president, presided.

For the first time in years Myers Y. Cooper, honorary president, was unable to attend, having been called to the Republican National Convention in Philadelphia as delegate.

Principal speakers were Kinnan and John P. Brown, State director of agriculture. The latter welcomed delegates and assured them that the State and particularly his department would do everything possible to assist county fair boards and managers.

Other business coming before the meeting was issuance of more than 3,500 courtesy passes to county fairs, distribution being as follows: One to each member, one for each director and officer of a fair board, three for each county commissioner (three in each county), one each for the budget committee in each county (prosecuting attorney, auditor and treasurer), one for each county agent, one for each 4-H Club president and one for each county agricultural agent.

Mrs. Don A. Detrick, Bellefontaine, association secretary, handled all affairs for the meeting.

Four new members were accepted into the organization, Gallia County, Galipolis; Hocking County, Logan; Hardin County, Kenton, and Highland County, Hillsboro, the last named being represented by W. C. Stanforth as secretary.

In Vice-President Matson's talk it was urged that fair managers get new ideas and features in promotion of their annuals to stimulate business. A trophy was offered for the largest pumpkin at a county fair thru Mr. Matson.

About 66 counties were represented at the meeting.

In discussing sales tax on candy and popcorn (the organization is attempting to have it removed), jurisdiction was taken from the legislative committee and placed with the tax committee, following a suggestion by Frank Kirkpatrick, Franklin County Fair, Hilliard, member of the former committee.

Suggestions were made to enable several counties to secure new grand stands. In discussing concessions, managers were urged to be fair with concessionaires and to place all dealings on a business-like basis for more satisfactory results. It developed that most concessions were sold to church groups on front-foot basis. The remainder, however, were sold to individuals on percentage basis, claimed most satisfactory.

Among attractions present were Floyd Gooding and his assistants, Al Hooper, J. F. Enright and Carl Spellman, representatives of the Wolfe-Oyler-Dollie Little organization; Frank and Eugene Constantine and Mr. and Mrs. Al Smith.

MOORELAND (Ind.) Free Fair. C. P. Parker, secretary, has engaged rides, shows and concessions thru the Tommy Sacco office.



A few Weeks
Open for Leis
Dance, Wine or
Wife Today.
COURTESY OF THE BILLBOARD, CINCINNATI, O.

ATTENTION
FAIRS AND CELEBRATIONS
Acts of All Kinds
Polka Bands
LARGE AND SMALL REVUES
SIDNEY BELMONT
Fulton 8-626,
St. Louis, Mo.

JENNINGS COUNTY FAIR

NORTH VERNON, INDIANA
JULY 23-26

WANT SHOWS—Except Girl Shows.
LEGITIMATE CONCESSIONS except Cooks,
Bingo, Show, Pop-Corn, Photo.
Can run one more High Act or Fire Dancer
at night price.

E. B. BEARKSHIRE
North Vernon, Indiana

MONTPELIER, IND. FREE STREET FAIR

AUGUST 20 TO 24

WE NEED
FREE ACTS AND CONCESSIONS
CARL D. WALKER, Concession Secy.

WANT
Concessions of All Kinds
WABASH COUNTY LIVESTOCK SHOW
AND 4-H FAIR
RE WELASH, IND.
4 Big Days, August 19, 20, 21 & 22.
VIRGIL SLOAN, Urbana, Ind.

HAVE ONE CUSTARD MACHINE LOCATION
left on grounds. If interested,
write to

IONIA FREE FAIR
Ionia, Michigan.

GOVERNOR HENRY HORNER Invites You To Visit and Exhibit At

THE ILLINOIS STATE FAIR

AUGUST 17-25 INC., 1940

The Fair where every courtesy is shown the exhibitors and the visitors. Where \$175,000.00 in cash premiums together with many trophies and ribbons will be distributed to our exhibitors. Our entry fees are low; our premiums are high.

Arrange your vacation so you can visit the Illinois State Fair.

A most complete classification in all departments. For premium list and further information, write P. O. Box 546, Springfield, Illinois.

J. H. LLOYD
Director of Agriculture

E. E. IRWIN
General Manager

PICK-UP IN EAST, SOUTH

Receipts Better In Buffalo Area

Business to date shows increase over 1939 despite weather—dance biz good

BUFFALO, June 29.—All park officials in this area are complaining about handicaps imposed by cold June weather, but despite the obstacles business in most instances is reported ahead of that of 1939, indicating that with a break in weather grosses will soar.

Prospects are bright for Crystal Beach (Ont.) Park, according to George C. Hall, president of Crystal Beach Transit Co., Inc., who is acting as park manager since the death of Harry Hall. The latter's death left many things undone, especially plans for an elaborate 50th anniversary celebration, slated for July 10. Acting Manager Hall is now working out details of the affair, which include a pageant.

Since opening business has been 10 per cent above 1939 figures. Hurting the gate to some extent has been the misunderstanding that Americans need passports to go to the park.

Promotion for parks and Showboat Canadians is heavy and includes a tie-up with The Buffalo Evening News, which prints coupons to be used for the boat and park. For July 4 boat prices will be reduced from 50 cents to 25 cents. Fireworks will be a feature on Dominion Day, July 1, and July 4.

Crystal Ballroom, changing Canadian bands every three weeks, has been drawing. Morgan Thomas opened the season and Richard Arondu is now on tap. Several name band one-nighters are planned. Harold Austin manages the hall and supplies music with his crew. He also plays on Canadian cruises, playing for work-end floor shows, supplied by Walter J. Clark, and dances. Ballroom features hobby horse races for prizes on Monday nights and jam sessions (See RECEIPTS BETTER on page 53)

British Ops Hit by War; Lead Gallery Draw Is Big

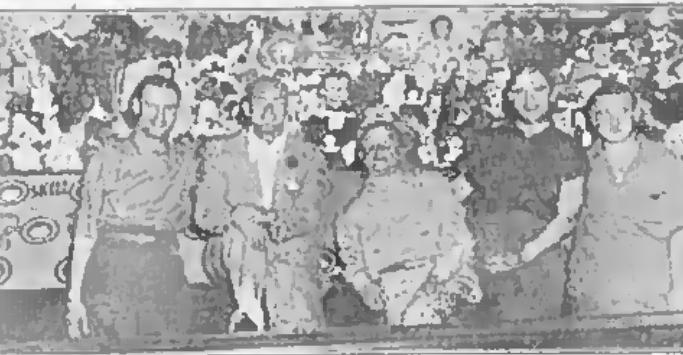
LONDON, June 29.—With few exceptions the 1940 season is going to be a poor one for operators of parks and piers in England. In fact, for many there will be no season. Closing of certain coastal areas as defense measures means a number of famous British seaside amusement zones will lie idle.

Even Blackpool, where a bumper season was anticipated, must feel a draft owing to more than 400,000 operatives of cotton and allied industries giving up vacations so that there may be no hold-up of production. Blackpool is a recognized vacation center for a large proportion of such workers.

Coin machines are getting little use, but operators of shooting galleries here and elsewhere are experiencing a boom thanks to volunteers against parachute attacks seeking target practice. They are, however, up against shortage of ammunition, and the Amusement Operators' Association has appealed to the Board of Trade to allow limited importation. Association is perfecting a scheme for presentation of ambulances to the Red Cross. Sale of War Bonds will be affected by the taking over of certain areas for internment of aliens.

Idora Kiddies' Day Draws

YOUNGSTOWN, O., June 29.—Crowd of 20,000 responded to the 11th annual Youngstown Yiddish Kiddies' Day at Idora Park here on June 19, second crowd of this magnitude to jam the park in less than a week. The Yiddish Kiddies distributed more than 100 prizes to winners of athletic contests. Swimming pool and roller rink did record business and rides had long lines waiting for several hours. Park management co-operated by putting in effect for several hours a 2-cent charge for most rides. Abe Friedman and his Virginia's played for dancing in the pavilion.



AL SISKIN'S pop-em-in gamblers at Luna Park, Coney Island. Left to right: Joe Jacobs, Charlie Greenbaum, Siskin, Charlie Stutz and Harry Danzky.

Fairyland Bolsters Daytime Business With Bargain Rates

KANSAS CITY, Mo., June 29.—To stimulate daytime trade on week days at Fairyland Park here, a strong effort is being made to book organization picnics with offer of bargain rates on all attractions, said Manager John Tolino. That the policy holds some measure of success is evidenced by recent booking of outings for two utility companies, both having several thousand employees.

Two options are offered. In one case (See FAIRYLAND BOLSTERS on page 57)

Colo. Resort in Good Start

ELDORADO SPRINGS, Colo., June 29.—Business to date at Eldorado Springs Resort is double that of last year, according to Manager Jack Fowler. Roller skating, a new feature, is proving a good draw and eruptions are held nightly except on Monday. Although cool weather has held down pool receipts, the first few warm days brought a spurt. Free attractions are being used this year. Hollywood Act, Van Kirk, Gladys Tiebold, Howard Carlton, Sharon Leigh and Richard Wagner vary Sunday offerings with parachute jumps, flaming board stunts and motorcycle stunts. Picnic bookings are running five times greater than in 1939 and are equal to 1937-38 bookings combined.

Stellar Bills for Summer Bows At Million-Dollar and Steel Piers

ATLANTIC CITY, June 29.—The summer season of Hamid's Million-Dollar Pier got away to a sensational start on June 22 with a gala bill provided by George A. Hamid, leasee and operator, and Kamuel W. Gumpert, managing director. Charlie Spivak was first of a parade of name bands scheduled for week engagements in Ballroom of States. New feature for the ballroom is introduction of dancing instructors to teach crowds new dance steps and organize jitterbug jamborees.

At the ocean end of the pier the Jumbo Circus highlighted Hal Christy and his Arabian Liberty Horse; Merritt Belvin's equines, including the horse that plays crocodile; Lucky, night club horse, and Fashion, double-gaited specialty horse. Another of Belvin's contributions was a troupe of Royal Doberman Pinschers seen in Liberty formations. Other acts included Bubble Rondo, serial performer, along with Three Richards, trapeze troupe; Ursula Christy and her Hippoatic; Davidson Trio, clowns, and Kix and Kix with bucking donkey.

In addition to rides and shows at the Giant Fun Chase, there are specialty acts of every kind, including Sylvia and her Washington Dells, stringed instrumentalists; Phillips Reuter, singing and dancing youngsters; Baby and Princess Yvonne, mentalists, and Doc Irving and his Miracles of Magic, comedy.

Another attraction is a Kiddies' Nec-

Early-Season Biz Good at Utah Spots

SALT LAKE CITY, June 29.—Parks and resorts in this area are reporting good business to date. In some instances extensive alterations were made in preparation for the 1940 season.

Saltay Beach here is making a big play with dance bands, with special nights for name bands brought in by Manager Thomas Wheeler. Following Jimmie Orr, who drew a big pre-season crowd at 50 cents a person, came Sterling Young's Orke, with admission at 25 cents. Recent attraction was Billy McDonald's Scottish Band. Eddie Buchin was signed for a one-nighter on July 1. Crystal Beach is again operating and more bathhouses are available at the water's edge. A 15-cent charge, including admission to the resort, is made for bathing.

Nearby Black Rock and Sunset (See EARLY BIZ GOOD on page 57)

Two-Week Bob-Lo Draw Big

DETROIT, June 29.—Bob-Lo Island Park here has drawn 77,000 during its first two weeks of operation, according to Ralph G. Metchet, general passenger agent of Bob-Lo Excursion Co., operator. Spot is reached only by excursion boats run by the company. Major new attraction is a roller rink. Three orchestras have been booked for the season, Phil Skiffman and George Smith on boat and Matti Nelli in the park ballrooms.

rention Center, including a Kalzenjammer Castle, theater, playground and a hotel.

First-run pictures are shown in the Hippodrome, inaugural bill showing "Gangs of Chicago." Rex Theater also offers movies with the initial feature "Vigils of Bolt."

Permanent pier features are hauls, aquaria, Exposition Hall, picnic grove, sun decks, free bathing facilities, shooting galleries, roller rink and archery ranges.

New offices range calls for a 40-cent admission on week days, with 60 cents for Saturdays, Sundays and holidays; children 25 cents any time.

For the second week's bill, Lee Powell (the Lone Ranger) headlines Jumbo Circus; Orville Nichols is in the ballroom and "Women in War" is the feature picture.

Steel Pier swings into its summer season today, with two orchestras daily for dancing, minstrel and variety show, two photoplays, baby wild animal zoo, outdoor circus and water carnival. Van Alexander's Hand It opening feature, to be followed by Will Bradley and Guy Lombardo, the latter for July 4. Dennis Day, singer on the Jack Benny show, will be variety attraction, opening bill including Ben Yost, Variety Singers and six vaude acts. Bob Hope and his radio gang were the June 22-23 week-end attraction.

25% Gain Made By Tenn. Resort

New equipment installed—successful freenet policy begun in '39 is augmented

CHATTANOOGA, June 29.—Increase of 25 per cent in May business and a slight hike in the take during June over corresponding periods of 1939, despite some rainy weather, is reported for improved Lake Winnepemukat resort near here by Mrs. Minnie Dixon, owner-manager. Attendance has been good.

Major improvements are installation of a new Ferris Wheel, Kiddie Chair Swing, roasting ovens and barbecue pits in the picnic grove, 18-hole miniature golf course near the swimming pool, surfacing and grading of roads leading to the lake and addition of several concessions.

Popular acceptance of several free acts in 1939 has resulted in continuance of the policy this year. Ken Davis, aerial gymanst, was the attraction during the May 8 opening week. Acts booked to follow are the Arthur Robinson Air Show, Lamont's Cockatoos; Harry Proverb, swinging pede; Maximo, "The Stratosphere Girl" of Continental Balloon Co., booked for seven ascensions and parachute jumps during week of July 4, and Pat and Wila LaVola, week of July 7, to be followed by Great Pusser for two weeks.

On Mondays women are admitted to the swimming pool between 1 and 7 p.m., for 5 cents, and Tuesdays are 5-cent days for children under 14.

A. C. Pier Cps Seek Race Track Permits

ATLANTIC CITY, June 29.—Prominent figures in outdoor show business have filed applications with the New Jersey State Racing Commission for operation of race tracks. Frank P. Gravatt, owner of Steel Pier here, disclosed that he and G. Ray Bryson, Kingville, Md., applied for the right to build a \$1,000,000 track "within the bounds of or close to Atlantic City." Bryson is manager of the track at Bel Air, Md., general manager of Harford County (Md.) Fair Association and a director of the American Trainers' Association.

George A. Hamid, operator of Hamid's Million-Dollar Pier here and Trenton (N.J.) State Pier, also filed application for a horse-racing track permit at the Trenton fairgrounds.

July 1 is deadline for all applications, which must be accompanied with a certified check for \$10,000. Three other applications have been filed.

State law calls for only four licensed tracks.

Summit Beach Stand Wins For Barney Lamb Side Show

AKRON, June 29.—L. B. (Barney) Lamb's Side Show, with 140-foot banner line and a strong line-up of attractions, is on the midway at Summit Beach Park here, first park played by the attraction in several seasons. Lamb reported after the first week-end that business was the best he had experienced in about two years and he will continue playing parks until fairs begin.

Lamb's attraction came in just in time to get the benefit of patronage from a large industrial outing and a record-breaking Memorial Day celebration on June 22. New attractions will be added during the stay here, which will end on July 7. Show was with World of Pleasure Shows until several weeks ago.

DETROIT.—Trader and Kit, year-old problem lions at Denver Zoo are to be presented to Municipal Zoo at Matador, Texas. Cub have of late given zoo attendants much trouble due to crowded quarters and fights with older lions. Lions Club of Matador agreed to pay cost of shipping and will present them to the Texas Zoo.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor,
Care New York Office, The Billboard)

Men and Mementos

Special play is being made this year by Hackenback (H. J.) Swim Pool to entice office workers during lunch hours. Tank advertising "Swim during your lunch hour and eat your lunch amid cool surroundings." Management informed me yesterday that the plan seems to be working well. Among new features at Hackenback plunge are sand beach and dance floor.

Did you know that Oliver Wendell Holmes, operator of outdoor Paragon Pool, Brooklyn, is a descendant of THO. O. W. H.? Well, he is. Incidentally, the Paragon squadrons has joined the Daily Mirror Swim Club, which offers free swim lessons and half-price admittance to readers every Monday. George Hamid's Million Dollar Pier is another beweeler to join in the promotion.

Most of the plans listed for National Drive for Health Week in the East went haywire last week because of the weather. First three days of the campaign there was continual rain and the remainder proved too cool for swimming. It's certainly been tough going for outdoor operators. Receipts in some cases are off 70 per cent which is numpin'. So if New York pool men seem cranky please forgive, as they really have a legit squawk.

Emanuel Cohen, assistant manager of New York's Park Central Indoor Pool, has changed his name to Colby—with legal papers, engraved announcements 'n' everything. That pop midtown aquadrome was all set to offer midnight swim sessions, making them the only pool in the city open after midnight. Idea was to appeal to the Broadway crowd. Overhead on extra shift blazed the plan. By the way, what was Leonoff, of Radio City Music Hall, doing at Park Central Pool last Wednesday afternoon ogling water performers? Is Music Hall plotting a water show for one of its stage presentations?

An old complaint of outdoor amusement men is that one of the biggest knocks amusement parks and carnivals received was when daylight saving time went into effect. Theory is that extra hour of sunshine keeps people at home after dinner and then when it does get dark many feel it's too late to go to a park or show. By the same token those in swim biz should be thankful, since it gives 'em an extra hour to go swimming. Still many park men who operate huge tanks in conjunction with their playgrounds try to put them thru to put their tank back on standard time, not realizing that while sides may benefit the pool will suffer. Yea, siree, it's a half dozen of one, and six of another!

Sid Panzer, in charge of aforementioned Daily Mirror swim campaign, revealed hidden talents as a radio commentator when he did some broadcasting last week in connection with his drive. He interviewed Lew Handley, coach of women's Olympic team and director of swimming for Coney Island's Manhattan and Brighton beaches; Matt Bedewick, manager of Jerome Cascades pool, Bronx, and Mack Rhee, pres of New York Pool Owners' Association, among others on daily WNEW programs. He also was interviewed by Uncle Don over WOR. Tho it was his debut on the air waves, yet either givin' ya he's got the voice and diction that'll 'em.

Billy Freedberg, who beats ballyhoo drums for Mr. Hoffman's office at Sleepy-Hollow Park Pool, Coney Island, does a mighty radio stint on WMCA, reviewing pool play. Billy is about the fourth pool p. a. who has gone into radio. What's the competition?

Ethelia Blightley, former swim coach and instructor at Shablon Indoor Tank, New York, got herself splashed all over The Sunday News last week in a syndicated story written by Robert Sullivan. Letter described how it feels to take a course in swimming. It was an excellent year.

Asbury Park, N. J.

By GEORGE ZUCKERMAN

Opening here this week of a new 1,600-seat game, a cross between bingo

and radio quiz programs, saw the debut of William C. Durant, former automotive tycoon, in the amusement business. The block-long spot, which formerly housed showrooms for automobile manufacturers under Durant's name, opened on the 22d, offering a \$3,000 nightly giveaway in merchandise certificates. Premiere was off with about 80 per cent capacity in the house when play got under way. Admissions were set at \$1. Associated with Durant in the enterprise is Joseph Smoot, one of the founders of Isleworth race track in Florida, who is active manager of the new set-up, which operates under the name of Collective Enterprises, Inc. The game, which operators claim to be a legal twist on bingo, calls for an answer grubbed as a college professor asking questions such as "How many inches in a yard?" and gradually getting tougher until the necessary numbers are filled in on players' boards. Cash giveaways have been taboo thus far, with the operators rewarding winners to their certificates to purchase goods locally. Business on subsequent nights averaged between 300 and 400 players.

Boardwalk biz is beginning to show signs of real life with the clearing up of weather and the influx of seasonal visitors.

Doc Beebe and "Senator" Ginsberg are back at Melly Blotz's guess-your-spot-on-the-walk. The "Senator" is taking a lot of ribbing these days on account of photograph which someone dug up, showing him in the uniform of a Venetian general. Scrutinizing among the ops, who traced the photo down, say it is suspiciously like the uniform the "Senator" wore when he was doorman at a swank Miami Beach hotel last winter. Notwithstanding, Doc and the "Senator" are collaborating on a book of poetry to be entitled *Swimfolk Palais*, expected to be ready for publication this fall.

Palisades, N. J.

By CLEM WHITE

Everyone was heartened at news of Adolph Schwartz's rapid recovery from an operation. Al McFee's return to service will expedite handling of crowds, which Doc Morris is certain to provide when the picnic season gets under way. Complacent Joe McKee just remarks, "When they get around to coming, we'll be able to keep the situation in hand."

Bert Nevins pulled a smartie as he took the Bergen County American Legion's annual charity show from an armory to these premises.

George Orice having little trouble in handling the office sit. Johnny Kappell, Robby Paulson and Everett Joe Gane have worked out the odd angles that make for smooth moving. Chic Baker putting on some terrific basketball games Friday eve. Harry Shepard finds that name bands stopping at the Casino or Eve makes for added interest. Sumptuous dance spot figures to find this year its best ever, with Coast-to-Coast wire listed to go in over the weekend.

Pool biz is up, despite weather, with heavy promotion being laid on. Outline outlook is bright, which accounts for Doc Morris' smile. Recent visitors included Abner Silver, song writer; Gladys Shelley, ditto; Alan Dinehart screen star; Benny Fields, songwriter, and Lew Jenkins, lightweight champ. Tony Canale still battling his way to beat-champion title, while Harry Dyer still is training. Carl Febe and some of the pretties from the Riviera stopped down for pleasure and almost had to run out of the plant before they'd make their next show. Matt Nolan returns to the Midday Restaurant which makes the spirit even more home-like. Two troupe girls chatting together—Nora Jennings, of the Striker, and Lester Pike, both outstanding houses in nationally known quartets when most of us were young. Jack and Irving Rosenthal are planning extra attractions for remainder of the season.

Wildwood, N. J.

By M. H. ORODENKER

Next two months are blue-ribbon vacation and outing periods here, with elaborate plans for entertainment of groups by the Chamber of Commerce, co-operating with city officials and other organizations. Season is under way in encouraging fashion. Rentals are ahead of last year, all hotels are open and

many of the merchandise shops and concession stands on the Boardwalk are well.

On June 20 a three-day convention of Spanish-American War Veterans began, their second consecutive year in Wildwood. A Fourth of July celebration, better than ever weather permitting, is just around the corner. Also on the calendar are Outboard and Speedboat Regatta on August 17 and 18 and 20th annual Baby Parade on August 23.

Close-out sales of Boardwalk establishments were scored and enacting of legislation to curb the practice was advocated by Greater Wildwood Chamber of Commerce, which denounced the practice of merchants who exploit wares during height of the summer season.

At Cape May the resort has set its second annual pageant, Cape May on Parade, for July 25-27. Herbert C. Hart is chairman. Restoration of 45 acres of eroded beach has been promised.

Atlantic City

By M. H. ORODENKER

While ice show doesn't start until mid-July, Phil Thompson, manager of Convention Hall, gave the auditorium its first summer life on July 27-29 in booking thrill shows, offering Flash Williams and His Thrill Drivers, Harry Tracy and His Auto Busters and Ray Morrison and His Hollywood Stunt Men. Program was rounded out with a safety demonstration and rodeo and circus acts.

Garden Pier Theater, Lex Carlton again assuming managerial reins, opens on July 8, returning for the first time in years legitimate drama to the Boardwalk. Izzy Hinst reopened Globe Theater on June 25 with burlesque. Jack Beck again managing the house. Ventnor Pier Theater also is partial to legit. Mac Deemond Players recently opening a season's stand. Stock company performances will be on Thursday, Friday and Saturday nights. Beginning July 7, Vincent Speriale's group of 15 instrumentalists and vocalists will inaugurate a series of Sunday night concerts. Novel Kiddies' attraction at Ventnor Pier is a Monday afternoon feature. Elizabeth Dittmer reading stories for youngsters.

Week also brings the 70th birthday of the Boardwalk, opened in 1920. Cost of the first Walk was \$12,000, paid for in city script. Nine years later a second Walk was constructed, but this was destroyed by storms during the winter of 1923-'24. Its successor met a similar fate five years after completion, and the fourth or present Boardwalk was commenced in 1930. It has been extended, rebuilt, widened and improved many times, but the big mystery is what happened to the golden spike driven down during inauguration ceremonies somewhere near Park Place.

Exhibits on Steel Pier now include Laugh Land, Kongo Land, Shok-Shu and Old Haunted Castle, representing a large variety of ride and slides; also a reproduction of the Indian Caverns of the Shenandoah in Virginia and a large working model of the Chesapeake & Ohio Railroad system. Richard Endicott, Steel Pier manager, dipping still further in radio operations. In addition to his interests in the new WPPCI station, which will soon be constructed on the pier, Endicott is also a prominent figure in the Trent Broadcasting Corp., which is seeking to establish a new radio station in Trenton, N. J.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Outings continue in large numbers. Nine streamers were either tied up at dock or lying at anchor in the Sound last Saturday (June 22). Maestro Rudy Vallee and party were recent visitors—got their pictures took and had a huge time. Wallace Bros., weight gurus here this week—Mike Wallace, president; Jack Wallace, superintendent; Eddie Davis, office boy; John Lawless, assistant, and Marcus Rosie, age ten-year. Helen Conrad is back with Our Rosaceous. Jack (Dart) Frazer has a new job, Vitamin B. Aquatic Club's first meet will be

July 11 and Westchester County's swimming championships will be held at pool August 14-15.

Frank Laper, Mrs. Laper and Walter are doing nicely at Pennyland on the Boardwalk. Kiddieland is gaining in popularity. Fay Monroe of auditing staff is at the Arenas. Another vet of auditing force is Jerry Howley. Tom McVeigh, traffic officer at the Circle, is fast getting red in the face. Tom Dagan is now on duty on North Boardwalk. Gus Hudler, chief paymaster, is a very busy man—especially on Tuesday, when the ghost walks. It is reported to the writer that Min Besser is in the market for a pair of second-hand bagpipes. Dix at the Lake is good for Capt. John Walters and his crew—Warren Clarke, Bob Humphries, Joe Kellar and the rest.

Park speedbumps doing a rushing biz and Jack Rose says he is correspondingly satisfied. Charlie Walters is his assistant. Mr. and Mrs. Morgan say good biz at Moon Garden Restaurant, so does John Macri at Colonades and Beach Cafeteria. Print-your-name is beginning to take a real hold on Playland patrons. Axel, vet engineer of administration building, is ex-vet in United Hospital. Percy and Muriel Brown, daughters of Lee Brown, assistant to the director, were recent visitors, he was Ed Bogart, hasta luego.

U. S. Anthem Policy

NYC, N. Y., June 19.—To stress patriotism, employers and concessioners of Playland are required to stand at attention and uncover each morning as park opens to the strains of the national anthem. Polley was inaugurated by Director Herbert P. O'Farley, whose statement reads: "Conditions abroad bring us to the serious consideration of our national affairs and give us an added appreciation of American ideals. This year Playland inaugurated the practice of opening with the national anthem and, as an evidence of respect and devotion, all employees are asked to stand at attention with heads uncovered while it is being played."

HeLEN REYNOLDS' Skating Champion and Irene La Mar Tria, comedy starlets, will feature the July 3-7 free-act bill in Arenas.

Rain Cramps Pontchartrain

NEW ORLEANS, June 20.—At Pontchartrain Beach attendance was cut sharply by rain on June 8-13. Manager Harry J. Hall said attendance up to the time rain began promised the beach's best season. He has made much progress in erection of an outdoor stage for events during July and August, including selection of Miss New Orleans, in tie-up with Atlantic City; Junior Miss New Orleans; Southern weight-lifting championship and others.

LAWY BROTHERS, comedy aerialists, were featured recently at Edgewater Park, Detroit.

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A. N. RICE, Care Capital Beach Park, Lincoln, Nebraska.

Coney Island, N. Y.

By SAM ABBOTT

Concessionaires are gunning for the weather man, if he is the one who ordered the rain and cold that put a damper on business Sunday (20) and the first part of the week. Saturday was a break and the boys did good business, some of them admitting they begrimed closing according to cusine.

Consolation is that the World's Fair has also had some low days. Despite tough breaks in the weather, ops are not permanently disheartened. However, it is not advisable to go about the Island asking, "How's business?" Weather the beginning of the week was so terrible that a few of the spots did not open for business.

Tirra and her Wine Bath at Dave Rosen's Streamlined Pollois bowed out after the last show on Sunday. Cause for this was a telephoned order from License Commissioner Paul Moan on Monday morning after having seen or had a report on the show. All advertising of this featured turn was removed and a substitute act was contacted. Joe Wright is leading the band. Billie Milton and Eddie Joyce are dividing times at the mike.

Better business is expected on Tuesdays, especially when fireworks programs get under way in July and August. Feature is being advertised in newspapers and subway trains and should bring out more people on these nights at least.

Sleekchase Shorts

In keeping with the patriotic trend that seems to be exerting itself everywhere, Sleekchase Park has inaugurated the policy of playing "The Star-Spangled Banner" daily at opening and closing times. A recording of the anthem is sent over 10 amplifiers that reach every part of the park. Beginning Wednesday (3), Water Carnival Nights will be held. Features will include canoe tilting, water shooting, obstacle and swimming races. Winners' points will be tallied, with prizes to be awarded at the end of the season. Aquoclub, made up of the season bathers under the direction of Instructor Cornelius Frazer, will go in for various aquatic tricks. Under the direction of Psychological Testing Bureau, Inc., a series of tests will be made in the park to settle the argument whether children or adults have greater capacity for enjoyment on devices.

Lens Lines

At Luna Park slack business continues as concessionaires still argue the benefits and disadvantages of the free gate. The Great Erie, high-pole act, was the free turn this week, bowing out Monday (11), when the sensational Waldos, aerial act, came in for seven days. Captain Fingers' Circus is still holding forth at Hippodrome, with Bernard's Elephants and Capt. Joe Hanson added on week-ends. Lou Ward, been down, is in for an indefinite stay. In the Ballroom Ballroom Benny Carter's Band was followed in Thursday night by Louis Prima. Jolley, which is subject to change, calls for Ladies' Night on Wednesday and no dancing on Monday. Staff here includes William Kahr, publicity; David Blasian, door; and Laurrie Gracey, box.

News along Surf is that Helen Hahn has opened a guess-your-age at the site of the old Mardi Gras Theater. L. Taik is operating his own souce and novelty stand. George Eberly has returned to the Island after a nine-year absence to manage Kohr Bros.' frozen custard stand at the corner of 13th. My Algit and Ben Karbowiak have a guess-your-age in front of Luna Park in addition to guess-your-age and guess-your-weight, in the park. Mrs. Catherine Welforth, 28 years at Coney, is doing a good job with her Gaspard on Bowery. Mack Winkle, formerly of Mermaids Cafe, is in the box at World in Wax. Ralph D'Angelico's spot. Also here are Pop D'Angelo, Dick Richards, Harry Capo and Roy (Rajah) Allah. Tim Campfield is back at his bottle game. Dan Lane, of Lane's Irish House, is a patient at Samaritan Hospital, leaving Jerry Ludeke in charge. Sam Weisberger, formerly a side-show operator on Surf, is behind the bar. Whitley Anderson and Sid Pernay are studying routes to California. Harry Kaplan, who recently rolled in from Los Angeles, is popular with the jewelry trade. Tosca Helstein has the prettiest scale worker. Shirley Farkow, on the Island. Teade's daughter, Lolita, is in

Chicago to meet her husband, Abraham (Bunnie) Feinstein, former Coney concessioner, to celebrate their third wedding anniversary. Trista says she's at last found a top counterpart in Ram Chiapone.

Sparis Drome has served its 10,000,000th customer, George Geras, manager, aware. Tom Brown, attendant at this spot, is reported recuperating from a recent operation. Bowery Barn is showing free movies. Irving Thub, in the box at Bubble Bounce, doesn't have a good word for the weather. Sol Angel is on the door and Sam Prestano at the controls. Virginia Reel has a sporty looking box designed by Jimmy Kyrmee, who reports that his Rocket ride hit a banner day June 18. This operator is said to be importing a new ride, "the like of which Coney has never seen." The Reel-Disk Hall staffs are engaged in a bitter bowling feud. Line-ups include: Va. Reel, Neal Kyrmee, Dan (Dipper) Marranciel, Nick Potentia, George Kyrmee; Skee Ball, Bill Carmel, Herbie Sherman, Ted Stillman, Lou Blumenthal. Tourney is being staged at Johnny Christmas' Ocean View alley. A League is said to be in the making. Marty Zante Jr. is doing a good job with high striker. Ted Stillman has turned out to be such a good bowler his autograph is now being sought. Joe Stala, formerly of the Von Steins, is officially connected with Sam Rubinthal's Rabbit Race. Benny Friedman returned to Lou's Three-Star game. Staples Blaile Rosenblom did a foot race on Bowery to escape autograph fans. Every time one sees Phil Cook he's drumming up members for the National Showmen's Association.

NEW YORK, June 20—Charles R. Miller, former manager of Luna Park, sends the following correction from Punta Gorda, Fla.: "On reading the June 13 issue I noted a misstatement about Luna Park and feel you would want to correct it. Your story said that Luna Park is in 100 per cent operation for the first time in six years. The season of 1934 the park was partially open. However, seasons of 1935-36-37-38 it was open in full. In 1939 the Streets of Paris was built and space was at a premium. This attraction operated for two consecutive seasons."

Long Island

By ALFRED FRIEDMAN

Long Island, with resort facilities for accommodating almost 3,000,000, strangely is without means of entertaining a convention of as few as 500 or 600 persons, and it has been this year and last year that the Island became more conscious of the situation. Many inquires (most of them attendant to presence of the World's Fair) have poured in from out-of-towners, asking for suitable convention spots on the Island, but thus prospective business has had to be turned down because of lack of facilities.

The unscrupulous practice of fluctuating prices, of which bathing pavilions have been most guilty, will run face to face with its severest opposition this season. Groups of bathing pavilion operators at Rockaway and Long Beach have banded to put a halt to practice. Likewise when business has been good, some pavilion men have lifted prices to double, sometimes triple, regular rates. On the basis of consistency, however, operators who have maintained a one-price standard have been doing the best trade.

Roadside Rest, hot dog stop-off, which is one of the largest of its kind in the country and which registers its frankfurter sales on the basis of tons per season, is trying to encourage sale of sandwiches on the same plan. Thus far the experiment is going successfully.

RECEIPTS BETTER

(Continued from page 50)

stone on Friday, when several pro acts appear.

Staff includes Charles Laube, vice-president and treasurer; Charles Diebold Jr., secretary; Edwin Stumpf, passenger agent, assisted by Francis Coghlan; Bertha Baier, secretary; Capt. William P. Malloy, S. S. Canadair; Thomas Fagan, first mate; Ralph Oren, second mate; James Nagel, park and maintenance superintendent, and R. Holt and R. Tureck, police.

In the park line-up are Mrs. Leo A. Smith, attorney; Nik-o-Lok Co., toilets; Peter Dubcock, bowling alley and billiards; Carrie E. Gerbert, bathhouse; Max Amusement Co., circus and funhouse; B. D. H. Co., Ltd.; Harry W. Burwell, manager, Dodgem, Penny Arcade and pinball games; Balts & Rebstock, Merry-Go-Round; Mrs. Leo A. Smith, check stand; George C. and Edward G. Hall, candy; William O. Bruce, cigarette gallery; Mrs. H. Detine, darts; Heyday Co., Ltd.; William J. Roth, manager; Heyday, Ernest Einbeck, hunt games; Thomas F. Dillon, Kiddie ride; Charles Laube, owner, Midway Restaurants, Ltd.; Bug Co., Ltd., miniature golf; LeJeune Brothers, Miniature Railway; Ruth and William Mathewson, motorboat speedway; Fillmore L. Hall, Octopus; Canadian Locker Co., lockers; Indoors Kartoway, phonon; Thomas F. Dillon, pony track; John O. Ritchey, games; U. C. J. Dexter, roller rink; Lambert J. Hoffman, Sea Swing; William O. Bruce, shooting gallery; Ella May Sherrill, souvenirs; William J. Roth, Tommy gun; Bug Co., Ltd., Tumble Bug, and Lambert J. Hoffman, water slides.

Dance Big Good

Celeste Park, Jamestown, N. Y., J. G. Campbell, manager, is doing well with its Flat Ballroom, where name bands are featured over week-ends, and its roller rink. Count Basie appeared on June 29 and Hal Kemp is slated for July 6; Orrin Tucker, 18, and Glenn Miller, August 10. Morley Brennan, MCA band, started as regular week-day house orchestra on June 20. Fire-act floor show is featured in the ballroom during the week and at Sunday matinees. Admission is free during week, night club policy being in operation. Ray S. Kneeland books talent.

Wilfred Myers operates Greyhound, Whip, Till-a-Whirl, Dodgem, Arial Beings and Miniature Railway. J. O. Campbell owns the Ferris Wheel, Merry-Go-Round and Arial Joy Ride. Mrs. Johnson has a small Merry-Go-Round. Mrs. J. S. Campbell operates the roller rink and Mr. Campbell manages the ballroom. Concessionaires are Henry Gettman, bingo and wheels; Sadie Weatherbee, candy; Carbon Ice Cream Co.; Ed Clasper, Penny Arcade; Mrs. Johnson, Hiedelberg; Mito Lawton, shooting gallery; and Campbell, pop corn.

Midway Park on Lake Chautauqua, Maple Springs, N. Y., is doing oke. Tom Carr is manager-owner and also owns concessions and ride. Roller rink is managed by Harry Teets. There are 10 concessions, a Till-a-Whirl and Merry-Go-Round.

Frost Niagara Park, near Youngstown, N. Y. This park is owned and managed by Arthur J. Brown. Rides, run by Walter J. Brown Amusement Corp., are Merry-Go-Round, Custer Car, Aeroplane Swing and Midget Autos. Concessions are pitch-till-you-win, bingo, dart game, balloons, duckpond, ball game, string game, Albert Field, manager; beer garden, pop corn, penny arcade, Walter J. Brown; ice cream, Charles Wood; bowling alleys, penny pitch, shooting gallery, Arthur J. Brown.

Olcott Beach Park and New Risotto Annex, also on Lake Ontario, is owned and operated by Phil Morris. He owns the Ferris Wheel, Merry-Go-Round, Aeroplane Swing, Auto Ride and Miniature Railway. Gabriel Riccio runs the ballroom, using local bands. Concessions are Hubert Flynn, bingo, spearball, pitch-till-you-win and dart game; Bill Church, ball game and shooting gallery, and Laurence Schurten, Olcott Gardens.

Anglo Beach Park is owned and managed by Peter Lalli. He operates the Merry-Go-Round and seven concessions. Eddie Maggio operates the ballroom and supplies the music with his band. Harold Encke runs the roller rink. Near-by Sunet Bay Park has a miniature Merry-Go-Round and Automobile Ride, operated by William Burhart, who also has a restaurant. Palace Park on Loch Lake, Cobocion, N. Y., is owned by M. G. Wall. He operated a ballroom, roller rink, Auto ride, Merry-Go-Round and three concessions.

FAIRYLAND BOLSTERS

(Continued from page 50)

tires are sold for four hours at a flat rate, permitting unrestricted use. Alternative is sale of tickets at half price. They are then distributed by the firm to employees.

Contrary to other attractions, the swimming pool is patronized heavily at all times and business shows an increase over 1939. Since 1937 it has led all attractions as the most consistent money-maker. Pool Manager S. T. McMillick has adopted several new stunts, including water carnivals and games.

American Recreational Equipment Association

By R. S. UZELL

The illustration of a scooter car on the front cover of The Saturday Evening Post has elicited keen interest among amusement men as to whether it is a Dodger or Skooter Car and how it all happened. The artist, as all do, was looking for something unusual and found it at Woodside Park, Philadelphia, when someone hit the red-headed girl's ear hard-on. She is adjusting her hat and winding up her determination to go after somebody. We who operate such devices know that she got a real wallop. It must have been by someone who would not follow traffic and keep to the right. To the general public it is far more interesting at this season than it would be in winter when nothing is operating in this country. It follows the publication's policy of having the front cover timely. It is sure to cause wide comment on Skooters and Dodgers rides.

Weather-Break

The week-end closing June 23 in the East and at New York World's Fair was good. Weather was excellent Saturday and it held off Sunday until after midnight. The fair gives better volume of business to amusement in on Saturday than any day of the week thus far. Contrary to amusement park operation, Sunday is the weaker sister. Monday is bottom, from which grousers gradually climb until the Saturday maximum is reached.

Ride Help Department

Cy Bond, like a physician, has the pulse of the situation to a nicely. His night crew come on duty at 8 p.m. and on Saturday night especially are ready to go places. His son is a member of one crew and has to toe the mark with the others. He does not like it too well, little realizing that discipline is an asset, for which later in life he will thank Dad. Here is a ride that is managed and results show it. At another place we saw a ride each car of which was supposed to have an attendant to assist the patron in making a safe landing. The operator had only to watch the safe conduct of the ride. Instead, he had his back to the controller in a hilarious huddle with car attendants while passengers were getting out unseated, with a good chance to fall or get a bump. Is it any wonder that insurance companies must classify some as careless operators? On the other hand there are operators who would give a sharp reprimand for such a first offense and a payoff for a second offense. Here is an example of why some operators do not succeed and why some employees look for a new job each year. Harry Illions' men, who attend the upon of the Magic Carpet, are a fine example of efficiency. When the door at the top of the Carpet closes they jump to their stations like soldiers snapping into attention.

Deaths at Playland

Playland, Rye, N. Y., lost two policemen by death within a few days. They had been there some time and were well known to all employees and concessionaires. Michael Wallace, of weight grousing note, left us in January of this year. He had been a weight grousing at Playland and old Rye Beach Park 38 years.

George Hamid's son, who has obtained a university parchment, joins other sons in outdoor show business who are college men. At the rate of present increase college men will take over the industry in another generation. AREA staged a father and son night at Chicago three years ago that created surprise and wonder. It showed that most well-known comedians will carry on by descendants. It is a pity that J. A. Thompson, H. B. Auchey, T. M. Marion, Fred Ingerecit, Billy Dentzel, George Washington Perris, Frederick Thompson and Skip Dundy left no sons.

which bring out patrons.

The daytime business on Sundays and holidays has been fair, night trade is depended upon for profit, and despite increased overhead due to lighting the park has yet to have a day this season close in the red. Ballroom business has been especially good since warm weather set in and overflow dance crowds patronize rides and concessions generously. Recent name bands appearing were George Hall, June 20; Cab Calloway, June 23, and George Olsen, June 26.

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DEALERS WHO HANDLE MEDICINES AND Household Remedies—Write for particulars about our product. **AVE-CO PHARMACEUTICALS**, Box 1, North Indianapolis, Ind.

DEMONSTRATORS—THE NEWEST FAST-SELLING pitch men on road today available for first-class demonstrators and fair workers. Fair quarter with 50¢ touch. Costs only \$10.00 each. Complete samples and proposition upon receipt of 25¢. Reliable people only. **BOX 7304, DISK L**, Philadelphia, Pa.

KEY CRICK STAMPING OUTFITS—BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 Broadway St., Brooklyn, N. Y.

MEDICINE DISTRIBUTORS—100% PROFIT, fast repeating business. **Milling V-Co** Tonic Laxative. Earn \$75 weekly. Be independent. **VI-CO SALES**, Birmingham, Ala.

MEXICAN JUMPING BEANS—THE MOST original curiosity in the world. They attract universal attention. **JOAQUIN HERNANDEZ**, Edscooter, Alamedo, Sonora, Mexico.

NEW LIQUOR TAX MANIS THIS—Sign a natural dollar seller. Your sample and details, 25¢. **LEIBERMAN**, 2334 W. Monroe, Chicago.

ORIGINAL SILVER STRIKE EQUALS A SLOT PLUS 50 OTHER GAMES. Sold at night every tavern, tourist stores, lodges; quantity pleasure wine, sample 25¢. **T. P. GORD CO.**, Box 290, Green Bay, Wis.

SELL ORIGINAL, IMPROVED BLUE SIGNS—Offers competition since 1890; costs 3¢, sells 25¢. Experience unnecessary. **KOELHERS**, 335 Goetz, St. Louis, Mo.

WHERE TO BUY AT WHOLESALE \$50,000—Articles, Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York.

127 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York.

ANIMALS, BIRDS AND PETS

ALLIGATORS, SHARKS, LIZARDS, TURTLES. Animals, \$5.00, \$10.00 and \$15.00 each. Specify sizes wanted. **ROSS ALLEN**, Okaloosa, Fla.

FOXES—BLACK BABIES, \$40.00 PAIR! Armadillos, \$5.00 pair; Wild Cat, \$10.00; Large Black Bear, \$40.00 each; Monkeys, \$10.00. **BIRDWORLD LAMB**, 3310 W. Lafayette, Detroit, Mich.

PLINTY SNAKES, Iguanas, Alligators, Gila, Diamond, Horned Toads, Agama, Monitor, Coatimundi, Puma Cub, African Lion Cub, Rat, Mac, Prairie Dogs, Caiman Pigs, Parakeets, Cockatoos, Peacocks, Peafowl, White Dove. **WE ARE OTTO MARTIN LOCKE**, New Braunfels, Tex.

REAL DOG ACT—FIVE FOX TERRIERS AND Chihuahua. New pups. Price right. **COONIE MALOON**, Union City, Ind.

SPECIAL OFFER—BLACK IGUANA, \$2.00 TO \$4.00. Fresh shipment. **ROSS ALLYN**, Okaloosa, Fla.

TRAINED GENTLE ELEPHANT AND TRUCK—Also, Dogs and Pomes. Young stock and well trained. Reasonably priced. Selling on account at **Hillcrest**. **BOX C-508**, Billboard, Cincinnati, Ohio.

WANT TRAINED TAME MONKEY—WITH Props that anyone can handle. Lowest price, details, photo. **B. HIX**, General Delivery, Manistee, Mich.

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MITMI BRO. & WARD**, Oceanide, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

NOTICE, MUSICIANS—LEARN HOW TO form "Hundred Lights" and "Five Orchestras," both \$2.00. Cash with order. **AL CATHARO**, Misenham, Pa.

Set in half-inch type. No rules. No borders. Advertisements sent by telegraph will not be honored unless money is wired with copy. We reserve the right to reject any advertisement or refuse 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.

BOOKS AT 25¢ UP FOR CRIME, NARCOTICS, Health, Fun, Astrology, Magic, Minstrel, Boxing, Wrestling, Snake and other shows. Write your requirements: 30 different samples, \$1.00 postpaid. **STEIN PUBLISHING HOUSE**, 521 South State St., Chicago, Ill.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Shunts and Rag Pictures. Illustrated Catalog. 10c. **BALDA SERVICE**, Olmsted, Wis.

BUSINESS OPPORTUNITIES

FOR GOOD MONEY-MAKING OFFERS, CIT your name in "Progressive Directory," one monthly service. 25¢ sample copy. **DIMES, SIGNITY**, Pottsville, Pa.

FOR SALE — NEW 40x80 FOOT FIR-WOOD Portable Dance Floor, \$650.00. **WM. ROBERTS**, General Delivery, Dixon, Ill.

FOR SALE — SUMMER RESORT. ONE OF nature's beauty spots, including natural spring-fed lake, beach roller rink, seven cottages. Now doing business. All equipment turned and merit deposit. **Near U. S. 40** in western Ohio. **Address SILVER LAKE REALTY CO.**, New Carlisle, O.

CIT DOLLAR HILLS, QUARTERS BY MAIL Color—All yours. Simple, easy instructions. **25c. JEROME GARNET**, 3011 Glasgow St., Portsmouth, Va.

GET IN THE FLAG DECORATING BUSINESS AT ONCE—War scenes, political campaigns, conventions, celebrations mean plenty of quick cash. Small capital required. **WALIS COMPANY**, 216 W. 53rd, New York.

PITCHMENT, SOLICITORS—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Postage, Food, Catalog, 69-B free. **C. W. HANSON**, 303 W. Erie, Chicago.

RISK — BEAUTIFUL OUTFIT, FORTY SEVEN. Account richness in family. Sacrifice, eighteen hundred or half to good partner. **BROWN GROCERY CO.**, Alabama City, Ala.

WILL SELL HOUSTON'S LARGEST AND BEST Roller Rink at bargain, **DOYLE LUCKIE**, 1035 Main, Houston, Tex.

1,000 WAYS TO MAKE MONEY—MAN OR woman; city or country. Interesting literature free. **WALLACE B.**, Box 1225, St. Petersburg, Fla.

WHERE TO BUY AT WHOLESALE \$50,000—Articles, Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York.

127 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised exclusively in The Billboard by manufacturers, distributor or jobber may not be advertised as "used" in The Billboard.

ALL MACHINES A-1 CONDITION—1 SEE-burg Chicken Scales with base; 2 Evans Ten Strike, 1939 model, \$60.50 each, 15¢ deposit with order, balance C. O. D. **MILAM MUSIC CO.**, Cameron, Tex.

ALL MAKES OF PHONOGRAHES—DIRT cheap. Legal equipment, Scales, Free Games and Seals. **WHITE NORTHWESTERN MUSIC COMPANY**, 610 W. 13th St., Sterling, Ill.

BALLY LEXINGTONS, 5¢ CASH PAYOFF—\$100.00. Baby Royal Pach., \$5 Cash Payoff, \$100.00. Others from \$5.00 up. Send for **DET. GOODBODY**, 1824 E. Main, Rochester, N. Y.

RALLY SPORT SPECIAL—USED FOUR WEEKS, \$119.50; Thistledown, \$35.00; Sport Page, \$45.00. **TRENT BRO.**, Reddick, N. C.

CHICAGO COIN JOLEY, FREE PLAY, \$59.50; Baby Champion, \$34.50; Corp., \$59.50; Flamingo, \$49.50; Big Show, \$32.50; Chevron, \$27.50; C. O. D., \$19.50; Big League, \$59.50; Supercharge, \$39.50; Triple Threat, \$26.50; Double Treasury, \$10.50; Palm Springs, \$12.50; Daily Dozen, \$12.50; Baby Fairground, \$26.50; Classic, \$22.50; Golden Wheel, \$17.50; High Four Record Player; Deluxe Treasure Island Discoper, \$59.50. **WAYNE SERVICE CO.**, 5200 W. Third St., Dayton, O.

CHICKEN SAM RAYOLITES, WITH STAND, \$30. Baby Animal, \$7.50. As A-1 condition, 15¢ with order, 5% discount payment in full. **WEST VIRGINIA AMUSEMENT CO.**, Box 180, Logan, W. Va.

EIGHT PINTY PHONOS, FIRST-CLASS CONDITION, \$75.00 each. Lot for \$550.00 with records. **C. BENDER**, 314 Xenia Ave., Dayton, Ohio.

TRI-DIGGERS, IRON CLAWS, G. F. B. ARCADE Machines, Scales, Want 20 Wurlitzer Phonographs 312. **NATIONAL**, 4242 Market, Philadelph., Pa.

SEEBORG DISTRIBUTORS, 172 Northland, 95th St., Miami, Fla.

TRIUMPHS, SUPER-SIXES, DANDYS, WHITE Scales, perfect condition, \$45.00 each.

FAMOUS GUARDIAN ELECTRIC SERVICE KIT No. 603—Every pin game operator needs one. Contains necessary parts for repairs, \$6.50. Write for parts catalog. **BLOCK**, 1527 Fairmount, Philadelphia.

FOR SALE — TEN DRUMSHIR U. S. POSTAGE Stamp Vending Machines. **Sacrifice** for cash. **C. C. CHADWICK**, Saville, Kan.

FOR SALE — 22 BIG EXHIBIT BOWLING Games, \$19.75; 9 Gretschon Gold Award Cigarette Reel; Columbia excellent condition, \$32.50. **AMERICAN SALTS CORP.**, 3070 Lincoln Ave., Chicago.

FOR SALE — SECOND-HAND XYLOPHONE, Deagan, Model 4726, 4½ octave, cream-colored and stand. In excellent condition. **ED HUSTED**, Wellboro, Pa.

FOR SALE — 200 CAMPS ERITRE SPOT, \$49.50; BANES, \$20.50; blonde, \$49.50; Buckaroos, \$24.50; Cadillac, \$26.00; Commodore, \$19.50; Jolly, \$59.50; Oil Boy, \$45.00; Red Cap, \$39.50; Triumph, \$55.00. Send 15¢ deposit with order. **LEHIGH SPECIALTY CO.**, 3d and Green Sts., Philadelphia, Pa.

GUARANTEED FREE PLAY CAMPS — GOLD Cup, \$70.50; I-2-3, \$69.50; Triumph, \$49.50; Super Six, \$32.50; White Sails, \$37.50; Box Six, \$35.00; Baby, \$32.50; Miami, \$29.50; Arrowhead, \$27.50; Fantasy, \$27.50; Topper, \$27.50; Chuckie, \$24.50; Let-O-Fun, \$22.50; \$4.50; \$22.50; All Baby, \$19.50; Dave Jones, \$19.50; Spofford, \$19.50. **THE MARKET COMPANY**, Cleveland, O.

FREE CAMPS ERITRE SPOT, \$49.50; BANES, \$20.50; blonde, \$49.50; Buckaroos, \$24.50; Cadillac, \$26.00; Commodore, \$19.50; Jolly, \$59.50; Oil Boy, \$45.00; Red Cap, \$39.50; Triumph, \$55.00. Send 15¢ deposit with order. **LEHIGH SPECIALTY CO.**, 3d and Green Sts., Philadelphia, Pa.

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WURLITZER 512 OR 412, \$40.00; CINEMA-TONE Penny Phone with 6 Records, \$37.50. Send one-third deposit with shipping instruction. **BILL FREY, INC.**, Miami, Fla.

WURLITZER 516A, \$59.50; 416, \$57.50; 4 Column Select Vendor, \$59.50; Jennings Cleopatra, \$24.50; Columbia's Cigarette Reel, \$24.50. **COLMAN NOVELTY**, Rockford, Ill.

15¢ BALL CUM, FACTORY FRESH, 12c BOX; T-140, Star, Midway Classics, every vending game. **AMERICAN CHEWING**, Inc., Pleasant, Newark, N. J.

4 POKARINOS, EXCELLENT CONDITION, \$15.00 each. Half deposit. **MURWITZ**, Perryland, Ocean City, Md.

4 BILL SLIDES, \$1.75 EACH; 2 DIAL VENDORS, \$10.00 each; 1 Diana Domino, \$3.50; 34 Deuces Wild, \$5.00 each; 10 Fruit King, \$6.00 each; 10 Diner Counter, \$6.00 each; 2 Marj Wheels, \$2.50 each; 4 Plastic Birds, \$3.00 each; 1 Skill Draw, \$3.00; 24 Tally, \$3.00 each; 3 Wild Deuces, \$6.00 each; 1 Midget Races, electric, \$3.00; 1 Steeple Chase, \$3.00. This equipment in excellent condition; half each with order. **BILL D. GEORGE BUSCHMANN**, 4435 N. W. 2d Ave., Miami, Fla.

52 WURLITZER 600, \$14.00; 2 CINEMATONE Paraphony Talk records free, \$19.00; 7 Jennings Te-Day Series, 1 Rock-Ola Lo-Boy, \$19.00; 6 Mills Smoker Bells, \$30.00; 15 Mills Blue Fronts, \$12.50; 25 play, \$19.00. Send deposit. **BILL FREY, INC.**, Cable address, "BILFREY," Miami, Fla.

WILL TRADE—TEN STRIKE, WORLD SERIES, Chinese Sun, Metal Trap, Casino Golf, Penny Phonograph, 31-21 flat-top, Sky-Jump, Want-It Packets, 1c and 5c Q.T.s, late free play fader. **MARION COMPANY**, Wrights, Kansas.

WILL TRADE FOR LATE MODEL PHONO-graphs and Legal Games, complete thousand dozen per week, capacity 10,000 chip equipment because purchasing larger unit. Works splendidly with coin machine business. You benefit our year's experience. Describe fully what you have. **BOX C-507, Billboard, Cincinnati, O.**

WURLITZER 512 OR 412, \$40.00; CINEMA-TONE Penny Phone with 6 Records, \$37.50. Send one-third deposit with shipping instruction. **BILL FREY, INC.**, Miami, Fla.

WURLITZER 516A, \$59.50; 416, \$57.50; 4 Column Select Vendor, \$59.50; Jennings Cleopatra, \$24.50; Columbia's Cigarette Reel, \$24.50. **COLMAN NOVELTY**, Rockford, Ill.

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COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, \$11 COSTUMES, \$1 UP. Farm, Hindu, Hindoo, Evening Coats, Wind, Fur, Bargains. **COLEY**, 310 West 47th St., New York.

FORMULAS

QUESTIONS RELATIVE TO FORMULAS ANSWERED at reasonable rates. Formulas, 50¢ each. Correspondence invited. **ROCAMBEAU LABORATORY**, 269 Ninth Ave., Paterson, N. J.

THAXLY FORMULAS FOR SUCCESSFUL PRODUCTS. Acoustic Analysis Assured. Helpful Research. Catalog free. **T. THAXLY CO.**, Washington, D. C.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, CLARID KETTLES, CRIBBLES, STOVES, LANTERNS, BURNERS, Tanks, Tubing, Report. Lowest prices. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia.

DUNBAR POPCORN-PEANUT WAGON, HOT Dog Steamer, Soda Custer, Awning, good condition, \$205.00 each. **RITA**, 314 S. Sacramento Blvd., Chicago, Ill.

FOR SALE — PORTABLE SKATING RINK, 12x20; 195 Pair Skates in good condition, \$2,000.00. **ALBERT KEATHLEY**, San Berico, Colo.

FOR SALE — BRAND NEW TRAVERS LIFE Sized Mechanical Lifting Man in Glass Case, One-half price. **RAY YARHAM**, Newton, Ia.

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL Popcorn and Chees Coated Popcorn Machines. **LONG EAKINS CO.**, 1976 High St., Springfield, O.

POPCORN MACHINES — FEARLESS PORTABLES, Crete, Durbin; Gated Kettles, Carmel Kettles Furnaces, Burners, Tanks. Lowest prices. **NORTHSIDE MFG. CO.**, Indiana, auto.

POPCORN, CHEESE O CORN, CANDY, NUT and Chip Machines. New Electric Wonder Popcorn and supplies. Big money. White **HAPPY DAYS**, Omaha, Neb.

PORTABLE SKATING RINK — \$610.00. All equipment used five months. Completely equipped throughout. New driving excellent pay location. \$2,000.00. **DERWINT**, 2447 Trost, Kansas City, Mo.

RINK PRICED FOR QUICK SALE — PORTABLE
Floor, Chicago Skates, Music; In good condition. \$100.00. Don't write. Come and get it. DAN KERNOOLE, Burlington, N. C.

100 PAIRS HOSLER SKATES, SOUND EQUIPMENT, Coca-Cola Cooler, State Cabinet and Counter, etc. WILLIAM H. BLACK, Univesale, Inc.

\$249.00 PORTABLE PUBLIC ADDRESS SYSTEM — Excellent for carnival uses. A real buy at \$65.00. Write H. C. CERANDINE, Saco, Me.

36x40 PORTABLE FLOOR, TENT, SKATES, P.A. System, operating, \$1,400. J. D. COOLIT, Troy, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

AUTO BUMPER GAME WITH EXTRA CAR — Good condition, Drive rule, Auto, Cigarette Holder, Pinball, Penny Pitch Layout, 6 Model Autos. Other games and show property. BOX 2, Dayton, O.

CONCESSIONS COMPLETE — 12x16 BLOWER joint, extra Heavy Green and Red Top; good plus. Hinged Fur Frame with Psi and Shaving; Blower and Wiring. No junk. \$100.00 quick. 12x12 Open Game Rack with Psi all around. \$20.00; 10x14 Red and Green Top and Frame, extra good, \$35.00; 6x8 Swinging Ball Frame with Bean top, two balls and pins, \$10.00. Half dozen! required. RICE, 315 Southwest Blvd., Kansas City, Mo.

FOR SALE — TWENTY-FOUR SEAT CHAIN Mane complete. Ferris Wheel, Auto Piano, Wurlitzer Organ, Style 125. CALVIN CRUNER, Pickensville, Ill.

FOR SALE — 25 ELEVEN FOOT MOTOR BOATS, suitable for lake or amusement park, all accessories. Originally cost \$300 each. L. H. KLEIN, 316 W. 55th St., New York City. Circle 7-6161, or daytime, Esplanade 3-5626.

FOR SALE — WALKING CHARLIE BALL Game (light travel), good condition. Must be seen. Write SCHAMMEN NEWMAN, Doylestown, Pa. R. D. 2.

FOR SALE — \$300 COOKHOUSE, COMPLETE with Truck. Will consider experienced partner with \$150 cash. P. O. BOX 17, Fairview, N. J.

HIGH STRIKER, \$35.00; NEW STRIKER MAULS, \$4.50; Caterpillar Ride, best offer. J. E. ALEY, Rt. 4, Box 159, Aspinwall, Pa. 46

MONKEY RACER FOR SALE — THREE CARS, Steel Track and Frame, good Tent, only \$27.50. A real money-maker. IRA L. SHK, 1601 Patterson Ave., Westland-Salem, N. C.

NEW SHORT RANGE STAD GALLITY ON Trailer — Something different. All equipment at bargain price. MAYBE, 903 DeGraw Ave., Newark, N. J.

PENNY PITCH BOARDS WITH JACK POT — 45x18 inches, \$100. \$200 cash, balance C.O.D. One used Automatic Duplicator, \$8.00. WICKESHER, Holyoke, Mass.

PORTABLE GRAND STAND SEATS — ALL sizes, new and used, out or indoor, with or without foot rest. We also rent seats. PENN BLEACHER SEAT CO., 1207 W. Thompson St., Philadelphia, Pa.

HELP WANTED

BOOKER WANTED — WITH CAR FOR HOLLYWOOD Cowgirl, M.G.M. girl hash unit. Reliable, alert man. Percentage. No advance. KEN HACKLEY, Earl Park, Ind.

DESIRE EXPERIENCED MAN ON SLOT MACHINE for prosperous business in West. Good rates and commission. BOX C-497, Billboard, Cincinnati, O.

DROME RIDER WANTED — SOME TRICK Rider. Long session, salary 10% with \$15.00 guarantee. P. C. CLARK, Blue Ribbon Shows, Connersville, Ind.

ENTERTAINING WAITRESSES, CIGARETTE GIRL, etc. Summer season. Western Act preferred. Room, board and tips. Write DUKE RANCH, Atlantic City, N. J.

WANT CIRCUS COOK, WORKING MEN AND MIDGET CLowns. With Miss Carter, AL C. KILLEY & MILLER BROS. CIRCUS, Pur. Route.

WANT IMMEDIATELY—ACCORDION PLAYER. Old time and modern, radio and dance. Join on wire. ORCHESTRA LEADER, WSMC, Rice Lake, Wis.

WANT ACCORDION MAN — READ, JAN. Holmes. Must be young and limber. No need to boozes. Write BOB SKYLER, Castle Club, Ft. Worth, Tex.

WANT BLACK FACE COMIC — JOIN IMMEDIATELY. State age and features. No advance. WHITE OWL MEDICINE SHOW. Anderson, Ind.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, SPIRIT EFFECTS, MAGIC, MARIONETTES, FOREGANTS, BUDDHA, FUTURE PHOTOS, CHRISTALS, LUCKY PIECES, PHARMACY, GRAPHOLOGY CHARTS AND BOOKS, WHOLESALE. Largest 170x65 174-page illustrated catalogue. \$30c. NELSON ENTERPRISES, Nelson Edge, Columbus, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN 220 W. 42d St., New York City, N. Y.

1940

Show Family Album



TWO veteran troupers are shown at the left. They are Ben Beau (left) and Elmer Velare, who appeared as an aerial free act team with the C. W. Parker Shows in 1908, when the picture was snapped. Beau is now on the Coast. Velare, with his brother, Curtis, and Carl J. Sedlmayr some years ago organized the Royal American Shows, now a unit of the Amusement Corp. of America.

At the right are shown a trio of executives of the Cosmopolitan Shows. Picture was taken at Ottawa, Ill., in 1910. Left to right are Harry Clark, assistant manager, deceased; J. D. (Jack) Wright Jr., general agent, who is still active in show business, and Edward Jessup, treasurer, also still active.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially 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, 23-27 Opera place, Cincinnati, O.

LATEST 216-PAGE ILLUSTRATED PROFESSORIAL MAGIC Catalogue of Tricks, Books, Selections, Ventriloquist Figures, etc., 25c. KANTIKI, 3311 Walnut, Philadelphia, Pa.

1940

MISCELLANEOUS

CUSHION MOUNTED, INDEXED, DELUXE RUBBER STAMPS, 1 line, 25c; 2 lines, 35c; signatures, \$1.50. STAMP WORKS, Hastings, N.Y.

SHOWMEN, ADVERTISERS — CUTS AVAILABLE at new low prices. \$3 buys column advertising. Write for information. CLAY CENTER ENGRAVING CO., Clay Center, Kan.

STUFFED TEXAS HORRED TOADS, \$1.95 dozen; Stuffed Baby Alligators, \$9.00 dozen; Armadillo Babies, \$9.00 dozen; Genuine Fair Tales, 60¢ dozen; Rabbit Foot Charms, 35¢ dozen; Texas Longhorns, mounted, \$20.00 up. HOWNOTYS, 1317 Broadway, San Antonio Tex.

1940 WATT FLOODLIGHTS, \$3.50; 20-INCH AIR CIRCULATING FANS, pedestal type, \$19.00; Table Model, \$14.00. MILLER SURPLUS, 2331 Madison, Chicago.

M. P. ACCESSORIES & FILMS

NOTICE
News and display advertisements of interest to restaurateurs will be found in The Billboard's new film department. Look for "Non-Theatrical Film" in the index on page 3.

AMBITION—SHOW TALKIES THEATRELINE Commercials, Sound Equipment, Weekly Programs mixed. Use EQUAL Sound Projector, \$145.00. BOSTON, 711 Steuben Bldg., Chicago, Ill.

AN UNUSUAL OPPORTUNITY FOR ROADSHOWMEN to cash in with our 16MM. Movies. Send for our "Restrauranteurs' Special" today. INSTITUTIONAL CINEMA SERVICE, INC., 1500 Broadway, New York.

BARGAINS IN USED PROJECTION MACHINES, Operas, Chain, Screens, Spotlights, Scores, Options, etc. Projections Reduced. Catalogue. MOBILE MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago.

ONE HOLMES PROJECTOR, ONE 1500 WATT Kohl Plant, Tractor, one 300 Watt A.C. D.C. Converter; four Picture Programs. Cheap. W. F. STAGGS, Dayton, Ohio.

SENSATIONAL CLOSE-UPS — 16MM. ROADSHOW Features and Shorts. Stories, Maynards, Tylers-McCoy, etc., \$4.50 each 16. Programs, regular day or week. Projector and Accessories Bargains. Let me. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn.

1940

WANT TO BUY "UNCLE TOM'S CABIN" FILM — 35MM. Silent, good condition, priced low. THOS. L. FINN, Hornack Falls, N. Y.

WE BUY 16MM. SOUND AND SILENT FILM, paying highest prices. Let us know what you have. ZENITH, 308 W. 44th, New York.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — 10 READY TO PLAY VIOLINS, left from an expert estate. MRS. WALTER EMMONS, 1404 S. 10th St., Omaha, Neb.

HAMMOND ORGAN — USED LITTLE, TWO AMPLIFIERS. G. McCORMACK, McCormick's Restaurant, 3 Main St., Westport, Conn.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Mystery," never before shown in America. Address J. PLATEAU, 1822 Tulane Ave., New Orleans, La.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 300 OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terra Haute, Ind.

1940

ABSOLUTELY BEST DIRECT POSITIVE BUY — New Portable Double Unit, with cool fluorescent lighting system. Takes both 16x24" and 23x31" pictures. Send for general catalog and information on new metal projection enlarger-reducer. MARKS & FULLER, INC., Dept. BCS40, Rochester, N. Y.

1940

ROLLS DEVELOPED — TWO PRINTS EACH and two free Envelope Coupons. 25¢. Prints, 2¢ each; 100 or more, 1¢. SUMMERS' STUDIO, Unionville, Mo.

"ROYAL PHOTO FINISHERS"—TRY US. Roll developed, plus 2 double prints each 6 or 8 exposures. Receipts, 3¢ each. MATWOOD, ILL.

1940

YOU'VE TRIED THE CHEAPEST NOW TRY the best. Roll developed in fine grade developer, 16 double edge prints, 10¢; 25 prints, 20¢. BEST PHOTO SERVICE, 2451 N. Ridgeway, Chicago.

SALESmen WANTED

SALESMEN — AMERICA'S FINEST SIDEWALK 40% commission daily. 1,000 feet selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. WILLIAMS, 2130 Gladys, Dept. AB, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Parlor Panels—Positively no disappointment. NELSON STUDIOS, INC., 1236 S. Madison St., Chicago, Ill.

TATTOOING SUPPLIES

COMPLETE PROFESSIONAL TATTOOING OUT. Kit with Carrying Case which opens ready to work in 5 minutes; also nice Flushing Microdisco Wheel, if sold together, both for \$20.00. Need money badly. PROF. A. L. DENNIS, Cleveland, Tex.

THEATRICAL PRINTING

SONG BOOKS - MUSIC — WE PUBLISH YOUR books by offset, beautiful color effects, using your photographs without cuts. Samples free. LITHO-GRAVERS, INC., Parkersburg, W. Va.

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.50, 50% deposit, balance C. O. D., plus shipping charges. THE BILL FRIST, Winston, N.C.

50x65 ENVELOPES, RETURN ENVELOPES, 50x111 Letterheads or 500 Business Cards, \$1.00 each postpaid. FLINT, 2311-B Sixth Ave., Chattanooga, Tenn.

WANTED TO BUY

TWO TICKET CHOPPERS — ELECTRIC OR hand operated. Must be in good condition. White VIRGINIA RAIL, Bowery, Coney Island, Brooklyn, N. Y.

At Liberty Advertisements

5c WORD (First Line Large Print Type),
25c WORD (First Line and Middle Line Type),
50c WORD (Second Line Type); Pictures
Told in Words at One Rate Only.

MINIMUM 25¢ CASH WITH 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 25¢ is necessary to cover this service.

Therefore, when figuring the cost of publishing your advertisement kindly add 25¢ for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

SOUND CAR—ELECTRIC ILLUMINATED FOR NIGHT advertising, extra miles for special addresses. 30 year's amusement experience, publicity, contests, advertising. Will work Minnesota, Dakota, Wisconsin, Iowa, only EVERETT McARDELL, 2307 Grand, St. Paul, Minneapolis, Minn.

ADVOCAZ AGENT With Team to Book and Stage Shows. Advertising—large or small scale, including all girl bands, line of girls with orchestra, Western, Hillbilly or standard bandanna acts; stage, radio or screen names. Illustrations mostly, postcards, programs, brochures. Best theaters, parks, state, club, fair details, photo restaurant, 13th floor, 1025 N.Y.C., The Belmont, 1342 Broadway, New York, N.Y.

1940

AGENT, BOOKER, Manager, Publicity Director— Twenty years' circus, carnivals, theatrical, vaudeville court to most important. Expert controller. High-powered vocalists. Agents wanted. Address me, 2125 AUGUST, 1429 S. Winter St., Atlanta, Ga.

1940

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY — ROBERT BANDY AND HIS 7 Girls, Sweet Singing, Union, Nice uniforms and stands. Large, modern library. Organized 2 years, experienced in dance and show work. Can cut it. Go anywhere. Just completed four weeks at "Play Show Bar," Russell Point, Okla. Address all inquiries to ROBERT C. BANDY, 341 W. Wayne St., Fort Wayne, Ind.

1940

AVAILABLE AT ONCE FOR LOCATION — DRAMATIZED Southern Dance Band, Union, seven pieces (piano, drums, trumpet, trombone, three accordions). Can augment; also furnish 16 vocalists. Large library, standards, piano, novelties. RICHARD LEON, 1316 Tutwiler, Memphis, Tenn.

1940

FOUR-PIECE COMBO; HOTEL, GRILL, RESTAURANT, Resort; library standard; classic, popular hits; strictly union; licensed. A. F. M. Bookers write. Box C-504, Billboard, Cincinnati, Ohio.

MAIL ON HAND AT
NEW YORK OFFICE

1949-1950

Womca

Bach, Anne (States Bach Trip) Belmont, North Carolina

EARLY BIZ GOOD

(Continued from page 50)
beaches, which cater exclusively to bathers, are going well with a 10-cent gate. Jim Lawes and Steve Molony manage Black Rock and Jim Dern and Jim Thompson are in charge of Sunset. Both spots have been redecorated.

ember 1. His report is a visit with Mickey Duval, of Clarke Sisters, and members of the Four Bonheurells in Lynn, Mass.

BARTON Society Circus, going two days, was recent free set at Buckeye Lake (O.) Park. Act features Master Bullie.

Lagoon Park at near-by Farmington has had an exceptionally good season so far. Manager Julian Bamberger, who recently returned from an Eastern trip, has peacefully remade the resort, copying World's Fair ideas of large space between booths with incandescent lighting. New stands are painted in uniform colors to harmonize with the general scheme and have been moved back some 50 feet. Free admissions on Sundays and Mondays, with 25-cent day gate and 50-cent night charge on other days, is the policy.

TWO COMETS, high pole, recently played Summit Beach Park, Akron. They were booked by the QBS Bus office.

POWELL'S Dancing Elephants have returned to Meyer's Lake Park, Canton, O., where Mrs. Jeanette Powell, her son, George, and act's personnel will remain until start of the fair season. Elephants will be a notable attraction. Act re-

Jerry Jones' band, with Shirley Davis, vocalists, is playing in the ballroom. New features are motorboats which go in a循wed channel and take the place of dangerous chutes. Staff includes Superintendent Healy; Paul McDonough, publicity manager, and Bert Kneadham.

WILL BE A midway attraction. Act recently completed an engagement at Summit Beach Park, Akron.

WILLOWING a week's appearance at Summit Beach Park, Akron, and a series of picnic dates. George Arnold Mamapapa, his Barnard Police, will play

Park Free Acts

METERS LAKE PARK, Canton, O., has reinaugurated a free-admission policy for the first time in several years. Appearance recently were Flying Valentines. Others are planned in for a later date.

JERRY D. MARTIN (Joydee, "the Great"), aerial contortionist, since closing with World's Famous Shows, has played in Derry, N. H.; Bedford Grove, Manchester, N. H.; Revere, Mass.; Deamer's Beach, New Castle, Del., and Riverside

MAIL ON HAND AT
CHICAGO OFFICE

464 Wm. D. Bldg.,
R.R. West, Randolph, N.Y.

Women

卷之三

McAllister, Mrs.	Wheeler, James E.
McAllister, Mrs.	Whitney, John T.
McAllister, Mrs.	Wicks, W. B.
McAllister, Mrs.	Wells, Theodore
McAllister, Mrs.	Williams, Harry A.
McAllister, Mrs.	Willis, Jack
McAllister, Mrs.	Wilson, Robert W.
McAllister, Mrs.	William, William
McAllister, Mrs.	Winters, J. W.
McAllister, Mrs.	Winters, John C.
McAllister, Mrs.	Winters, George

ark, Agawam, Mass. Betty John Martin will vacation with her daddy until September 1. His reports a visit with Mickey Duvall, of Clarke Sisters, and members of the Four Bambahells in Lynn, Mass.

BARTON Society Circus, doing two a day, was recent free act at Buckeye Lake O.J. Park. Act features Master Bullie, 3. Al Rose does clown tramp. Also here were Bartoli Twins, acrobats.

TWO COMETS, high pole, recently played Summit Beach Park, Akron. They

POWER'S Dancing Elephants have returned to Meyer Lake Park, Canton, Ohio, where Mrs. Jeanette Power, her son, George, and act's personnel will remain until start of the fair season. Elephants will be a midway attraction. Act recently completed an engagement at Sunnyside, Pennsylvania.

FOLLOWING a week's appearance at Sunbeam Beach Park, Akron, and a series of picnic dates, George Arnold Mamph reports his Barnyard Prolies will play celebrations in Western Pennsylvania for Artist's Service, Inc. Bertrice Weese has set up new 85-foot rigging on Arnold's lot for rehearsals and has also added some

giant swing and 300-foot tooth slide. She will play Ohio and Pennsylvania dates under management of her father.

HIGHLIGHTED during the season at Pontchartrain Beach, New Orleans, reported Manager Harry J. Flatt, are Governor's Diving Horses; Iris Allisite, head balancing; Royal Rockettes, ice skaters; Casting Campbell's Circus Troupe, high wire, Four Sensational Stars; Viera Four, and Great Siegfried, ski jumper.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Kentucky Bingo Prizes Taxable, Lewis Rules

FRANKFORT, Ky., June 29.—Bingo games operated by charitable institutions are not exempt from the requirement of the new law that calls for 15 per cent of the value of prizes awarded to go to the new state tax, according to an opinion of Assistant Attorney-General Jesse K. Lewis.

The opinion was given to Representative Sybilte J. Wagner, of Covington, who wrote the attorney-general that two institutions in Covington conduct bingo games, the proceeds of which go exclusively for the upkeep of the institution, a hospital and an orphan's home.

"It is our opinion," Lewis said, "that a charitable institution, no matter how worthy, would not be in a position to claim tax exemption on a scheme it operates."

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

A circular received from the American Walnut Manufacturers' Association interested us and may interest the manufacturers, distributors and operators who are open to suggestions on how to increase their merchandise sales to the salesboard market.

Says the association: "Walnut is the great American substance. Where richness and beauty, charm and prestige are requisites for sales appeal—the use of Walnut enhances these values. Its use wins instant favor and preferred acceptance. Its use for display gloriously commands attention. It assures distinction and confirms quality. Most important of all, there are hundreds of records to prove that the use of Walnut increases sales. This is true for picture frames, for radios, for fine furniture. And it is true for hundreds of specialized uses in the premium field."

Of course, such claims are not surprising, coming as they do from a group anxious to stimulate the use of Walnut, yet the possibilities of extra sales thru the use of this beautiful wood is a subject which is certainly worth looking into. The association invites inquiries from all those interested.

Record-O-Vox is all hopped up over the reception being given to its Universal Five-Tube Radio . . . orders and reorders are coming in strong, officials of the firm report. Art looks good for a low-take deal . . . it has fast, excellent performance claims and, not of least importance, is popularly priced. Radio is housed in a Walnut cabinet 11½ inches by 8 inches by 8 inches, operates 110 volts—AC-DC, has built-in aerial, illuminated dial and is fully guaranteed by the manufacturer.

See where the Dunhill Fan Dancer is still getting a heavy play from the Platt Distributing Co. . . . at a new low price.

The new R. O. A. midget portable radio, which received such a terrific send-off on the front pages of newspapers in all parts of the country, should be a natural on a card or board. Many of the boys are already planning deals on the item and it is all that the manufacturers claim the turnover should prove to be as terrific as the advance press. It definitely warrants a look-over.

HAPPY LANDING.

Big Merchandise Season Seen For Atlantic City Boardwalk

All types of items are on hand as concessioners use flash displays to up takes—spots well stocked to take care of thousands of vacationers' wants

ATLANTIC CITY, June 22.—As summer goes into its full swing, indications are that the Boardwalk merchandise, novelty and gift shops are headed for the best season in years. The famous promenade is lined with dozens of stores, and vacationers shop while strolling or roller-chair riding. The items that are sold on the Walk are almost unlimited, everything from a hand-carved backscratcher to silver service from Sheffield. Novelty trick stores and Japanese and Chinese curio spots abound, and vacationers who like to make purchases at auction can choose from among a dozen places. The biggest stores, from the standpoint of sales, are the lower priced novelty and gift numbers. Most prominent on display at the popularly priced stores include wood carvings, miniature objects of all sorts, costume jewelry, shell goods, glass items, especially ash trays and figures, dolls of every size and description and a full stock of toys.

Minatures Popular

All merchants have made elaborate window displays. In the neighborhood of Hamid's Million-Dollar Pier, S. M. Naiman attracts attention with an assortment of costume jewelry and bags, all popularly priced. Jack's Souvenir Shop, next door, emphasizes wood cuts and wood carvings, dolls and miniature objects. Abenader's specializes in miniatures, costume jewelry and toys. The Amusement Center, an arcade, has traveling bags and porcelain pieces for its most attractive prizes. Toyland, a bingo parlor, makes toys lie prizes to conform with its name. Flagel's goes heavily for souvenir cards, toys and miniatures.

Ross P. Schwartz & Sons, further down the walk, give their bagetelle winchers such fancy items as glam objects, hammered aluminum items and wood carvings. The Washington Art Gallery has a fine assortment of bric-a-brac of every kind, and a similar assortment is found at George D. Daoud's store.

L. W. Dunn features novelty slippers, a popular item at many stores, miniatures for wall cabinets and an assortment of ruby glass souvenirs. Madeline K. Hillman offers a wide selection of miniatures. Alroe's features costume jewelry and handbags. Mayfair Shop is heavily stocked with costume jewelry, miniatures and slippers. The Traymore Gift Shop features powder boxes, wood carvings and dolls.

Wood Carvings Featured

The Nikko has a wide assortment of Japanese novelties, emphasizing miniatures and flower pots. At the several Mr. Powers' Remembrance Shops at various points on the Boardwalk, miniatures, handbags, glass objects and dolls are featured. The Kitchen Novelty Shop, near Steel Pier, goes in heavily for gifts and gadgets for the kitchen, featuring glass and wood carvings with a kitchen motif as well.

Bonnes Nouvelles & Co. are solely for costume jewelry. Chandler's featured porcelain plates and miniatures. The Paramount Shop attracts shoppers with dolls, toys and costume jewelry. Kauf-

man's, having a similar store in St. Petersburg, Fla., features Indian and Mexican novelties, porcelain pieces and costume jewelry. The Wing Fat Co. specializes in gifts and novelties from China.

There is no end to the number of items offered. Stores are all well stocked and crowds are beginning to gather. Say merchants, "All that is needed is money and a desire to spend it."

Six Mdse. Shows This Month; First In Atlantic City

NEW YORK, June 29.—With nearly 600 exhibitors signed, the annual New York Housewares Show is set for the Atlantic City Auditorium, July 7 to 12, inclusive. The show will open a series of six to be staged during the month.

Many bingo and salesboard operators are reported trying the Atlantic City show as a means of uncovering new items adaptable to their fields. American-made goods are reported to be displayed in large quantities. The event, sponsored by the New York Housewares Manufacturers' Association, will introduce new numbers to the houseware, electrical and major appliance, china, glass and pottery lines. Show will be open from 9 a.m. until 6 p.m. Sunday thru Friday. A dinner-dance and floor show will be held Wednesday (10) in the Grand Ballroom.

Other shows to be held during the month include: New York China and Glass Show, July 7-13, at the Hotel Vanderbilt, here; California Gift and Art Show, July 21-26, Biltmore Hotel, Los Angeles; Western Fall Market, July 29-August 3; Western Merchandise Mart, San Francisco; Chicago Gift Show, July 29-August 9; Palmer House, Chicago; Chicago Merchandise Mart Show, July 29-August 10; Merchandise Mart, Chicago.

Atlantic Premium Expo Opens Sept. 9

NEW YORK, June 29.—Atlantic Coast Premium Expedition will be held at the Hotel Astor here September 9 to 13.

There is every indication that the expo will be a repetition of the outstanding success that attended the one in Chicago in May. Many exhibitors at Chicago have already signed up for exhibit space and it is highly probable that the entire available display area will be taken weeks in advance of opening day.

Sponsoring organization is the Premium Advertising Association. Exhibit space is already being assigned by A. B. Corman, exposition manager.

Many bingo and salesboard operators along the Eastern Seaboard, along with others whose business it is to choose merchandise and novelty items for distribution in prize and gift channels,

BINGO BUSINESS

By JOHN CARY

OUTDOOR BINGO is in full swing in the South and one of the central spots of activity is Pearl River, Miss., in the heart of the Pearl River delta. According to "Slim Pat" Devine, who recently operated games there, the natives are going for bingo in a big way. The games are held in a large pecan grove and players come from all over the parish to play, some traveling as far as 75 miles. Goat herders and oyster fishermen make up the bulk of the attendance.

MONEY FROM THE BINGOS is being used to pay off an indebtedness on the church. Merchandise prizes are used exclusively. Zipper bags, lamps and blankets were outstanding during the time that Devine operated the games.

THINK OF PEOPLE traveling as much as 75 miles over rural roads to play bingo. People in this section are not offered many chances to enjoy themselves, and only those who know conditions in these rural sections can realize how much enjoyment bingo can afford these people.

IN READING, Pa., a banner season is predicted. Coming of warmer weather will find no slackening in the operation of bingo parlors, a report says, as practically all of the two dozen or more operators have signified their intentions of continuing throughout the summer. Al's Bingo at Mt. Penn is playing up its suburban locale, via, "Play bingo where the mountain breezes blow," and provides free bus transportation for players from the city.

NOTES from SUPPLY HOUSES

J. G. Moore reports growing demand for the new Strike It candy game. Device is a miniature striking machine about 8½ feet high with the weight traveling 3½ feet. Combination of reverse leverage and two variable elements, the vibrating rod and spring reaction, are the patented features which makes the striker available in miniature. While it is generally known as a candy game, Strike It may be used to sell any merchandise, the firm reports.

Lorin Bros.' new catalog No. 230 is off the press. The issue is bigger, yet more convenient and contains a wider assortment of merchandise. Shipping weight is given with every item to facilitate ordering. Clear pictures and logical groupings of related items are embodied in the edition. However, it is but a preview of the 448-page general catalog now in the works for fall delivery. Each article in the catalog is guaranteed to be as described and illustrated.

Harry Gordon, of Royal Merchandise Co., returned to his home in the South after a visit to New York of several weeks with his brothers, the Gordon merchants. Harry is reported to have made quite a few large merchandise purchases while here.

are expected to take in the show, as a grand array of new numbers is usually to be seen.

Bingo for President

PHILADELPHIA, June 29.—Mrs. Caroline Vandenberg, wife of Michigan's Republican presidential candidate, came forward during the early days of the convention here with an idea that would put a quick end to all the political maneuvering for the Republican nomination.

"Let all the candidates' wives hold a bingo game," she said. "The first ones to call 'bingo' can have it." She didn't say anything about a second prize for vice-president.

GET THE
BIG MONEY
WITH
"BLITZKREIG"
Timely—Sensational



New Getting TOP MONEY at the New York World's Fair

Ford competition, Standard \$10.00
4½" tall. Printed 1 gross
to customer. Minimum sale 1
gross. Send cash only. No
C.O.D.

Rush Your Orders Today

RALFCO, INC.
200 Fifth Ave. N. Y. C.

JULY 4TH SPECIALS

Bingo Cards \$10.00 per 100
Streaming Gumball Candy 10.00 per 1000
Character Cards 1.00 per dozen
Patriotic Cards 1.00 per dozen
General League Bambinis 1.00 per dozen
Footwear Cards 1.00 per dozen
Tattoo and Gumball Cards 1.00 per dozen
Doll and Gumball Cards 1.00 per dozen
Bingo Cards 1.00 per dozen
For Monkeys 1.00 per dozen
Gumball Dolls (12 inch) 1.00 per dozen
Gumball Dolls (7 inch) 1.00 per dozen
Monogram Hats 1.00 per dozen
Bingo Cards 1.00 per dozen
Miner, Gumball & Craft Fair 10.00 per dozen
10 Gross Department of China 10.00 per dozen
Gum for Penny Machines 1.00 per dozen
We carry a complete stock of Bingo, Gumball and Craft Stores Supplies, also Monogram Hats, China, Books, etc.

Write for Our Catalog

Terms: 20% Deposit, Balance C. O. D.

ORDER FROM OUR NEAREST STORE

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HOUSTON, TEX. 207 Preston
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ELGIN—WALTHAM
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Wrist & Pocket Watches. **\$2.95**
PRICES START
GUARANTEED LIKE NEW. Write for Catalog.
JOSEPH BROS., Inc.
63 E. MADISON STREET, CHICAGO

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

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, Ohio, for addresses of companies in this department supplying the items which interest you.

Watch Charms

According to Karl Guggenheim, prize winners who have been searching for small or consolation prizes for the summer are using the compact watch charm in gilt metal case for this purpose. This item is flashy and serviceable and the demand is growing. Special prices are now being offered on the charms and orders are being shipped daily, showing definitely that this item has potentialities of being a leader in its field.

Trav-Ler Radio

Salesboard operators and others who supply prizes to vacation-minded people are having success with the new Trav-Ler portable three-way AC-DC-battery radio, it is reported. This set has a four-tube superheterodyne circuit with six-tube performance and the Travoscope high "Q" antenna. The carrying case is a two-toned genuine Pig-Kold leatherette covering in rich brown with lighter shade recessed panel, and is water-repellent.

BINGO OPERATORS ATTENTION

Hex Is Supplying More Bingers Than Ever This Year

The Reason—

NEWEST ITEMS—LOWEST PRICES

GUARANTEED FAST SERVICE

Same Day Delivery Within 150 Miles of Buffalo. Next Day Delivery Up to 500 Miles. No disappointments with HEX. We Carry Tremendous Quantities of Bingo Merchandise.

YOU GET WHAT YOU WANT—WHEN YOU WANT IT AT THE LOWEST POSSIBLE PRICE.

HEX MFG. CO.

468-470 Seneca St., Buffalo, N. Y.

NEW CATALOG NOW READY—Write Today Making Friends—Please People for 17 Years.



NEUTRALITY PINS

Cash In Now While They Are Hot

No. 84-1210—Yellow Gold Filled, Enamelled in Red, White and Blue. Envelope is a present for this item. Our actual size. Individually packed. 12 on display.

Per Gross 7.50
No. 84-2120—Flag Pin, Yellow Filled. Enamelled in Natural Colors. Every pin will have one. Individually packed. 12 on display.

Per Gross 7.50
2 Earlobe Cards, One Doz. Each. Printed 12.00. Postage 15¢ Extra. 25¢ Discount on Q. O. D. Write for latest merchandise catalog No. 462 Spring & Summer. Mention your business we do not sell retail.

JOSEPH HAGN COMPANY
217 & 223 W. MADISON ST., CHICAGO

FOR SALE

10,000 Per Shaped 120 V. Case Lamp 1.00 Ea.
8,000 40 W. Bulb Lamp 1.00 Ea.

The Reading Elektric Co.
READING, PA.

It's Ready For Mailing Now! OUR BIG NEW 1940 CATALOG No. B134

This Book Has Been The Buying Guide For All the Show World

For Over 50 Years
The Goods You Need Now—At the Prices You Want To Pay
PLUS PROMPT SERVICE
If You Haven't Received Your Copy—Write for One Now!
When Writing State Business You Are In, as We Do Not Sell Consumers.

BELOW WE LIST JUST A FEW OF THE THOUSANDS OF MARVELOUS VALUES SHOWN IN OUR CATALOG!

JUST OUT: THE ALL-AMERICAN PANDA

It's Big!
It's New!
It's Low Priced!
What more does a man need to make him a winner? 24 inches tall. Octopus stuffed body. Black head, rolling eyes. Dressed in fluffy Red, White and Blue suit. Legs black, including feet. Monkeys, dogs and horses. Packed each in clothed bags.
NO. 84115 Per Dozen \$7.84
PANDA CLOWN: Same big value as above but dressed in fluffy red and yellow shorts with tail. NO. 84116 Per Dozen \$7.84

FUR MONKEYS
830625—8½" High. \$3.60
830626—9" High. 5.75
831154—10" High. 7.20
830728—12" High. 13.20
Per Gross

CANES
B15N100—Parrot Design (for Boys, for girls, etc.)
PER 1000 56.35
PER 10058
B15N101—Giraffe Handle Giraffe Handle Canes
PER CROSS 4.50

CHINA HEAD SWAGGER CANES
B15N102—China Head Swagger Canes, Giraffe
Design Handle
PER CROSS 4.50
B16N931—Adult Swagger Canes, Almond
Cane Stand
PER CROSS 6.75
FLYING BIRDS
Large Size. Thread with Thread and India
Monogram. B35N71—PER CROSS \$1.75

MINIATURE STRAW HATS
B14-N. Novel, Colored Pictures 3.50
B14-N100—Giant Hat 10.00
B14-N101—Outline of red wood hat
in repeating dot style
B14N013—Per Cross 4.50
Retail Price 1.95
Wholesale Price 1.27
Our Special Price Only 85c

No. B99115
UNIVEX
MODEL AF-4
B11N14—Per Cr. 12.00
Elephantine
New Streamlined Elephant Charm. White
elephant. One attached.

B11N15—Per Cr. \$1.00
New Streamlined Large
Size Elephant Charm. White elephant. All
located card.

B11N16—Per Cr. \$0.75
Large Size Coloured Donkey Charm. Card
attached.

B11N17—Per Cr. \$3.60
B11N18—Per Cr. \$1.00
Red, Blue and Green
Coloured Donkey Charm. White color. Card
attached.

B11N19—Per Cr. \$0.75
Large Size Coloured Donkey Charm. Card
attached.

B11N20—Per Cr. \$1.00
Red, Blue and Green
Coloured Donkey Charm. Card
attached.

B11N21—Per Cr. \$1.00
Red, Blue and Green
Coloured Donkey Charm. Card
attached.

B11N22—Per Cr. \$1.00
Red, Blue and Green
Coloured Donkey Charm. Card
attached.

B11N23—Per Cr. \$1.00
Red, Blue and Green
Coloured Donkey Charm. Card
attached.

B11N24—Per Cr. \$1.00
Red, Blue and Green
Coloured Donkey Charm. Card
attached.

B11N25—Per Cr. \$1.00
Red, Blue and Green
Coloured Donkey Charm. Card
attached.

N. SHURE CO. 200 WEST ADAMS ST., CHICAGO

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

Wrist & Pocket Watches
FOR LADIES AND GENTS
RECONDITIONED. PREMIUM LINE.
Write Now. 1940 Salesmen Catalogue.

PHILADELPHIA, PA.

801 SANSON ST., Wholesale Jeweler



New! P. D. Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!

Carries, Film, Pictures, Books, Paper, Back Yards, Front Porches, Street Commercial PROPERTY. WHEN you sell cameras, big money with the P. D. Q. . . the first camera creation of 1940.

NO EXPERIENCE REQUIRED

Take and finish beautiful BLACK AND WHITE or Sepia Photographs in NO FILMING DARK ROOM. Direct Positive Prints, size 2½ x 3½ inches. NOT TIN TYPE. Big prints, watch photos develop in daylight. In one minute. Easy to operate. Simple instructions show you how.

P. D. Q. Photo are guaranteed NOT TO FADE. About \$200 starts you in this wonderful big money business.

P. D. Q. CAMERA CO.

109 E. 35th St., Dept. BY, Chicago, Ill.

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE ← WRITE!



BE WISE... SEND FOR OUR NEW 1940 GENERAL CATALOG

Your FREE COPY is Now Ready!

Again we present to you—for the 1940 Season—a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Loaded with the "creaks" of the World's Merchandise Market! The newest and flashiest Concession Items! The latest and fastest selling Novelty creations! Premium merchandise and novelties of all kinds! You'll find everything that's new and popular in our new 1940 General Catalog! Act now! Send for your FREE COPY today!

GELLMAN BROS. 19 NO. 4TH ST. MINNEAPOLIS, MINN.



FURS OF DISTINCTION

Direct From Our Factory

Make Your Selections From Our Sensational
1940 Styles.

Minkkins, Raccoons, Skunks, Foxes, Skunks, \$7.50
Opossums, Porcupines, Kid Gloves, Beaverets, Beaverets, \$7.50
Porcupines and every other fur from up

Write Immediately for Our Price

NEW ILLUSTRATED CATALOG and PRICE LIST

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154 WEST 23rd ST., NEW YORK CITY

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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.



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3139 OLIVE ST., ST. LOUIS, MO.

WAGONMEN AGENTS

• JUMBO HAT CLOTH
Gloves—100 for \$2.50

• BLADES
Uniform Quality
Per 1,000 ... \$2.25

Include Postage in Above Prices.

CHAMPION SPECIALTY CO., 514-J Central St., Kansas City, Missouri

PREMIUM OPERATORS

READY! NEW SUMMER
CATALOG. WRITE—YOUR
COPY IS FREE!

**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 MERCHANTISE CO. 1006 BROADWAY, KANSAS CITY, MO.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

pelent, 14 by 12 inches wide, 8½ inches deep and 9½ inches high. When completed with batteries, set weighs 11 pounds. The set is designed for the vacation trade and shows indications of being one of the outstanding items the boys are offering this season, the firm reports.

Cigarette Servers

Grand Products Corp. reports that concessionaires and salesroom operators are finding the Turn O' Top line of cigarette servers a natural. Items are designed so that the slight turning of the top produces a cigarette. With space for 20 cigarettes, either regular or king size, the line is available in a wide range of genuine leathers with Dutchhill, Bilbao, Flame lighters or clocks set in the top. Literature is available, the firm reports.



CONCESSIONERS

SAVE MONEY! With Your
New "Hustler" No. 250

10 Gross Finest Shawls for \$1.50
Paper Shakes, Per Gross 3.25
Fox Tails, With Comic Cards
and Ties, Per 100 3.25

We Will Not Be Undersold

Starter Kits, Balloons
Card, Call Kit, Parrot
Horn, Cork, Parrot
Novelty Balloons
Doll, Dolls
Picture Dolls
Almondware
Gingerbread
Salesboards
And Thousands of Other Novelty Masters
To Your New Hustler White Trade

STATE YOUR TYPE OF BUSINESS

LEVIN BROTHERS

TERRE HAUTE, IND. 25% Deposit Required
With Ed. O. D. Order

Extra Value!



\$2.25 EACH

5 for \$10.50

#10 9880—Linen Watch. Plain
Stationary Dial. 22½ in. CROWN CLASS in
selected engraved dial with beaded line
border to match. Standard jeweled movement.
Each in attractive gift case. An
attractive gift idea. Write for free
catalogue now. Now by writing to
Watches at \$16.50!
DEALERS, Write for Catalog.

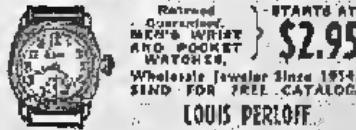
ROHDE - SPENCER CO.

223 W. Madison St., Dept. "B"
Chicago

ELGIN, WALTHAM, BULOVA

Retired
Concession
Men's Wrist
and Pocket
Watches.
Wholesale Jewelers Since 1854.
SEND FOR FREE CATALOGUE

\$2.95
STARTS AT



LOUIS PERLOFF

725 Walnut St., Philadelphia, Pa.

UNIVERSAL
5-TUBE RADIO
110 Volt—AC—DC
Large Flancy Walnut Cabinet,
11½ x 8½ x 10½ in. 100-watt 5-tube
radio. Features 5-tube dynamic
Speaker. Sets on light. Fully
equipped.

\$4.95 in less quantities
\$4.50 SAMPLE \$5.75
Send 25¢ with order. G. O. D. Co.
All Merchandise Fully Guaranteed.
RECORD-O-VOX, Inc., 80 Clark St., N. Y.

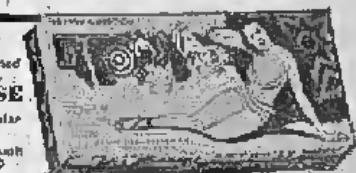


NEW
TURN SIGNAL

FLASHES FROM REAR WINDOW—DASH Control
AGENTS A bright red light. Presses button on dash
agent. Flashing light is high as 2400. Bright
action of 1 sec. and 1 sec. for fast and
immediate action. Also an alarm bulb.
WATCH MY TURN SIGNAL CO., Dept. W-427,
Walnut St., San Francisco, Calif.

CHENILLE BED SPREADS

4 New CHENILLE Bedspreads, generally tailored,
colored ground. \$10.00 dozen. Samples
\$1.00 each. G. O. D. Nelson, 225½ South
Main St., G. O. D. G. Red Spread Co., R. R. Nelson, Ga.



SALT WATER TAFFY

One pound of delicious individually wrapped Assorted
Flavored Taffy. Old fashioned wrapped taffy.
100 to a CASE..... \$5 per CASE

25¢ Deposit, Rec. G. O. D. Write for Free Circular
Each Sample Line wrapped Pound \$2.00

CASEY CONCESSION CO., 1188 N. Webster
CHICAGO



HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.



POWDER BOX

No. 2242

Model of Standard Powdered
Muskets. The box on top is of wood,
the body is all metal. Blue
white, gold and silver and
blue polished to plates or Mason's
Finish. 3½ inches high, 4 inches in diameter.
A BEAUTIFUL AND MOST NOVEL
ARTICLE, when you see it, you will feel
like paying it for \$1.00. It is good.

\$3.60 per doz.

Packed in glass, in box in padded
cartons. We sell a large variety of unique articles,
costing from \$2.00 to \$75.00, completely
illustrated price lists mailed on application.

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112-118 E. South Market St., Chicago, Ill.



SOCIAL SECURITY PLATES

\$8.00 per 100

GALES

\$10.00 per 100

Stamping service consisting of a complete set of
plates, including alphabets and numbers and groups
\$14.00. We have a good
proposition for agents.
Send for illustrated catalog and details.

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1125 Broadway, Dept. BQ, NEW YORK CITY

HEADLINE OPERATORS

For Short Time Only.

Newspapers for Headlines.

\$7 PER 1,000; \$13 PER 2,000;

\$29 PER 5,000.

Immediate Shipment.

Regular Newspaper Size.

ACT QUICKLY 25% With Order. BAL. C.O.D.

H. W. G. SALES CO.

219 W. 94th St., Apt. 32-A, New York City

Wholesale Catalog 4000 BARGAINS

For Salesmen and Distributors



F It has 300 pages,
check full of unusual
values. It contains
mailing plates, order
stamps, etc. and
full selling articles in
dozens, places and
direct to the consumer.
A most popular
item is left the person
from whom I buy.
THEIR white shirt
look good. Read for your
copy today.

Article
Gloves
22795 - Hand Bandage, 1" x 10 ft.
22796 - Hand Bandage, 1" x 10 ft.
22710 - Mitt, Twisted Ribbon, 6 in. sq.
4451 - Copper Pot Cover, 32 gram
4510 - Prokofieff Clock
4511 - Handy Soda Dispenser
4512 - Heavy Duty Tumbler
4520 - Household Edge Plates, per 1,000
4521 - Heavy Duty Plates, 1,000 pieces
4522 - Fly Rubber, Imperial, 1,000 pieces
4523 - Toilet Accessories, Dishes
4524 - Take Powder, Coal, 3 lbs.
4525 - Household Products, Inc., 100
4526 - Kitchen Sink, 20 pieces
4527 - Dish, 10 in.
4528 - Orange Canard-type Glasses
4529 - Each
4530 - Undercoat Dry Shaver, Each
4531 - SPORTS CO. 7-40 Erie St., La Crosse, Minn.

BILL CHMEN'S

A department for Pictures, Memorabilia, Novelty Sales,
etc., Magazine Showmen, Agents, Streetmen and Others.

By BILL BAKER

(Cincinnati Office)

FROM W. D. COOPER . . .
Left Mobile, Ala., recently and on my
way met Old Man Becker and a young
one by the name of Street in Cincinnati,
Ohio, working Social Security plates and
charms. The names and myself are on
the leaf, but haven't seen any money
since we left the Coast in 1917. George
W. Wiley, pipe in."

DESPITE ITS KNOCKERS, Philadelphia survives
and will survive on its glidely-to-be-seen merits.

FRANK L. SULLIVAN . . .
is in Tulsa, Okla., and says he would like to
get a line on Jack Curran, James E.
Miller and Dick Hull Hubbs.

MARY RAGAN . . .
who has been in the Crystal Palace
Market, San Francisco, for over two years,
scribes that she will be there for some
time yet. "Tom Barrett and Peterson
are around to see me once in a while,"
she writes. "Boys at the Fair are singing
the blues, except Maurice Goldie, with
whistles. Horoscope workers Luzzella,
Lady Alice and Sid and Mildred Hirsh
seem to be doing okeh because they are
working outside. Jim Ryan and Jack
Bentley are inside and not doing so hot.
Tigoria is on the front of a girl show, and
Jerry Russell, of Jams fame, is on a midget
show at the fair. Sid Shipman is working
there for Johnson. Ralph Quinton is
still with me, working off to good results.
Would like to hear from the boys and
girls who know me. Was sorry to learn
of Eddie Kerr's death."

JERRY THE JAMMER SIZZ . . .
who is working the South to good
take, is headed toward Cincinnati from
Nashville. He would like to see pipes
from Al Margulat, Frank Folk and
Muddy Waller. Jerry also expresses sor-
row over the passing of Eddie Kerr.

JERRY THE JAMMER SIZZ . . .
who is working the South to good
take, is headed toward Cincinnati from
Nashville. He would like to see pipes
from Al Margulat, Frank Folk and
Muddy Waller. Jerry also expresses sor-
row over the passing of Eddie Kerr.

SENATOR ROCKWELL . . .
is reported to have hit San Francisco
for Los Angeles June 31.

FRED WEIDMAN . . .
who has been pitching soap at the Crystal
Palace Market, San Francisco, for 18 years,
is still at it.

T. D. (SENATOR) ROCKWELL . . .
has been in San Francisco for a month
and is reported to be getting his share
with blades. He is leaving soon for Los
Angeles.

JUST A REMINDER: Season is about half
over, but the most promising months are to
come.

GEORGE SMITH . . .
of gummy fame, is working shops in and
around San Francisco with pens.

EDGEE COPLAND . . .
is reported to be out of the pitch game
and is working in a bakery.

CARL LEANDER . . .
is doing okeh on the West Coast, accord-
ing to A. R. Hill.

TRIPOD OPINIONS: "Try living a city cloth
or chief with a front door and you'll know
why the successful pitchman's chief concern is
his personal appearance."

FRANK BRAUN . . .
former pitchman, now in the carnival
business, wonders what has happened to
all of his friends and associates that were in
the business the same time he was. He recalls: "Just four years ago I made
my last pitch and entered the carnival
business as a special representative for the
West World's Wonder Shows, and now
I'm with the Lawrence Orator Shows
and enjoying a good season. During my
time there were such men as Bill Boyce,
Bill Vreeland, Lou Weiss, Dave Garb; Sam
Kramer, the man with the world's largest
chest expanding; the late Phil Reiss, of
Battery Park fame; the late Joe McCarthy,
that fiery red man and the daddy of them
all; the late Frank Urban, the one man
I was able to copy and learn a lot from
with his work on a platform. In late
years the men that I knew must have
gotten something else to do, as I always
read the pipes but never recognize any

names. The other day I walked the street
in Mountville, W. Va., where my show
was playing, and stopped for a few moments
to listen, but the pitchman didn't
seem to have the pep we used to have.
Like old Sol Adlis and Jack Kahn, of
Coney Island fame. Wonder what has
become of the fastest man in figures,
Mike Howie. Doc Hubbard, of sex fame,
now has a carnival bearing his name.
Well, boys, write line so I can read it
in the pipes. Expect to see some of you
at the fairs, as we start ours July 20."

YOU FOLLOWS who claim it's too darn hot
to work in the summer and too cold to work
in the winter. Could it be that you have no
ambition?

R. GUILD STEWARD . . .
what's doing? Haven't had a line from
you for some time and queries concerning
you have been received from other pitch-
men.

RICTON . . .
tells from Cartington, Ga., that he has
located again and now has a dive and
dance spot a mile from town, with a free
lot for tent shows.

PITCHDOOM AIKS working more than a square
deal from anyone.

JERRY FRONT . . .
who has been working the South to good
take, is headed toward Cincinnati from
Nashville. He would like to see pipes
from Al Margulat, Frank Folk and
Muddy Waller. Jerry also expresses sor-
row over the passing of Eddie Kerr.

JAY ROSS . . .
is at Resthaven, a convalescent home on
Prairie Avenue, Chicago, and says he'd like
to hear from friends, especially Jerry
Coste.

IF YOU'RE WORKING, what are you
working? That's news, too, you know.

"I HAVE . . .
just arrived in Buffalo after six weeks
in New York working the lot on Union
Square with Russ Weil," tells Ed Murray.
"Did very well until it got too
warm. Tisha Buddha was also working
Union Square, and Charley Bedford came
in from Washington. Weil and I then
went to Philadelphia and Harrisburg, Pa.,
then to Buffalo. Weil is returning to
New York next week. Am sorry to hear
Art Nelson is ill. At Clifton, Irving
Lington, Frank Rogers and myself all with
Nelson a speedy recovery. I have just
read Charley Kashner's article in last week's
issue of The Billboard and I wonder if he is
really quite quitting the pitch business. Pipe
in, Charley, with your plans for the future.
I came to Buffalo to join that great pur-
veyor of pain, Frank Rogers Jr. He and
I expect to bring a couple of hot items
in the star future. I am told that Mr.
and Mrs. Bus Robertson were at Neiman's in
Buffalo a short time ago and that they
did a big job on mice and tricks. Would
like to see pipes from Earl and Oert God-
frey, Patsy Godfrey, Charles Maher, Art
Nelson, Eddie Ollister, Mr. and Mrs. Bus
Robertson, Fred Lang, Joe Parker, Joe
Cor, Eddie Myers, Jack White, Clayton
Gilbert, Eddie Diebold, Lou Vie, Jimmy
Billups, Harry Bernstein, Doc Speedy
Rose, Doc Bill Medes, Phil Kraft, Al
Wreton, Art Reeves and Earl Davis."

**FOR A GOOD demonstration of intestinal
facilities with the pitchman,**

DON WOLFE . . .
is working now at the Grand store, Water-
bury, Conn., to fair taken. He would
like to see pipes from Al Worton, Harry
Rutherford and Bob Artman.

"WITH DEEP REGRET . . .
I learned from last week's issue of The
Billboard of the passing of Mido Kerr,"
tells Stanley Naldrett. "I first met
Mido about 20 years ago, working peels
in the Popular Dry Goods Co., El Paso,
Tex. Since that time I have worked
with him and considered him one of
my best friends. We will miss him

OAK-HYTEX CIRCUS and ANIMAL PRINTS

Popular
Balloons
that get
the money
See Your Jobber

THE OAK RUBBER CO., RAVENNA, OHIO.

NEW JEWELRY for ENGRAVERS,
Banquet Plates, Fair, Banquet
Invitations and Promotional
Lectures, Rings, Checks, Engraving
Tools, etc. Send for Price
List. MAIL LOG
or TELEX for
catalogue.

MAJESTIC NOV. 20, 227 5th Ave., New York, N.Y.

General Workers, Shortmen, etc. Pictures
Buy the Part That Makes You Money
WALTHAM

Now All Parts Postage Just Completed.
\$26.00 PER GROSS The Pictures That Make
Real Money
Write for Price List. Money Back If Not Satisfied.
START PER DOZ. Chicago, Ill.
2000 W. Adams Blvd. Dept. B.

ELGIN & WALTHAM
REBUILT WATCHES **\$1.75**
7 Jewel, 18 Size, 16 S.
H. Begele, Corp., at
Send for Price List. Money Back If Not Satisfied.
ELGIN CITY WATCH MATERIAL CO.
112 N. Broadway, Elgin, Ill.

MY ROUTE BUILDING PLAN
Starts **YOU BIG PAY**
in a BUSINESS

Hundreds of men have made
really big fortunes since they were
brought to us by the "My Route
Building Plan". If you want to make
your earnings should go up the minimum
line of 50-50 gross. Many products
Nationally Advertised in *Business*
Expo, Post, Good Housekeeping
and 100 other magazines.

These entrepreneurs proved plan
to increase sales and profits
by increasing sales and profits
Free Goods Offer and Premium
Gifts make it easy to start.
Guaranteed No Risk. Write
TODAY.

M. B. LAYMON, President,
Dept. B-A, Spencer, Indiana

ACE BLADES AT FACTORY PRICES
Here are the kind of blades that self
sharpen and re-sharpen. Leather-tipped to hair-
splitting sharpness. Made from fine
steel for long wear. Held in frame
factory prices. Ready display cards. We pay all ship-
ping. Same day for 1000 blades and profit details.

ACE BLADE CO.
Dept. B, 66 E. Erie St., Buffalo, N. Y.

MEDICINE MEN

Write today for new catalogues of Thelin, Orl., Kline,
Baptist, Tolbert, Elmer, etc. Low prices paid for services.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmaceuticals
117 E. Spring St., Columbus, Ohio

ROLLED GOLD PLATED WIRE
1000 ft. per roll

Gold Bond Inc.
227 Erie St., PROVIDENCE, R. I.

NEW FAST SELLER—GET ABOARD

"VETERANS KEEP U. S. OUT OF WAR,"
WORLD'S MOST THRILLING STORIES BY
WOUNDED SOLDIERS, WHAT THEY WENT
THROUGH, 216, 218, 220, 222, 224, 226, 228 Books.
Finger Prints, Blanket Boxes, Picture Calendars,
Samples, etc. with U. S. Gun, Court Law Authorizing
Letters Attached. Low shipping rates. **WETS-SERV.**
102 W. 44th St., New York, N. Y.

SOCIAL SECURITY PLATES
\$3.00 PER 100

Cost, \$1.00 per 100, stamping
Oval, factors, dealers and groups
\$2.00. Agents-Bonded for whole
state residents, name states, General
Agents, etc. **FRANK BONOMO**, 46 Central
Ave., Dept. RR-49, Brooklyn, N. Y.

ADVERTISE IN THE BILLBOARD

**—YOU'LL BE SATISFIED
WITH RESULTS.**

Greater Values Always

600 BLESS AMERICA BILK BAR. \$12.00
W. Va. 1000 ft. long, 100' Concourse, 3-4.
FLAG BLOW PINK. W. Va. 20' drama, 3-4.
American Flags with Images. 1.45
Budweiser, Dark Cognac, 1.45
WORLD'S FAIR BUTTER. Bar, 6.50
Giant, 1950 Butter, 6.50
SUN BRIGHT. Soda, 1.20
INDIAN CHIEF. Soda, 1.25
BALLOON. Department Special, Soda, 2.15
TORN UP HALLOWS. Soda, 1.70
DANDLING SWARLERS. Soda, 2.25
DANDLING SATELLITES. Soda, 2.25
FEATHER DOLLS. Milk Mix, 2.75
7.45
DOGS ON ANIMALS. Small Animals
for Consumption, Big Flash, 7.20
Dove
PENNY CANES. 1000 Cans, 6.25
SWAGGER CANES. Canine Head, 6.25
PARABOLIC. Milk, 20 Jars, 1.60
Puffing
FLYING BIRDS. Milk, 2.40
Mojave, Green
AEROPLANE. American Rice
Gum, 7.45
GRANVILLE BASEBALL. Soda, 7.50
Vine, Green
FOR THE LITTLE GIRL GARDEN. 2.90
Big Tassels, 100 Complete
Gardene, Standard Apartment, 4-5
Champs, De Luxe Apartment, 4-5
POCKET KNIVES WITH ANT
PHOTO HANDLES, 1.80
Photo Handles, 1.80
Diamond Rings—Gold
Mountings on Gold, 2.40
Send All Orders to NEW YORK CITY.

MILLS SALES CO.

Buy Only Numbered Articles
101 BROADWAY, New York, N.Y.
WORLD'S LOWEST PRICES WHOLESALE

ELGIN & WALTHAM—Second-Hand
Watches at Low 20... \$1.85
DIAMOND RINGS—Gold Gold
Mountings on Gold, 2.40

Send for Descriptive Circular
H. SPARBER & CO.
100 North 10th St., St. Louis, Mo.

very much. I will be in St. Paul July 8-20 and in Madison, Wis., July 27-29. My '40 fall season will begin at Burlington, Conn., at the Tri-State Fair August 8. Would like to hear from the San Francisco fair. Once on, Marty Robbins, let's have the info on peeler and juicer workers there."

* * *

A SALESMAN without knowledge of what he is selling is heading for trouble.

Pitchdom Fire Years Ago

Dog Lane Eagle had been working hard from his car on vacant lots in Pittsburgh. . . . The South street med stores in Philadelphia were going strong for Doc Ben Larson. Doc Hawkins was there doing big business with med and a colored band. . . . Haman A. Dobson was playing Richmond, Va., to excellent box. . . . Doc E. J. Franklin had been in Roanoke, Va., eight weeks, enjoying good box. . . . Charlie Lindmark, veteran paper man, was in a hospital in Vincennes, Ind., for an appendicitis operation. . . . Little George Lester and Carothers were having okeh business with their med show at St. Charles, Ill. . . . Booppy Williams was in St. Louis working shampoo soap and med. . . . Bert Doty and Tex had been clicking with med on lots in St. Louis. . . . Tom Ousey, St. Louis shooting gallery operator, well known to pitchmen, was seriously ill in Veterans' Hospital there. . . . Doc Rockwell, of blade fame, was back in Portland, Ore., after a 15,000-mile trip thru the Northwest. Spokane, Wash., was not bad and there was no reader there, but rents were high for spots. R. G. Stewart was selling plenty of knife sharpeners there, and Rusty Russell was working med. . . . Business was still good for Ricton in Georgia. Lyman the Magician was continuing to go over big with the show. . . . Charler Courteau, after vacationing in Atlantic City a few days, left for New York to get back in harness. . . . Mary Hogan was in Boston looking for open spots. . . . Doc Robert M. Smith was pitching single instead of operating his med show, using his gumminy for a hally and making court days, Saturdays and Mondays, in Crooksville, Tenn. . . . Charles C. Snellenberger had just returned to Indianapolis from an extended trip into the Southwest. . . . That's all.

* * *

HUSTLERS' TIPS: "Has anyone given any consideration to working on medders? It's true that practice is required to work the item, but when a fellow gets to the point where he can make an acceptable demonstration he'll find the dough will start to roll in." Item has proven a big money maker and some of the best hustlers in the field have worked it successfully."

**Events for 2 Weeks**

July 1-6

ALA.—FALL CITY. Celebration, 4-8.
ARM.—PLANTATION. Pow Wow, 3-4.
FLORIDA.—PIRATES. Hodoo, 1-7.
CALIF.—LAKEWOOD. Hodoo, 1-7.
Buckshot, Legion, Celebration, 26-July 7.
WIS.—WILSON. Frontier Days, 3-4.
COLO.—BRAZOS. Scatterbrush Hodoo & Horse Meet, 1-8.
Chrysanthemum, Roundup, 3-4.
Oreilly, Speed Hodoo, 2-4.
CONN.—NEW HAVEN. Red Men's Celebration, 6-9.
IDAHO.—GRANGEVILLE. Frontier Days, 1-4.
ILL.—ALTONAMI. Celebration, 1-6.
Candy, Legion, Celebration, 2-4.
Crate Creek, Celebration, 4-1.
Johnstone City, Homecoming, 3-4.
Lincoln, 12th Crippled Children's Festival, 1-4.
Morris, Legion Celebration, 1-4.
Okey, Homecoming, 4-4.
Montezuma, Celebration, 4-9.
South Wilmingboro, Celebration, 3-3.
Williamsburg, Celebration, 1-4.
Tobacco, Fire Dept. Celebration, 3-4.
IND.—NEW LAKE. Silverdene, Celebration, 1-7.
Brownsburg, Celebration, 4-6.
Hawthorn, Celebration, 3-4.
Crown Point, Lake County Celebration, 1-4.
Goshen, Horse Pulling Contest, 1-2.
Jasper, Celebration, 4-9.
Linton, Celebration, 1-4.
Madison, Legion, Celebration, 3-4.
Vinton, Legion, Celebration, 3-4.
IA.—BUDDY CREEK. Celebration, 3-4.
KAN.—MOLINE. Hodoo, 1-4.
Peabody, Celebration, 4-10.
KY.—WATKINSVILLE. Miners' Union & Police Dept. Celebration, 1-6.
MD.—OAKLAND. Firemen's Jubilee Week, 1-4.
MARY.—FRUITLAND. Celebration, 4-8.
Lewistown, Celebration, 1-4.
MISS.—MONTGOMERY. Dog Ribfest, 20-July 4.
MISS.—CHILOPE. Mid-Summer Regatta, 30-July 1.
MO.—AUSTRALIA. Legion Celebration, 1-4.
Belleview, Homecoming, 3-1.
Lancaster, Legion, Celebration, 4-10.
Richland, Homecoming, 4-6.
Richmond, Legion, Celebration, 3-4.
Rockport, Legion, Celebration, 2-4.
Hagerstown, 100% Picnic, 4-8.
MO.—CHESTER. Sweet Grass Hill Stampede, 3-4.
Glendale, Hodoo, 4-2.
Kingsmill, Legion Hodoo, 4-8.
Livingston, Mountain, 2-4.
Red Lodges, Hodoo, 4-8.
NEB.—SHERIDAN. Hodoo, 1-4.
N.H.—WOODSTOCK. Legion Celebration, 1-4.
N.M.—CERRAZZO. Hodoo, 3-3.
Fire City, Hodoo, 4-6.
J. J. Belmont, Firemen's Fall, 29-July 4.
N.Y.—BAILEY. Agricultural Fair, Celebration, 1-4.
Saline, Good Will Week, 3-8.
Hoos, Field Days, 3-9.
Scotiafied, Expo & Circus, 1-7.
N.C.—BURLINGTON. Dog Show, 1.
C.—CHARLESTON. Indian Legion Celebration, 4-8.
Goldsboro, Celebration, 4-8.
Yadkinville, WOW Camp Rally & Jubilee Show, 1-8.
N.D.—ROCKAWAY. Celebration, 2-4.
Waukon, 1940, 2-4.
O.—AVONDALE. Celebration, 3-1.
Fairport Harbor, Mudl Oats, 3-4.
Marietta, Legion Celebration, 1-4.
Marshall City, Homecoming, 4-7.
Painteville, Colonial Celebration, 3-7.
Springfield, FTV Celebration, 3-7.
Upper Sandusky, Legion de Firemen's Celebration, 1-4.
Whizville, Homecoming, 1-3.
Woodville, Legion de Fire Dept. Celebration, 1-4.
OKLA.—CANTON. Celebration, 3-4.
Durant, Legion Hodoo & Homecoming, 3-4.
OKLA.—OKLAHOMA CITY. Celebration, 3-4.
OKLA.—OKLAHOMA CITY. Miners' Jodhpur & Cow & Horse Show, 2-1.
Crosscuterville, Calypso Roundup, 3-4.
Empire, Fire Dept. Celebration, 4-7.
Empire, Cook Bay Rodeo, 4-7.
Marietta Falls, Doctors Days Rodeo, 4-7.
Metella, Declares, 4-7.
P.A.—CLIMAX. Old Home Week, 1-4.
Coplay, Old Home Week, 1-4.
Downington, Fair Co. Fair, 23-July 6.
Penn Grove, Firemen's Celebration, 1-4.
Homer City, Old Home Week, 23-July 6.
Mount Pleasant, Firemen's Fair, 23-July 6.
Oconto Mills, Firemen's Fair, 3-4.
Philipsburg, Fire Dept. Celebration, 3-4.
Pittsburgh, Old Home Week, 1-4.
Union City, Homecoming, 4-6.
P.D.—NETTE FOURRE. Black Hills Rodeo, 3-6.
PEN.—TRAIL DURA. '41-2.
Webster, Mid-Summer Festival, 3-4.
PEN.—WINGERTON. Legion Celebration, 4-8.
PEN.—MARINA. Celebration, 1-4.
TEX.—AUSTRALIA. Legion Celebration, 4-4.
Paluxury, Hodoo, 2-4.
Canadian, Arctic Park Hodoo, 3-4.
Ogallala, Celebration, 4-4.
Loveland, Hodoo & Show, 4-4.
Weslaco, Caceres Festival, 1-1.
Pecos, Hodoo, 3-4.
Rockdale, Legion Hodoo, 4-4.
Kosciusko, Texas Cowboy Reunion, 2-4.
V.A.—HAMPTON. Regatta, 4-7.
V.A.—ONALAKA. Celebration, 1-6.
Legion, Firemen's Fair, 4-4.
Woodstock, Firemen's Carnival, 2-8.

WASH.—EASTON. Hodoo, 3-4.

Effrit, Legion Celebration, 1-4.
Kennewick, Hodoo, 3-4.
Lake Chehalis, Hodoo, 1-7.
Brem-Wenley, Legion Celebration, 3-4.
VA.—FRANKLIN. Firemen's Celebration, 3-4.
Keyeside, Homecoming, 1-6.
Petersburg, Vol. Fire Dept. Celebration, 6-4.

Spurrier, Legion Celebration, 4-8.
WIS.—BURLINGAME. Jay Jamboree, 3-4.
Cohasset, Colonial Cavalcade, 4-7.
Fond du Lac, Fox Shows, 4.

Madison, Dog Show, 3-7.
WYO.—CODY. Stampede, 3-8.
Globe, Roundup, 1-4.
Lander, Frontier Days, 2-4.

GAR.—BLANDING. Ont. Miners Circus, 1-4.

Carmagnac, Alta. Stampede, 3.

Carson, Alta. Stampede, 4-5.

Greenleaf, Alta. Stampede, 1.

MacLeod, Alta. Stampede, 1-2.

Raymond, Alta. Stampede, 1.

Self Control Ranch, Kinetic Club Celebration, 1-4.

JULY 7-12

ALASKA.—REGGIE. VFW Celebration, 7-11.

CALIF.—SAN MATEO. Dog Show, 1.

COLO.—CENTRAL CITY. Festival, 6-17.

Orchard, Celebration Days & Picnics, Parade, 17-18.

ILL.—ROCK ISLAND. Bridge Opening Celebration, 1-12.

IND.—NEWARK. Krewe, 8-13.

Rosedale, Legion Home-Coming, 10-19.

Rockford, Rockford Grocers & Meat Dealers Picnic, 16.

KY.—OVERLOOK. Bridge Opening Celebration, 1-11.

MISS.—NEW LUDWIGSBURG. Home-Coming, 11-12.

MINN.—DEPUTY LAKE. Northwest Water Carnival, 13-14.

PA.—TROY. Celebration, 8-14.

Westphalia-Kreis, 11-13.

MON.—GLASGOW. Legion Celebration, 10-12.

Wolf Point, Stampede, 11-13.

NEB.—OMAHA. Legion Celebration, 6-13.

N.M.—LAS VEGAS. Parade, 11-13.

N.Y.—ALBEMARLE. Firemen's Field Day, 13.

N.U.—GROVE CITY. Midwest International Show, 13-14.

O.—DELaware. State Police Contest, 11.

Creamer, Vol. Firemen's Carnival, 11-12.

Rockford, Firemen & Legion Carnival, 8-12.

PAT.—MONTGOMERY. Tom Del Celebration, 8-13.

SD.—CARRINGTON. Sports Day, 11.

TENN.—ELIZABETH CITY. Crippled Children's Carnival, 11-20.

TEX.—ALTUS. Waterfront Festival, 11.

COLONIA. Hodoo, 18-19.

MISS.—WELLING. Miss America Festival, 11-14.

NEW YORK CITY. Home-Coming, 11-12.

UTAH—NORTH UTAH. Stampede, 31-32.

PITTS.—ROBBINS. Rock Roundup, 11-13.

WYO.—TERREMOLDS. Stakebed Amuse, Celebration, 13-14.

CAN.—CALGARY. Alta. Stampede, 3-12.

WING GRO. St. Mary's Celebration, 8-12.

FL.—CANTERBURY. Sports Day, 11.

TENN.—ELIZABETH CITY. Crippled Children's Carnival, 11-20.

TEX.—ALTUS. Waterfront Festival, 11.

COLONIA. Hodoo, 18-19.

MISS.—WELLING. Miss America Festival, 11-14.

NEW YORK CITY. Home-Coming, 11-12.

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WYO.—TERREMOLDS. Stakebed Amuse, Celebration, 13-14.

CAN.—CALGARY. Alta. Stampede, 3-12.

BUSINESS REPORTS

(Continued from page 30)

on, the season should be a banner one." O. H. Hildebrand, owner of Hildebrand's United Shows, said, "Our income thus far has been a little off from that of last season. The marquee has held up but the trade has dropped. My contention is that people are more interested in war conditions than they are in amusements at this time and are afraid to spend their surplus money until they discover what is going to happen in this war-torn world. The only way one can reach the public these days is thru the radio, as people are staying home listening to news broadcasts. We are optimistic that conditions will improve before the season is over."

Joe Galier, general manager of Buckeye State Shows, said, "Early spring business was up to par with last season. Late spring and early summer has been away below par. Our outlook was optimistic until we entered Arkansas and Missouri, where we found conditions poor. So our outlook has changed to one of very blue hue."

"Whatever weather has permitted, business has been above that of last year for the period," said Owner W. E. Hall, Franka's Greater Shows. "The show is strictly a Georgia institution and therefore our best business is usually in the last 16 weeks of the season. Spring weather has been unusually unfavorable in our territory, but general business conditions appear far better than in recent years and we are preparing for the digests late summer and fall season in the show's history."

BALLYHOO BROS. (Continued from page 30) only red, white and blue green of the girl show's military number.

Up until now every little detail had been taken care of from naval bands down to uniforms for the boys. Suddenly it dawned upon the madame that the wine had been left behind in the private car. The offy boy was sent to bring it on. Returning empty-handed, he reported that the head porter had paddled it in the coaches during the last run. As an emergency measure, Madame Ballyhoo grabbed a freshly mixed bowl of red juice, breaking it on the ship's side and christening it "The Dreaded Wine Red."

Following the ceremony all pay gals were opened, the decks being packed with pleasure seekers. Then the mighty man-of-war slid out of the drydock into the briny deep, making our patrons secure for the week unless the lifeboats were lowered. During the last three days of our deep-sea engagement Mrs. Ballyhoo had ample time in which to inspect the ship from end to end. In the cookhouse she stated later that it was a mighty warship but that had the builders and the government consulted her first, she could have saved them a lot of money, first, by cutting down on paint and using iron, and second, the bedding was entirely too new and could have been picked up cheaper at a mission. She many other reasons included the statement that men who too heavy and could be cut down to midway rations.

Saturday night the lifeboats were lowered, allowing the patrons to go back to shore. Several barges pulled up alongside and the midway equipment was unloaded and started for the docks. Halfway to land we spied one of the gobs zigzagging signals for the barges to return. We learned then that several house trailers had been snatched on board and that we had left them behind. The barge merely thanked the gob for the info, knowing that they would have missed collecting the parking and light charges, even tho there wasn't room on the barges to bring the trailers back to shore.

MAJOR PRIVILEGE.

PATRICK'S GREATER

(Continued from page 47) celebrated her birthday anniversary on June 21 by giving an open house party in one of the large show tops. Gene Pepper Carter & Co. provided the entertainment. Short talks were made by Jack Arnott and Joe Henly. Owner Patrick said one night each week will be set aside for a get-together night. Robby Miller, of Alterbury Circus, is the guest of the Zarado family.

DON OGLETON.



The Whirl of Today

JAMES ADKINS, co-owner of Cole Bros.' Circus, certainly left this world before his time. Healthy looking and a giant figure of a man, he was one of the shrewdest circusmen in the business. At 55 or so he was in the prime of life, with years of action before him. Yes, he certainly left this world prematurely, but the condition of the world itself is hardly better than Jim's ticker just before it stopped beating. . . . Foreign acts and other alien workers in the amusement industry, from what we hear, will not be able to transfer or otherwise disturb funds they have on deposit except by special permission, which is tantamount to Presidential executive order. Every such depositor, especially those with money in safety vaults, will be given a thorough going over to establish citizenship or lack thereof, according to a banker informant. And if the President's bureau gets around to it, owners and operators of enterprises, including bookers, contractors and others who are employers, will be forced to keep holdbacks in abeyance until the native status of their personnel is clarified. Definitely affected are natives of the sixteen countries—Poland, Czechoslovakia, Free City of Danzig, Belgium, Holland, Luxembourg and France and probably Italy and Germany and England and her allies, too. . . . Parks and carnivals are virtually unaffected by the new federal tax of 10 per cent on admissions of 25 cents or more to defray the cost of national defense. But all sorts of low-priced road shows of the twenty-third variety are involved, not to mention circuses. A lot of figuring will have to be done in the case of kid tickets usually available for a quarter. Some front-office managers will probably reduce the tab to 20 cents to escape the levy. Most seriously affected are the film houses, but it should be borne in mind that the tax is for patriotic purposes and is not in the so-called "mulse" bracket. Best system is to pass the tax on to the customer.

Adkins. . . . To G. A. Upchurch Jr., this publication's Raleigh (N. C.) correspondent: Thanks for the sweet words delivered to a third party—you're not so bad yourself. To Leo Blatany: Was Khalil A. Blatany, founder of an Oriental rug firm in Buffalo and who exhibited at the 1939 Chi Fair, related to you? He died in Beirut, Syria, the other day. To Arnold (Doc) Beebe, Absecon Park: Our man there is George Zuckerman. Ask anyone to town—they know him. To Ruth Voight, Bronx: If you are interested in entering this field as a novelty act performer, minimum age is 14, but make it 17 to be on the safe side. Try the agencies, which should be up on the law in particular States. To Ora and Minerva, serialists: So you're at the House of David Park in Benton Harbor, Mich. Nice work and hope you'll keep going. To J. J. Kline: It couldn't have been better if I wrote my own ticket. I didn't know you cared! And as I remarked to Upchurch, jnby.

Hartmann's Broadcast

A. SADLER, writing from Buffalo by postcard, suggested that we cast our eyes on what he termed trash in an article entitled *Carnival of Lust* in *Crime Detective Magazine* for July. We did that and don't hesitate a bit in saying that we agree with him.

The article is illustrated with what appears to be specially posed pictures of several dancing girls and a man who is dressed in the garb of the public's conception of a barker. It was written by Alice Morrison, and if her experience with a carnival were as she related them (the magazine advertises on its front cover "True Police Stories"), then we haven't the least idea of what a carnival consists of or how it operates, even after visiting such shows for the last 30 years. The

article is written to sell, all right, but imagine a carnival travelling in one truck and one touring car! Arriving in Cleveland and then deciding that the city was too big to play? Going to Lorain, O., and reaching the same decision? Then to a town of 4,000 population and putting out handbills to advertise the show the day of its arrival!

Guess we "haven't seen nothing" yet in our 30 years' experience of visiting carnivals and watching their operations.

Bader says he sent a letter to the publishers of *Crime Detective* complimenting them on the so-called expose of carnival girl above. "Let's see some action taken towards prevention of such articles aimed to discourage the carnival-going public," he adds.

Outside of what has now been done, the question is: How?

RECENTLY we suggested that performers who were awarded prizes in the Favorite Outdoor Performer Contest conducted by The Billboard capitalized on their awards in the press releases to the newspapers in the towns in which they appear. Several performers have already done this. We now notice where Rita and Dunn, wire artists, have a blotter advertising their act, and included in the material is a reproduction of *The Billboard's* Certificate of Merit awarded to them for winning first place in the high-wire division (two-people class). Other winners in the contest might take a tip from this.

MAX GOODMAN, manager of the Goodman Wonder Show, Inc., is very proud of a letter which he received from Chief of Police Fred Phillips of Davenport, Ia., complimenting him on the quality of the show and the type of people carried. The letter states that in the 15 years Chief Phillips has been a member of the police department, this is the first recommendation he has made of any carnival, and all due to the department not having received a single complaint during the show's nine-day engagement there recently.

"It was on their show grounds a number of times during their stay here," the letter continues, "and observed no hangers-on or hooters. The one thing that impressed me most was the type of games they have and the way they are operated. The old-time racket that has caused so much trouble in the past for police officers has been eliminated from the Goodman Show, and I am hoping that all other shows of this type do the same thing. It has been a pleasure to have this type of entertainment in our city, and I want to assure the chief of police in any city in which this show plays that they will not have to worry about trouble of any kind."

Notes From the Crossroads

By NAT GREEN

OLD Jape Flores's blitzkrieg from the skies during May and June had the outdoor show biz giddy but not defeated. The boys just kept doggedly at it, knowing that there must be an end to all things, and thumbed their noses at the weather man by scoopin' at their theme song *With the Wind and the Rain in Four Holes*. Now with the start of July they're about to sign an armistice by adopting that new ditty, *Meet the Sun Hey Way*, as their theme. Maybe the weather man is right in his contention that seasons average up pretty much the same as regards rain, but just try to convince any outdoor showman!

The sudden passing of Jess Adkins came as a shock to his hundreds of friends and acquaintances in the show world. Doubtless the chief contributing cause of his demise was the worry caused by reverses of the last three years. Adkins was one of the few remaining representatives of old-school circus men, from an era that produced the most picturesque showmen of all time. It will not be many years until all have gone to their reward. It's high time that some writer who can catch the glamour and pathos of life with the white tape should get busy on a saga of the American circus!

Arthur Davis, who was with Edward A. Heck's Imperial Shows early in the season, capitulated to the elements and is now back playing schools with shows having a historical angle. . . . H. B. Kelley, secretary of the Midland (Mich.) fair and member of the Michigan State

Fair board, was in Chi looking over the entertainment market. . . . Howard Power, secretary of the Mississippi Valley Fair at Davenport, Ia., also a Windy City visitor. . . . Friends of Joe Donahue, Ringling traffic manager, will be glad to know that his son, Joe Jr., is recovering nicely from an appendectomy. . . . Omer J. Kenyon, Ia. from Ohio stands of the Beckel & Gentry Shows, will soon complete his promotional work for the ACA shows, as there are only a few more still dates. . . . Ladies of the Ted Club on the Royal American Shows are getting out a new little sheet called *Midway Breeze*, which details in interesting fashion the doings on the midway. . . . Arthur Hopper, of the Ringling show, arrived in Chi just in time to step into the midst of the convention of the Advertising Federation of America, which should be right up his alley, as he has put up a few stands of paper in some 48 States and Canada during his tempestuous career. . . . S. L. Cronin taking a short rest at Hot Springs

Roy Bowen, concession and showman, recently closed his unit show in the Southwest and is in Chicago preparing for his summer concession season, opening in Anderson, Ind., this week. . . . Pat Purcell's Jimmie Lynch thrill-day unit was rained out at Oshkosh, Wis., last week, but had better luck at Milwaukee, where it played for three days, then jumped to Cincy for a Sunday return date. Mickey McDonald, circus clown, has joined one of the Lynch units, of which there will be four on the road for the fair season. . . . Rasing of the old Grant Hotel at Dearborn and Madison streets brought back memories of the old Mark's "Beer Tunnel" to many outdoor showmen. In the days when Vogelsang's Old Quiltay No. 9 and Berghoff's were favorite gathering places, the "tunnel" also was a favored rendezvous and continued so until the coming of prohibition. With repeal it returned, but the old gang had found new hangouts. . . . Colorado has its own "Jeff bank" art exhibit, now in progress on Wacker Drive, and we note among the hundreds of canvases displayed a number having a circus or carnival atmosphere.

SHORTS

(Continued from page 43)

clude fireworks, sports, swimming carnival, bathing beauty contest, marble contest and band concert under leadership of August San Roman, said Robert Benson.

PFOR the first time an animal act, Schulz Circus Show, with Capt. Bill Schultz and Conrado Flores, was presented at the recent Amherst (N. Y.) Chamber Motor Show in the Armory under sponsorship of the Canadian Legion Post and North Nova Scotia Highlanders and Manager F. J. Elliot has started preparations for the 1941 expo.

W. O. WADE rider, concessions, free acts and special events will be featured at three-day Elizabethtown (Ky.) Home-Coming Celebration under sponsorship of American Legion Post and business men, reported Program Chairman Harry Beagle.

JAMES COGSWELL, high-stilt clown, opened his outdoor season at Cavalcade of Nebraska Celebration, Superior, on June 3 and 4, where Roy Frederick Amusement Co. was on the midway. Before starting a string of celebrations and fairs, booked thru The Billboard, he reports playing Days of '56 Celebration, West Point, Neb., leading Old Timers' parades.

G. HIGGINS, "The Sky Man," reports a successful week's engagement for the Bloomington (Ill.) American Legion Post, followed by a five-day engagement at Kenton County Centennial Celebration, Loretta, Ky. He went from Latonia to Detroit for a two-week run, to be followed by a string of dates.

GEORGE MARLOW, of Marlow Amusement Co., reported he will manage four-day North Canton (O.) Home-Coming and Fair under auspices of the Junior Order, Midway and platform attractions, band concert, merchants' exhibits and flower, home product and amateur shows are planned.

VIRGIL EARP and Bud Jillard, drivers in Ace Lillard's Circus of Death, which appeared in Bountiful, Mo., on June 25, reported the company toured Missouri with fair success during the past month.

KEN DAVIS, high perch, reported he worked the Hollywood Motion Picture

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AUG. 7-8-9-10
CONCESSIONS AND SHOWS
ANNUAL GLADIOLUS FESTIVAL
MOMENCE, ILLINOIS
Bipart. Celebration in State of Illinois.
New Outer Celebrations and Fairs for Concessions, Picnic and Rides. No Rail.

TOMMY SACCO THEATRICAL MART
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WANTED
Legitimate Concession, Grandstand, Refreshing stall open.
Six Big Days, July 21-26
Illinoian Outstanding Concessions Fair.
O. G. HUNTER, Secy., Taylorville, Illinoian.

DUBOIS COUNTY FAIR
HUNTINGBURG, IND., AUG. 8 to 16.
Free Show.
Concessions invited.
COBBIE M. DAY, Secy.

Pageant under auspices of the Elks Club in Rice Stadium, Houston, on June 23. While there Mr. and Mrs. Davis took delivery on a new National tandem-wheel trailer, then left for Farmington, Mo., to play a stand with Buckeye State Shows and visit Davis' parents, who troupe with the show.

RECENTLY commencing appearances at Hardin (Mont.) Rodeo Celebration and Billings (Mont.) Old Western Celebration, Don LaVola and Corletta, high wire, report they are booked for Livingston, Mont., on July 4 and expect to remain in the West for remainder of the season.

SLATED for Aug. (Tex.) American Legion Red Cross Benefit Celebration on July 4 are Ralph R. Miller Shows; political rally, with State and county candidates; street dancing and free barbecue.

R. A. JOLLY reported he will have fire rides and penny arcade at two-week Lake County Centennial Celebration at Fairport Harbor, O., under auspices of the Civic Club.

ANNUAL Woodville (O.) Independence Celebration on July 3-6 under sponsorship of volunteer firemen will feature fireworks and three Jolly rides.

COMPLETED plans for annual three-day Wellsville (O.) Volunteer Firemen's Home-Coming include 75 fire companies in a parade, band concerts, fireworks, contests, dancing, sports, rides, shows and concessions. M. L. Grendenning is general chairman.

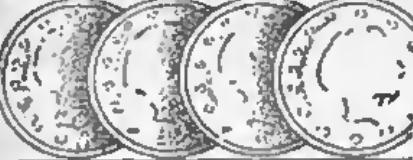
CHARLES W. BENNETT reported he will again have charge of concessions at four-day Fall Festival sponsored by American Legion Post of Canal Winchester, O. There will be a parade, fireworks, free acts and five Orchestras & Carillons.

ATTRACTIons planned for Independence Day Celebration in Rock Port, Mo., under auspices of American Legion Post are monkey and acrobatic free acts, concessions, fireworks, Ferris Wheel, Arial Swings, Kiddie Auto ride and Tilt-A-Whirl, said Chairman O. A. Loomis.

Wis. Show Draws With Acts

HORTONVILLE, Wis., June 29.—Despite intermittent storms, eighth annual Home-Coming here on June 21-23 under sponsorship of the Commercial Club drew more than 8,000. It was staged in the club park. Entertainers on opening night were Dittens Sisters Trio and Lawrence Durrow and his Red Raven Radio Artists. Malone Sisters were featured the second night, with Dodo Nachman's Bands furnishing music, while WTAQ Farm Hands and Chief Red Fox and Co. were Sunday attractions.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

Good Will

An Industry picnic for coinmen and employees of coin machine firms in the Chicago area is scheduled for July 20. It is the first general affair of its kind planned by the trade in the "coin machine center of the world" and much depends on the success of the venture.

It is in keeping with modern trends, as a number of industries in Chicago and in other centers hold annual picnics and outings for members and employees. A number of allied businesses have a long record for such annual diversions which gain momentum from year to year and come to hold a definite place in the business history of a city. A lot of services and supplies are purchased for such outings and local business is boosted in many ways.

Eastern organizations in the coin machine trade have their annual outings. If the Chicago picnic succeeds, it is possible that it may become the nucleus and example for similar affairs held every year in many cities. The Chicago affair is in the hands of progressive leadership and while a lot of things will have to be worked out, yet the problems faced and solved will be that much of a start on future plans.

The prospect of similar affairs being held simultaneously in a number of centers each year would contribute to the impressiveness of the size and social spirit of the industry as a whole. Plans worked out by the manufacturers would be useful to other groups and associations that adopt the custom of holding an annual outing. In cities where there are not enough trade members to stage an impressive outing it is possible to join with allied interests to make a really successful affair. Or regional affairs may be held in which the firms in an entire section may combine to conduct an outing for members, employees and guests.

It is always possible to combine some charitable objective with the outings also in order to cultivate public good will. The Chicago trade plans to co-operate with the Red Cross organization in whatever way seems acceptable to both groups. There are dozens of charitable angles that can be used in connection with any kind of outdoor program planned by the industry.

While the Chicago picnic is largely for employees of local firms, yet plans are being made for many guests and friends of the industry. Reports indicate that operators within a radius of 100 miles of the city will attend the affair in numbers. This will add much to the spirit of the occasion.

The outing is social in nature and purpose but the committees which are hard at work also recognize that any such affair can be made to do good in public relations for the industry. The publicity committee will seek to promote as much news as possible in various news and trade publications. The committee is seeking to secure advance

"A Patriotic Record in Every Phonograph" may tie in with Industry outing in Chicago

registration of as many out-of-town guests as possible in order to use such names in well-planned publicity.

In other words, the committees are working not only to plan an enjoyable affair for those who attend the outing but they are also working to promote as much good will as possible for the industry. Many purposes and plans of the trade can be made to fit into such summer outings from year to year.

Coincident with the publicity for the picnic program is the idea suggested last week that the music division foster a slogan which calls for "A Patriotic Record in Every Phonograph."

In an editorial "Music Chooses" (The Billboard, June 1), it was suggested that the automatic phonograph has an important mission in these times helping the American people to keep heads up.

That idea still holds good. Good music always has a useful place in our national life, but in times of national stress and worry it is doubly true that music can bring cheer to the masses. The phonograph is well adapted to provide cheering music in thousands upon thousands of locations. It will be a patriotic service to provide such music.

This is a time also when organizations and industries are going the limit in order to perform patriotic services to the nation. It is a time when minor industries, often misunderstood by the public, have an opportunity to show real service to the nation and to win public confidence.

For that reason, if for no other, "A Patriotic Record on Every Phonograph" becomes a working slogan which will be good not only for this season but for every month in the year until the world is more at peace.

The music world is busy trying to provide an ample supply of patriotic music. Not so much military music but music that suggests loyalty and devotion to American ideals is suggested. The song "God Bless America" is one that has become recently popular and is a good illustration of the type of selections that convey the idea of national loyalty. The convenience of patrons in public locations must always be respected, of course, and so the national anthem would not properly belong on a phonograph.

The coin machine trade itself will naturally take pride in the new song, "We're All Americans," by James T. Mangan, a well-known member of the industry. First tests of the number indicate that it will go well as a peppy march or in swing.

These suggestions indicate how many angles the industry can work into its programs once there is a united purpose to build public good will. It requires a lot of work and a lot of planning and, most of all, a lot of co-ordination.

The success of the industry outing in Chicago this year will have ideas and precedents for the good of all.

KEENEY'S SUPER-SPECTACULAR 3 RING SHOW

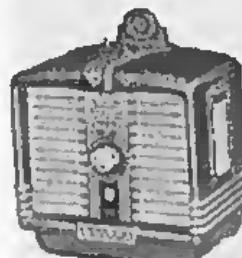
MAN OR MACHINE? WALL BOX
EATS 'EM ALIVE, ANTI-AIRCRAFT GUN,
SENSATIONAL SCORE CHAMP

THE
GREATEST
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Man or Machine?

The Keeney Wall Box System is almost human in performance. No jams regardless of how many boxes are played at the same time. As easy as doorknobs to install. No wall chopping or conduits. Operators prefer it because Keeney Wall Boxes are

ADAPTABLE TO ALL
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SENSATIONAL SCORE CHAMP

with the new

"Carry Over" RESERVE

The biggest attraction you can put on your pin table locations.



EATS 'EM
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This gaudy game is eating up earning records everywhere. Everybody's playing it — the biggest money-maker ever devised in a legal game. Acknowledged the hit game of the year.

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The Season Has Just Started, and the Largest Park Concessionaires in Minnesota Say About



Park, carnival and automating men everywhere, don't overlook the hit of 1940's Coin Machines. Shinnecox 100% legal, legal and mechanical model, Keeney's Anti-Aircraft Machine Gun, priced at only a fraction of its money-making ability for this year and years to come. WHILE

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BUMPER!

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CLOSED TERRITORY!



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14 Baby Triomph, Five Play, \$42.50 Each. Clear
41 Rows. One-Time Deposit Required.
H. C. PAYNE COMPANY
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110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS
Furnish standard 110 AC 60 Cycles for operating coin-operated photo
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Complete \$50.00, \$10.00 Light Plant & AC
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\$10.00 Light Plant & AC
\$10.00 Light Plant & AC
\$10.00 Light Plant & AC



KATOLICHTO, Mankato, Minnesota, U. S. A.

English Coin Machine Biz At Low Ebb, Reports Britisher

Newest war developments hit games — shutdown at most seashore resorts

ones will no doubt manage to keep the automatic flag flying.

American Messages

Many friendly and sympathetic messages have been received from members of the American coin machine industry. These have been greatly appreciated and numbers of our folk look forward to the day when it will be possible for them to say Thank You in person.

(The following dispatch was sent by The Billboard's London representative on June 6. Censors and general slowing up of the mail delayed the dispatch since the date of writing the war situation has darkened even more. However, even the correspondent declares the business of coin machine firms hopeful, he visualizes the carrying on of the business and its ultimate gains.)

LONDON, June 6.—Woeful indeed is the story to be told just now of the coin machine business, no matter from which aspect one regards it. Home dealers have failed to sell even a solitary machine during the last 10 days; operators in the majority are finding greatly reduced collections when making their rounds. Government ordinances curtailing vacations dealt first blow to seaside operators and amusement caterers whose season should be making a start. Then came complete closing down of entire coastal areas embracing many popular seaside resorts, followed by banning from those areas of all aliens, a number of whom were in the machine operating and entering business.

Big Supply, No Buyers

This has resulted in a host of equipment being offered to dealers, but they are not buying, not even at prices below those in vogue but a short time ago. They themselves are finding it hard to come across buyers and therefore see no justification for adding to existing stocks. The question of military service is also now beginning to affect the business seriously. Under the present act all men up to 41, unless in reserved occupations, are liable for military service. The latest proclamation calls upon those classes up to 38, and registrations and calls are being speeded up. Because many operations are between 30 and 40 the number of people engaged in this business is likely to be greatly depleted before 12 months have gone by.

Calling Up Celmen

Dealers, too, are affected in the same way, those almost certain to be called up in the immediate or near future including Charlie and Harry Holloway, from Bremen Novelty Co.; Harry and Phil Siefers, from Shefes Automatic; Peter Taylor, successor to Percy Goldard in Goldard Novelty; Julie Gasparro, of Western Novelty; Mark Kraft's brother, of Kraft's Automatic; John Hooper, of Hooper's Automatic; Ralph Hewitt, of Chicago Automatic Machine Supply; Bob Burrows, of Burrows Automatic Machine Supply; Alf Cohen and Hyman Sofer, of Cohn Amusement Machine Supply, and Dave Buckman, who now works for John Bishop (Automatic), Ltd.

Spotslands in London are experiencing a thin time; individual locations show heavy drops in takings. This is due to a variety of circumstances, such as many of the younger clientele being called to the colors; people giving up much spare time to voluntary war services, and a nation-wide response to the government appeal for money to be converted and invested in war funds.

Want Coin Machine Era

Undoubtedly the business is going thru what must be the worst time ever known since there have been such things as coin-operated amusement devices, a complete reversal of conditions and prospects of a few weeks ago. But if there are any groundings they are not of the kind to be taken seriously. All in the business know that as the war stands today their very existence is at stake; that the needs of the nation must come first. Those called upon to serve in the forces are, in the majority of cases, going with a brave heart and a spirit of determination to give their bit towards seeing the nation's cause thru to the end. They look to the older and wiser people to do their best to carry on and keep the business alive as best the circumstances will permit. For their part, the over-

County Attorney Rules Awards OK Under Mont. Law

HELENA, Mont., June 29.—County Attorney Harold K. Anderson has passed an opinion that pinball machines which tend or award merchandise are considered legal under Montana's Hickey gambling law which was passed in 1937. The Hickey Law permits games of chance on a trade-check or "trade-aliminator" basis.

The county attorney made the statement after being asked to investigate the status of operation of pinball machines in Helena. It is said that it was not clear as to whether the games could award merchandise and still be considered legal.

Pinball machines, Anderson stated, must be included under the list of games permitted by the Hickey Law as long as merchandise only is awarded. If, however, the players are rewarded by cash instead of merchandise, the machine is not considered legal under the Hickey Law.

Atlas Novelty's Famous Door—'2200'

CHICAGO, June 29.—One of Chicago's prominent coin machine doors bears the number 2200. Many columnists instantly will connect this number with the name of the Atlas Novelty Co., one of the large distributing firms located in Chicago. Atlas organization is headed by the Ginsberg brothers, Martin and Eddie. Atlas also has offices in other principal cities.

"Thousands of columnists have gone thru the door marked '2200,'" declared the Ginsberg brothers. "Thousands of columnists have journeyed to our location in Chicago to buy equipment or just to visit as we like to have all visitors to Chicago do. We are proud of what stands in back of the number 2200—the

HOME RUN

The New 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.

Player receives a ball of gum every time a penny is inserted, except when a home run is made. Then the home run ball is displayed just below in a separate pocket. The ball is released and falls into cash box for a record.

HOME RUN is operated with 150 count ball gum. Striped balls are used in home run the same as in ordinary ball-gum vendors.

HOME RUN vendors have been on location for several weeks and have proven to be very successful; their average earning power has exceeded that of many outstanding amusement games.

HOME RUN will be a VICTOR 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吸引 for skill. Don't delay, try HOME RUN today—it's A HIT!

SPECIAL

INTRODUCTORY OFFER SAMPLE HOME RUN

and Approx. 5,000 Bells of Gum (sufficient for \$50.00 Mgt. ALL FOX)

\$24.50

Home Run Without Ball Gum
in Lots of 10 or more. Each.....\$19.50

ALL ORDERS REQUIRE ONE-THIRD CASH, BALANCE C. O. D.

VICTOR VENDING CORPORATION
5711 GRAND AVE. CHICAGO, ILL.



Immediate Delivery!

**VICTOR'S
HOME RUN**

"Bells & Ball of Gum Three the Air."

A Fascinating
Ball Game
That We
Recommend
100%.

O. ROBBINS & CO.
1541½ DeKoven Ave.
Bronxton, N. Y.

"TIE UP
WITH
BALLY
MEANS
MONEY
IN
YOUR POCKET"



HARRY NOSELEY
MOSELEY VENDING MACHINE EX., INC.
60 BROAD ST. RICHMOND, VA.
Day Phone 5-4511 - Night Phone 5-8328

BARGAINS FROM DAVE MARION	
Ten Boxes, 1000 Gumballs	... \$87.50
Charters, P.P. ... \$14.00	G.T. 10 Gumb. ... 27.50
Balloon Winner, 11.00	Red White Blue ... 24.00
Challenge ... 16.00	Wavy G. ... 21.00
Topper ... 1.00	Turf Champs ... 1.00
Tickets ... 2.50	Panchella ... 1.00
Five Line Out, Mary Marbles ... 1.00	Barber ... 1.00
100 Boxes Specialized	Wavy Wavy ... 1.00
MOSLEY AIR CO. BIRMINGHAM, ALA. Winston, Kloris.	

Send Your Correspondence to Advertisers by Mail to The Billboard.



BAR GUESTS IN THIS CHICAGO LOCATION select tunes on the Melody Parade. This location has a complete Steiburg wireless remote control music system comprised of Symphonica, Wall-o-Matic, Melody Parades and SpectroOrgan.

Cigaret Operators Up a Tree On Collection of Federal Tax

NEW YORK, June 29.—With the new half-cent federal tax going into effect and the 1 cent city tax for relief being removed as of midnight tomorrow, officials of the New York Cigaret Merchants' Association are in confusion as to what price policy to follow. Tax will be levied on all stocks on the floor and in machines at the deadline and will affect manufacturers, jobbers, retailers and operators.

According to Matthew Forbes, manager

High Court Writ May Delay Vote On Cigaret Tax

ST. LOUIS, June 29.—Missouri Supreme Court has assumed jurisdiction of the application of the City of St. Louis for a writ of prohibition to prevent the St. Louis Board of Election Commissioners from placing a proposal for repeal of the city's cigarette tax on the ballot of the August 6 primary election.

The court issued a preliminary rule of prohibition after the city had filed a reply to suggestions of the board in opposition to the writ. The writ is returnable in 30 days. The case then will be taken up by the court on the question of making the writ absolute.

In the reply, the city contends the cigarette tax law cannot be repealed thru the initiative. It asserts such an ordinance may be repealed only by the Board of Aldermen or thru the referendum. The city further contends that since the particular ordinance is a revenue measure, passed with an emergency clause, it is not subject to the referendum. This view, is sustained by the court, would leave Aldermanic action as the only means of repeal of the tax.

Tobacco interests termed the city's application of the law "an undemocratic form of municipal government."

Hawthorne Again Heads N. Y. CMA

NEW YORK, June 29.—Robert K. Hawthorne, of P. & H. Cigaret Service, and Sam Toln, of Modern Cigaret Service, were re-elected president and treasurer respectively of the New York Cigaret Merchants' Association at the annual election held Thursday night. Alex Frazer, Atlas Vending Co., was elected first vice-president; Al Denver, Lincoln Cigaret Service, second vice-president, and Tom Cola, United Cigaret Service, secretary, to complete the official slate.

The board of directors to serve for the coming year includes Jackson Bloom, Cigaret Service of New York; Michael Lazar, Manhattan Cigaret Service; Louis Schwartz, Smokers' Service; Martin Siegert, Howe Cigaret Service; Bernard Rosen, Supreme Cigaret Service, and Harold Roth, Herold Cigaret Service.

Election was part of the regular meeting at which other matters of importance to operators were discussed.

Profit Hints on Candy Venders

PHILADELPHIA, June 29.—Berlin Vending Machine Co., having most of its machines at theater locations here, has sent letters to theater operators in the territory carrying four suggestions on how to increase sales in the candy vending machine.

The first point, suggests the Berlin company, is that theater managers instruct their box-office cashiers to make certain they include nickels when making change to patrons. Secondly, it is advised that all theaters carry a general supply of nickels at all times. Third, to make certain that the machines are filled with candy before they become dangerously close to being empty. And finally, care to be exercised in keeping the machines at all times clean and dust free. Strict adherence to these suggestions, advises the Berlin company, will go far in increasing the flow of nickels in the candy machines.

of the local organization, several methods of price fixing have been considered but none definitely accepted. Reduction from 17 to 10 cents was among the first policies to be talked but was immediately ruled out because of the inadvisability of putting four cents change in the package. Matter of allowing the 17-cent price to remain to avoid the expense of converting machines was discussed but as yet no move for adoption made. Hold-up here is whether this price would affect sales. Only policy in effect is watchful waiting to see what solution the retailers use to meet the problem.

New York operators are not alone in this problem as to what course to follow, as cigaret machine operators over the nation will come under this new federal levy. During the past few days conferences of CMA managers have been frequent in an effort to reach a decision before the tax is effective. Last year at this time operators were busy converting machines to take care of the 3 cent State tax which was added to the then existing city relief assessment.

Portland

PORLAND, Ore., June 29.—J. J. (Jack) Keeney, on a business trip to Pacific Coast points, has packed the sunny beach resort town of Seaside, Ore., for several weeks of rest.

Jack R. Moore has bought a house in

REAL BUYS!

USED CIGARETTE MACHINES — LOW PRICES

MASTERS—6 COLUMNS—CHROMIUM FRONT (WITH Metal Stand), \$19.50
NATIONAL 4-26 (WITH Enclosed Stand), 16.50
NATIONAL 9-30 (WITH Enclosed Stand), 49.50
LOTS OF 10,

SINGLE — \$5.00 EXTRA

15 DEPOSIT, BALANCE, C. O. D.

WURLITZER, ROCK-O-LA, MILLS PHONOS, Perfectly Reconditioned, Low Prices. Write

BABE KAUFMAN

(CIRCLE 6-1542) 250 W. 54th St., N. Y. C.

experience in the coin machine trade, now heads a crew installing Kernay wall boxes for Western Distributors, of Portland. The crew's most recent job was three installations at Medford, Ore. Budge Wright, Portland manager for Western Distributors, says the wall boxes are being sold as fast as they can be installed.

It was really worth something to John Michalis, Western Distributors' Seattle manager, to enter his outboard motorboat in the recent Deschutes Lake (Ore.) regatta races. He carried away most of the first-place honors.

Harry B. Kelly, driver for Moore, boasts a brand-new daughter.

A. E. Anderson and Larry Fulgham, Portland operators, have been traveling Anderson to Pendleton, Ore., for the Elk's convention, and Fulgham in Utah on his vacation.

Art Clifford is now working on the road for Western Distributors.

It is reported on reliable authority that H. J. Heran, of Riamath Falls, Ore.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

Don't Knock Your Competitor

No business, large or small, is free of competition—and the operation of bulk vending machines is no exception. Where the difference does come in is how the competition is handled, it is up to you whether you let it be a detriment or an asset to your business. When it is handled correctly, it is very stimulating, keeps you up on your toes striving to do a better job.

Too many people have the idea that the way to beat competition is to knock your competitor. It is a fact that many operators use this as their chief selling point when they attempt to secure a location and find the going tough. Whether they are aware of it or not, this has just the opposite effect they figure it will. The location gets the idea that you don't have much to offer if all you can do is knock your competitor. The advantages of your equipment and service will bear a good deal more weight with the location.

Play fair with competition. The way to beat it is to be so busy improving your own service that you won't have time to pick fault with his methods. It will pay every time.—From *The Northwesterner*.

Good Publicity

The Publicity Committee for the Coin Machine Industry Picnic to be held at the Riverview Park, Chicago, July 20, desire the names of all members of the trade in other cities who plan to attend the big event. The committee wishes to use these names for publicity beneficial to the industry. Mailing your advance registration involves no obligation of any kind.

Publicity Committee: Harry Carr, Coin Machine Journal; C. J. Anderson, Coin Machine Review; Walter W. Thurd, *The Billboard*.

To Publicity Committee
c/o *The Billboard*
84 West Randolph Street, Chicago.

I (or we) plan to attend the Industry Picnic, Chicago, July 20. Your site authorized to use my (our) names in publicity for the industry which your committee may plan.

Signed _____

Firm _____

Address _____

Operator _____ Distributor _____ Manufacturer _____

the exclusive Portland (Ore.) Westover Great district. Moore's Simpson-103 is used on occasion to fly the company mechanics to various points in the Northwest where they are called to make repairs and keep the customers satisfied.

Ray Gatto, formerly associated with major manufacturers and with 20 years'

has bought out the Carebear & Crawford phonograph route.

J. E. Cusson has returned to Portland after five months spent installing Bulk Beverage Venders sold by Jack Moore in California and Arizona. Mrs. Cusson is a member of Moore's Portland office staff.

News Topics, Week June 24-29...

Cigaret operators were vitally concerned with the increased federal tax of one-half cent on cigarettes. The increase was suddenly passed by Congress after the proposed increase of one cent had been dropped.

The phonograph manufacturers' association, meeting in Chicago June 25, discussed ways and means to curb the spread of smutty records.

News reached the trade this week that an appeal on the Atlanta pinball ordinance had been filed with the United States Supreme Court June 19. This brings a pinball case definitely before the high court. Eight operators joined in the appeal petition.

City officials were very strict on night-spot locations during the Republican Convention in Philadelphia and this hampered the machines that had been brought into the city for the convention.

The pinball situation in Detroit continued in the news. Hearing on an injunction plea was set for July 1, when the recent unfavorable ordinance is due to go into effect. City may let games remain until court decides on the injunction.

Louisiana Legislature has license bills pending on games, phonographs, etc. Hearings were held the week of June 17.

SURE YOU'RE GOING!

TO THE BIG COIN MACHINE

P I C N I C

RIVerview PARK, SATURDAY, JULY 20

2:00 P.M. FREE ADMIT ONE

FREE ADMISSION! FREE RIDES!

FREE DRINKS! FREE DANCING!

GATE PRIZES! CONTEST PRIZES!
AND A FROLIC OF FUN FOR ALL

REHEATED IN OAKEN BARREL, 1940 LATE

THE BILLPOSTERS have been active in seeing that the poster reproduced above is placed in every coin machine factory. It is intended by the committee in charge of advertising that the coin machine picnic shall be one of the largest affairs ever given. The poster is 17 by 26 inches and is printed in bright red ink.

MUSIC MERCHANDISING

Pfanstiehl Names Distrib for Mexico

WAUKEGAN, Ill., June 29.—Announcement has just been made by the Pfanstiehl Chemical Co. of Waukegan, of the appointment of William Nathanon, Mexico, D. F., as the distributor of the 4,000-play Pfanstiehl needle for the Republic of Mexico.

Bill Hemminger, Pfanstiehl sales manager, in commenting on the new announcement, said: "We are confident with the appointment of Nathanon as our distributor in Mexico that we can expect some mighty fine business from that territory."

"For quite some time we have been making substantial shipments of Pfanstiehl needles to operators in Mexico. Many of these fellows have written us expressing their great satisfaction with the superior tone of the Pfanstiehl needle, the long wear and its many time-saving features on service calls."

"However, the compliment most prevalent for the last few weeks has been for the new break-in feature of the Pfanstiehl needle. This feature has been made by the recent development of a secret process of applying an extremely high polish to the needle point, which gives the equivalent of actually playing the needle on four or more records."

"This further reduction in record wear has certainly made a big hit with these operators and they're letting us know about it."

Jennings Games Aid Operations

CHICAGO, June 29.—According to officials of O. D. Jennings & Co., a number of operators have been successful in their territories in gaining approval to operate Jennings Modern Vendor and Fast Time.

Jerry Italey, sales executive of the company, said: "When we announced Modern Vendor and Fast Time we believed that we were offering the operator a new type of equipment that would help him re-establish himself in his territory because both machines are played strictly for amusement and without a payout mechanism of any kind. Modern Vendor is a free-play mini-vendor and Fast Time is a free-play console bell."

"Because these machines were for strictly amusement we felt that they would be acceptable everywhere. The evidence of the correctness of our theory has been the great number of operators who have been successful in gaining the necessary approval to operate these two machines."

"To help every operator demonstrate this equipment in his territory we have offered him the privilege of taking out a Modern Vendor and a free-play Fast Time on a trial offer. In this way the operator has the opportunity of giving a very conclusive demonstration to his authorities without the question of financial risk. Hundreds of operators have already taken advantage of this offer."

Southwest Strong For Phono Revamps

CHICAGO, June 29.—Ben Lutaka, head of the Miraben Co., manufacturer of phonograph modernizing parts, recently returned from a trip thru the Southwest on which, he reports, he booked a large number of orders. Lutaka reported great interest in the case in which Miraben parts may be used to modernize phonographs. "So easy to use," said Lutaka, "that the operator, if he wishes, can do the job himself. If he doesn't care to do it, we have the facilities for doing the job for him."

"Our production line on Miraben replacement parts is moving so smoothly that we have had time to perfect a new product," announced Lutaka. "We will shortly go into production on this item. Announcement will be made shortly."

Rise in Value Of Peso To Help Machine Export

NEW YORK, June 29.—The Mexican peso became prominent at New York last Tuesday when merchants in Mexico, with balances in New York withdrew funds in large amounts.

As the balances moved back to Mexico dollars were thrown on the market. As a result, the peso commanded 20 cents in United States money, against 18.85 cents, the quotation on Monday.

This new quotation, which will force Mexican buyers who still have balances on hand in the U. S. and those doing business on a C. O. D. or pre-payment plan, may result in a rise of coin machine exports. One of the drawbacks to even greater buying of coin machines by Mexico has been the somewhat unfavorable money exchange.

It is a well-established fact that few if any new automatic phonographs have ever been sold to Mexican colonists. Most of the machines exported to our Southern neighbor have been used machines which they have been financially able to purchase. A new phonograph would cost such an excessive amount that it would be a financial liability rather than an asset.

Big Mel-o-Tone Sales in Kaycee

CHICAGO, June 29.—Frank Merkle, sales director of the Herbert Corp., reports he is not letting any grass grow under his feet while on his trip thru the South and Southwest.

To top off all the business Merkle has been writing in this territory is the large order recently consummated with the Western Specialty Co., of Kansas City, Mo., distributor of Mel-o-Tone throughout this territory.

Said Merkle: "All the operators I have talked to throughout this territory are enthusiastic about Mel-o-Tone. Most of these enthusiasts are operators who are now operating Mel-o-Tones and have had the opportunity of judging the instrument from actual location performance. It seemed everyone thought that the new simplified record-changing mechanism was one of the greatest advancements in phonograph engineering that they had ever witnessed. Of course, we were equally impressed with Mel-o-Tone's beauty as well as its sweet melodious tone."

While Western Specialty has been a consistent buyer of Mel-o-Tones, the demand has continually exceeded the machines it could stock. So to remedy this situation they have placed this large order."



WURLITZER SERVICE INSTRUCTOR BILL BRAE and Charles Barron, of the Marquette Music Co., presided at the Wurlitzer display at the recent Michigan Barbershop Convention held in Detroit. More than 20,000 persons saw the display.

Newscasts Occupy Canadians' Time

(This dispatch from one of The Billboard's Canadian correspondents strikes the opposite point of view of other reports which have been received. In last week's issue (June 29) the story was that Canadians had been urged to "curb their nerves" and enjoy themselves a little. The town from which the following was dispatched has no military encampments, whereas reports of other correspondents were from areas where great numbers of military men are in training or on point of embarkation for Europe.)

REGINA, Sask., June 29.—War news has knocked the phonograph business for a loop in this part of Canada, according to J. E. Perrin, Regina operator.

Restaurants and cafes, which in the past have depended solely on phonographs, have had to install radios at the insistence of patrons so that they can keep abreast of the latest developments abroad. They're more interested in the news than music and consequently the phone business is not so good.

Business in Southern Saskatchewan was fairly good during early winter, said Perrin, but took a slump during February, March and April. It's getting back on its feet slightly now that the tourists are starting to come in and is expected to be going well during July and August, when an influx of U. S. tourists is looked for.

Perrin, who has 80 machines in Southern Saskatchewan spots, reports Bing Crosby still the best attraction on the records. His 18th and 19th and I Don't Want To Be a Millionaire are getting the best play. Mitchell Ayres' version of Playmates is drawing its share of votes. On the female side of the ledger, the Andrews Sisters are still tops with their Tuxedo Junction.

Some war tunes, as I'm Going To Hang My Washing on the Siegfried Line, Wish Me Luck and Tipperary, have proved good money-makers in spots where soldiers congregated, but with the militia in camp for the summer business on these tunes has taken a slide.

Origin of Phonograph Misnomer "Juke Box"

CHICAGO, June 29.—The words "juke box" have bothered contributors to a column in The Chicago Tribune to the extent of about 10 items during the past few months. The term which has found favor with many music merchants is said to have originated with a firm of that name in Switzerland.

Said Nekle, a contributor to the column "Line of Type or Two": "To clear up the mystery of the term 'juke box': The old-fashioned music boxes and other tinkle-tinkle novelties such as candy boxes and powder boxes were manufactured by Julius Juke & Sons of Switzerland. I found the name of this firm on an old music box in Savannah."

Capehart Offers First Packard Unit

FORT WAYNE, Ind., June 29.—"Our policy is to help every operator to the utmost of our ability to enjoy better profits from his automatic phonographs with the series of products which we, the Packard Mfg. Co., are producing for your benefit."

With this statement, Homer E. Capehart, president of the firm, started his talkman to calling on the automatic music men throughout the country.

The sales force is composed of men well acquainted with the problems of the automatic music operators," said Capehart. "These men have been in intimate touch with phonograph operators throughout the country for a long period of time. They are enthusiastic over our plans and sincerely believe that the music operators are certain to enjoy better profits and more assured income with Packard products."

Salesmen for the firm are Fred Raben, Ralph Wigdon, Charlie Fisher, Earl Reynolds, O. F. Kramer, Tony Hicklin, Walter Gummertshimer, Rudy Greenbaum and Dan Kennedy.

The first product of Packard is the Heads-Up-Selector for 16-record phonographs. "Quickly, easily and simply it brings the keyboard play action to the phone," he declared. "The Heads-Up-Selector for 12 and 24-record phones will be released soon."

Rudy Greenbaum, who will travel the New York and New Jersey territory, stated: "It actually puts the 16-record phone in the modern class of phonographs for it dresses it up and also gives it the one feature that it is lacking to be on par with the new models. There is no doubt of the fact that the Heads-Up-Selector will jump profits on 16-record phones. This has already been proved by actual tests on location."

Eldeen Says Needle Biz Good

MILWAUKEE, June 29.—Business is good with the Eldeen Co. in fact, beyond the expectation of the management, report officials of the firm. "We are now entering our third year in the automatic phonograph industry," said an Eldeen official. "And by comparison the first five months of 1940 show an increase of 142 per cent in sales over the first five months of 1939. This in itself is an indication of the acceptance by the trade of the Eldeen Maestro Point-automatic phonograph needle."

"Increase of business, however, does not fall into a manufacturer's lap just because he has a good product. There are many factors that must be co-ordinated in order to eventually lead to progress in the marketing of any product. One most vital step is to consistently advertise to create consumer demand. The second is to have a product of merit. The third is to extend cooperation to those with the channels thru which the product eventually meets the ultimate consumer. Maestro Point as it enters into its third year in the phonograph industry does so as an internationally known product."

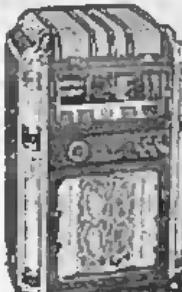
"As we enter into our third year arrangements for expansion are taking place and new items are being added to the Eldeen line. The Eldeen cutting needle will soon be announced to the record recording branch of the industry."

Bally Announces New Wall Box

CHICAGO, June 29.—"One of the most favorably received Bally machines at Bally's Summer Show," reports Ray Moloney, president of Bally Mfg. Co., "was the new Bally Wall Box. Distributors who flocked to the factory from early Wednesday, June 26, to late Saturday, June 29, were all enthusiastic about the many new improved features built into the Bally Wall Box."

"As a result of orders placed at the four-day get-together, we have had to double our original production plans and are swinging into really big volume production."

Quality Counts!
COMPARE THEM ALL AND JUDGE FOR YOURSELF!



Complete Parts To Remodel:

Sample

WURLITZER
616 .. \$21.50
WURLITZER
24 .. 21.50
ROCKOLA
IMP. 20 21.50
DOME For
616 .. 17.50

Wurlizer 412
Remodeling Parts
Sample \$19.50
Quantity \$16.50

Completely
Remodeled
Phonographs:

Wur. 616 (as illustrated) ... \$79.50

(Dome Extra)

Wur. 24 (with new
plastic and metal
frames) ... \$134.50

Wur. 412 (as illustrated) ... \$52.50



Write for Detailed
Information.

MIRABEN
★ COMPANY ★
2041 Carroll Ave., Telephone
CHICAGO ★ HAYmarket 2883

EVERYTHING
YOU WANT
IN AN AUTOMATIC
PHONO NEEDLE

SAMPLE 35c.

See Your
Distributor
or
Write

THE
ELDREN CO.
178 W. Washington
Milwaukee, Wis.

**Business Up, Says
Cantrell, of Omaha**

OMAHA, June 29.—"Business is good and getting better," reports George H. Cantrell, president of the Music Service Corp., of Omaha and Wichita.

"Naturally, as distributors we come into possession of a number of fine used phonographs. In disposing of the used machines we maintain a strict watch over their quality and condition, we allow nothing to conflict with our policy of better service and better equipment, and all used machines get a careful examination and reconditioning before we ship them."



ROCK-O-LA'S REMOTE CONTROL production line working on the Dial-a-Tune remote control unit which is said to be gaining acceptance among operators throughout the country.

June "Possibilities" Average High With 5 Right Out of 10

NEW YORK, June 29.—The "Possibilities" section of the Record Buying Guide the past month continued its high batting average in the matter of picking potential hit numbers for the music machines and having the subsequent progress of these numbers bear out the predictions. During April "Possibilities" chalked up a 66 per cent average, calling the turn correctly on five out of nine songs, and the past four weeks—from the issue of The Billboard dated May 23 up to and including this issue (July 6)—show an even 60 per cent, or 6 out of 10 titles, emerge from the

uncertain status of "Possibilities" into the more tangible realm of "Coming Up" or "Going Strong." Such consistently accurate prognosticating is something of which the Guide justly feels it may well be proud. Much as picking possible hit songs out of the wealth of song material constantly released is a hazardous business at best,

The 10 titles listed in "Possibilities" during this period were *My Resistance Is Low*, *Gone With What Wind?*, *Where Was I?*, *Make Believe Island*, *Friendship*, *April Played the Fiddle*, *The Streets and I*, *Slow Freight*, *Flight of the Humble Bee* and *I Can't Love You Any More*. Of these *Make Believe Island* achieved the greatest success and is currently one of the country's top names on the phonos. *April Played the Fiddle* (from Bing Crosby's new picture, *If I Had My Way*) is a pretty strong item in the "coming-up" category, as are *Where Was I?* and *Slow Freight*. *Resistance Is Low*, an Orin Tucker-Boone Baker recording, went into "Coming Up" a week ago, but this week dropped out; its chances of coming back strong, however, are still good.

Two and possibly three other titles listed in this section of the Guide during the past month are very apt to push the department's predicting average even higher within another week or two. *The Streets and I* is practical certainty to do extremely well for itself on the phonos, and *I Can't Love You Any More* has an even chance of getting there. *Friendship*, Kay Kyser's recording of a Cole Porter song in a hit Broadway musical comedy, *Doberry Was a Lady*, has been around for quite a few weeks now without too much happening, but the song seems to be catching on over the radio and it's possible that its music box stock may jump correspondingly.

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Model 412 .. \$12.50 ea.

412 (with Little Girlie and Baby) .. \$12.50 ea.

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GENUINE MARBLETTES**



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Laminated Material is Ready for Installation
24, 217.75.

All Marblettes Material is \$18.00 per Box and
Scales, 617.75.

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MONARCH (20 RECORDS)	28.50
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WATLING ROTATOR	\$14.50
CAILLE BUREAU NEW	22.50
JENNINGS CHIEF (2000)	22.50
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WORLD'S LARGEST DISTRIBUTORS Astounds Coin Machine Industry with NEW LOW PRICES ON USED PHONOGRAPIHS

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Mills Regular Dance Master	\$10.00
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Mills Zephyr	35.00
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INDIANAPOLIS, IND. LOUISVILLE, KY. NASHVILLE, TENN. CINCINNATI, OH.

WURLITZER 600 Rotary Type ... \$157.50
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"The Magic Fingers of RADIO"

Eddy DUCHIN
AND HIS ORCHESTRA
ARE MUSIC BOX
MAGICIANS

PLEASE TAKE A LETTER
MISS BROWN
35519

YOU'RE LONELY AND
I'M LONELY
35475

YOU CAN'T BRUSH ME OFF
35469

ON
Columbia
RECORDS

MUSIC CORPORATION OF AMERICA,
525 FIFTH AVENUE, NEW YORK CITY

**THIS MONTH'S
COLUMBIA HITS**

By EDDY
HOWARD

CR 35511 "Fools Fall In Love"
"The hardness of You"
CR 35477 "Say It!"
CR 35455 "Where Was It?"

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Films To Boost Tunes

MORE than ever before, operators will benefit from the big musicals now in production in Hollywood. At great expense to them, producers have discovered that audiences will not patronize war or propagandistic pictures. And as an antidote for war blues, nearly two dozen musicals are now in the making to be released during the new season. Each will have several tunes that will be widely publicized and many of them will undoubtedly find their way into the hearts of music box patrons.

Paramount Pictures announced a lavish schedule of musicals, featuring a number of music box favorites. Among them are Otto Tucker's Band and Doonie Hitler, who were signed this week for a picture. Others include Bing Crosby, who will appear with Mary Martin in *Rhythm on the River* and in *Feed to Zoarher*; Artie Shaw in *Second Chorus*, the Merry Macs in the Jack Benny-Fred Allen film, *Lore Thy Neighbor*; Mary Martin in *Kiss the Boys Goodbye*, and Allen Jones in *There's Magic in Magic*. Metro-Goldwyn-Mayer is producing *The New Moon* and *Hitherto*, both starring Jeanette MacDonald and Nelson Eddy. Another batch of musicals are now being filmed on the Universal, Warner and RKO lots.

Fox Trots Weak

CORRESPONDENCE from operators indicates that the average music box customer is tired of fox trots and welcomes new tempos both for listening and dancing purposes. Recording studio managers here, too, agree that the fox trot because of its familiarity almost any-

where where music is heard is not too desirable for music machine locations any longer. As a result, many novelties are now being recorded, designed for tavern consumption.

News Notes

THE McFarlane Twins were signed by Columbia for four test sides to appear on the Okra label. . . . Both the Paramount Theater, New York, and radio's Fleisch Bandwagon, employees of many bands will give new orchestras great opportunities this summer. The Bandwagon will use comparatively unknown bands during July and August, and the Paramount will concentrate on groups which have made a few recordings for music boxes. One of the first to be signed under this arrangement is Tommy Reynolds, a Vocalion artist, who opens an engagement September 26. . . . Walter Gross, orchestra leader, who supplies the music for all of Bea Wain's recordings, will appear with his own records under the Victor label.

A Location Owner Writes

RUBEN ZANSKY, Philadelphia location owner, has some interesting information on the importance of the music machine. He reports thru his operator, in part:

Having an ice cream parlor where boys and girls of high school age congregate all afternoon and evening, the music machine has become an important fixture in my place, as important as the soda fountain in many respects, and certainly a profitable fixture both for myself and the operator. Frankly, I was against a music machine when first approached two years ago, table and booth space being at a premium. But it paid me to try it. There is a nice profit both for myself and the operator every night of the week. On his experience with records he says:

Kids like happy tempos so that they can keep their feet tapping to rhythm. Whenever a slow side comes into the machine I always hear murmuring, "Who asked for a funeral march?" Old songs, as a rule, have little or no appeal for the younger element. It's the new songs they know and want and they play them over and over again.

This and That

JOE HIGGINS, Columbia recording chief, is back from the West Coast. He supervised the making of three albums, including a piano group by Eddy Duchin, a bow-to-dance album by Arthur Murray, and a Hawaiian album by Ande Iona. . . . Victor is in favor of recording the

theme songs of its leading bands. Because they are familiar to band fans, they get a good play generally. Oray Gordon recorded his theme song, *One Minute to One*, last week. . . . Columbia signed Paquito Curbello for a series of rumbas to be recorded in the near future. . . . Glenn Miller is dickering with Columbia Pictures for a contract.

Territorial Favorites

ANOTHER list of reports from operators who have their favorite artists and tunes in their respective cities, in addition to the national leaders found in the Record Buying Guide.

MIAMI: Local and vacationing fans have been giving Ernestine Hawkins' *Whispering Grass* a good play, particularly in colored locations. Another strong record is *I'm Nobody's Baby*, with Bob Crosby's version going over best.

INDIANAPOLIS: *Flight of the Bumble Bee*, recently recorded by Harry James, is beginning to catch on in many locations. Record is a personal James triumph, being featured with his well-known and difficult trumpet solo.

KNOXVILLE: *Dream by the O-Hi-O* is a local favorite, getting many good mentions from both operators and location owners. Good records of this one have been made by Cliff Williams, the Smoothies and Mitchell Ayres, and they share honors throughout the city.

DALLAS: Last week's batch of reports single out this city as one demanding old-time war tunes, such as *Ober There*, *Hinky Dinky Perita Vida*, etc. In most other cases there is no market for either current or old war songs.

CHICAGO: Comedy records are getting a good play because of the war situation. Patrons primarily want entertainment and play the records furnishing it. A couple of comedy records going well are *Knick Knack Part Two* (Dick Jurgens) and *Who's Afraid* (Jerry Colonna).

Radio's Leading Songs

THE following is a comparative list of 10 songs broadcast most often during the week ended June 29 and the week before, ended June 31. The songs are those broadcast over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week

1. I'm Stepping Out With a Memory
2. You're Lonely and I'm Lonely
3. Woodpecker Song
4. I Can't Resist You
5. The Breeze and I
6. You're in My Heart Alone
7. Stars Sing
8. Meet the Sun Half Way
9. Imagination
10. Make Believe Island

Last Week

1. I Can't Make Love Any More
2. Devil May Care
3. Make Believe Island
4. You're Lonely and I'm Lonely
5. Where Was It?
6. Imagination
7. Fever Bush
8. The Breeze and I
9. Woodpecker Song
10. You're in My Heart Alone



KEENEY WALL BOXER completely service this prominent location in Nashville, Tenn. Note the Keeney Organette above the door of the rear of the location.

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

CURLY NICKS (Bluebird)

Russian Rap—PT. Scotch Twist—PT.

First side is trrrrrr, second side is vero. Can mean absolutely nothing to anyone except the relatives of the musicians involved.

MILLS BROTHERS (Decca)

Just a Dream of You, Dear—V. My Gal Es—V.

The revered oldie, My Gal Sal, is done to a turn in a slow harmonic blend here, and it's an arrangement of which the Mills boys can be proud. Great listening on both sides, but Sal is the stand-out by far.

GUY LOMBARD (Decca)

When the Swallows Come Back to Capri—PT. V.C. Where Do I Go From You—PT. V.C. Blue Lombard—PT. V.C. The Necessity of You—PT. V.C.

Typical Lombardo on a quartet of uninspired songs. Carmen Lombardo does all the vocals except the last in the same old quarter that delights a good many people, and Merv Curtis sounds exactly like Carmen on the fourth vocal.

CHICK BULLOCK (Vocalion)

You're Lonely and I'm Lonely—V. It's a Lonely Day Tomorrow—V.

And still they're waxing these two tunes from Irving Berlin's Louisiana Purchase. In the face of what seems to be thousands of other disks of these songs this couplet has little to offer to make it stand out.

RUDY VALLEE (Variety)

Let's Do It—V. Part 1 and 2.

Most interesting thing about this one is trying to figure out whether Vallee is kidding or if it's on the level. Some of the lyrics added to the old Cole Porter musical comedy number are good, but Rudy's delivery is a puzzler. It's to be hoped that he wasn't serious and was burlesquing the song.

RAY NOBLE (Columbia)

Louisiana Purchase—PT. V.C. Outside of That I Love You—PT. V.C.

Anything Noble records is a bargain for those disk buyers who like smart, distinguished, sophisticated dance arrangements. These two sides are no

exception. Both vocals and their orchestral backing are different and highly listenable, as is the entire record.

TOMMY DORSEY (Victor)

You Think of Everything—PT. V.O. Hong Kong Blues—PT. V.C.

Fair Dandy, the ballad on the A side containing the usual fine trombone and a weak vocal from Connie Haines. Reverse was warded some time ago, judging from the "skirted" Herfurt vocal; Herfurt left the band months ago. Words tell an amusing song story, set to blues tempo. Pretty good commercial prospect for this side.

GLEN GRAY (Decca)

Clear Out of This World—PT. V.C. A Latin Tune, a Manhattan Moon, and You—PT. V.O.

Gray can usually be depended upon to turn out solid, entertaining versions of any number he plays. These two Keep Off the Green melodies receive that sort of treatment in full measure.

LAWRENCE WELK (Vocalion)

Tennessee Fish Fry—PT. V.C. How Can I Ever Be Alone?—PT. V.C.

Both sides are bright enough, but they lack real punch to make them stand out from the wealth of recordings released weekly. Operators and dealers will find little here.

HORACE HENDERSON (Vocalion)

They'll Need All the Time—PT. V.O. Honeyuckle Rose—PT. V.C.

First tune is a meaningless attempt at a novelty lyric to justify a swing tune. Good swing, such as Henderson delivers, needs no justification. Oldie on the reverse is fast and breathless, fine for jazz enthusiasts, hopeless for general public acceptance, even tho the song is well known.

SAMMY KAYE (Victor)

Orchids for Remembrance—PT. V.O. Down By the O-H-O—PT. V.O.

Side No. 1 is pretty listless, only redeeming feature being Clyde Burke's singing. A little more lift in the platter-side, but the vocal is a little too coy to be good.

LANG THOMPSON (Varsity)

You're Just the Kind of a Girl—PT. V.C. Rapturous Cowboy Joe—PT. V.C.

Joe is just what is expected of a band not exactly known for its musical imagination. It's typically corny, without benefit of lift or swing. Duet vocal on the reverse is the only thing that side offers, and that's not too good, either.

CILLE BURKE (Variety)

You and Fall Hawaii—PT. V.C. You'll Always Be Mine—PT. V.C.

Burke displays an orchestra that isn't bad, but the choice of selections here must have been made by a rival record company. Tunes are so bad (and so commercially meaningful) that it's an uphill struggle for the band all the way. That it does as well as it does with them is surprising.

CHARLIE BARNET (Bluebird)

All This and Heaven, Too—PT. V.C. Where Do You Keep Your Heart?—PT. V.O.

Both sides sound very tired and quite unlike Barnet's usual style. To add to the disappointing showing, both songs are bad, Heaven being incurably unmelodic.

BOB CHESTER (Bluebird)

Maybe—PT. V.C. Fashion' the Conversation Along—PT. V.C.

Chester with his usual Glenn Miller arrangement on the ballad. There's no question that it's played well, even if it is an echo. Reverse is a cute novelty number, duetted by Dolores O'Neill and Al Stuart exceptionally well. This side ought to sell the record nicely.

EODY HOWARD (Columbia)

Fools Fall in Love—V. The Nearest of You—V.

Howard's voice is pleasing, and his phrasing of romantic ballads is particularly good, but he hasn't the strength to carry a more expensive label. No fault can be found with the job he does, but his competition is too powerful.

GLENN GARR (Decca)

Sh! Baby's Asleep—PT. V.C. If It's the Last Time I'll Fall in Love—PT. V.C.

Side A is a Tin Pan Alley indirection, and Garr's handling of it doesn't help it any. Last Time has good swing inherent in the melody, but here too Garr pulls it down rather than ameliorating it.

JIMMIE LUNCEFORD (Columbia)

I Got It—PT. V.C. What's Your Story, Mornin' Glory?—PT. V.C.

Lunceford makes a memorable six minutes of swing with every recording he turns out. Here are blues, fine swing, color, excellent musicianship and arrangement. Not commercial but really worth-while record-making.

DICK TODD (Bluebird)

I Can't Get Started—V. I'm Apple Bloom Time—V.

In his Crosby-ish style Todd turns out a couple of more good sides which add up to pleasant listening. The standard on the A side has better-than-average music machine possibilities inasmuch as Todd has had several hit discs in the phonos and is known to nickel-droppers already.

Denver

DENVER, June 29.—W. E. Sprett, one of the oldest of Denver operators, has placed a Seeburg Jukebird at Trousdale-in-the-Pines, one of the top Colorado summer spots, and business has been so good he has replaced the nickel slot with a dimes slot.

The Denver Distributing Co., Rock-Ola distrib., is using spot announcements on Station KTEL to plug the Rock-Ola remote controls and on each announcement the name of two locations where the units may be seen in operation is mentioned.

Tony McColl, operator of Durango, Colo., is pleased with the operation of the five Seeburg remote control units he recently installed. He was in Denver last week, placing another order with Modern Music Co., distributor for the Rocky Mountain region.

Mrs. Walter Jania, wife of the secre-

tary of the Independent Coin Phonograph Operators' Association of Colorado, and their son leave for a vacation to Minnesota and Wisconsin. Jania will motor to join them later.

Gibson Bradshaw, of the Denver Distributing Co., reports good sales on free play machines and is also doing a swell job with auxiliary speakers for remote control units.

Major George R. Parsons, of Rawlings, Wyo., is the newest operator in that State, having gone into the Seeburg remote control music system business with a purchase of five units from Modern Music Co. The major also has placed juke machines in the leading hotels in Rawlings.

Charles Curilla, of Alt., Colo.; Johnny Price, of Trinidad, Colo., and George Purina, of Eaton, N. M., all operators, were Denver visitors last week.

Ray Spacial, of the Rock-Ola service department, is in Denver, assisting Gibson Bradshaw, of the Denver Distributing Co., with installations of remote control units. Spacial, Bradshaw and a group of friends made a trip recently to Pikes Peak and, believe it or not, were snowbound for several hours.

Automatic Devices, wired studio operator, has completed installations at 30 locations, which covers the installations to be handled from their present studio, and other studios are to be opened in various sections of Denver to handle installations in those sections.

PERSONAL

To

FREDDY MARTIN AND HIS ORCHESTRA

I would like to take this opportunity to express my complete satisfaction with all of your BLUEBIRD recordings. Every one is a hit with the folks who patronize our places, and believe me they know what they want.

I have already placed my order for B-10759:

"Goodnight Moonlight"

and

"I Made My Manners"

I understand that you wrote "GOODNIGHT MOONLIGHT", and considering the plugs it has received over the air from your fellow maestros, it certainly bears out what I have been trying to say about your music.

Kindest regards,

MURRAY ROSENTHAL,
Newport Music Corp.,
1348 Newport Avenue,
Chicago, Illinois.



"YOU'VE GOT TO SHOW ME" COINMAN from Missouri, H. P. Arnold and M. W. Arnold, left and center, confer with Pete Brandt, of the Wal-Bil Novelty Co., on their plans for the remainder of 1940. It is reported that the picture was taken shortly after the Arnolds had purchased a large number of the latest Wurlitzer phonographs. The Arnolds' firm is located in Shelbyville, Mo., and is called the A. & M. Amusement Co.

★ ★ ★ ★ ★
The Season's
Song Sensation

'SIERRA SUE'

on the following records:

- ★ BING CROSBY
Decca Records
- ★ CLENN MILLER
Bluebird Records
- ★ SAMMY KAYE
Victor Records
- ★ GENE KRUPA
Columbia Records
- ★ GLEN GRAY
Decca Records
- ★ DORIS RHODES
Columbia Records
- ★ JOHNNY McGEE
Variety Records
- ★ HENRY RUSSELL
Okeh Records
- ★ TOMMY REYNOLDS
Vocalion Records

COLUMBIA

BENNY GOODMAN
35487 I Can't Love You Anymore
The Moon Won't Tell

GENE KRUPA
35500 No Name Joe
Six Lessons From Madame La Zonga

KAY KYSER
35488 The Neighbors of You
Blue Lovin'

VOCALION

DICK JURGENS
35527 Sisde You Can't Help It
My Name Was Rosita

FRANKIE MASTERS
3541 It's A Lovely Day Tomorrow
Feels Fall In Love

HOOSIER HOT SHOTS
35347 Down By The O-H-O
No, No, Name

ED ORDER THESE NICKEL-MAKERS FROM YOUR DISTRIBUTOR TODAY

COLUMBIA RECORDS

Take your TAKE with these LATEST HITS by,
WOODY HERMAN
AND HIS ORCHESTRA
The band that plays the blues

**BLUE INK**

★
WHERE DO I GO FROM YOU
★
YOU THINK OF EVERYTHING

ON DECCA RECORDS**Des Moines**

DEO MORTE, June 29.—Johnny Crittall has formed a partnership with Tony Legouri, with the two branching out in the pinball and phonograph business.

Chick DeVoor's Iowa Amusement office and display room was damaged by water recently when a fire broke out in the hotel above his establishment.

Target machines are doing good business in hotel lobbies after a shaky start. The Sky Fighter in lobby of Hotel Fort Des Moines is busy at all times.

Joe Igatstein, who is running coin machines at Riverview Park, has battery of target machines which he claims one of his best money-makers.

Used machines have picked up in this territory following a May slump. New machines are making a slow comeback but getting stronger daily.

Record Buying Guide

TRADE SERVICE FEATURE

Billboard

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

GOING STRONG
Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become well-established successes that they require no further explanation.

Imagination. This better-than-average ballad hits the top this week in an uncertain terms. Nine out of 10 reports carry the information that it is one of the best items current in the machine, a unanimity of opinion that establishes the number as one of the definite blue-ribbon winners of the moment. **GLENN MILLER** leads by far all the disks of it presently trying for top honors in the phones. Behind him come **TOMMY DORSEY**, **ELLA FITZGERALD** and **KATE SMITH**.

The Woodpecker Song. (12th week) **GLENN MILLER**, **ANDREWES SISTERS**, **WILL GLAKE**, **KATE SMITH**.

The Singing Hills. (11th week) **DING CROSBY**, **DICK TODD**, **HORACE HEIDT**.

Playmates. (17th week) **KAT KYBER**, **MITCHELL ATRIES**. **Make Believe Island.** (3d week) **MITCHELL ATRIES**, **DICK TODD**, **DICK JURGENS**.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Where Was I? Climbing very rapidly and steadily, this exceptionally melodic ballad seems headed for the heights, with no apparent obstructions in the way. Operators are calling out on a good thing if they haven't made this one available to phone patrons. **CHARLIE BARNETT** and **JAN BAVITT** split honors pretty evenly here.

Say It. Maintaining the nice pace it set a week ago, this romantic tune from **JACK BENNY**'s picture is another profitable item that can't be overlooked by any music machine opus worthy of the name. **GLENN MILLER** and **TOMMY DORSEY** have the best liked disks on this one.

Boog It. Doing well for itself, this swing number is gathering in a flock of nickels, and while it may never land in the "going strong" class, it has been, is, and probably will continue to be for several more weeks a good phone hit. **GLENN MILLER**, **GENE KRUPA** and **CAB CALLOWAY** make the disk contributions here.

Slow Freight. A real climber, this may shortly take the place of **Turdo Junction**, finished from the "going strong" classification this week. It's **GLENN MILLER**'s follow-up to that hit, and his record is catching on like wildfire.

The Breeze and I. As expected, this debuts in this section this week after spending a little time in "possibilities," and it makes good with a bang. It's extremely possible that this will be no half-hearted success, but a real smash, so those ops who aren't aware of it as yet had better do something about it quickly. **JIMMY DORSEY** has the leading record at the moment, trailed by **CHARLIE BARNETT**.

Shake Down the Stars. Not going ahead at full speed, but plodding along in a fairly satisfying way in this ballad. This will probably wind up as one of those numbers that enjoy a fair play for a few weeks but never make the top, never even getting close to it. **GLENN MILLER** and **ELLA FITZGERALD** on this one.

Blue Love Bird. Advancing out of the "possibilities" class into this more concrete department, this song from the **Lillian Russell** picture is attracting a nice share of attention. **KAY KYBER** and **MITCHELL ATRIES** share the affections of the nickel droppers here.

I Can't Love You Any More. Still another "possibility" to make good, this time in the **BENNY GOODMAN** version. **MITCHELL ATRIES** is runner-up, but it's Benny's due that it's starting to carry out a nice career for itself and this song.

Fools Rush In. A newcomer that is starting to go places, it's hard to tell if it will really arrive, the humor having only just begun to catch on. But it looks promising. **GLENN MILLER** and **TOMMY DORSEY** head the list here.

Sierra Sna. After being around on radio networks for a while, this is beginning to mean something in the machines. **DING CROSBY**'s disk is doing pretty well, as is the record turned out by **GLENN MILLER**.

April Played the Fiddle. Suddenly this went very limp this week and shows signs of giving up and easing itself out of the phone picture. It has been the **DING CROSBY** disk on this.

Long 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, over the they most possibly will never climb into the "Going Strong" bracket.

Little Curly Hair in a High Chair. (6th week) Slipping. **PAT WALLER**, **JIMMY DORSEY**.

Alice Blue Cow. (6th week) Good in some spots, bad in others. **FRANKIE MASTERS**, **ORREN TUCKER**, **GLENN MILLER**, **WAYNE KING**, **OZZIE NEALE**.

No Name (5th week) Fair. **GLICE GRAY**.

My, My. (6th week) Very weak. **TOMMY DORSEY**, **ROCHESTER**.

A Lover's Lullaby. (6th week) Almost out. **FRANKIE MASTERS**, **GLEN CRAY**.

Let There Be Love. (8th week) Wavering success. **SAMMY KATE**, **KAT KYSER**.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Pennsylvania 6-5000. A new **GLENN MILLER** swinger and a very likely hit for the machines. In the same vein as **the Mood**, and plenty potent.

Hear My Song, Violette. Being played to a profit in some spots, this may catch on all over and turn into a big music machine number. Watch it.

Six Lessons From Madame La Zonga. A novelty that may hit the heights. Clever, rhythmic, highly listenable. In any number of available recordings.

Her Name Was Rosita. One of those pseudo Latin American numbers that usually make names for themselves, this is even a little more ear appealing than most. Proofs look good for it in the phones.

* Indicates a vocal chorus is included 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. 378

26644 A Portrait of Bert Williams

Duke Ellington and His Famous Orchestra

26645 "I'm Late To Live In Louisiana" -Waltz

"I'll Forget You" Wayne King

26646 "Bluebird" Ora Lee Black

(The Old Tom-Cat of the West) Bob Zurke and His Delta Rhythm Band

26647 "Many Truths in Good Friends" Eddie DeGarmo

New Friends of Rhythm

BLUEBIRD POPULAR RELEASE NO. 284

261947 "I'm Home Again" Vaughn Monroe

"I'll Wait For You Friends

261948 "Remember Him" Glenn Miller

A Million Dreams Ago

261949 "When the Southwest Comes Back to Confidence" Dick Todd, Baritone, with

Alie Trio and Orchestra

261950 "The Heat of Rhythm" Mr. Blue Heaven

Coleman Hawkins' All Star Octet

261951 "Whispering" Jerry Little Peter -Waltz

Tommy Dorsey and His Sentimentalists

261952 "Just an Old Rag Bag" Art Kassel and His Kassel-in-the-Air

261953 "She's Crying for Me" Wingle Monroe

261954 "Lambin' at the Lagoon" Dick Avenue

Charlie Barnet

261955 "Bluebird" -Piano

"I'm Late Again" -Waltz

Adolph Hitler and His Texans

* Novelty

Order RCA Victor Popular Records from your RCA Victor distributor today.



Order these Records from Your RCA Victor Record Distributor Today!

HIT RECORD GUIDE**8 HITS THAT CAN'T MISS IN YOUR MACHINES!**

866 The Last Time I'll Fall in Love -F.T. V.G.

—8346

Orchids for Remembrance -F.T. V.G.

Harry James and His Orchestra

The Blues and I -F.T. V.G. —8316

11th Street Blues Again -F.T. V.G.

Lang Thompson and His Orchestra

Bedroom's a Friend of Mine -Vocal Waltz —8333

Blahlah -Vocal Waltz

John Ryan with Orchestra

Tennessee Flat Top -F.T. V.G. —8124

A Latin Tune, a Manhattan Moon and You -F.T. V.G.

Lou Breeze and His Orchestra

ON VARSITY RECORDS

VARSITY RECORDS DOUBLE YOUR TIME

United States Record Corp.
1760 BROADWAY, NEW YORK, N.Y.

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

THE ONLY WIRELESS SELECTOR THAT CAN BE USED ANYWHERE!

3 in 1 SEEBUGR **WIRELESS** WALL-O-MATIC

EASY, CONVENIENT PUSH-BUTTON SELECTION OF EVERY RECORD ON THE PHONOGRAPH!

1

*Use it on
the BAR*

BOTTLE 10¢

2

*Use it on
the WALL*



☒ NO CONFUSING DIALS TO TURN!

☒ NO NUMBERS TO REMEMBER!

Now in its 3rd Successful Year!

ELIMINATES THE PURCHASE OF
SPECIALIZED EQUIPMENT!

SEEBURG
WIRELESS
WALL-O-MATIC
USES AN ABSOLUTE
MINIMUM OF
BAR SPACE

3

*Use it on
the COUNTER*



THE ONLY 20-RECORD REMOTE SELECTOR
MADE WITH NUMBERED PUSH BUTTON
BESIDE THE SONG TITLE!

J. P. **SEEBUGR** CORPORATION
1500 DAYTON STREET, CHICAGO

1262 MORE OPERATORS

NOW SUBSCRIBE TO

THE BILLBOARD

THAN IN 1939. THAT IS

PROOF THE COIN MACHINE

INDUSTRY IS GROWING AND

THE BILLBOARD

IS GROWING WITH IT

SOUTHERN AUTOMATIC MUSIC CO.

SEEBURG DISTRIBUTORS

542 S. 2nd St. LOUISVILLE, KY.	312 W. Seventh CINCINNATI, O.	620 Massachusetts Ave. INDIANAPOLIS, IND.	425 Broad St. NASHVILLE, TENN.
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Detroit

DETROIT, June 29.—The Detroit column last week confused the names of two companies. Eddie Clemons, not Clarence Goedhardt, is the head of the Modern Music Co., one of the largest music operators in the territory. Goedhardt, who was the subject of the story, has the Modern Distributing Co.

Bud Saure, of the A. P. Saure Co., disclosed this week that the company has been appointed distributor for Michigan for the International Mutoscope Steel Co. Feature of the line is the new Skyfighter. "The gun is going great guns on location," he said.

Al Shifrin, of the Detroit Coin Machine Exchange, has just lost 19 pounds by intensive gymnasium work. His brother, from Indianapolis, was a visitor here last week.

Parking meters, installed in Highland Park, Detroit suburb, for a year and then removed two months ago by order of the City Council, are to be re-installed. Meters selected will be the 1-cent control type, giving 12-minute parking for this amount.

Jacobson Automatic Service, operated by Merritt S. Jacobson, has moved headquarters to a new site on Rosedawn Avenue. The company specializes in vending machines and is rapidly buying new machines for its route, Jacobson said.

Fred Pray, district manager of Rock-Ola, was in Detroit visiting A. P. Saure, distributor.

James Piggott, a big music operator at Lansing, Mich., was a Detroit visitor with Pray, inspecting the Rock-Ola line in the local salesrooms.

Max Lipin, of Brilliant Music Co., reports plenty of enthusiasm among operators for the new recordings contracted by Sammy Kaye under the Variety label.

James N. Sepeter, Lansing (Mich.) operator, is reversing the usual role by being one of the few up-state operators to place machines on location in Detroit itself. He is specializing in music machines.

Louis Marovich has withdrawn from the H & L Vending Co., leaving Harry Green as sole owner. The company operates peanut and gum vendors only.

M. Y. Bloom and V. Christopher, of the Ajax Novelty Co., are back in Detroit,

MUSIC SERVICE BARGAINS

Seeburg Room \$149.50	Wurlitzer 5000 \$125.00
Seeburg R.R. 79.50	Wurlitzer 616-A 82.50
Seeburg Model A 24.50	Melodeon Imperial 99.50
Seeburg Model B 29.50	Mills Zephyr 122.50
Seeburg Model C 32.50	Deluxe Chromaphone 20.00

All Machines Thoroughly Reconditioned

1/3 Deposit, Balance G. O. D.

Write for Complete List

MUSIC SERVICE CORP.

1416 S. 70th St., OMAHA, NEB.

THE BILLBOARD GIVES YOU THE ONLY



RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

highly enthused after seeing a special preview of Bally's new gun.

James A. Passanante, of the J & J Novelty Co., has returned home after four months in Hot Springs, Ark., and is in the pink of condition.

Sabrina Walton, Detroit operator, is busy buying more Seeburgs for his route.

Wolverine Entertainers, music operating company with headquarters at Pontiac, Mich., have established service headquarters on Neekel Avenue in Dearborn for their operations in the Detroit area. Cliff Beechert is service manager.

Britain Cesses Minting Pennies; War Economy

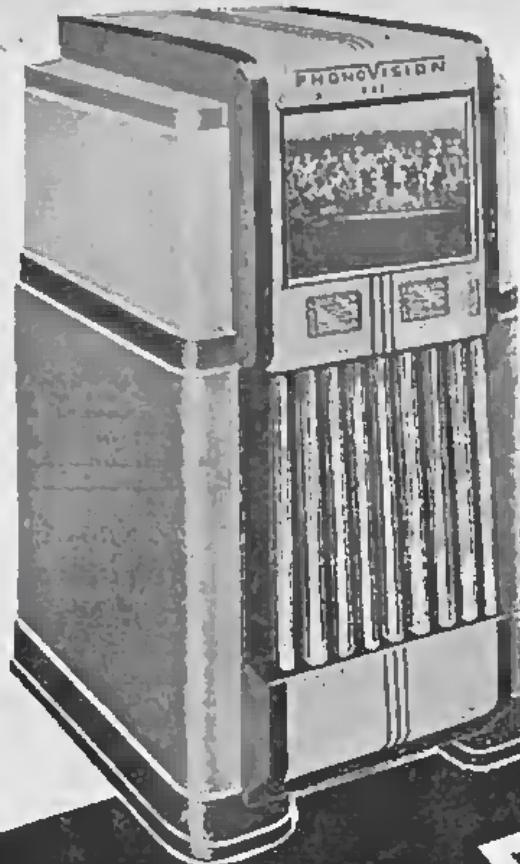
LONDON, June 29.—As a war-time measure of economy by the Royal Mint, it has been decided that no more new pennies shall be issued to meet normal demands, Chancellor of the Exchequer Sir Kingsley Wood announced today.

The number of pennies already in circulation is more than 1,000,000,000, or about three shillings per capita. All reasonable demands for farthings, half-pennies and three-penny pieces will continue to be met by the mint.

The supply of 12-sided 3-penny pieces is still short throughout the country. About a ton of copper is saved on each £300 worth of these coin issued instead of pennies.



WALTER OONENS, CHICAGO OPERATOR, with a delivery of Empress phonographs manufactured by the Mills Novelty Co. "All set for locations," says Oonens.



PHONOVISION DISTRIBUTORS' DEMONSTRATION

FROM JULY 1 TO JULY 10 TO ALLOT REMAINING TERRITORIES

FINAL OPPORTUNITY for distributors to get in on the ground floor of the most sensational achievement in the history of modern entertainment . . . PHONOVISION . . . All operators cordially welcome to inspect PHONOVISION during this epoch-making demonstration . . . the greatest stars of stage, screen and radio . . . as well as America's top bands . . . are now arranging to produce PHONOVISION films . . . ONLY PHONOVISION MACHINES WILL FEATURE PHONOVISION FILMS—AND ONLY PHONOVISION FILMS WILL BE USED IN PHONOVISION MACHINES.

PHONOVISION CORPORATION of AMERICA
1 EAST 54TH STREET • NEW YORK CITY

BEAUTIFUL!!

THAT'S THE ONLY WORD TO DESCRIBE DAVAL'S AMERICAN EAGLE

★

We've Got 'Em for Delivery

GEORGE PONSER CO.

11-15 E. RUMYANTZ ST., NEWARK, N. J.

Tel: Bigelow 3-6432



"TIE UP WITH
BALLY AND VEMCO
FOR BIGGER
PROFITS!"

JOE CALCUTT

THE VENDING MACHINE CO.
1015 Franklin St., Greenville, N. C.

FREE PLAY GAMES

Triumph	\$60.00
Pyramid	10.00
Checkers	22.00
Dandy	25.00
Eureka	35.00
Side Kick	37.50
Lucky Strike	45.00
Up & Up	20.00
Variety	21.50
Zip	20.00

* Deposit of 1/2 Required With Order

**Automatic Coin
Machine Corporation**
345 Chestnut St., SPRINGFIELD, MASS.

WRITE FOR COMPLETE LIST

Free Play Games, Counter Games, Slot Machines and Legal Machines, Out This Week.

AUTOMATIC SALES CO.
476-A BROAD ST., NASHVILLE, TENN.

OPERATORS, SAVE MONEY!

PHONOGRAPH	PRICE	AMOUNT
Standard Model	\$120.00	\$120.00
Barber Phone	142.50	142.50
Barber Crown	149.50	149.50
Barber Royal	172.50	172.50
Barber Gem	119.50	119.50
Barber Royal	104.50	104.50
Barber Royal	100.00	100.00
Wurlitzer 6-12	94.50	94.50
Wurlitzer 6-12	96.00	96.00
Wurlitzer 6-12	99.00	99.00
Wurlitzer 6-12	100.00	100.00
Wurlitzer 6-12	102.00	102.00
Wurlitzer 6-12	104.00	104.00
Wurlitzer 6-12	106.00	106.00
Wurlitzer 6-12	108.00	108.00
Wurlitzer 6-12	110.00	110.00
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Wurlitzer 6-12	564.00	564.00
Wurlitzer 6-12	566.00	566.00
Wurlitzer 6-12	568.00	568.00
Wurlitzer 6-12	570.00	570.00
Wurlitzer 6-12	572.00	572.00
Wurlitzer 6-12	574.0	

"PACES RACES"**"LATEST NEW MODELS
1940 RED ARROWS"**

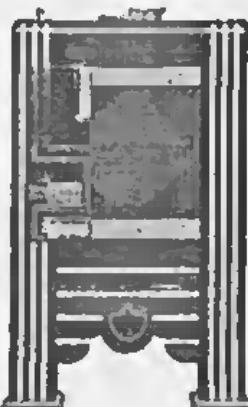
MADE AND SOLD EXCLUSIVELY BY US. ALL IMITATIONS UNDER ANY NAME ARE OLD "PACES RACES" PUT IN A NEW BUILT-UP CABINET.

**STILL THE SUPREME CONSOLE TYPE FOR SEVEN YEARS
SINCE SEPT., 1934**

WITH OR WITHOUT JAK-POT.

CASH OR CHECK PLAY

NICKEL, DIME, QUARTER

NEW LOW PRICES, \$202.50 UP**7 PLAY-7 HORSES-NO BLANKS****Note:** NO NEW OR AUTHENTIC REPAIR PARTS
MADE BY ANY CO., EXCEPT OURSELVES**DEPENDABLE-BEAUTIFUL
EARNINGS SURPASS ALL OTHERS****SOLD DIRECT TO OPERATORS THE WORLD OVER****PACES RACES, INC.**500 SOUTH MICHIGAN AVE.
DEPT. M, CHICAGO, ILLINOIS

"AFTER SEEING
THE BIG BALLY
SHOW, I SAY

TIE UP
with BALLY"

PAUL LAYMON

PAUL A. LAYMON CO.

1502 W. Pine St., Los Angeles, Calif.

**Wis. Puts Cig
Law Over Lake**

MILWAUKEE, June 29.—The State attorney-general's office, in an opinion to State Treasurer John M. Smith, has ruled that the State tax on cigarettes applies to Wisconsin's territorial limits as well as its geographical confines. The opinion declared that, "As all retail sales of cigarettes on boats while on the waters of the Great Lakes within the boundaries of Wisconsin are sales within the State, those so sold must bear the stamp indicating the payment of the tax imposed."

"It is very clear that a State may impose a tax upon the selling or holding for sale of cigarettes anywhere within its territorial confines except as such tax is violative of the Constitution or the federal laws."

If the law were strictly enforced passenger boats would have to change the contents of their vending machines or their counter stocks as soon as they crossed the halfway mark on both lakes entering Wisconsin boundary waters and would be required to keep stamped packages on hand for the time distance on

A SEEBURG WIRELESS REMOTE CONTROL MUSIC SYSTEM makes this drug store in Jackson, Miss., one of the liveliest spots in town. Wall-o-Maties in the booths of this location supplement the Symphonola in making music selection easy.

their outgoing trips.

Beverage tax officials are studying the ruling to determine to what extent it will be applied, but indications are that enforcement will pertain only to large boats to others than passengers while the boats are in port.

thought-out fifth column campaigns, the lion succeeded so well that the bulls became suspicious and actually afraid of one another, and so, falling into the trap, separated.

No sooner did the lion see that each bull fed by himself apart than he fell upon them one by one and quickly devoured them. This should teach us that a group of business men, banded together in a bond of common understanding—knowing each other as they should—can conquer any foe who would overwhelm each of them individually. Therefore, all the members of our association must stand faithfully together, refusing to let rancor, criticism or suspicion cause them to separate and thus dissipate their strength and render ineffectual the solidarity of the association for their own common interests."

A Modern Parable

From *The Runway*, published by the Amusement Board of Trade of New Jersey and edited by the manager, LaRoy Stein:

"Epic within and fifth column men without may be planning a Trojan war horse campaign in a blitzkrieg against the true democracy for which our association has distinguished itself in our industry."

"It might be well for our true and loyal members to remember what sounds like one of Aesop's Fables, which illustrates the need for mutual confidence. It is said that four bulls in the same field kept always near each other and fed together. A lion often saw them and desired very much to make them his prey; but the lion could easily have fallen upon any one of them singly, he was afraid to attack them so long as they kept together.

"Finally, in desperation, he conceived of a plan by which he might divide them and so decided upon fifth column measures by circulating, under the guise of good advice, unkind whispers and malicious hints to cause jealousy and disagreement among them, and like all will-

**N. J. Sees Biggest
Tourist Season**

CAPE MAY, N. J., June 29.—All the summer resorts all along the Jersey Coast anticipate playing host to the largest crowds of vacationists in their long histories. Such tidings always sweet music to the many amusement machine operators, for many this their first season servicing vacation locations. Freeholder Director Percy H. Jackson declared: "Leading economists six months ago forecast that America would witness its largest volume of vacation travel this year, chiefly because Americans would not go abroad because of the war."

"As a result," he added, "Cape May County, the most highly developed seashore resort county in the State, will claim its share. Cape May County has more to offer this year than ever before. With its 18 ocean and bay resorts, its 40 miles of colorful beaches and 22 miles of breeze-swept boardwalks, Cape May County beckons the tourist to a playground where he gets dollars for cents in sheer vacation pleasure. The new Ocean Drive, formally opened last week, running 40 miles within sight and sound of the blue Atlantic, from Ocean City to Capt May, linking 10 resorts in a continuous highway, will undoubtedly lure thousands of new motorists to our shores."

Further up the coast, at Ocean City, resort officials have made elaborate plans to keep 100,000 vacationists continually entertained all summer. Atlantic City, near by, always gets more than its share.

In North Jersey, Director Joseph Mayer of the Monmouth County Board of Freeholders says that inquiries received in response to advertising of Monmouth's chain of 30 seashore summer resorts indicates that Americans are vacationing in America this year and the North Jersey Coast will be highly patronized. Inquiries for vacation information are coming from Eastern centers of population and from many cities in the Midwest.

"Last year," added Mayer, "resorts here lost considerable thru the New York World's Fair getting much of the money usually spent by people of the metropolitan area on vacation at the seashore. We find that these people will resume their long-established habits this year and be back with us for real vacations."

PHONOGRAPH BARGAINS!

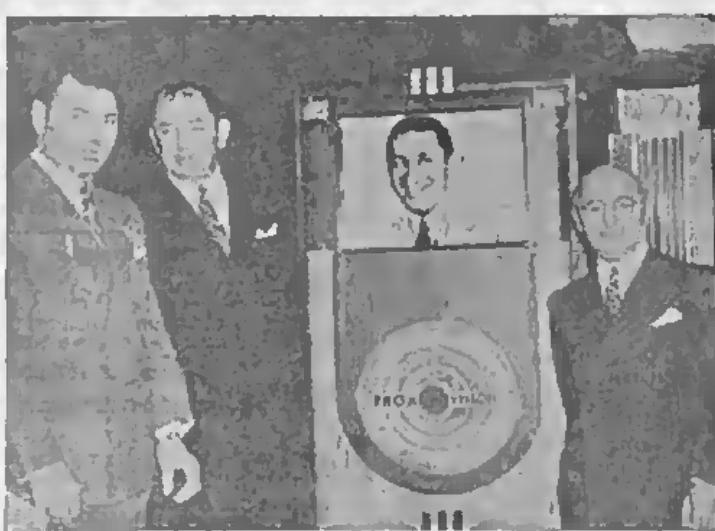
Wurlitzer	212	\$27.50
Wurlitzer	910	48.00
Wurlitzer	910 (Amplified Model)	54.00
Wurlitzer	214	116.00
Wurlitzer	214A	116.00
Wurlitzer	2000P	116.00
Wurlitzer	2000	167.50
Wurlitzer	2025 Standard	140.50
Wurlitzer	2025 Deluxe	148.50
Brookfield	Radio	95.00
Seeburg	Rex	70.00
Seeburg	King	148.00
Seeburg	Crown	149.50

New and Used Phonographs in Stock. Send for Price List. 1/2 Cash, Balance O. O. D.

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THE BILLBOARD GIVES YOU THE ONLY
WEEKLY
NEW MACHINE ANNOUNCEMENTS
READ THE BILLBOARD EVERY WEEK

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

AT THE WORLD PREMIERE SHOWING OF PHONOVISION held at Jack Dempsey's Broadway Restaurant, New York. Left to right: Jack Dempsey, Frank P. Orratti, president of Phonovision Corp. of America, and Samuel Fox, producer of Warner Bros. shorts subjects the last 10 years, now in charge of production of Phonovision films. Abe Lyman (shown on the Phonovision screen) and his Californiaites were the first band to be "phonovized." At the premiere, Orratti stated: "A new \$100,000,000 industry has been born."

it's ORIGINAL!

Opens
NEW LOCATIONS!

**MAKES OLD LOCATIONS
MORE PROFITABLE!**

OUT NEXT WEEK **PB**

Liquor Industry Okehs New Taxes For U. S. Defense

CHICAGO, June 29.—The reaction of the beer and liquor trade to the addition of new taxes on their products to support the new national defense program has been swift. Practically all quickly asserted that the liquor trade was glad to take its share of the burden.

Spokesmen from the trade asserted that they realized that upping of the tax and price of liquor would cut consumption somewhat and yet they felt that as real Americans they should not grumble, but should be quick to jump to support these defense measures.

Joe Triner, president of the Chicago Liquor Club and chairman of the Illinois Boxing Commission, called on every member of the liquor industry to accept a full share of the rearrangement program without complaint. "We can consider ourselves very lucky that we live on this side of the Atlantic Ocean," he declared. "Under this form of government, it is our duty as American citizens and as members of this new industry to exert every ounce of energy to preserve that which we have today."

"I know that most Europeans are nervous of us in our present form of living and government. We owe it to ourselves, our families and our country to exert every influence necessary to preserve that which is so highly valued the world over."

"Let's not give misconceptions to those who do not know us by grumbling and complaint. Don't lead anyone to believe that we are sorry for our lot. Let's pull together in a solid united front for that which we all cherish. Let the entire world know that we are Americans truly meant it when we say 'God Bless America.'

"Our insistence is so small compared with the suffering of most of the world it is not even worth mentioning. Let's be clean sports, good citizens and pay our taxes Unitedly and gladly. We have no room for Hitler, Stalin or seventh column. We are United . . . and we shall be."

Crusaders Needed

"No crusade in human history will be more inspiring than America's crusade against dictatorships which unsettle the peace of the world. For concretely, it is an effort to protect our own people against attack from any quarter. By men who have forsaken the principles of Christian brotherhood and know only the arbitrary assertion of brute force."—David Lawrence in "The United States News," June 21.

(Note.—Many reform and church groups still prefer to stage crusades against pinball games, however.)



COLONEL GILFILLAN, 306TH INFANTRY, ARMY COMMANDER, SC. Paul, 44th Division, inspecting an M-1 Heavy Anti-Aircraft Machine Gun installed there.



LIBERTY TOKEN PAYOUT BELL

A new Counter bell with the familiar cherry fruit rods, paying out automatically FREE PLAY tokens on all customary combinations.

The kind of counter bell you have always hoped for, giving you tremendous profits on all occasions, completely safeguarded by the certified token payout system, originated and perfected by Groetchen Master Craftsmen.

Available in straight Penny and straight Nickel Play.

See Your Nearest Jobber For Immediate Delivery On Liberty.

GROETCHEN TOOL COMPANY
130 NORTH UNION STREET • CHICAGO, ILLINOIS

LIBERTY BELL—Token Payout

Available in Straight Penny and
Straight Nickel Play

Ready for Delivery Now

Guaranteed by Groetchen—\$32.50
1/3 Deposit

GERBER & GLASS

914 DIVERSEY

CHICAGO

"TIE UP



WITH BALLY

AND EARN MORE MONEY

ROY BAZELON



Monarch Coin Machine Co.

1731 BELMONT AVE.

Cable "MOCOIN"

CHICAGO, ILL.

LEAD-OFF

HIGH-SCORE Baseball BY Bally



"TIE UP WITH BALLY"

and you tie up with the greatest line of fast money-makers ever presented to operators. LEAD-OFF is only one of the many sensational new Bally hits I saw at the Bally Summer Show. Ask me to tell you all about 'em!"

Jack Fitzgibbons

JACK FITZGIBBONS

453 W. 47TH ST.
362 MULBERRY ST.

NEW YORK
NEWARK, N. J.

Patman Chain Taxes Killed

WASHINGTON, June 29.—A House ways and means subcommittee voted to reject the Patman Chain Store Tax Bill, an act which members said would kill the bill as far as this session was concerned.

The measure, on which extensive hearings were held, would impose taxes on chain stores ranging up to \$1,000 a store on units in a chain above 500.

The subcommittee, headed by Representative John W. McCormack (D-Mass.), was created several months ago to consider the Patman proposal.

Before rejecting the bill the subcommittee defeated a motion for an amendment which would freeze chain-store systems at their present size.

In announcing the rejection and adjournment for the remainder of this session, Chairman McCormack said:

"There was a feeling among members of the subcommittee that if legislation along such lines is necessary by reason of fears or threats of monopoly, as advanced by the proponents of the bill, such legislation should be of a regulatory nature and not positive thru the exercise of the taxing power, and such legislation would not be within the jurisdiction of the ways and means committee."

LOOK!

15 Ten-Cal, 1939 Roto-Cig. Mach. \$69.50
5 Evans-Ten Stripes, 1939 Model... \$9.50
3 Rock-Ole Ten Pin, 1939 Model... \$9.50
2 Baby Alleys ... \$9.50
5 Chicken-San-Bar-Billes ... \$9.50
2 Mills Diggers ... \$25.00
3 Kirk's Counter Scale (oved 1 m.) \$12.50
1 Cushing Golf Game (Floor Sample) \$25.00
Photographs, Pin Games, Counter Games
and Consoles of all kinds.

R & S SALES CO.

9 Butler St., Marietta, O. Phone 524



RALPH E. RIDDON, of Morristown, Ind., is now district manager for Packard Manufacturing Co. for Northern Indiana, Ohio and Lower Michigan. Homer E. Capenhorn, president of the firm, announced this week.



SUMMER SPECIAL SUBSCRIPTION OFFER

This Great Offer
Gives You...
30 copies
of *Billboard* for only 200
You Save
\$2.50
from the Newsstand Cost



30 Copies less than 7¢ each

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Special
Offer Coupon

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Publishing Co.
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Cincinnati, O.

Until July 15th
You Save \$2.50

Please mail The Billboard for the next 30 weeks for which I enclose
not the \$4.50 thousands pay at the regular single copy price, but only \$2.
Foreign Countries Except Canada, \$3.50.

Name New
Address Renewal
City State My occupation is
Regular Rate: One Year, \$5. Single Copy, 15 Cents.

PAYS FOR ITSELF IN
LESS THAN 30 DAYS
Operators
Say

NEW
IMPROVED
UNIVERSAL
GRIP
SCALE

Legal
Everywhere

Beautiful Red - Crackled Finish — All
Chrome Front — Rubber Grip Handle —
Plug-Proof Chute — Hold \$20.00 in
Pennies.

GET SAMPLE NOW
1/3 With Order
Balanced C. O. D. **\$9.75**
HOLLY MANUFACTURING COMPANY
27401 Union Guardian Building,
DETROIT, MICHIGAN

"I SAW THE BIG
BALLY SHOW!"



SO I SAY . . .

**TIE UP
WITH BALLY!"**

GEORGE NEBEL

G. N. VENDING CO.

663 W. Broad St., COLUMBUS, OHIO

PHENOMENAL!

**NO MANIKIN!
MAKE-BELIEVE!
IMAGINATION!**
**Open!
CLOSED TERRITORY!**



OUT NEXT WEEK

**"TAKE MY TIP and
TIE UP WITH BALLY!"**

JACK MOORE

JACK R. MOORE CO.

4135 S. W. 13th Ave.,
PORTLAND, OREGON
N. 7-9 Bernard
SPOKANE, WASHINGTON

100 First West
SEATTLE, WASHINGTON
83 W. Second South
SALT LAKE CITY, UTAH



HAROLD SCHAEFER, head of Victor Vending Corp., Chicago, and Eddie Robbins, Brooklyn distributor, preview "Hawaiian," Victor's new Counter game. Schaefer reports that Robbins, believing that the game is a natural for profit, has placed a sizable order.

Bally Holds Summer Show

CHICAGO, June 29.—As distributors from all sections of the country boarded trains and planes for home after a four-day convention at the Bally Mfg. Co. factory, Ray Moloney, Bally president, reported that his company had geared up for intense activity throughout the summer.

"Whoever thinks we are due for a so-called 'summer lull,'" Moloney said, "should have seen the enthusiasm of Bally distributors who spent Wednesday, Thursday, Friday and Saturday looking over the new Bally line. And that enthusiasm was expressed not only in words but in a tremendous volume of orders."

"Bally's midsummer show, by the way, was probably the biggest event of its kind ever held in the amusement machine business. Walls were torn out and three large offices turned into one huge display hall. This was decorated with flags and pennants and then packed with machines. And I use the word 'packed' advisedly, because when we got the complete Bally line into the room it certainly looked like the Rambutan Hall at the Sherman Hotel."

"First and foremost, there was Bally's Rapid-Fire Ray-Gun—with a sub-machine-type gun that fires at a rate of 100 shots in 15 seconds, the target being a submarine which dives under water, bows up again and cars back and forth on a high-seas depth-stage, flashing with bursting bombs, canon and power dives. Distributors were unanimous in hailing Rapid Fire as the greatest skill game ever created."

"Other Bally machines in the display included the new 24-selection Bally Wall Box, which aroused exceptional interest, and the Video-Pop fountain machine. Big volumes of orders were booked on both machines."

"In the novelty field alone five new machines were shown: Head-Ori with baseball appeal, millionaire with the now top-tite bumper; Fleet featuring a new cannon-fire action; Vacation and Duck."

"Two machines which held crowds 20 hours a day were the Bally Circus tre-

A Return Boos

CHICAGO, June 29.—"Liberty magazine follows what it terms 'an old policy of presenting the truth.' In a recent issue of The Billboard, commenting upon the Los Angeles political set-up in relation to coin-in-the-machine, Liberty was commended for publishing the stories of both factions.

Said Liberty in the issue of June 28 under a column penned by Editor, Fulton Oursler: "A bow to The Billboard magazine for its piece about the Los Angeles article in 'Liberty' by Bacon Pitts and about Clifford E. Clinton. Says The Billboard: 'District Attorney Pitts makes an excellent reply to the original Liberty articles and the magazine is to be complimented for its fairness in publishing the rebuttal"

play bell with mint vendor and Reel Dice with a seven-selection coin-clutch which permits the player to play any combination on a standard die-lay-down.

"Also shown, of course, was Royal Draw, the console-bell that plays draw poker according to Hoyal, and its free-play companion, High-Lands. Pay-table distributor also had an opportunity to see the newest Bally pay-table, Santa Anita, which in addition to the regular four-multiple payout and \$45 top reserve feature also has a special payout which awards from \$1 to \$10 in silver dollars."

"Maybe I've missed some of the many new Bally hits on display, but I know the distributor didn't miss any. The order books prove that they saw them all—and also prove that every one of the new Bally games is a standout hit."

Western Baseball Stronger Than Ever

CHICAGO, June 29.—"When operators want profitable equipment they can get it at Western," declares Don Anderson, Western Product, Inc., official. "This has been emphasized again during the past month or so with our releases in two different fields. In the legal amusement field, there's Major League Baseball, a machine which needs no explanation whatsoever."

"Operators the country over know that Major League Baseball has proved to be a worthy successor to our previous big-earning legal baseball machines. The big difference is that Major League Baseball is out-earning these original baseball machines."

"Our other recent entry for top income is another type of machine is Big Prize. Its play is so fascinating that players play game after game. Big Prize is a one-ball automatic payout machine with more money-making features than have ever before been incorporated on a payout machine."

"Big Prize is a six-coin multiple machine and features a jackpot that provides added incentive for players to

\$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.

Tel. 1852—Toll: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

We will be closed on
Saturdays during July,
August and September.

spend more money. They're both great machines and will long be the center of attraction on locations from Coast to Coast."

Chi-Bound Amusement Invention Burns Up

MISSOURI VALLEY To, June 29.—An amusement invention valued at \$10,000 was destroyed in a fire which swept the owner's automobile and trailer here June 21. The invention was being transported to Chicago when the accident took place.

One of the party was burned when he attempted to save the equipment. The machine was to have been demonstrated in Chicago. There was no indication as to what kind of an amusement invention the machine was.

**COME ABOARD FOR A
PLEASURE CRUISE
AND GET**

"ON DECK" FOR BIG PROFITS

A FIVE BALL CONVERTIBLE TABLE
THAT HAS PLAYER APPEAL

"PLUS"

10 DAY FREE TRIAL

PURCHASE PRICE REFUNDED IN
FULL IF NOT 100% SATISFACTORY

**WRITE, WIRE OR PHONE FOR
A SAMPLE "ON DECK" TODAY**

**DIRECT OR FROM YOUR
DISTRIBUTOR**

BAKER NOVELTY CO.

2626 WASHINGTON BLVD.
CHICAGO

"For Bigger Profits,

Tie up with BALLY!"

DAN HAWLEY

MODERN AUTOMATIC EXCHANGE, Inc.

2016 CARRIEGE AVENUE.

CLEVELAND, OHIO

Big Stars	\$19.10	Vegas	\$17.50	Lite-A-Cards	\$45.00
Cowboys	12.50	24's	10.00	Scoops	32.50
Follies	24.50	Thrillers	15.00	Comedy	10.00
Cottage Alerts	35.00	Super-Bargains	25.00	Chessmen	
Pickups	22.50	Big Shows	29.50		
Lot O' Fun (not F.P.)	15.00	Mr. Chips	27.50		
Many Others Now in Stock—Write for Price List While They Last.					
All Orders Must Have One-Third Deposit—Balance C. O. D.					
DETROIT COIN MACHINE EXCHANGE, 2416 Grand River Avenue, Detroit, Mich.					

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Late model Free Plays—Consoles—Counter Games—Arcade Equipment—Vending Machines—Soda and Music Machines. Write for our latest complete Catalog Bulletin. We are Distributors for all the leading manufacturers . . . What do you have to trade?

2021-5 PROSPECT AVE.
CLEVELAND, OHIO

Stoner's Rotation Gives 3 Ways To Win

AURORA, Ill., June 29.—"It's a break for every operator," says G. J. Adelberg, sales director of Stoner Corp., in speaking of Stoner's current hit, Rotation.

According to Adelberg, the game is packed with plenty of play appeal and has been proving a big hit on locations.

"The game offers three exciting and fascinating ways to win with the winner possible up to the last second of play," said Adelberg in description.

There's more, too—the ever-popular odds build-up feature plus a special new catalin wafer-type bumper that eliminates all flutters and misses. According to all reports, these new bumpers are proving popular with operators everywhere. The wins on Rotation are continuing at a tremendous gait and seem to be gaining momentum each day.

Distribs Join Forces on Game

CHICAGO, June 29.—Four large distributors have combined forces to present a new legal amusement machine called Roll-in-the-Barrel.

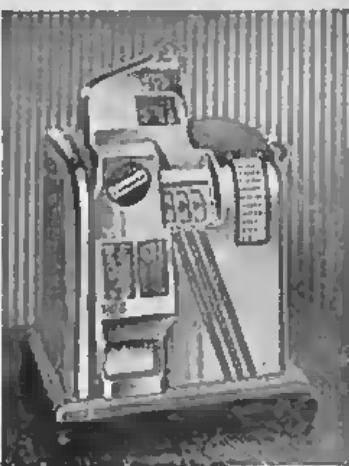
The distributors are Paul Gerber and Max Glass, of Gerber & Glass, Chicago; Nat Cohn, Irv Sommer and Harry Rosen, of Modern Vending Co., New York and Miami Beach; B. M. Lynch, of Electro-Bell Co., Dallas, Memphis and Houston, and Lou Wolcher, of Advance Automatic Sales Co., San Francisco, Los Angeles and Seattle. The game is being manufactured for them by O. D. Jennings & Co.

"This is the first really legal amusement device that combines all the thrills of the roll-down game, the skee-ball machine, the high-score unit, free-play action," said Max Glass. The fact that the player is allowed to handle the balls himself makes him feel he can really control the skill element of the machine.

"In addition, the game is so animated with the spinning barrel that it starts the player off with one of the greatest thrills that he has ever had and he continues at the game to master this common play action. The spinning barrel with the green light which appears when it comes to a horizontal position flashing forth the one word of action, 'Go,' has caused player after player to zip away at the machine with everything he has to obtain the perfect score."

Nat Cohn, of Modern Vending Co., reports on the game as follows: "I have spent many days in Chicago watching this great machine being finished and all that I can say is that it is one of the most ingenious machines ever yet manufactured."

The other distributors involved, B. M. Lynch and Lou Wolcher, are just as enthusiastic over the machine. Both claim, "The game will create a sensation wherever it appears."



CHROME BELL COLUMBIA

Flagship of a magnificent fleet of Columbia Bells.

You need this Chrome Bell to command the play in every location.

Stately in appearance, large Fruit Buck, Cash or Check payout, large Jackpot convertible on location from Nickel to Dime or Quarter Play.

Its low Price will surprise you.

We also feature other types of Columbia for every type of operating need.

GRETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

Hawley Coins New Slogan

CHICAGO, June 29.—Dan Hawley, of Modern Automatic Exchange, Inc., Cleveland, who has been designated official Bally sloganist, announced his newest slogan during Bally's Summer Show, June 26 to 29.

"I wear no man's collar," Hawley proclaimed, "but I'm satisfied with Bally's tie." Hawley explained that he was referring to the special neckties worn by distributors attending the show. All ties were the identical shade of crimson, inscribed in gold "I'm tied up with Bally!"

"Want MORE CASH!

Then TIE UP WITH

BALLY!"

CARL TRIPPE



IDEAL NOVELTY CO.

than anything else that has ever been presented in a six-foot cabinet. It's the perfect size for a machine to get the player really interested and to maintain his interest hour after hour.

"The only trouble we're having with Roll-in-the-Barrel is to supply the demand for the machine. Every sample we send out brings back repeat orders. That's the answer to my game's success. It simply means that Roll-in-the-Barrel has captured the imagination of the players and is earning greater profits than were ever before earned with any legal amusement device."



BALLY SUMMER SHOW, June 26 to June 29, at Bally Mfg. Co. factory. Three offices were converted into one large display room to accommodate the distributors who attended from all sections of the country.

ALLIED BARGAINS

FREE PLAY GAMES

Mills 1-2-3	\$29.50
Big Town	\$4.50
Contact	\$2.50
Congo	\$4.50
Big City	\$2.50
Big City	\$2.50
Democracy	\$7.50
Med. Hot.	\$7.50
Fastrip	\$7.50
Spur	\$4.50

AUTOMATIC PAYTABLES

Prudential	\$17.50
Gold Mine	\$4.50
(2 J.P.T.)	\$2.50
Blitz	\$1.50
Drop Time	\$4.50

PHONOGRAHS

Wurlitzer 415	\$25.00
Wurlitzer 614	\$25.00
Wurlitzer 600	\$15.00
Rock-Ola Marquette EG Record	\$1.50
Rock-Ola 1938 Go-Lucky	\$1.50
Rock-Ola Counter Model 61	\$1.50
Barber Rhythm 2G Record	\$1.50
Barber Rhythm 2G Record	\$1.50
Barber Rhythm EG Record	\$1.50

LEGAL EQUIPMENT

A. H. T. Target Model F	\$15.00
Crane Test Strike, SB Model	\$12.50
"Chicago Bom" Relylite	\$2.50
Baldwin Rhythm	\$1.50
Calcutt's 5-Way Counter	\$1.50
Tom Mix Rhythm	\$1.50

TERMINAL: 11, Depar, Bldg. O. O. O., P. O. B. Chicago.



Phone Capital 6747
3820 W. FULLERTON AVE., CHICAGO

"QUICK CASH
FOR YOU
... WHEN YOU
TIE UP
WITH BALLY"
Angelo Delaport

REX AMUSEMENT CO.

1441 Main St., BUFFALO, N. Y.
310 S. Salina St., SYRACUSE, N. Y.

Demands More Roll-in-Barrels

CHICAGO, June 29.—"Glimme more" is all the sales force at O. D. Jennings & Co. is hearing these days from the Gerber & Glass Distributing Co., they report. The demand, they say, is for Roll-in-the-Barrel.

"We've never before come across anyone that has developed as gigantic a case of the 'gimmies' as has Max Glass," declared Jennings officials. "Every time he calls us it's the same story: 'When are you going to gimmie some more.' Not only have we got Glass to contend with but we also have long-distance phone filters. Every time someone yells 'long distance' we're sure that it's either Nat Cohn, of Modern Vending; Lou Wolcher, of Advance Automatic Sales, or Si Lynch, of Electro-Hall Co., yelling for faster delivery of Roll-in-the-Barrel."

"Neither Glass, Cohn, Wolcher or Lynch had any idea that the game would have such a large demand in the week following its introduction. However, we had hardly cleared away sample shipments before repeat orders started coming in. Operators followed operator in ordering from three distributors, and the distributors started peppering away at us for quicker shipments."

"Games are being assembled as quickly as possible under the production and quality standards of the Jennings production line. Shipments are going forward immediately and we hope to be able to meet all demands shortly."

Gottlieb Boom Game—Border Town

CHICAGO, June 29.—"There'll be a hot time in Border Town," said Dave Gottlieb, president of D. Gottlieb & Co., as his company this week announced the introduction of what it considers one of the fastest money-maker free-play games recently offered.

"Border Town brings to life easy money days of an oil boom where life is gay," he explained. "The game really succeeds in creating the atmosphere of whoopee times when the player 'strikes oil.' It literally overflows with brand-new ideas and surprises for players and gives them their chance to have a fling at big winners."

"The game offers six ways to win and a stack of free plays. Besides it introduces a brand-new feature of a free-play 'builder-upper' which awards to players the accumulated total of free plays of the game."

Baker's On Deck Has Smooth Sailing

CHICAGO, June 29.—"The nation's operators are getting aboard for a profit cruise on our latest game, On Deck," reports H. L. Baker, president of the Baker Novelty Co. "There has been a great response to our original announcements and from sample orders. The latter has resulted in large orders that have forced the factory to increase production."

"On Deck is a five-ball convertible table—a game with 'plus' player appeal which keeps the game busy from morning to night. Players continually re-enter the game awaiting their turn."

Harry Hoppe, firm official, who was responsible for the many location tests given On Deck before its release, reported that he had been assured by operators and by the tests that the game would be a great success. "When you put a game on test location the game is 'on its own,'" he declared. "Whether or not it is a success depends on the reaction of the people in the test location. In the case of On Deck, I am happy to say, the reaction of players was strictly on the affirmative side—a sure sign that On Deck had no rough seas ahead. On Deck has had smooth sailing in profits. Operators are riding the waves, however—and they are on the crest of the wave continually as far as profits are concerned. Continual re-ordering of On Deck tells the story of their satisfaction."

8,833 Liquor Locations in Chi

(Location Story)

CHICAGO, June 29.—Number of retail liquor dealers in Chicago is now said to be 8,833, all of which are either coin machine locations or prospects. According to the city collector, there are approximately 200 fewer taverns in the city than in 1939, when Chicago issued 9,040 licenses.

Big news is that since 1939 there have been 1,182 new applicants, including partnership and corporation changes, which means that only 7,651 of Chicago's 9,040 licensees of the last period have renewed their permits.

These changes mean that coin machines located in approximately 1,000 locations have had to be withdrawn and

RESERVE YOUR SHARE OF

MILLS

FROM JOE CALCUTT



FREE PLAY MINT VENDER

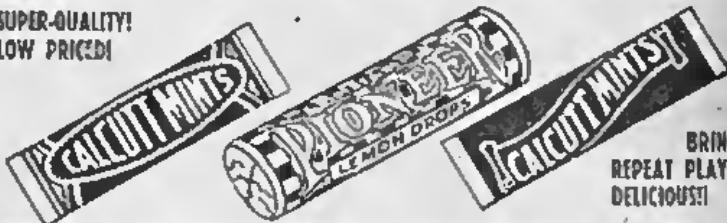
- ★ BUILT BY MILLS—that means it's perfect!
- ★ BELL MACHINE—NO PAYOUT—AWARDS MADE IN FREE PLAYS
- ★ VENDS ROLL OF MINTS FOR EACH COIN PLAYED
- ★ SLUG REJECTION PLUS 5-COIN ESCALATOR ASSURES FULL PROTECTION



- ★ MOST ATTRACTIVE OF THEM ALL!
- ★ FAMOUS MILLS BELL MECHANISM THAT REALLY STANDS UP!
- ★ FIT FOR ALL TERRITORIES!
- ★ GET FULL INFORMATION FROM JOE CALCUTT TODAY!

PLUS JOE CALCUTT'S FAMOUS MINTS!

SUPER-QUALITY!
LOW PRICED!



BRING REPEAT PLAYERS!
DELICIOUS!

THE VENDING MACHINE COMPANY

205-15 FRANHEIN STREET, FAYETTEVILLE, N.C. *Call Adair 001203*

"TIE UP WITH BALLY"

AND EARN THE BIGGEST PROFITS OF YOUR LIFE!

H. T. BLUM

V. CHRISTOPHER

J. PASSARANTE

AJAX NOVELTY CO.

2707 Woodward Avenue at Sproat Street

DETROIT, MICH.



new locations found for them. The greater part of those replaced machines have found havens in new locations in newly opened taverns and restaurants, so that there has been no serious loss to coin machine operators.



EASTERN COINMEN LOOK OVER LEAD-OFF, new baseball novelty game, during Bally's summer show. Left to right: B. D. Lazar Co., Philadelphia and Pittsburgh; Iz Rothstein, Banzer Specialty Co., Philadelphia and Pittsburgh; Jack Fitzgibbons, New York.

it's DIFFERENT!

NO ELECTRICITY!
LIGHTING!
MECHANISM!
Opens!
CLOSED TERRITORY!

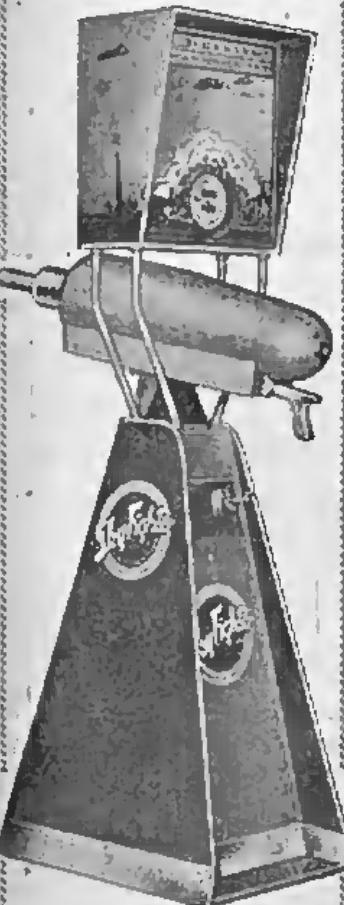


OUT NEXT WEEK

Tell the Advertiser in The Billboard
Where You Got His Address.



A SHOT IN THE ARM FOR SICK COLLECTIONS.



SKY FIGHTER

Trade Mark

The only Anti-Aircraft Machine Gun with Built-In-Target — takes less room — gets better locations — makes more money — fires 300 SHOTS IN 30 BREATHLESS SECONDS!

INTERNATIONAL MUTOSCOPE REEL CO., INC.

44-01 81st St.
Long Island City, New York

Exhibit's Pylon Moves Into Action

CINCINNATI, June 22.—Exhibit Supply Co. distributor report, according to company officials, that Pylon is handling all sales resistance, proving to operators everywhere that immediate, continuous and big profits can be made with the new Exhibit action game.

"Flashy in appearance, presenting unusual playboard action, Pylon attracts immediate attention on location, holding the player's interest at high pitch," said a company official.

"The fast-flying airplane that circles the illuminated pylon on the playboard is an innovation in action features. Operated at a high-score game with the extra award feature, Pylon packs plenty of player appeal. It not only has simple, easy-to-understand action, but also that easy-to-teach appearance so necessary in big profit-making games today."

"Pylon, fundamentally a high-score game, is excellent for competitive play, high in amusement value. The fine response this great game is getting in the form of repeat orders is an excellent indicator that the playing public is still anxious to support amusement games regardless of weather conditions or tangled world affairs," they concluded.

Free Play Bell Favorably Received

CHICAGO, June 20.—"The Bally Summer Show was a great event for everybody," reports Leo Kelly, of the Bally Mfg. Co. sales staff, "and especially so for distributors in payout territory. They were treated to an impressive array of automatic equipment—all new, yet all positively proven money-makers."

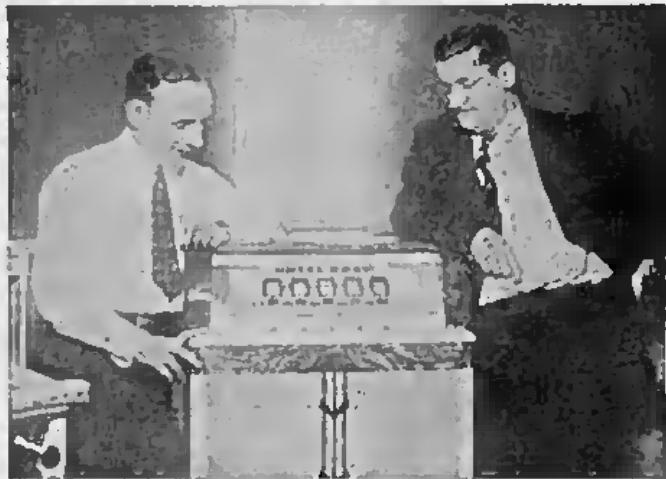
"First and foremost is Bally Circus, the free-play bell console with mint vendor and featuring an entirely new series of comical symbols with wise cracks. Next in favor was Royal Dice with a seven-selection coin chute which permits players to play any combination on a standard dice laydown.

"Pay table distributors were highly pleased with the new Santa Anita one-shot, which features the regular four-multiple payout, plus \$5 top reserve, plus a brand-new feature which awards from \$3 to \$10 in silver dollars. Also shown—and enthusiastically received—was the Royal Draw poker console and its free-play companion, High-Low. All in all, it looks like a big season for Bally payout operators."

Toward 10,000!

CHICAGO, June 20.—On its swing toward 10,000 tickets, the total sale of tickets to date for the coin machine industry picnic has passed the 7,100 mark, according to James A. Gilmore, manager of Coin Machine Industries, Inc.

The picnic is to be held at Riverview Park, Chicago, July 30. A number of prominent distributors from various cities were here this week and they all promised to boost attendance at the picnic.



SALES MANAGER GEORGE JENKINS of the Bally Mfg. Co. deals a hand from the "deck on wheels" while demonstrating Royal Draw draw-poker console bell to Joe Abraham, of the J. M. Novelty Co., Youngstown, O.



Monarch

FINE EQUIPMENT

Mon-O-Matic Toss Pitch, 192	\$62.50
Mon-O-Matic World Series	48.50
Bingo, Craps, Bells	
Quoits Model	51.50
Billiard, Snooker, Carambole	
Model 1000	115.50
Evans Tim Strike, 1918	92.50
Evans	48.50
Bally Alley	28.50
Bally Racer	28.50
Bingo Machine	28.50
Western Household, Double Model,	
Bingo Game, Free Play	55.50
CONSOLIDATED	
X-Meter Triple Entry, 2 coin	55.50
Jewel, Juke Box	54.50
Club, 2 coin	42.50
Evans Goliath	52.50
Diamond, 2 coin	42.50
Rummy, Rummy	24.50
Craps, 2 coin	42.50
Barber, Good Luck, 2 coin	42.50
White Fox Gambling	55.50
Play Pinball	55.50
Mon-O-Matic	55.50
Mon-O-Matic 200, 250 Models	48.50
Mon-O-Matic 412	54.50

F. P. DABBS

BAKER

DODGEBALL

GOLFCLIQUE

GOLF

GOLF TIME

GOLF

GOLF CARD

GOLF



★ No payout. Score is kept on fascinating electrically operated panel — brilliantly lighted. Equipped with latest improved Mills Mystery Bell Mechanism. A master product of the world's largest coin machine factory. Order today by letter, wire or telephone.

MILLS NOVELTY COMPANY
4109 FULLERTON AVE., CHICAGO, ILL.

BARGAINS

Rock-Ola Standard	\$140.00
Rock-Ola Standard w/ 1000	95.00
A.R.T. Changer w/ 1000	110.00
A.R.T. Tearing Model F Model	82.50
Rock-Ola Candy Scale	100.00
Western Standard, Large High Model, Reconditioned, like new	45.00
All Machines in Very Good Condition	

ANDY WARREN

OMAHA, NEB.

Laud New Daval Counter Device

CHICAGO, June 29.—The American Eagle counter game, claim the Daval Co. officials, "is the world's smallest bell with free-play token award and gum tender. The machine has been under way in the Daval factory for some time but it was not presented to the trade until just a few weeks ago."

Speaking of the game, Al S. Douglas, president of Daval, reported: "American Eagle has been known to our distributors for some months. It was on their suggestion that we did not present the machine any sooner. We are enjoying a fine run of business with Ex-Ray, Jiffy, Penny Pack, Henda or Tally and Marvel. The cigaret reels on Marvel and its truly marvelous mechanism makes the machine one of the greatest ever offered the counter game operator."

"American Eagle, however, opens a great new field for the trade. Here is a machine that meets present demand. It has all the regular bell payout combinations and, what's more, pays out on them. It offers in payout a free-play token award which acts as a mystery award by the very fact that its amount is not divulged to the player in advance. The player knows that he is getting a token but for just how many free plays he has no idea. The awards are for 10, 15, 20, 50 and 100 free plays."

"American Eagle is of unique design, not only because it is so small in size but because of its unusual coloring. It is designed with a white center front that stands forth dramatically. Sides are of royal blue and the etched plate features gold, red and blue, making up one of the most attractive color combinations. Great attraction is also gained from the sparkling, polished, red plastic handle. The coloring is in baked enamel and will last for many, many years."

Gerber & Glass Say Sales Are Up

CHICAGO, June 29.—It's the same story in regard to sales whether you speak of our phonograph remodeling equipment or Grotchen's counter game, Imp," declared officials of Gerber & Glass, Chicago distributors.

However, the main difference is that today the story is one of even greater sales than at any time in the past," comments Max Glass. "With our change-over equipment we've set the pace for the music business. Many operators have told us that this has been one of the greatest improvements in operating conditions."

This enthusiasm is also typical of that exhibited by operators for Imp, which we are distributing in this section of the country. Imp is a legal, three-reel machine with cigaret, fruit or number symbols.

Within two years, change-overs and Imps have stamped Gerber & Glass as one of the outstanding coin machine firms."



GIBSON HEADSHAW, head of the Denver Distributing Co., reports business good for his city. Headshaw comes from Alabama, where he was engaged in the coin machine business. He is well known as distributor for Rock-Ola products in Colorado and Wyoming.

MILLS VEST POCKET AUTOMATIC PAYOUT



This is a complete Bell, not merely a midget counter game. Now equipped with new metered jackpot, new color schemes, flashy chrome. Write Mills Novelty Company — the only factory which makes this type of machine.



WONDER 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	\$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
6120 Harvard Ave., CHICAGO, U. S. A.



Keeney's

ANTI-AIRCRAFT MACHINE GUN

Fastest LEGAL Money Maker in History!

Exclusive Distributors for Province of Quebec
ROXY SPECIALTY, INC.
103 Notre Dame St., W.,
Montreal, Que., Can.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS			
All Guaranteed Ready to Operate. Call or Write Milwaukee, Wisconsin. Please Write for Our Latest Price Catalogue.			
Rock-Ola De-Lite	\$160.00	Bally Allright, Little Model	\$82.50
Rock-Ola Standard	100.00	Bally's Chuckie Game, Earth Game	55.00
Rock-Ola Regal	149.50	Exhibit Ten Cent, 1929 Models	49.50
Rock-Ola Royal	190.00	Exhibit's Villagers	49.50
Rock-Ola Monarch	95.00	Rock-Ola Ten Penn, 1929 Models	110.00
Rock-Ola Winona	85.00	Bally's Bull's Eye	55.00
Write for Our New Catalog Showing Many More Reconditioned Machine Bargains. Send for Free Copy Today.			

BADGER NOVELTY COMPANY
400 N. 20th Street, MILWAUKEE, WIS.

BARGAIN LIST

The machines listed below are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit. Balance C. O. D. Prices below are effective July 6, 1940.

5-CENT FREE PLAY

1 Bally Triomph	\$25.00
1 Bally Vagabond	\$25.00
2 Bally Champion	\$25.00
2 Chicago Gold Mine	\$75.00
2 Gattling Big Show	\$95.00
1 Hause Super 80	\$5.00
1 Hause Super 100	\$10.00
1 Kestner Double	\$15.00
1 Exhibit Panel 800	\$65.00
1 Exhibit Panel 1000	\$75.00
1 Whalen High Flyer	\$25.00
1 Stoerl Double	\$25.00
1 Bally Gold Cup, little model	\$25.00
1 Bally Gold Cup, regular model	\$25.00

GROSZLZ & AUTOMATICO PAY

1 Bally Tally, full train	\$25.00
2 Pace Racer Jr., fruit reels	\$25.00
2 Whalen's Race-O-Matic, 250 each	\$75.00
2 Whalen's Race-O-Matic, 300 each	\$100.00
1 Pace Racer, 4000, 50 cent	\$50.00

COUNTER GAMES

10 Columbia Bell, 50 cent	\$25.00
10 Columbia Bell, 50 cent	\$25.00

Write us for your price on any brand-new machine that has been released by the manufacture. Write and ask us to put you on our mailing list.

MOSLEY VENDING MACHINE CO., INC.
60 BROAD ST., NEW YORK, N.Y.
R.R. Phone 2-4511 - Night Phone 6-5224,

"IT'S A BEAUTY!"**DAVAL'S AMERICAN EAGLE**

WORLD'S SMALLEST BELL
WITH FREE PLAY TOKEN
AWARD AND GUM VENDER

10 FOR \$275

Sample \$12.50—Bell Cent. Mod. \$2 Extra

ORDER QUICK FROM

L. BERMAN & CO.
112 N. W. FIRST ST., EVANSVILLE, IND.

"TIE UP

WITH

BALLY

FOR

BIGGER

PROFIT"

BILL MARSH

**SICKING, INC.**

1401 Central Pkwy., Cincinnati, O.

Tell the Advertiser in The Billboard
Where You Got His Address.

**Werts Announces
Union-Made Goods**

MUNCIE, Ind., June 29.—A new union, Novelty Workers Local No. 428, affiliated with the American Federation of Labor, went into operation in Muncie this month after long negotiations between the management of the Werts Novelty Co. Inc. and the employees.

As a result of an agreement signed early in June the Werts plant and its products are now 100 per cent union. The management has expressed its satisfaction with the manner in which the new agreement is functioning.

"We expect and are receiving better quality work and greater co-operation for the general welfare," said Roy Werts, manager of the plant and brother of President Fred Werts. "We are getting excellent results at a time when the capacity of our plant is being taxed to fill the large orders coming in from all parts of the country. In addition, we expect our new status to result in good feeling in many organized labor centers over the country."

**Chicago Coin
Introduces Polo**

CHICAGO, June 29.—"Consistent with our policy of giving coin machine operators what they want, we're introducing a sensational new game," state officials Sam Wolberg and Sam Genburg, Chicago Coin Machine Co.

When we say new we really mean it. We call our new machine Polo. Its play ideas give the trade something new to talk about and give players an interesting new amusement. These features are incorporated in Chicago's new Polo: new wider playing field, new-type bumpers, four easy ways to win, mystery awards, high score with new 1,000 to 8,000 bumpers, simple awards and an entirely new playing theme.

Operators have been clamoring for something new and Polo is our answer. You can't imagine what is thrill we get when we do receive requests for something new from operators. It makes us more convinced that they look to Chicago Coin for leadership. It has always been our policy to ask operators to tell us what they want... to have operators criticize us constructively, for only then is it possible for us to bring operators better machines and more profit from their operating."

it's AMAZING!

**NO REELS!
SPINNER!
PIN BALL!**
**Opens
CLOSED TERRITORY!**
OUT NEXT WEEK

NEW GAMES

WHICH WE HIGHLY RECOMMEND
WHITE FOR PRICES
MILLS 1000 (Free Play)
MILLS JUNIOR PARADE (Free Play & Points)
MILLS BINGO (Free Play & Points)
BALLY SPORTS (Free Play)
EXHIBIT PYLON (Free Play)
GUMBON FORMATION (Free Play)
GOTTLEIB BORDER TOWN (Free Play)
DAVYN'S ON DECK (Free Play)
STOERL'S ROBOTRON (Free Play)
HORNIG (Counter Top & Bar Play)
AMERICAN EAGLE (Counter Top Play)
MARVEL (Counter Top Play)
MCGRATH (Counter Top Play)
NO USED SAFE STANDS \$1500 EACH

OLIVE NOVELTY CO.

2075 LUCAS AVENUE ST. LOUIS, MO.

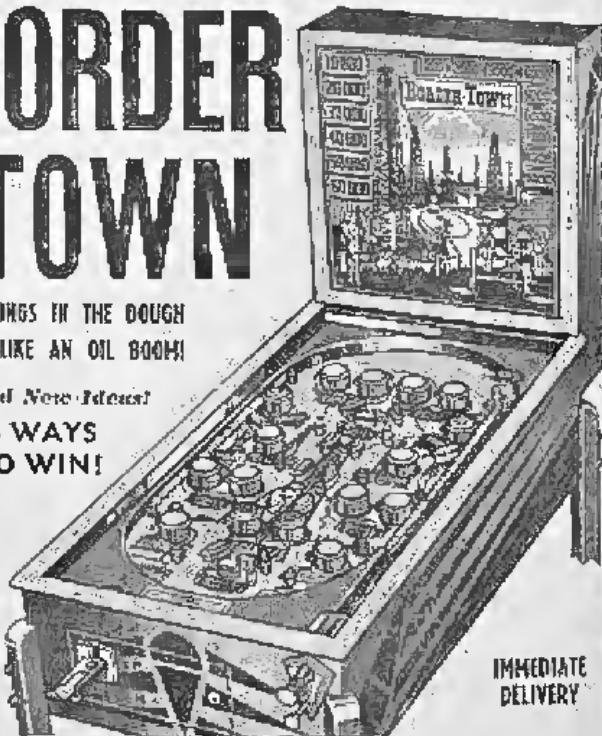
**YIPPEE! HELLzapoppin!
PROFITS BLOWING IN!****BORDER
TOWN**

BRINGS IN THE DOUGH
LIKE AN OIL BOOM!

Broad New Ideas!

6 WAYS
TO WIN!

Rush
Your
Order
Today!



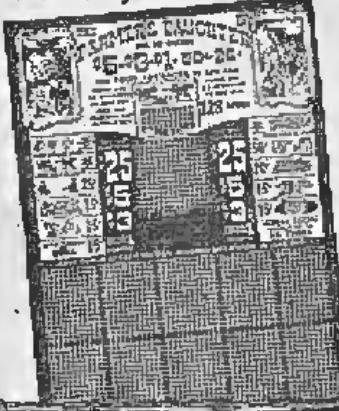
IMMEDIATE
DELIVERY

D. GOTTLIEB & CO.

2735-42 N. PAULINA ST.

CHICAGO

I'm the FARMER'S DAUGHTER
a "Superior" girl



America's most popular girl—the FARMER'S DAUGHTER—leads in sales. A real "gold mine" with soft low prices of interest and high paying out profits. 1000 lie holes, a "double smaller drama" symbol. Average price \$1500.00 to 1600.00 each board. We're introducing her to the "fastest market" to grace with her details.

SUPERIOR PRODUCTS

"TIE UP WITH BALLY
AND DEAL WITH CARL—ALWAYS A SQUARE DEAL"

CARL HOELZEL

UNITED AMUSEMENT CO.

"Kansas City's Coin Machine Headquarters"
3410 MAIN STREET — KANSAS CITY, MO.



PYLON-

*Ask the Operator
Who Has Them
On Location*

EXHIBIT SUPPLY CO.
4222 W. LAKE ST. CHICAGO

YOU HAVEN'T SEEN
A THING UNTIL
YOU'VE SEEN
**DAVAL'S
AMERICAN
EAGLE**

WORLD'S SMALLEST BELL
WITH FREE PLAY TOKEN
AWARD AND GUM VENDOR
READY FOR DELIVERY
FROM YOUR JOBBER



DAVAL, 2043 CARROLL AVE., CHICAGO



LIKE ALL GENCO GAMES
FORMATION
IS THE BIGGEST MONEY-
MAKER ON THE MARKET!
Bert Lane
SEABOARD SALES, INC.

619 TENTH AVENUE, NEW YORK

PYLON-

"Ask me to explain why it pays
YOU to TIE UP WITH BALLY"—

—BILL RAPPOL

BADGER NOVELTY COMPANY

2544 N. 30TH STREET,

MILWAUKEE, WIS.



Keeney's
**ANTI-AIRCRAFT
MACHINE GUN**

Positively the Fastest Legal
Moneymaker in History.

Exclusive Distributors for
Central New York

REX AMUSEMENT CO.
310 E. SALINA, SYRACUSE, N. Y.

1441 MAIN ST., BUFFALO, N. Y.

Keeney Gun Goes
To Foreign Shores

CHICAGO, June 29.—"When it comes to having started something, the fellow who fired the shot heard round the world" at the Battle of Lexington had nothing on the man who fired the No. 1 shot on the Koeney Anti-Aircraft Machine Gun. The latter started a world-wide craze," states Bill Ryan, J. H. Koeney & Co.'s sales official.

"Yes," continued Ryan, "we've been shipping those anti-aircraft machine guns wherever an American boat can go. It's a world-wide hit, and if it weren't for war restrictions we'd probably be shipping boatloads of them games to European countries."

"Here in America the Koeney machine is proving one of the most popular games ever introduced. More of them are being sold than ever and collections are climbing."

"Unfortunately," explains Bill, "we haven't been able to make them fast enough to satisfy everybody in the way of prompt delivery. However, distributors can usually arrange to hustle a game thru to those operators who need them in a hurry."

Keeney on Vacation

CHICAGO, June 29.—J. H. (Jack) Keeney is acquiring a heavy sun tan on the beaches of Oregon and California, his office reports. He hasn't long-drawn his office once in the last three weeks, which is said to be a record in the annals of the company. Keeney does not plan to be answering his office phone until after July 4.

"BE WISE

— TIE UP —

WITH BALLY"

M. R. JAMES



Coin Machine Sales Co.

310 N. M. BING, HOUSTON, TEXAS

See Al First!

for Perfectly Reconditioned

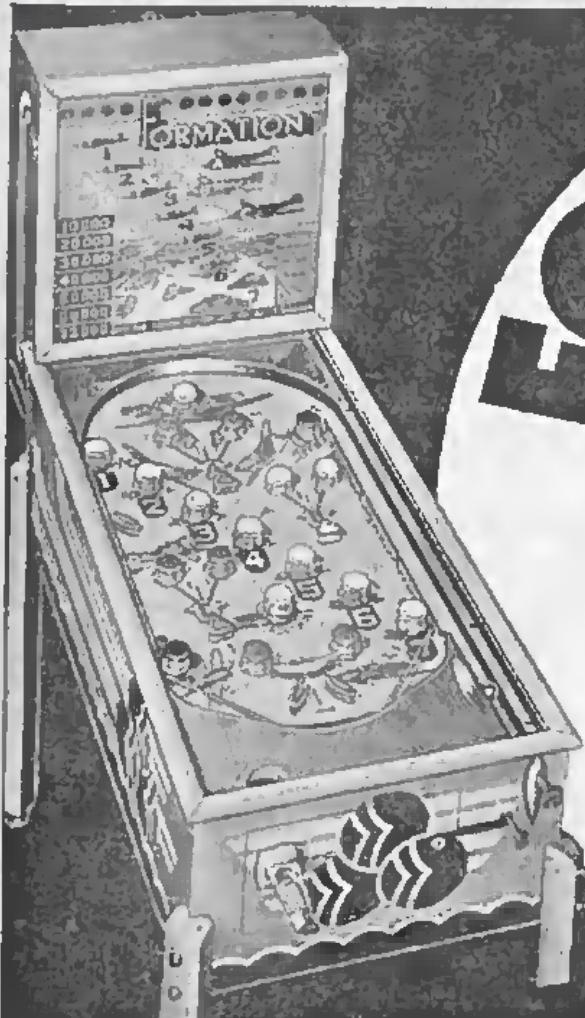
Free Play Games

Street ... \$12.50	Dollie ... \$52.50
Bank ... 18.00	Loco-Pie ... 22.50
Big Game ... 25.00	Swing ... 10.00
Bill Toss ... 15.00	Gold Mine ... 10.00
Box Car ... 15.00	Gum ... 10.00
Contract ... 15.00	Pyramids ... 18.00
Contenders ... 15.00	Superstition ... 20.00
Dart Jones ... 15.00	Empire ... 20.00
Head Jumper ... 15.00	Sorcerer ... 49.00
1/2 Deposit, Balance C. O. D.	White for COMPLETE PRICE LIST

ARCO SALES CO.

1224 Spring Garden St., Philadelphia, Pa.

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



FORMATION

**GENCO'S NEW
MILE-A-MINUTE MONEYMAKER!**

CENCO BUILDS GREAT GAMES . . . winner after winner proves this . . . and now here is FORMATION—by far the greatest of them all! FORMATION has ACTION . . . FORMATION has THRILLS . . . FORMATION is making MORE MONEY EVERYWHERE! 4 HUMDINGER WAYS TO WIN . . . suspense every second! RUSH YOUR ORDER NOW and learn why 3 out of 4 games on leading operators' routes are GENCO GAMES!

GENCO INC. 2621 N. ASHLAND AVE.
CHICAGO, ILL.

Real Reconditioning on Real Bargains!

SHERBALLETTES	\$99.50
Doubling	100.00
Red Hot	82.50
Gold Star	49.50
Triumph	42.50
Lucky Strike	39.50
Bingo Bango	37.50
Fairies	34.50
Topper	32.50
Lancer	32.50
Comet	30.00
Flame	27.50
Mr. Clegg	27.50
Luhrs	27.50
White Star	26.50
Scrambler	24.50
Comet	21.50
1/2 Deposit, Balance D.O.D.	D.O.D.

KIDNEY'S WALL BOXES
ARE DOUBLING PROFITS
FOR SMART MUSIC MEN
WHO ARE USING THEM
NOW—INVESTIGATE—
LIBERAL CREDIT

TRADES ACCEPTED

	1/2 Deposit, With Order.	Balance D.O.D.
Super Str.	\$37.50	
Triumph...	44.50	
Roxy	44.50	

TEEN STRIKER, 1939	
Mobile	\$79.50
Big 8-6	10.50
Triple Threat	17.50
Astro	17.50
Avalon	19.00
Comet	19.00
Highway	19.00
Reckless	19.00
High Tight	19.00
Miami	19.00
High Life	19.00
Desert	19.00
Desert & 6-6	19.00
Zip	19.00
Alto	19.00
Big Game	19.00
Chief	19.00

Teen Park, 1939	
Mobile	\$139.50
Big 8-6	29.50
Triumph	54.50
Big Game	54.50
Comet	54.50
Highway	54.50
Reckless	54.50
High Tight	54.50
Miami	54.50
High Life	54.50
Desert	54.50
Desert & 6-6	54.50
Zip	54.50
Alto	54.50
Big Game	54.50
Chief	54.50

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

You Can Always Depend on JOE ASH — ALL WAYS
Sensational Sale of FREE PLAY Games!

SPECIALS

Super Str.	\$37.50
Triumph...	44.50
Roxy	44.50

1/2 Deposit, With Order.

Balance D.O.D.

ACTIVE AMUSEMENT MACHINES CORP.

100 North Franklin Street, Philadelphia, Pa.

Phone: Market 2654



Keeney's

ANTI-AIRCRAFT MACHINE GUN

Greatest LEGAL
machine of all
time!

Exclusive Distributors for New York, New Jersey, Connecticut
SIMON SALES, 437 West 42nd Street, N. Y. C.

Opposite Lincoln Tunnel

In \$88 and cents Avon's O.K'd Games Prove Money Makers

FREE PLAY			
Super Str.	\$50.00	Rebound	\$16.00
Big 8-6	29.50	Conquest	\$22.50
Triumph	54.50	Boat	17.50
Big Game	54.50	Dropshot	17.50
Comet	54.50	Fair	17.50
Highway	54.50	Craps	17.50
Reckless	54.50	Ponca	17.50
High Tight	54.50	Double Craps	17.50
Miami	54.50	Big League	17.50
High Life	54.50	Wheeler	50.00
Desert	54.50	Marksmen	\$129.50
Desert & 6-6	54.50	Tig	24.50
Zip	54.50	Spangles	27.50
Alto	54.50	Teeter	30.00
Big Game	54.50	Centrifuge	30.00
Chief	54.50	Coast Park	30.00

We Buy, Trade, Sell • 1/3 Deposit, Balance C.O.D. • Write for Complete Price List.

AVON NOVELTY SALES CO., INC.

2323 Prospect Ave.
CLEVELAND, OHIO

PERFECTLY RECONDITIONED

BALLY ALLEYS

\$49.50

Order Quick! Every One Guaranteed!

JACK FITZGIBBONS,

Free Plays

Thunder ... \$48.50

Beauty ... 48.50

Commodore ... 42.00

Novelties

Variety ... 8.00

Pin 'Em ... 10.00

Dandy ... 10.00

Free Plays

1/2 Deposit, Balance D.O.D.

453 W. 47th ST., N. Y. C.

633 RECONDITIONED FREE PLAY GAMES

BIG SIXER	\$19.50	BOTTLED ALLEY	\$12.50	VARIETIES	\$17.50
THIEFLERS	17.50	O. O. O.	17.50	SPOTTIES	17.50
SUPER CHARGERS	22.50	COPE	17.50	CONQUEST	17.50
PIRATES	17.50	GOULD	17.50	MR. CHIEF	17.50
COMMODORES	24.50	WHITE SHIRL	17.50	WHITE SHIRL	17.50
BIG SHOWS	27.50	WHITE SHIRL	17.50	DADDY DANDY	17.50
PIRATES	17.50	LITE-R-GARDS	17.50	STONER FANTASY	17.50

M. Y. BLUM

V. CHRISTOPHER

J. PASIANANTE

AJAX NOVELTY CO.

2707 WOODWARD AVENUE AT SPRAT ST.

DETROIT, MICH.

The Last "Word" in Your Letter to Advertisers, "Billboard".

WHAT A WINNER!

ROLL-IN-THE-BARREL



PATENTS PENDING

MANUFACTURED BY
O. D. JENNINGS & CO.
CHICAGO, ILL.
"A NAME FAMOUS FOR FORTY YEARS"

7 REASONS

1. REGULAR SCORING.
2. WEEKLY HIGH SCORING.
3. "ROLL-IN-THE-BARREL" SCORING.
4. FREE PLAY AWARDS.
5. CONTINUOUS BARREL ROLL.
6. MANUAL ACTION.
7. THE MOST BEAUTIFUL—THE MOST PRACTICAL CABINET EVER DESIGNED WITH SENSATIONAL NEW "SLANT-IN-FRONT" THAT MAKES PLAYER FEEL HE MUST GET A WINNING SCORE.

The greatest LEGAL machine of all time! THAT'S—"ROLL-IN-THE-BARREL"! Different! Dazzling! Dramatic! OUTEARNS! OUTPLAYS and OUTSHINES ANY MACHINE YOU'VE EVER SEEN! IN FULL-SWING PRODUCTION! RUSH YOUR ORDER QUICK!

MODERN VENDING COMPANY

658 BROADWAY, NEW YORK
822 FIFTH ST., MIAMI BEACH, FLA.

★ GERBER & GLASS

814 DIVERSEY, CHICAGO, ILL.

★ ELECTRO-BALL COMPANY

1200 CAMP ST., DALLAS, TEXAS

★ ADVANCE AUTOMATIC SALES CO.

1021 GOLDEN GATE AVE., SAN FRANCISCO, CAL.

**NEW!
NEW!**

give us
SOMETHING
NEW
say
OPERATORS
Here is
CHICOIN'S
Answer



Chicago Coin's SENSATIONALLY NEW **POLO**

**NEW! WIDER PLAYING FIELD
NEW! KIND OF BUMPERS
NEW! EASY WAYS (4)
TO WIN!
NEW! HI-SCORE WITH 1000
TO 5000 BUMPERS!**

**IMMEDIATE
DELIVERY!**

CHICAGO COIN 1725 DIVERSEY BLVD. CHICAGO

CASH IN WITH



DAVAL'S
MARVEL
TOKEN PAYOUT
AND
AMERICAN
EAGLE

World's Smallest
Ball With Free
Play Token Award
and Gum Vending!
10 FOR ONLY \$275

Sample \$32.50—8x8 Gum Mod. \$1 Extra

BALL GUM

15c per Box of 100 pieces. Case of 100
Reins. \$12.75. 3% Deposit. B&L, C. O. D.

SICKING, INC.

1401 CENTRAL PARKWAY
CINCINNATI, O.

Tells Thrill Action Of Genco Formation

CHICAGO, June 29.—"As I see it," says Dave Gensburg, Genco, Inc., executive, "the fast influx of orders on Formation, our latest game, is the result of the immediate way players take to it. Formation is one game that doesn't require a warm-up period for players to become really interested. Its remarkable thrill action interests the player immediately. It has some really sensational new features in an appealing combination which spells profits and more profits for every operator."

Albert Isae, of Seaboard Sales, New York, Eastern factory representative of the Genco organization, declares that Formation looks like the biggest hit in the long line of winners that have come out of the Genco plant.

Formation boasts four ingenious ways to win, with a colorful, flashy board that keeps players engrossed hour after hour. Its airplane theme is particularly timely and awakens immediate player interest, an interest which is sustained at great height."

Formation boasts four ingenious ways to win, with a colorful, flashy board that keeps players engrossed hour after hour. Its airplane theme is particularly timely and awakens immediate player interest, an interest which is sustained at great height."

**"NOW
IS THE TIME
TO TIE UP
WITH
BALLY"**
ART NYBERG

THE CALVRE NOVELTY CO.
206 N. Howard St., BALTIMORE, MD.

**AMONG OPERATORS
WHO KNOW!**

1ST! Evans' **GALLOPING DOMINOS**

**Leads the Parade
of Profit-Producers!**

Ops in the know pick Evans' GALLOPING DOMINOS as the sure bet —proven by the greatest record ever attained by a coin machine! 4 years in production, outshining, outclassing every other flat top. Positively unequalled for performance and profits!

Has sweeping BIG PLAY appeal! Evans' gyp-proof 7-cole head absolutely protects your profits . . . stops cheating cold! Silent, shielded, bug-free mechanism. Evans' famous precision engineering. In every way, it's an unmatched investment for money-making! Also available in jackpot model!



Get the Deeper
EVANS' TEN STRIKE

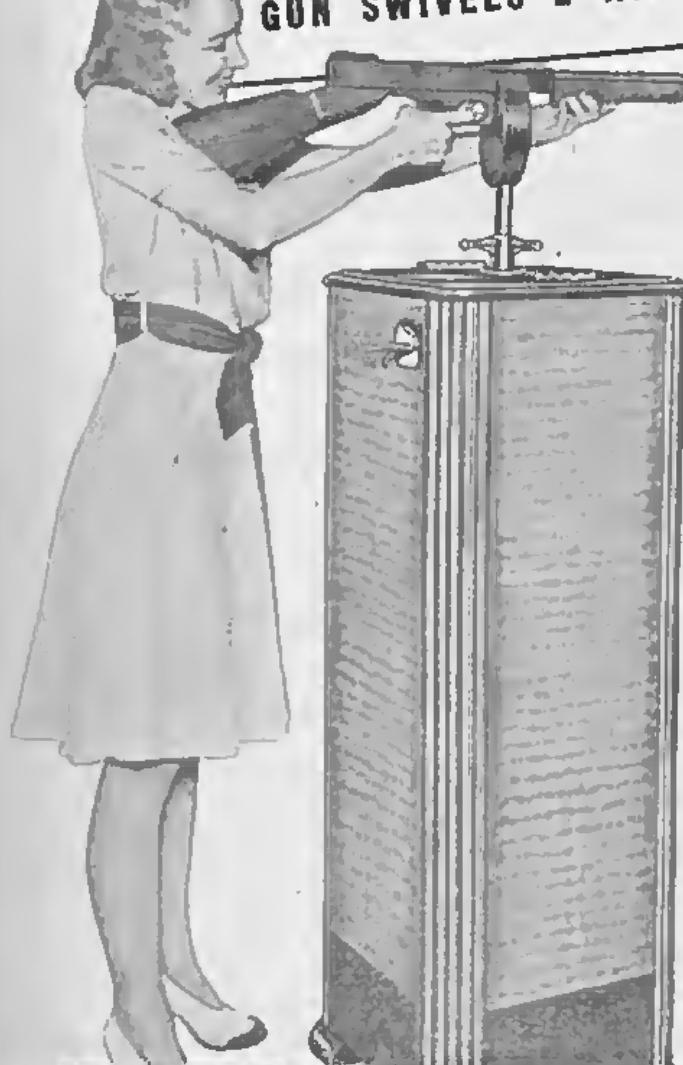
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

RAPID-FIRE

SUB-MACHINE RAY GUN FIRES 100 SHOTS IN 15 SECONDS

Satisfy that "blaze away" urge! Pull the trigger and pour a deadly machine-gun attack into the enemy sub . . . at a rate of 100 shots in 15 seconds! Hold fire by releasing trigger, when U-boat dives out of sight. And when the enemy pops up again, give 'em another blast . . . a total of 100 shots for 5 cents . . . and every hit automatically scored on the light-up "fire-control" panel!

GUN SWIVELS 2 WAYS — ADJUSTABLE TO ANY HEIGHT.



EARN UP TO \$5.00 AN HOUR!

WIN THE BATTLE for bigger profits! Capture every location in your territory! You can do it with RAPID-FIRE, the legal skill-amusement game that is actually earning up to \$5.00 an hour . . . and every penny profit! Tested in all types of locations—from swanky night-clubs to small neighborhood spots—RAPID-FIRE has proved the fastest money-maker ever created in the amusement field!

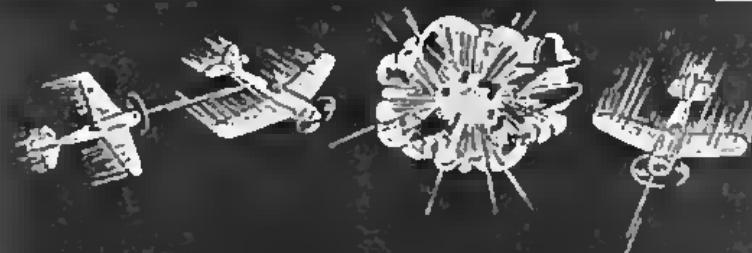
Magnificent play-appeal, brilliant eye-appeal, and high-speed action are the three big reasons why RAPID-FIRE out-earns all types of amusement equipment. Play appeal is increased by the comfort and convenience of the gun. Free from the strain of holding up a heavy rifle, player concentrates on hitting the target . . . shoots 100 shots in 15 or 20 seconds . . . and in goes another nickel!

REALISTIC BATTLE ACTION-SCENE

RAPID-FIRE is a masterpiece of realism. Gun is an exact replica of automatic sub-machine gun . . . with a sharp staccato machine-gun bark. Submarine rolls across a scene so realistic you can almost smell the smoke! Bombs burst in a blaze . . . cannons belch fire from the decks of warships . . . bombing planes power-driven across a battle-torn sky! No wonder the war-excited public simply can't quit shooting RAPID-FIRE!

GUN STAND IS 18 IN. BY 16 IN.

ORDER NOW FROM YOUR *Bally* DISTRIBUTOR



RAY-GUN SENSATION BY

Faster Play! Faster Profits!

U-BOAT TARGET

darts and dives under water

Now you see it, now you don't! And where it will bob up next you never know! U-boat zig-zags back and forth . . . dives out of sight at mystery intervals . . . comes up again at another point . . . the trickiest, teasingest skill-challenge ever created!

3-WAY SKILL ADJUSTMENTS INSURES EXTRA LONG LIFE ON LOCATION

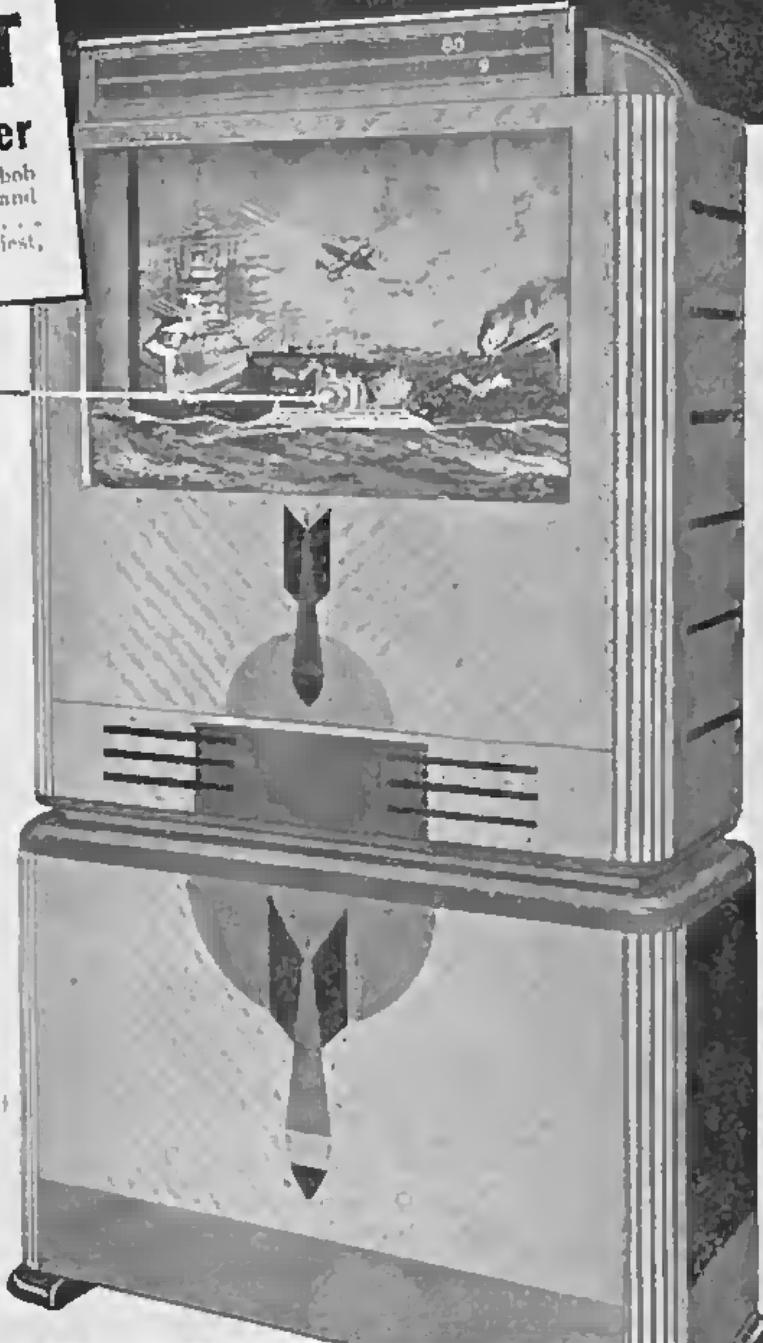
Average players flock to RAPID-FIRE when the Submarine rolls back and forth at moderate speed . . . plunging "under water" and popping up again at mystery intervals.

As an additional skill-challenge, operator or location can set Submarine to sail a zig-zag course. Direction and diving-action of Submarine is then "scrambled" by the same type variator used on automatic pin-games . . . and plenty of snro-shooting skill is required to keep a "head" on the ducking, dodging target.

Whether operated for straight or zig-zag sailing, speed may be adjusted over a wide range.

Location can adjust speed and course without unlocking cabinet. Thus RAPID-FIRE appeals to every type of player—from the average amateur player to the expert marksman. Repeat play is insured by the fact that players can request location to step up the pace as their skill increases. Women players in particular welcome the quick location-adjustability of RAPID-FIRE.

Get your share of the high-speed RAPID-FIRE profits! RAPID-FIRE is the game for quick money today . . . and a big steady income month after month! Be first! Order RAPID-FIRE now!



11 IN. BY 13 IN., 6 FT. 8 IN. HIGH

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE
CHICAGO • ILLINOIS

"HEADS-UP-SELECTOR"

PRODUCT
NO. 1



A DRAMATIC, DAZZLING, INGENIOUS
ACHIEVEMENT TO BRING BACK THE
"GOOD OLD DAYS TO PHONO OPERATORS!"

READ WHAT
HOMER E. CAPEHART
SAYS...



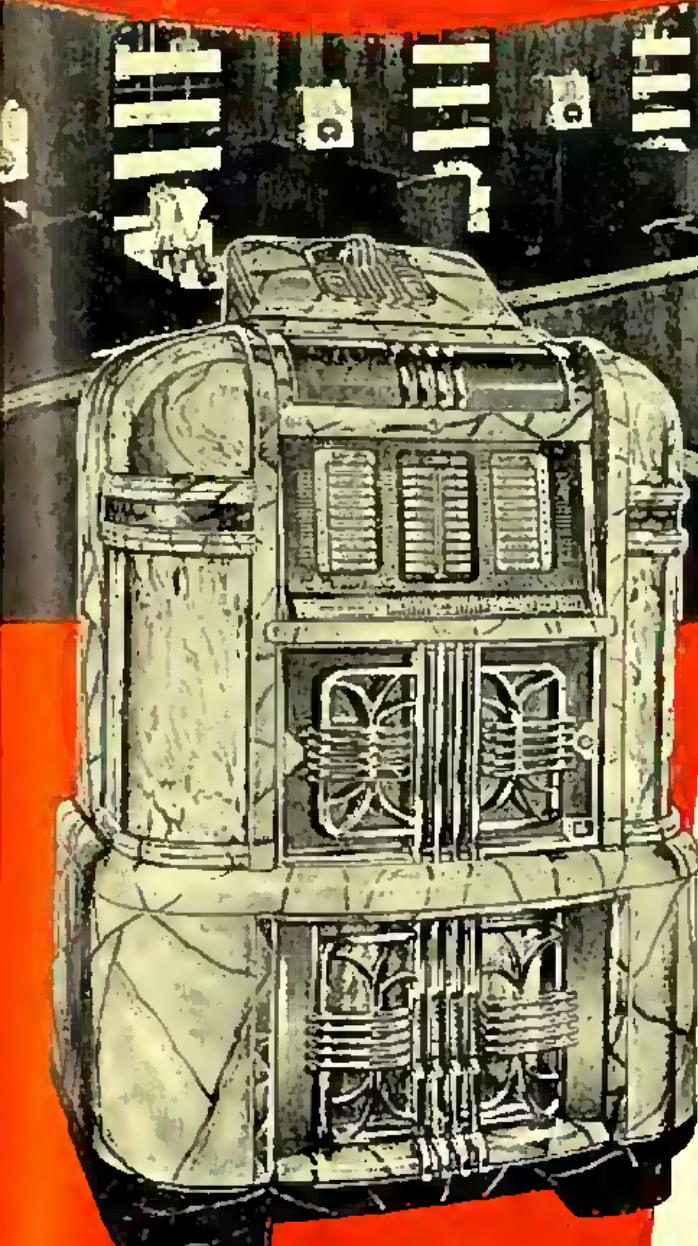
- ★ Beautiful red and white, extra heavy, plastic keys, solidly mounted with no moving parts to receive wear. Brilliantly lighted with additional lighted front red plastic panels and extra large cancellation button. All encased in chrome.
- ★ Attaches to your 816 in a jiffy. Two screws to drive in—one wire to connect—and "HEADS-UP-SELECTOR" is in operation after plate and knobs of former selector removed.
- ★ Also ready within the month—"HEADS-UP-SELECTOR"—for 12 and 24 record phonographs. Each one an extremely efficient and beautiful attachment to help modernize your 12 and 24 record phonos and bring bigger profits on location.
- ★ SAVE! EARN MORE! ORDER "HEADS-UP-SELECTOR" Model 616 TODAY for ALL the 16 record phonographs you are now operating!!

The "HEADS-UP-SELECTOR" was created to meet the need of music operators, who, having completely paid for their 16 record model phonographs, visualized clear profits for years to come and then found themselves unable to compete with the newer models. To offset loss of this kind PACKARD MANUFACTURING COMPANY presents here the Model No. 616 "HEADS-UP-SELECTOR" which, when attached to the 16 record phonograph, immediately makes it comparable to the very latest models and allows the music operator to cash in with his already paid-for instruments. The "HEADS-UP-SELECTOR" can be simply, easily and quickly attached right on location in just a few minutes. Location tests have already proven that it definitely increases collections. Priced low, it meets the crying need of the trade for the one item that will step up collections and will save the music operator money by cutting down on unnecessary purchases. The "HEADS-UP-SELECTOR" actually revives locations where 16 record phonographs are in operation by adding the necessary light-up glamour and greater ease of selection."

Homer E. Capehart

PACKARD MANUFACTURING CO., FORT WAYNE, IND.
HOMER E. CAPEHART - PRESIDENT

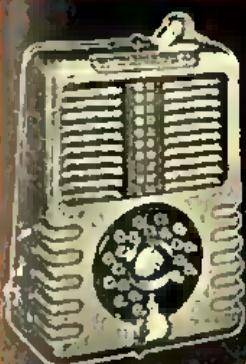
THIS LOCATION INCREASED EARNINGS 600%.. See below*



ROCK-OLA Super



ROCK-OLA Bar Box



ROCK-OLA Wall Box

ROCK-OLA
Luxury Lightup
PHONOGRAPHS plus
DIAL-A-TUNE
Remote Control

Increase your earnings per location up to 600% and more by combining a Rock-Ola, the phonograph with personality, and Dial-A-Tune, the remote control with the popular telephone dial.

Colorful Rock-Ola phonographs increase earnings because they have more play appeal. More patrons are attracted to exchange their nickels, dimes and quarters for music as played by a Rock-Ola phonograph with Auditorium Tone.

Bright, modern Rock-Ola Bar and Wall Boxes cooperate with Rock-Ola Phonographs in selling music to prospective players. Then too, Dial-A-Tune, the simplified and perfected remote control, saves you installation time, electrical trouble, and extra expense. Select the winning combination for your locations. Choose Rock-Ola Luxury Lightup phonographs with Rock-Ola Dial-A-Tune remote control to increase your earnings up to 600% and more!

* This location was earning \$7.00 a week before installing a Rock-Ola phonograph and eight Dial-A-Tune remote control Wall Boxes. Now this same location is earning \$5.00 a day, or an increase of 600%. Name furnished on request.

ROCK-OLA

MFG. CORPORATION
800 N. Kedzie Avenue • Chicago

PEOPLE BUY AUTOMATIC MUSIC BY "BRAND"

Let's Play Some
WURLITZER
Music!

**WURLITZER AUTOMATIC PHONOGRAHPS
TAKE IN MORE MONEY BECAUSE**

WURLITZER IS THE ONLY NAME IN AUTOMATIC
MUSIC THAT HAS WIDESPREAD PUBLIC ACCEPTANCE

For seven generations people have associated the name "Wurlitzer" with quality musical instruments. The present generation is no exception. When they want automatic phonograph music they prefer the Wurlitzer "Brand."

No other phonograph manufacturer enjoys this rich heritage of public acceptance—by localities—by the public. That's why Music Merchants operate more Wurlitzers than all other makes combined.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A Name Famous in Music for over Two Hundred Years

SOLD ONLY
TO MUSIC
MERCHANTS

WURLITZER
SELLS MORE
**AUTOMATIC
PHONOGRAPHS**
THAN ALL OTHER
MAKES COMBINED