

# The Billboard

The World's Foremost Amusement Weekly

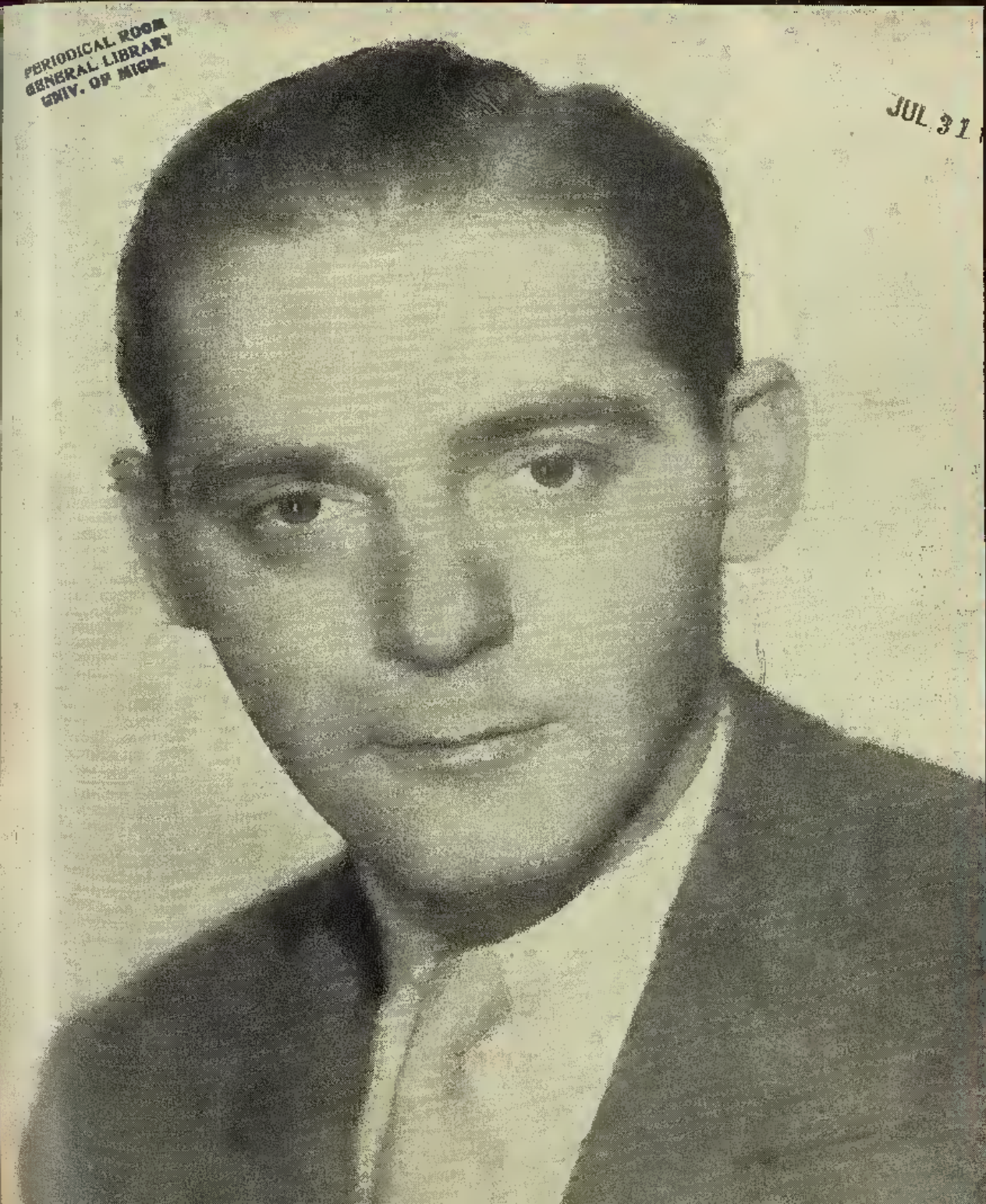
AUGUST 3, 1940

15 Cents

Vol. 52. No. 31

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BEN-GRAUER

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## NEWPORT MUSIC CORPORATION

*Popular Cole Operated Phonographs*

1348 NEWPORT AVENUE

Chicago, Illinois

October 19, 1939

The Billboard Publishing Co.  
54 W. Randolph Street  
Chicago, Illinois

Gentlemen:

We wish to thank you for the additional copies of the supplementary issue of **BILLBOARD** for September 23rd pertaining to "TALENTS AND TUNES."

This has accomplished more than its share in giving operators an opportunity to acquaint themselves with recording artists and orchestras.

In our regular weekly meeting a great deal of discussion centered around this supplement. There were many suggestions made concerning its use in obtaining the better locations in our territory.

Our experience in operating 812 phonographs has definitely proven that on rare occasions will locations prove worthless when the location owner displays more than average interest in the selection of records.

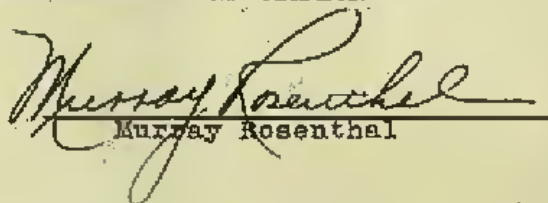
With this Supplement to back up their arguments, our service men were able to prove to their prospects that they would always have the latest and most profitable records in their machine. They explained that this Supplement plus the weekly issues of **The Billboard** were invaluable aids which all operators use to select records for music machines. Through using **The Supplement** in this manner, we were very successful in obtaining many new locations.

Our service men constantly refer to the section devoted in the **BILLBOARD** to new recordings, which is an invaluable asset to successful operation.

With our best wishes for your continued success, we remain

Very truly yours,

NEWPORT MUSIC CORPORATION

  
Murray Rosenthal

MR:YF

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

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

# The Billboard

Vol. 52  
No. 31

August 3  
1940

The World's Foremost Amusement Weekly

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## STEM VAUDE'S 5 MILLION

### IA May Aid League, Equity in New Suit Over Ticket Ruling

NEW YORK, July 27.—Hearings for an injunction to restrain License Commissioner Paul Moss and Police Commissioner Lewis A. Valentine from enforcing the new State law which limits maximum service charges on theater tickets will begin Monday (29) in the Supreme Court. Action is being taken by William A. Hyman on behalf of six ticket brokers acting for three and 41 other licensed agencies. Hyman questions the constitutionality of the law.

As a safeguard against passage of a new law nullifying the present measure at the next session of the Legislature, the convention of the New York State Federation of Labor and the convention of the 10th district (N. Y.) of the IATSE, co-operating with the League of New York Theaters, will consider adopting a resolution, providing to oppose any such attempt. Conventions open August 10 in Niagara Falls.

Counsel for the League and Actors' Equity Association, which had originally promulgated a ticket code regulation, will appear at the hearing as friends of the court.

Hyman's complaint alleges that the law deprives the ticket agencies of property without due process of law; that the law was arbitrary, unreasonable and oppressive. Plaintiff's asset, also, is that theater attendance is a luxury and not clothed with any public interest which would justify price fixing.

The plaintiffs are Kelly-Sullivan, Inc.; Everett Baughman, Pleasantly Ticket Service, Inc.; City Theater Ticket Co., Inc.; Supreme Ticket Office, Inc.; and the Deutsch Theater Ticket Service, Inc. Big fan lobby support of the IATSE and the State Federation will probably (See IA MAY AID on page 16)

### Election or Band Poll?

PORT WORTH, Tex., July 27.—Vaudeville and radio entertainers were pressed into service when candidates running for State and local offices could not draw crowds, except relatives and future employees, at pre-election rallies in and around Port Worth this month. The vaude show consisted of a few of the Casa Manana choros alumni and radio entertainers.

Militarily bands are still leading method of drawing crowds for gubernatorial candidates at their rallies in this State. Two candidates, W. Lee O'Daniel, present governor who is seeking re-election, and Jerry Sadler, who is seeking the office, are using homespun bands at rallies and on electrifying radio programs. Other gubernatorial candidates, without bands to back them, are having plenty to say about the two "musical" candidates—but the latter draw the biggest following.

### 4 Broadway Vaudefilers Take \$5,849,796 in 45-Week Period

NEW YORK, July 27.—The four Broadway vaudefilm houses, Paramount, Strand, Loew's State and Roxy, grossed a total of \$5,849,796 for 45 weeks beginning with the first week in September and ended with the last week in June. Figures reveal that the Paramount, in second place last year, moved up as the top grosser, supplanting the Roxy, which failed to get first place by \$20,704.

These figures do not include the Radio City Music Hall, unquestionably top grosser. Its draw, however, is based primarily on films. Its stage shows contain few names, except for the occasional booking of Jan Peerce, a better draw on the concert stage than in a vaude house.

The Paramount, with a seating capacity of 3,024, drew top money with a total of \$1,656,500. The house is booked by Harry Kalchauer, and weekly budget

for ringe shows runs around \$19,500. The house shows a profit at this figure, unquestionably due to the stage policy. High grosses have been made in spite of the theater's generally poor run of films. The house is the first stop for Paramount pics locally.

When a poor pic is scheduled for the Paramount, Kalchauer usually books an abundance of names to offset the weakness of the film. In most cases this policy has been worked with success. However there have been some pics which plighted the kiss of death at the box office in spite of a strong stage show.

Lowest grosser for the season was Jimmy Luncheon's Band and Our Leading Citizen, which stayed a single week, ending September 3, to gross \$24,000. Top money was garnered by the combination of Tommy Dorsey's Band and the pic, Road to Singapore. The first week of this layout, ending March 18, registered \$60,000. The subsequent weeks took \$49,000, \$58,000 and \$27,000 for a total of \$152,000.

#### Roxy

The Roxy, seating 2,830, came thru with \$1,525,796 for the same period to keep second place. A good profit is also indicated with these returns, James Kaye books, with Gus Foster and Arthur Knorr producing, and the figures indicate they have done exceedingly well with a budget of around \$2,500 weekly for the specialty acts, coupled with the fact that the house has had few top-money pics. The costs of the line of (See PARA LEADS STEM on page 21)

### U. S.-Canada Border Rules Hit Show Business on Both Sides

DETROIT, July 27.—Over-the-border business in all amusement fields is due to hibernate "for the duration," following promulgation of new regulations by the Canadian authorities. Business has been unsettled for several weeks, with U. S. immigration authorities contributing to the confusion by an order July 1 that American citizens would be denied re-entry to the country unless they could prove their birth here by certificate, etc., an order subsequently modified, altho the burden of proof, still lies on the incoming citizens.

Currency regulations now imposed by

Canada prohibit bringing any money into the U. S. except for absolute necessities. One woman who took \$5 to see a Detroit night club was stopped, and indications are that theaters, night spots, parks and every form of enterprise will suffer accordingly, as amusements are obviously regarded as non-necessities.

Trade has hitherto been wide in both directions. Annual border visitors, most of whom probably go to a theater, beer garden or other amusement enterprise during their visit, were estimated at over 2,000,000 by the local Board of Commerce, giving some idea of the potential loss. Individual downtown theaters have had daily stacks of Canadian bills as high as \$500. In addition, Detroiters have had a habit of going over to Canadian night clubs and resorts for many years, so that show business in both countries is going to suffer heavily from the enhanced effect of Canada's conservation of currency and this country's worry over "ifth-columnists," resulting in the tightening of border restrictions.

A by-product of the situation, check at local booking offices indicates, is that movement of acts across the border, hitherto nearly as free as between two States, is at a standstill. With plenty of difficulties in both directions, actsmen of whom are not originally of American birth and may have difficulty in securing birth certificates in any case—have not cared to take the risk of being deported to a country at war. Performers of German citizenship, or citi-

(See BORDER RULES on page 16)

### AGVA Tie With Musicians and Culinary Trades Okeh on Coast; Directors Quit in N. Y., Philly

HOLLYWOOD, July 27.—First strength test of newly formed Amusement Federation, consisting of American Guild of Variety Artists, American Federation of Musicians and the culinary workers, was made this week when an assertedly untaxable tie was signed in record time.

Test was subtle, watching to non-AGVA night spot owners. Cafe in question was the Breakers, downtown spot, which was assertedly paying talent \$2 per night. AGVA was reported to have tested an ultimatum. When this failed, performers, cooks, bartenders and musicians staged a walkout. Spot was picketed and signed up after 48 hours. New wage scale at spot gives performers a \$5 rate per night, with a 48-hour week.

Picketing by federation of the Hippodrome and Million Dollar theaters was suspended this week, following agreement reached with Harry Popkin, owner of the houses. Musicians, stagehands and AGVA contracts were signed by Popkin; but unless he signs with professionalists by August 1, picketing will resume.

PHILADELPHIA, July 27.—President and one of the vice-presidents of AGVA local, Johnny Leary and Jack Herbert, resigned this week, giving as excuse the fact that out-of-town engagements interfere with their functions as officers. As a result, First Vice-President Dick Mayo, brother of Richard Mayo, former Theater Authority rep here, moved into

the press post, with Chuck Arthur moving up as first vice-president, Joe Burns as second vice-president, and Leo Tetroff as third vice-president. Meetings will be held to fill the two vacant posts. Harry Plier, continues as secretary, Jimmy Walker as treasurer, and Tom Kelly as executive secretary.

BOSTON, July 27.—Tom Senna, New England representative of AGVA, reported today that membership in the Boston local had doubled within the last two months. One thousand and five members now are enrolled, according to figures released by Senna.

NEW YORK, July 27.—Resignations of eight members of the board of directors of the New York local of AGVA were accepted at a meeting of the board held Thursday (25). Those handing in their resignations are Billy Glason, Ben Haskell, Dave Fox (president of the local), Don De Leo, Dick Barclay, Fred Pizano, Arthur Ward and Rod Rodgers.

Arrangements for an election meeting to replace those who resigned will be made upon Hoyt Haddock's return from a cross-country inspection tour of AGVA locals. He is expected to be in New York next week.

Peter Wells, first vice-president, is now acting president.

Dorcy Barto, of Barto and Mann, was named acting president to succeed Jay C. Phippen, who resigned last week as (See AGVA TIE on page 16)

### Governor Reverses Vote for Beer Sale At Mich. State Fair

DETROIT, July 27.—Ban on beer at the 1940 Michigan State Fair here was put on Friday by Gov. Luiten D. Dickinson, who was a prominent dry leader during prohibition days. His sudden action, said to have been based on church squawks, reversed the vote of the board of managers earlier in the week, approving beer on the grounds, as was the policy up to two years ago.

The ruling apparently will not affect serving beer on the race track which, altho on the fair property, was described by Dickinson as "a private enterprise that doesn't attract children and all types of people as the fair does."

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# LEGITIMATE SKEDS LOADING

## Announcements Up Over Last Year; Musical Gains Are Heavy

NEW YORK, July 27.—The there have been conflicting reports on prospects for legit product in the coming season as compared with last year at this time, a count of announcements gives the new season an edge of four. Altho the two previous seasons had already shown a strong trend toward the increased production of musicals, on the basis of advance bookings musicals during the coming season should more than double last year's record.

Up to this week there have been 45 announcements for fall productions. At the same time last year there were 41. Only about one-third ever materialize, and of these about half were flops. Divided according to type, this year's crop of great expectations consists of 18 musicals compared with last year's eight, and 25 dramatic shows, as against 33 of last year, showing a clear shift to the musical field.

This year's list, also, contains a few that were announced last year. Musical prospects thus far include, besides the resumption of *Highly and Higher, Hold On to Your Hat* (which has already seen the light of day in Chicago), *The Little Dog Laughed*, *New Faces of 1940* and *The Crystal Ball*. Musical prospects for October include *Boys and Girls Together*, *I Am Listening* and *Two Weeks With Pop*. The other musical announcements are for later in the season.

Dramatic fare for the 1940-41 season lists *The Do Tree and Brothers* (1940) in the August openings. Following in September may be *Fuelp Dust*, *Jupiter Laughs*, *Bangtail*, *World of Their Own*.

## Fort Worth Rink Plans Up Again

FORT WORTH, Tex., July 27.—Plan to install an ice rink in the Will Rogers Memorial Coliseum has been revived. City council last year turned down the city. This time the city is being asked to put up only \$25,000.

New proposal was submitted by William N. Edwards Co., local investment broker, for Guy H. James, of Norman, Okla. Estimated that \$27,000 would be required to build a floor and install skating equipment, and another \$23,000 for other equipment. James offers to furnish \$50,000; a Dallas bond firm, \$25,000, and the city the remainder. Rink would be operated by an organization formed by James.

The city council is to pass on the proposal next week.

### BEN GRAUER

(This Week's Cover Subject)

**B**EN GRAUER, B. S., College of the City of New York, former motion picture and stage juvenile, collector of rare books, fugs and American stang, walked into the National Broadcasting Co. studios for a dramatic audition, and two hours later, much to his own surprise, was signed as an announcer. That was in 1920. He has been announcing ever since. He is heard today on "Mr. District Attorney," "Battle of Sexes" and the Walter Winchell program. He is also NBC's nightly 11 p.m. newscaster.

Grauer was born in Staten Island, N. Y., 32 years ago. At 8 he was working in the old Fox studios in Fort Lee, N. J., in productions starring Theda Bara, Pauline Frederick and Madge Evans. Several years later he was appearing in juvenile roles in Broadway productions. At City College he justified his stage background by becoming dramatic critic of the school newspaper and editor-in-chief of the literary magazine. He won up to a blaze of glory by winning the Southern Prize of 1930 for extemporaneous speaking.

For NBC he has covered special events broadcast from land, sea, undersea and air. In addition to announcing, he has appeared as master of ceremonies and conductor of his own program, "What Would You Have Done?" which recently concluded 26 weeks on the air.

Woodrow Wilson, *For the Rich They Sing* and *A Journey to Jerusalem*.

Of the 41 announcements made at this time last year only 13 were produced—*Scandals*, two of Leonard Sillman's play festival series, *Singin' the Dream*, *The Fifth Column*, *Satchel*, *Saturday Night*, *My Dear Children*, *General*, *Leslie and Gentlemen*, *Morning Star* and *Walk With Me*.

## Free Horns Pageant

CHICAGO, July 27.—Something new in the promotion line will be sprung next Sunday (4) when Frank Cambria will present a huge production called *Caracolade of the Horns* as a feature of a gala free program marking opening day of American Derby Week at Washington Park race track. High spot of the day will be an authentic re-enactment of the running of the first American Derby of 1884, staged with pomp and ceremony amidst a background of men and women attired in costumes of the '80s.

Cambria is in charge of arts and production for Balaban & Katz in the early '30s before going to New York to produce Public units.

NEW YORK, July 27.—I Want a De-vice returns to Columbia Broadcasting System October 6 for 26 weeks for Food and Beverage Broadcasters Association. Time will be Saturday at 7:30 p. m. Emil Brisacher & Staff is the agency.

## The Irony of It

PHILADELPHIA, July 27.—Joe Dillon, leaving his sick bed before time, returned to his announcing chores at WFN, even tho he has been so sick lately that he doubles up almost every time he goes on the air. Walking into the studio the other Tuesday morn., Dillon's first assignment was to handle a program for the Department of Public Health.

## Song Pluggers Shim ASCAP-BMI Fight

NEW YORK, July 27.—Problem of re-classifying the Columbia network as a minor song plug and Mutual network as a major was shunted by the Music Publishers' Contract Employees (the song pluggers' union) as not a "matter of the union's concern."

Question came up before the executive board meeting at the instigation of publisher members Thursday (18), but it was decided that, while the "controversy is agitating the music publishing business," it was strictly a question for the publishers to iron out for themselves, since a resolution favoring that would undoubtedly be presented to ASCAP and would appear to be discriminating against Broadcast Music, Inc., which to the union is just another publishing house.

George Marlo, who was president of the union, resigned his office after he took a \$15,000-a-year job as professional manager of BMI.

# The Broadway Beat

By GEORGE SPELVIN


THIS is really true: A congressional committee investigating conditions among migratory workers is planning to include actors. . . . How far band leaders will go for financing is illustrated by the case of the leader of a newly formed ork who took it upon himself to develop a gal singer whose pappy has oodles of dough. However, the gal's voice is so far on the newspaper side that the manager of their current stand threatened to withdraw the remote privileges. The contract stipulates the remote—so a compromise was effected limiting the female's offerings to one solo per airing. . . . With *DeBerry* Was a Lady set to run far into next season, the chorus lasses are being handed rotating vacations, with one kid off at a time—and the resultant mixtures, blends, contrasts and pictorial effects of various shades of red and tan on the more spectacularly uncovered portions of their anatomies is sometimes startling. The climax came recently when one lass presented such violent combination of snow-white and jobstared that the audience, on her appearance, went into spasms. Bert Lahr didn't quiet things any by going to the footlights and remarking confidentially, "It proves she's a nice girl, tho. You can see that she wore her panties." . . . The rejuvenated *Stage Magazine*, under new management, is set to go in the fall and is already signing up a staff. Clare Bootho will do the drama reviews—which will allow plenty of wisecracking if the boys don't like her next play.

**A**UTHORS of plays being tried out in the cowbars are getting something of a acullinary complex. If the shows reviewed last week in *The Billboard* are any criterion. Among the titles were *She Ain't Her Cake*, *Cuspeaks* and *Second Helping*. . . . One of the leading e. t. producers now has his secretary writing scripts—and he says they're the best scripts he's ever had. . . . Joe Riccardi, ork leader at the Clarence Inn, is a playwright in his spare time. While working in an East Side rendezvous recently he studied the smart set, and the result is a three-acter inlaid *Times Have Changed*. Arthur Seltzer, the Clarence manager, is now reading it. . . . Broadway is a nice, unsuspecting sort of place. A young actor with a yen to write recently had one of his stories published in a magazine under a pen name and showed to a young actress he was trying to impress. "And," said the gal afterwards, "it was so good I didn't see how he could have written it. It wasn't under his name, so I figured he'd just gone thru the magazines until he found a story he liked and started pinning it off as his own."

**D**AVE VINE tells about a Borscht Belt date he played recently. The show, which also included an eight-man singing group, went over terrifically—and Dave, feeling confident, asked the manager how he liked it. Said the manager: "It's terrible!" Against Dave asked how come, mentioning that the choral group had had to sing about 80 songs before the customers let it off. So the manager began mumbling figures and then pointed out that the group, plus manager and other supernumeraries, meant about 14 mouths to feed—which made it a terrible act. "But you," he said, beaming on Dave, "you're a good act. You're all alone—and you don't eat much either!"

**B**ELLING at the Palace this week is unusually appropriate. Don Ameche has top spot for the film, *Four Sons*—and the birth of a fourth son to Ameche and his wife was announced over the week-end. . . . Because Christopher Morley is a resident of Roslyn, L. I. he permitted the Millpond Players, a semi-amateur group, to have first crack at his new play, *Soft Shoulders*. His personal interest in the group resulted in plenty of favorable local publicity, and as a result the play, originally set for four days, was held over an extra week. . . . Bob Porterfield's *Barter Theater* continues down at Abingdon, Va., getting a choice assortment of live-stock and farm produce in lieu of more conventional dinore. Last week's gross included 12 chickens, three ducks, one goose (not the Lou Holtz variety), 60 pounds of beans, 200 pounds of cabbage and an instrument for inserting rings in pigs' noses. The *Barter Theater* hasn't yet found a use for the last-named but is open to suggestions.

*Thru Sugar's Domino*  
Vaude Balances Exhausted Pix; Theater-Cafes



**T**HEATER operators need go no further than Broadway to determine to their own satisfaction that a vaudeville policy can be made to pay with second-run films and stage attractions of average merit. Convincing proof is provided by box-office figures on Loew's State, New York, gathered from authentic sources by *The Billboard* and appearing in a detailed story of grosses of Broadway's four stage-show theaters in this issue. The State grossed \$1,028,500 from the first week of September, 1939, to the last week of June, 1940. Loew's outstanding vaudeville compared favorably in grosses to the theaters that also regularly feature first-run films.

The State has remained a winner throughout the years working under the handicap of exhibiting films that have already reached their saturation point at the box office via the picture houses in the first-run category along the main stem. The State has a favorable record of quality as applied to stage shows, but it has managed to keep itself in the black despite occasional letdowns in the entertainment value of shows booked by the present booking office working under the additional handicap of limited buying power. The State uses big names more or less consistently, but it manages to draw favorably when its show falls below par because its steady clientele has become accustomed to getting good value out of the combination of the film and stage show. There's a lesson in this for theater operators who fear to launch stage-show policies because of the acknowledged death of names that mean something at the box office. The success of Loew's operation of the State should mean to the hesitant operator that it is possible to build up a substantial following based on good shows. This is an old axiom—and one that has often been proved. But theater men frequently forget it and the result is a jettison of business-building schemes that hype the box office temporarily but which must be followed up with bigger, better and more expensive simulcasts—and in the meantime the "folks caught in the coils of greed" and gambling merchandising forget that the basic appeal of theater business rests in consistently good shows.

Giveaways, chance games and other gimmicks that are definitely not show business were brought into the theater field when the film tycoons talked to give the exhibitor good product. Had exhibitors not abandoned stage-show policies entirely they would have had in vaudeville band policies or presentations a highly efficient balancing wheel to offset the poor product. They chose the course of artificial stimulation and they are hardly in a favorable position today. When the fall comes rolling around they will have a chance to give stage shows another trial by the grace of God and the various stage unions, including our old friends, the grips and the musicians.

**I**T IS pretty well known by now that if the theater-restaurant idea is impractical, there are very few theater-restaurant left. Some have thrown out the theater décor, have emerged as smaller and better cafes. Others have thrown out the dance floor, bar and other cafe appointments and are again operating as theaters. Let us forget there are still others that are as dark as night. Now that the cycle has come and gone the debacle of this type of operation is understandable. The theater-restaurant was a fad. The public waded in, sampled the wares and was not particularly enthralled about trying again. Those who sought intimacy were disappointed because most theater-restaurant

(See SUGAR'S DOMINO on page 27)

# 20 Weeks Set For AMA Show

ATLANTIC CITY, July 27.—Approximately 1,000,000 in skaters will be paid to skaters in the 20-week season. The season of 1941 will tour under the auspices of the Arena Managers' Association starting in November. Most of 1941 is set for ice stadiums operated by AMA members. Bookings are being handled by Peter T. AMA business manager and T. J. Philadelphia Arena, Philadelphia. Ice-Capades of 1940 is in a 45-day engagement here at the auditorium.

According to Tyrrell, 60 per cent of his is set with November 6 week at the Duquesne Gardens, Pittsburgh, covered by week stands at the Philadelphia Arena, New Haven Arena, Philadelphia (E. I.) Auditorium, Boston Garden and Montreal Forum, which will bring bookings up to Christmas. Between Christmas and February, revue touring West for weekly bookings at Tulsa (Okla.) Coliseum, St. Paul Auditorium and the St. Louis Arena. One and two-day stands will be filled in later, starting in February, order of bookings in Washington, Riverside Stadium, Hershey (Pa.) Sports Arena, Springfield (Mass.) Coliseum, Toledo (O.) Auditorium and the Cleveland Arena. The 41 revue which goes into rehearsal this week at Convention Hall here under direction of Russell Markert of Radio City Music Hall, New York, will be practically same-cast as the 40 now playing here now. Fritz Dotti, still skater, and the Four Dances will leave to join the Sonja Henke Hollywood Ice Revue in the fall. Ice-Capades will probably return to New Orleans, where it debuted, between September 5 and 23, after AG closing.

# Philly Rink Open With Bands; Ice Revue Is Ready

PHILADELPHIA, July 27.—The New York Ice Circus and Ballet, which feature Gallo, opera impresario, will open at Ray Fabiani's outdoor ice skating rink August 6. The rink will have a cast of 75 skaters. Box-office prices will range from 10 cents to a \$2 top.

During the introduction of the Gallo production, Fabiani opened the rink Thursday (25) as an open-air pavilion with combination facilities for dancing and skating. Johnny Green handled the music for the premiere. Joey Keenan played for dancing Friday and Saturday. In the dance-skate idea, skaters will be kept on, otherwise, recordings will be installed. Up to 1 a.m. admission is \$1.14; thereafter it's 37 cents for either skating or skating, and 35 cents for both privileges.

Special attractions at opening included some of skaters who will appear later in the Gallo revue, among them: Victoria Hulken, Theodor and Taylor and the persons of Catherine Dubrow, Mirrie Kofis, Paul Joseph and Clair Bendis.

# "Ice-Capades" Has Big Philly Start

ATLANTIC CITY, July 27.—Ice-Capades of 1940, staged and directed by Charles and Vida Drexler, for the Arena Managers' Association, got off to a smash start last Friday (19) for its 65-day engagement at the Convention Hall Auditorium here. Opening week-end brought out 10,000, the opening week-end brought out 10,000, the opening of Ice Follies here in 1937. Auditorium has 9,500 seats, selling at 55 cents, \$1.10 and \$1.65, and the show runs nightly, including Sundays. In addition to the turn-out of all the celebs in town to give the opening a Hollywood aura, WBSB and WPTZ broadcast show's developments. Production is practically the same as that which ran for three weeks, starting June 16, in New Orleans, reviewed in July 4 issue of THE BILLBOARD. Only modification since New Orleans opening night include Rod McCarthy, "The Silver Phantom," Edwin Blades, of the original cast, rejoins the show August 1 on occupying an engagement at Hotel New York, New York. Taking her place, meanwhile, is Belita, who starred in premiere of New Yorker show. Line of 16 acts will be worked into the show within next few days to supplement line of 24 acts.

# Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

# For LEGIT MUSICAL

CHANDREA-KALY DANCERS—Central American trio caught at Ben Madam's Riviera, Port Lee, N. J., where they are being held over for the entire summer. One of the most impressive and, at the same time, one of the most commercial Latin dance acts seen hereabouts, exhibiting festive folk routines dorisly and colorfully. The lead in the act is a very capable dancer, and the two girls are talented and attractive. A climax for production numbers with a Latin American locale.

# DRAMATIC

ADELE HARRISON—cute blond lass who can also act, caught recently with a couple of summer theater groups around New York. Handled one of the leads in Four Cheers for Mother at the Red Barn Theatre, Lo-out Valley, L. I., most acceptably, and is doing an equally good job in a smaller role in Soft-Shoulders at the Milpound Playhouse, Roslyn, L. I. Should be capable of handling good supporting roles on Broadway next season.

# New Orleans Aud Sets 6-Mo. Record

NEW ORLEANS, July 27.—New records were made in the operation of the New Orleans Municipal Auditorium during the six-month period ended June 30, the semi-annual report of Director Irwin F. Poche revealed this week. Gross revenues of \$3,445,78 during the period brought net profits of \$3,315,33, while \$5,712,81 was spent for repairs and maintenance, the report showed. During the period, record usage of the auditorium brought only two days of inactivity out of a possible 183 booking days. This compared with 144 days during the first six months of 1939 and 95 in 1938. Of the 161 bookings 161 were paid and 20 free against 118 paid and 26 free last year.

Gross receipts compared with \$22,435.24 for first six months last year and \$14,618.41 in 1938. Leased concert-going represented an income of \$1,208.21 against \$1,621.31 first half of 1939 and \$719.41 in 1938.

"Of major importance during the year was the diversification of attractions," Poche said. "In the remaining half of the year the auditorium has booked a return of the Ice-Capades of 1940, which played to an average of 5,000 per night for 18 days. Roller Derby, 1900 show, home appliance show, a sportman's carnival, Sugar Bowl athletic events and balls, a horse show and numerous balls, concerts and musicals, Poche reported.

# Dallas Adolphus Reopens With Lamb-Yocum Ice Show

DALLAS, July 27.—Adolphus Hotel's Century Room, shuttered for the past month, reopened Wednesday (17) with its first ice revue, headed by the Gladys Lamb-Rube Yocum company. Room's opening night was a complete sell-out. The revue includes Lamb and Yocum, figure skaters; Buddy Lewis, comedy and trick skater; the Murray Twins, precision skaters, and Adele Remy and Holte Wharton, rhythm skaters. Wigton Smith's Orchestra plays for the ice show and for dancing. The hotel management has redecorated the ballroom and installed 1,000 feet of ceiling for freezing the ice rink. A portable dance floor is used for dancing over the ice between shows.

# Radio Use of Records Okehed by Court; NAPA To Appeal; AFRA And AGMA Property Rights Mix

NEW YORK, July 27.—U. S. Circuit Court of Appeals this week ruled that neither performing artists nor record companies could license or put restrictions on the broadcasting of phonograph records. Decision, which involves RCA Mfg. Co., WGEN, Paul Whiteman and the National Association of Performing Artists, is regarded as a blow to both record companies and the National Association of Performing Artists, both groups having claimed the right to license the use of phonograph records— the one on the ground that a performer had a property right in his interpretation, and the other claiming that the manufacturer had a proprietary interest in his wares. On basis of previous court ruling in New York, record companies had announced licensing plans, but shelved same pending further litigation.

Case for the performing artist, as championed by NAPA, was first given wide publicity thru a court decision in Philadelphia, where Fred Waring, a NAPA member, secured an injunction against WGEN. Last decision in New York is a reversal of the decision a few months ago in District Court under Judge Vincent Labell, who ordered WGEN to stop playing RCA records.

Court of Appeals decision this week came in an opinion by Judge Learned Hand, presiding judge.

Meanwhile, general record situation threatened to become more complex in the future—owing to heightened interest by the American Federation of Radio Artists and the American Guild of Musical Artists. Heretofore, only theatrical union which has mulled problem of property rights has been the American Federation of Musicians. NAPA, while associated in trade mind with musicians owing to Waring case and others, had intended to include all branches of performers in the fight for property rights. Entry of AFRA and AGMA will mean more headaches, unless all performer groups can get together and work out a common cause.

AFRA and AGMA have become interested owing to expected widespread use of waxes on Frequency Modulation stations.

Pointed out that concert members of AGMA are faced with increased competition from their own transcriptions in the smaller cities.

Performer unions as yet have worked out no detailed plan tying up property rights.

NEW YORK, July 29.—Herbert Spelzer, of National Association of Performing Artists, stated yesterday that the U. S. Court of Appeals ruling that neither

performing artists nor record companies could put restrictions on broadcasting of records would be appealed to the U. S. Supreme Court. It is expected RCA will appeal also.

Spelzer added he believed the Supreme Court would reach a decision on the matter by the first of the year.

This week's Circuit Court of Appeals decision does not affect record situation in other states.

# Cowharn Tries Vaude

NICHOLS, Conn., July 27.—The local Pinebrooke Theatre, legit cowharn, has instituted variety nights on Sundays, with acts playing a straight vaudeville bill. And Alton Porter's Orchestra dropped on stage. Policy will continue until late in September. House is operated and managed by Ben Plotkin. First in were Lyle Talbot, Alna Dibelart Jr. and Archie Robinson.

DOROTHY DUNN, daughter of Lora Dunn, comedian, who died July 19, is being sought by Charles Fritcher, of Camano Island, Stanwood, Wash. Dunn had been visiting Fritcher on his way to vacation in Canada, and upon taking ill suddenly was rushed to the hospital, where he died following an operation. Fritcher's address is Route 1, care of Jess Vogel, Camano Island, Stanwood, Wash.

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# BAND SHOTS HIT CHUTE

## Agency Pain Grows, With No Aspirin in Sight

NEW YORK, July 27.—According to a check-up made by execs of the leading band agencies, there are now on radio only between 20 and 30 per cent as many commercial name-band programs as there were three years ago.

Situation places the agencies in a terrific dilemma, and one which they feel they can do nothing about at the present time. As reasoned by execs of the largest band offices, problem has come about as a result of two factors. First, increasing use of name bands on tomoses has put a crimp into the commercial value of name bands—making them less reliable. Second, competition of recordings played on radio stations has also hurt.

Agency investigation took the "what to do about it" angle, but decision has been to simply sit tight on both remote and wax problems. According to agencies, feeling is that a name band can make much more money out of non-radio fields, as theater, club and ballroom dates, than it can out of commercial radio. Therefore, while airing of bands via tomoses lessens liability for commercial radio, built-up value of tomoses as affecting broadcast returns in non-radio fields is acknowledged, and is felt to more than offset the score.

Inquiry into problem of record competition led the band execs into jungle of conflicting claims and interests of record manufacturers, band leaders, the National Association of Performing Artists and the American Federation of Musicians. With litigation pending regarding wax property rights, execs decided to hold everything. It had previously been intimated, however, that a plan was being pulled whereby competition angle would be mitigated by having recorded radio programs use many name artists instead of concentrating on one or two bands in a 15-minute period. Later tactic is regarded as tough competition for live programs, particularly when a live band is sold to a sponsor on the angle that sponsor has exclusive use.

## Texas Net Signs Pact With ASCAP

NEW YORK, July 27.—Elliott Roosevelt, president Texas State Network, this week inked pact with American Society of Composers, Authors and Publishers providing for use of the Society's catalog over a five-year period on the net and its stations. Roosevelt is not a member of the National Association of Broadcasters.

Columbia Broadcasting System meanwhile addressed a letter to advertising agencies requesting elimination of ASCAP music by the first of the year, at which time contracts expire. Letter, signed by Paul W. Keaton, CBS vice-president, stated the new ASCAP contract would mean an additional \$4,500,000 per year. Letter comes shortly after a similar one sent agencies, stations and band leaders by Miles Trammel, president National Broadcasting Co.

## 802-NAPA Get-Together

NEW YORK, July 27.—Joint get-together and I-love-you soiree of members of Local 802, American Federation of Musicians, and execs and members of National Association of Performing Artists occurred yesterday at the Astor. Meeting was in the nature of an educational piece of business, with speeches by Jack Rosenbergs, 802 presy; Maurice Spitzer and James J. Walker, NAPA execs; Fred Waring, long a champion of NAPA, and others. Some 50 to 60 people attended, and NAPA said it felt that the meeting would result in some 30 new members for the Association.

Rosa Morgan signed with NAPA on the spot.

### Blow Me Down!

NEW YORK, July 27.—Hunted call for a "professional balloon blower" was sent out recently by Ruthrauff & Spain, a radio advertising agency. Blower was wanted to assist in putting over a top balloon gag for Dickie Jim's Question Box on Columbia. Several blowers were tried but could not make the grade, the agency finding out that a good balloon blower is not to be picked up, willynilly, around studios.

Raymond Warny, of the Toy Balloon Co., got the job.

## BMI Releases First Batch of Bonus Wax

NEW YORK, July 27.—Broadcast Music, Inc., this week began sending out to about 115 member-stations the first batch of bonus transcriptions. Some 60 tunes in all are included, the waxes being done by World Broadcasting, Associated Music Publishers, McGregor, Standard, NBC Thesaurus and Langworth. Plan calls for delivery of 300 tunes via this method, all free of charge.

In addition, wax companies are including the tunes in their regular script libraries, which are available to companies' subscribers.

BMI is preparing promotional material for the NAB convention, idea being mainly to tell the details of BMI's set-up, function and method of operation.

## Wax Research on FM Advances; Agencies Interest Heightens

NEW YORK, July 27.—Some transcription companies, with co-operation of FM broadcasters, have made sufficient advancement in research and production for frequency modulation broadcasting to arouse the interest of advertising agencies. Most active in the direction of FM research have been World Broadcasting Corp. and Associated Music Publishers. FM spokesman said these companies, along with the Miller tape transmission, had shown marked improvement in production, but that they still had a good way to go yet to meet the FM requirements.

Ruffy of the phonograph companies into the field of production for FM is not yet evident. FM Broadcasters, Inc., according to spokesman, does not intend to enter production, but will continue as liaison and service unit only.

Agencies manifesting greatest interest in FM include N. W. Ayer & Son, Inc. and Newell Emmet Co. Even the most optimistic are not envisioning an outburst of sponsors as soon as commercial programs are permitted, January 1. There might be a flurry of competition for honor of getting the first FM commercial.

Local stations bidding for FM licenses include WMOA, WHN, WOV and WNEW. New to broadcasting if licenses are obtained will be Bigzak and World Broadcasting.

### Where Men Are Men

DENVER, July 27.—During one of KOA's broadcasts recently at the National Citizens' Conference in Estes Park, Colo., the station was 31 minutes late in going on the air with the preceding. Frantic engineers checked and rechecked equipment, finding everything in perfect order. Finally the trouble was located—a 22-caliber slug fired from a gun at some time had gone wild and lodged in the "bridge," causing a line break in the extension loop.

## SESAC Acquires Schmidt Catalog

NEW YORK, July 27.—Radio-music skippers too an added piquancy this week when it was learned that the Society of European Stage Authors and Composers (SESAC) signed a contract with Arthur P. Schmidt Co., Boston, whereby the Schmidt catalog of standard music became immediately available for broadcasters thru the regular SESAC license.

Schmidt is believed to be the largest of the unaffiliated publishers, with a catalog estimated conservatively at 10,000 copyrights and including such top mops as Edward McDowell's Woodland Sketches, which include the famous To a Wild Rose and To a Waterfall. Composers in addition to McDowell include J. W. Metcalf, Bruno Ethin, H. L. A. Beach, Arthur Foote, Gene Braniscomb, Nabel Daniels, Ralph Cox, Robert Hazen and G. W. Chadwick.

Understood that the angling for the Schmidt catalog was three-cornered, with Broadcast Music, Inc. and Associated Music Publishers letting out books. Schmidt catalog, according to SESAC, had not been generally available to broadcasters, but was used by National Broadcasting and Columbia Broadcasting System thru a special license deal with Schmidt, this type of arrangement being one of the very few of its kind.

SESAC catalog now totals some 50,000 copyrights, latest acquisition including the company for the loss of the Cole catalog, which went to BMI.

## Record Attendance Expected for NAB

SAN FRANCISCO, July 27.—C. Z. Arney, secretary of the National Association of Broadcasters, arrived Monday from Washington to arrange for the 12th annual convention of the NAB, which will be held at the St. Francis Hotel, August 4-7.

Signs pointing to a record attendance, according to execs here, are the following factors:

Determination of smaller stations, which have never sent any one before, to have representatives at this session.

Discussion of the BMI copyright situation insofar as it affects the independent radio stations.

A statement of principles for guiding the industry and discussion on radio and American defense, foreign problems and keeping the nation out of war.

Discussions of radio and communications in national emergencies.

Copyright and BMI will be discussed at least a half-day session, with the NAB National Independent Broadcasters' hearing, arguments and objections of President Harold A. Lofgren to a proposed graduated scale of license fees.

FOO Chairman James Lawrence Fry will be the principal speaker at the convention, according to present plans. NAB President Neville Miller is tentatively slated to speak at the opening formalities. On the second day, delegates will be guests of the Golden Gate International Exposition at Forties Ferry, Golden Gate and Billy Rose's Aqueduct.

Studios, soon marched up the peak side, WMO, Memphis, announces regular 30-minute airing of BMI disks, reporting station now has about 20 BMI releases in its library.

# Advertisers, Agencies, Stations

### NEW YORK:

FRANK BLACK has been renewed for the 11th straight period on Cities Service, along with the chevrons. NBC Artists' Bureau has sold Canadian Holidays with Malcolm LaPrade, to Canadian Railways. . . . NBC bureau also set Mystery Chef series for Today's Tea over KXW, Philadelphia. . . . Dick Black flew to Coast to help out with the Bing Crosby-Kraft Music Hall script, Carroll Carroll is nicking. . . . Bob Burns handles the Crosby program for 15-20 weeks, beginning August 5. . . . WNEW auditioning live programs. . . . Bob Bach, co-director of WNEW Flatterbrats Quiz, just back from Chicago. . . . Chick Vincent, of Transamerican, producer of Life Can Be Beautiful, back from a two-week vacation. . . . Bill Berns, WBNS movie reporter, has introduced a new Friday afternoon feature, Broadway Melody Department. . . . Vern Oskey, formerly with Knox-Rooves Agency, Minneapolis, has joined the radio department of Competition Advertising, Inc. She will write commercials. . . . Sid Walton, WOR newscaster, plans an experimental Little Theater for stage-struck radio hams. Claims radio performers have a yen to act before the footlights. . . . WNEW has added a funny vocalist, Mary York.

### HOLLYWOOD:

JOE PARKER, NBC producer, and Betty Hill were married July 22 in Tijuana. . . . Kenyon & Eckhardt agency is reported dickering with Carlton E. Morse for renewal of his I Love a Mystery in the fall. Sponsor will remain Fleischmann's Feast. . . . Laughorid' bankers have switched their Nevis by John E. Hughes from NBC to CBS. . . . Lennen & Mitchell have bought the radio rights to Jumbo in on My Heart from Maxwell Shabo and William C. Thomas. It will be used by Don Ameche and Claire Trevor on Old Gold show. . . . Line-up of delegation heading to Frisco for NAB meeting includes Lewis Allen Wolos and Van Newkirk, of KNJ; Harry Mizelish, Bill Ivey and Chet Altendorf, of KPWB; Earle G. Anthony and Harrison Hollaway, of KPFL-KEGA; Donald Thornburg and Les Bowman, of KXN; Don Guman, of NBC; Leo Tyson, KMPG; Calvin Smith, KPAC, and Ben McGlashan, of KPFL. . . . Fox Case, of CBS Public Relations, and Mrs. Frances Farber Wilder, director of education for the web, leave for radio and education confab held at Stanford University. . . . Sam Hayes gets new General Petroleum sponsorship on his show Football Forecasts With Sam Hayes over CBS.

### ALL AROUND:

DENVER NOTES: Derby Sproul is the new program and production manager at KJZ, coming from KDKA. . . . Stanley Cross, formerly with Max Goldberg Agency, now with KORK in Sterling, Colo. . . . Mary Frances Smith is the new press operator at KPFL, taking the place of Antonin Floyd, who went Lieutenant Clarence Gushurst the latter part of July. . . . Captain Ozle, Western singer, now sponsored three-a-week on KVOD by Mackstone's Exports. . . . KOA general manager Lloyd Yedor and National spot sales Manager James MacPherson guests at a garden party given by Mrs. Harry Huffman, wife of manager of Fox Intermountain Theaters, honoring birthdays of all three. . . . Andy Galtney added to Summer Guest Relations Staff at KOA. . . . Don McGinnis, of KPFL; Arthur Wuth, of WJZ, and Clarence Moore, of KOA, took part in a discussion panel at the University of Denver Conference on Education by Radio. . . . Edgar T. Bell, vice-president, and J. I. Myerson, promotional director of the Oklahoma Publishing Co., in Denver visiting company's stations KJZ and KVOR, Colorado Springs.

Lincoln (Mo.) Notes: Bob Lewis, KPAB-KPQB announcer, left for a new job in Orlando, Fla. Radio will figure, but only incidentally. . . . W. P. Dietz, Central States Broadcasting Co., salesman, did up his latest deal last week. Came home married to Eleanor B. Jacobson, whom he met 12 days previously while on vacation. . . . Larry Lansting is a new announcer addition at KPQB. . . . KPAB-KPQB program director Chick Miller, with stationman Dos Jarmon, has been two-daying in Kansas City with Nourse Oil biggest.

Blade Dabbies: Henry Dugre, director of special events, WWL, New Orleans, to Oatham for fortnight for a vacation via the aqua route. . . . Odette Lavat, WWL traffic department, on a two-week vacation along with Adele Reed, accountant, and Alice Roberts, secretary to Manager Sumnerville. . . . Herbert Harper now doing a 15-minute newscast five nights a week over South-Central net. . . . Orval Anderson, announcer of WWL, guest on Reddix and Pyllines program in CBS studio in New York recently, amazed the entire link by saying, "We now join the network of the Columbia Broadcasting System for the Program of Headlights and Highlines." . . . Joel Schwartz, receptionist of WWL

# Radio Talent New York

BY JERRY LESSER

WHAT is said by many optimists to have been the greatest "pushing" in the history of the club was given by THE LAMBS at the PERCY WILLIAMS HOME at East 14th St. on July 31. The credit for the success goes to Collier JEAN PAUL KING, CHESTER STRAYTON and JOE WEALE. During the festivities JEAN introduced five living "Shepherds," A. O. BROWN, FRANK CRUMIT, WILLIAM GAXTON and FRED WARING. JEAN PAUL KING presented the Home with a new American flag and led in the flag-raising ceremonies. RAY PERKINS, E. E. BORNHIDE, JOE LAURIE JR., FRED WARING'S GLEE CLUB, WILLIAM GAXTON, VICTOR MOORE, and PAT HAMMILL handled the entertaining, which was very above par, and over \$2,000 worth of prizes were awarded for winners of contests. The committee on sports, arrangements and music were headed by WADE WILSON, JIMMY TRANTER and RAY PECK, respectively. MILTON HEARN won the door prize, which consisted of a complete tailored wardrobe valued at around \$200. But the joy of the whole affair came with the joy received by the inmates of the PERCY WILLIAMS HOME, all former "names" in the theater, whose guests we were.

FLETCHER, narrator of *By Kathleen Norris*, is recording novels for the blind. ARLENE BLACKBURN and HELEN CRIGAT are members of the U. S. Committee for the care of refugee children. SILENA ROYLE is doing the fashion commentary for *Pop-Scavenger News*, while HELEN CLARIE vacations. BESS JOHNSON, of *Hudson House*, has laryngitis, so FRANK GALLDF, the announcer, is reading her commercials these days. HELENE WILLIAMS is directing *Zip Sister* while BILL TUTTLE vacations on a cruise to Nova Scotia.

BEFORE BESS FLYNN takes her vacation this August, she must turn out 88 scripts of *Norita Webster*. Production man JOHNNY LOVEICON has taken on the job of teaching DICK WILMARE how to play golf. For a great kick out of the *Gay Nineties* show over CBS. JEAN PAUL KING is snubbing for FORD BOND on *Easy Aces* and in the "Voice of the War Dept.," a new series of recordings for our government. CULLEN LANDES is in New York from Detroit looking for talent for Jam Handy, a commercial film studio.

LILLIAN GRUBB, director of World's Fair broadcasts for WMCA, is having a birthday on July 27. We hear tell that *What's My Name* may have a new sponsor this fall and rumor hath it that it will be a Holiment maker. The oil company that used to bank roll *Court of Missing Heels* will bank roll *CAFT*. E. D. HERNE is a series of news commentaries starting July 28 over an NBC-Red network. JULIAN MOA'S beautiful daughter, BARBARA, will be married in September.

# E. T. Stocks, Valued at 3 Million, Sore Sport in AFRA Talks; M'f'rs Won't Dump Disks; Buys Stymied

NEW YORK, July 27.—Leading transcription companies now have on hand a load of wax productions valued conservatively between two and three million dollars, and this fact is expected to be one of the chief obstacles holding back an agreement between the act men and the American Federation of Radio Artists. Writers point out that AFRA wants to set a deadline, beyond which the old wax must be abandoned. In negotiations thus far, writers asked complete deletion of this clause of the code. One producer, pointing out that he had a load valued at \$150,000—including a valuable series with music by the Chicago-Symphony Orchestra—claimed that abandoning this type of stuff was unthinkable and that nobody could force him to do it. Meanwhile, reactions of the wax producers vary. Some are crumming their

feisty productions as possible to get a sizable backlog of stuff produced under prevailing scales. Others are stymied, finding it difficult to conclude deals in view of uncertainty of future wax scales. Case of Associated Music Publishers illustrates last mentioned point. Associated has on hand 78 programs of a series while K. W. Ayer wants to buy. But Ayer ad. agency wants 78 additional programs of the same series, and AMP cannot conclude deal because it figures that if AFRA code goes thru essentially as is, cost of these programs will increase from \$400 to an estimated \$1,200—a figure which makes the deal prohibitive to Ayer. AMP figured the cost will hit that amount owing to actors' overtime, stalling on the part of actors, etc. Harry S. Goodman, enabling production costs on the proposed scale, figures an increase of about 150 per cent. Goodman also points out that AFRA's idea for duplication of fees at the end of a six-month time limit is meeting with increasing opposition, reason being that a wax program often is not "put over" before a year has elapsed. Reason for this is that salesmen first contact larger stations and areas and, after radio and merchandising bookups are exhausted in these spots, the salesmen make the rounds of the smaller towns—much as a film travels to second-run houses.

## Claim All-County Survey Shows NBC-Red Preference

NEW YORK, July 27.—National Broadcasting Co. this week unveiled results of an extensive national survey of listening habits and preferences, taking in all counties in the United States. Figures based on returns from one out of every 100 radio families, were cited to show the dominant position of the NBC network. Survey was carried out by an independent research organization and included mailing of 1,435,000 questionnaires. Votes tabulated number over 1,000,000.

## 10% Commish Limit

NEW YORK, July 27.—A maximum of 10 per cent commission on commercials will probably be established by the American Federation of Radio Actors upon the inauguration of an agent-license policy some time after August 12. Rate would tend to keep stations established by Screen Actors' Guild. No commission on minimums, which would rule out, also, dual roles of employer and agent, was first reported in *The Billboard* July 13.

## 'Doctor' Set for CBS

NEW YORK, July 27.—*Crisis Doctor*, scripted by Max Meritt, debuts on 62 stations of the Columbia Broadcasting System August 4 for Philip Morris. Series will replace the cigaret company's *Medical Game*. Program will originate in New York, and will be aired Sundays at 9:30-9:55 p. m., with re-broadcast at 11-11:25 p. m. System of weekly cash awards for listeners will total \$200.

## Bromo-Q. To Air in Canada

CHICAGO, July 27.—Russell M. Seeds Co. has placed an extensive radio campaign for Bromo-Quinine in Canada. Programs, news broadcasts and spot announcements will be used over about 20 stations. Campaign will run from October, 1940, thru March, 1941.

## WTMJ Ups Power

MILWAUKEE, July 27.—Station WTMJ has been authorized by the Federal Communications Commission to increase its power from one kilowatt to five kilowatts full time. Previously the station operated on five kilowatt power during the day and one kilowatt at night. About \$75,000 will be spent for the construction of directional antennas to take care of the increased power.

## Canada Set Licenses Up

REINA, Sask., July 27.—Radio receiving licenses issued by the radio division, department of transport, Ottawa, during the fiscal year ended March 31 last, created a new high record at 1,345,157, an increase of nearly 10 per cent over the preceding fiscal year. Average was 119 licenses per 1,000 of population, as compared with 106 and 100 in the two immediately preceding years.

## Employment Threat

E-T men profess to see in the situation a threat to employment, claiming that a tough scale will produce the same condition that now obtains among radio actors and musicians. That is, that a small clique will find itself getting much more money, whereas general employment would be cut down owing to use of smaller casts, quartets and trios and other methods.

Board of directors of AFRA, at a meeting Thursday (26), decided to leave decision on trade's counter proposals to membership, which will meet Tuesday (30).

## Hitchhiking Broadcaster

WILMINGTON, Del., July 27.—Christian C. Sanderson recently aired his 520th consecutive weekly *Historic Annals* on WDEL with a special half-hour broadcast instead of the usual quarter-hour session to celebrate the occasion. Broadcast was scheduled 11:15 to 11:45 a. m. In setting the unusual record of broadcasting once a week every week for 10 years, Sanderson has hitch-hiked between Wilmington and the vicinity of Chadds Ford, Pa., where he lives, a total of nearly 14,000 miles. Sanderson throughout the decade has used no means of transportation but the proverbial thumb and was never late for a broadcast.

## WJLM Staff Changes

WILMINGTON, Del., July 27.—WJLM here has added three announcers and one pianist to the staff. They are, respectively, Earl Anthony, Andre Malecot, Bob Kelly and Ray Reager. Eugene McGilumstead, WJLM announcer, has left to join National Broadcasting Co. in New York, and Charles Collins, announcer, has left WJLM to join WDEL. Franklin Lonny Starr, WDEL pianist, is joining WPEN, Philadelphia.

## Nat'l Biscuit on 'Clock'

CHICAGO, July 27.—The National Biscuit Co. this week contracted for Monday, Wednesday and Friday, quarter hours on the WBBM *National Clock* feature. Contract calls for taped music, time signals and weather report service. Agency is Lord & Thomas.

## WMCA Boatride

NEW YORK, July 27.—WMCA's Uncle Tom (Tom Willis) is planning a unique benefit for the Red Cross. To be pulled off August 5, plans include a boat ride up the Hudson, with cast of Tom's program, Uncle Tom's Kids, and guests sup. Monday, Wednesday and Friday, quarter debuts. Tickets sell for \$1.

TONI GILMAN, Virginia Craig in CBS's *Martha Webster*, had a narrow escape from drowning at Jones Beach during the past week. ARTHUR (Dagwood) LARE is extolling the merits of the U. S. Coast Guard, following the rescue of him and his wife after a squall had carried away the mainmast of their boat. PHILIP REED, of *Society Girl*, is co-starring with JEAN MUIR in the Southern (M. Y.) County Theater production of *The Swan*. ETHEL EV-

# Chicago

BY NORMAN MODELL

FRAN ALLISON made a flying trip to Iowa this week because of her father's illness. Saturday night (27) DICK MERVIN, radio director of William Eby, threw a big party at the Ambassador West for the cast of *Uncle Ezra*, guest star AL PEARCE and the press. The Uncle Ezra show hops down to Nashville for its August 10 broadcast in order that PAT BARRIETT might attend the premiere of his *Sticker Comm's* Round the Mountain. BIGGIE LEVIN is handling a trip to Lake of the Woods to his over business with TONY WONE, who returns to the air October 13 with a *Coast-to-Coast* show for Hall Bros. The *Revenge*, Class A cruising boat owned by BLAIR WALLEBER and KEN GRIFFIN, was first to cross the lake July 23 in the Chicago-to-Mackinac race. MORACE HEIDT'S ark is the first ever allowed to precede the *Castles* *Hears*. In order to do so he must feature light classical music, with absolutely no swing numbers.

# Hollywood

BY DEAN OWEN

HARVEY HELM, who formerly turned out gags for BURNS AND ALLAN, has been signed by AL PEARCE. Acker White's *California Klugees* goes on new five-day-week schedule on KFLA. CHARLES SEARS' early-morning

show, *Your Friend*, has turned into good before-noon listening bet. TRUMAN BRADLEY has taken the announcing berths formerly held by Marlow Wilcox on the Old Gold and Woodbury Playhouse shows. KEET MURRAY is angling for fall show under sponsorship of *Half and Half* tobacco. SAM HAYES starts his second year as *Sperry* newscaster. Contract calls for 52-week renewal. DAVID BROSEMAN broke the Hollywood Bowl attendance record at his presentation of *Ballet for Americans*. Twenty-four thousand people passed thru the turnstiles.

## Romance—Via CS!

KNOXVILLE, July 27.—Take the word of Miss Margaret Laing, of Chicago, that the CBS School of the Air booklets aren't altogether dry reading. Miss Laing, a school teacher, was reading thru one of the booklets recently when she came across the name of Walter Gorsting, director of the school for WNOX. She and Company had been friends in Chicago five years ago. She wrote. He wrote. They wrote back and forth. This week they arranged a meeting in Cincinnati, and in a few weeks they plan to be married.

## Oil Co.'s 10 Yrs. on Web

HOLLYWOOD, July 27.—Some sort of a record for news dispensing was hung up this week when it was announced by NBC that the *Hitchhiker Oil Co.* had signed a 10-year contract for its *Hitchhiker Reporter*, putting the 15-minute spot in its 10th year on the web. It was stated that more than 8,000,000 words have been dished out in 2,831 broadcasts.

# Program Reviews

EDST Unless Otherwise Indicated

## Welcome Lewis

Reviewed Saturday, 10:30-11 p.m. Style—Singing Bee. Station—Sustaining over WABC (New York, CBS network).

Welcome Lewis' Singing Bee is much like the program the warbler aired over WEN about a year ago. Stuff has charm, novelty, humor and—as an added come-on—small cash giveaways. Chatter throughout is a mild spoof at the more serious quizzes.

Program provides for participation by both studio and listening audience. Listeners send in queries with which Miss Lewis quizzes some 10 or 12 people in the studio. Questions have to do with song identification, and are ingenious rather than difficult. Song must be sung, whistled or hummed for identification—this condition revealing a batch of transients soprano, baritone and tenor among the audience. These people are good for laughs every time.

During last part of program Miss Lewis herself attempts to answer some of the questions. In so doing she reveals an unusual contralto voice, which she might use more extensively and to good advantage on the program. Listeners receive \$1 for queries billed; \$2 if they are tough enough to stump Miss Lewis.

Program, written and produced by Miss Lewis in association with Hazel Flynn, formerly publicity director of the Radio City Music Hall, definitely has enough appeal to rate a sponsor.

Ackerman.

## "Forecast"

Reviewed Monday, 9-10 p.m. Style—Variety and dramatic. Station—Sustaining on WABC (New York, CBS network).

Forecast, lavish series of CBS masterpieces designed as a showcase with a view to securing sponsors, debuted with a top-notch offering, *The Battle of Missis*. Idea of pitting swing against classical music is not new, but presentation by Raymond Paige was strictly rock. Second half of program, *Fredric March and Florence Eldridge in The Gentleman From Indiana*, was a fair dramatic piece, capably acted, but lacking the impact of Paige's musical program.

Paige directed two orchestras, one a swing and the other a classical group. For the five boys there was Joe Venuti, whom Albert Spalding selected for the longshots. Both violinists are tops in their respective fields, scoring solidly here. Surprise of Spalding's work, however, was not his finding but his terrific delivery of lines. For the gab Spalding worked with Frankie Hyers, night club comic, who supported the Hatterberg cause. Others were: Friends: Gibson, swing singer, and Gordon Clifford, baritone.

Paige impartially presented both his orchestras but seemed most ardently when both outfits combined to solve a swing-classic hybrid of very tricky arrangement.

MUSIC was written by George Paulkner, directed by George Zachary.

Second half of the program, *March and Eldridge*, was something of a let-down after Paige's smart musical presentation.

Ackerman.

## "Wings for America"

Reviewed Friday, 7-7:30 p.m., CDST. Style—Spy drama. Station—Sustaining on WGN, Chicago (MBS).

The second in a series of 16, starring Eliza Landi and Phillips Holmes, this effort is a dramatic exposition of the "Pray God this phantasy may never happen to us!" Presuming to show how a fifth column in America might operate, program elects to gown its material in the guise of news commentary. This inept affectation is not only misleading to some listeners and unethical for radio fiction but also destroys dramatic unity

by talking about the play instead of just playing.

Story material is not only unimpaired and ordinary, but is plotted on a sub-pulp level. Action is impeded by periodic interludes of wisecracking between commentator-hero, Riley Davis, and aid, Lorna Carroll. In this particular play, the two got themselves mixed up in a bewildering climax involving the bombing of a munitions plant 100 miles away. With only half an hour to stop the sabotage, and no more than a diagram of the factory, they stop the plans of the molesters by broadcasting a fantastic of the diagram, from which the endangered factory is identified and the information relayed to the local police. Then, thru a miraculous type of script-writer's omniscience, the time element is completely forgotten and Riley and Lorna are on hand to broadcast the police attack on the spy-infested munitions plant. The real climax came when the explosion of tons of munitions sounded off like the dull crack of distant thunder.

Model.

## Uncle Ezra

Reviewed Saturday, 9-9:30 p.m., CDST. Style—Hayseed variety. Sponsor—R. J. Reynolds Co. Agency—William Esty. Station—WMAQ, Chicago (NBC-Red network).

Uncle Ezra and his little five-watter down in Roseville returned to the air with the same old alfalfa flavor that they had before, for a different sponsor. Little can be said about this type of program, like the barn dance, it has an appeal to a certain portion of the population and will ever remain a mystery to the city folks.

Uncle Ezra is as good a hayseed as ever brushed whiskers with a microphone. Best part of the show was femme trio, Caroline, Fran and Betty, who came up with a superbly arranged medley of *When You Wish Upon a Star* and *Wishing*. Why anyone should want to listen to the Roseville Silver Cornet Band, rambler or not, we can't imagine. Comedy contrast was given when Eli Fessner, Hebe character, staged a quiz-giveaway which surprised quiz shows so subtly it required a second look at the dial to assure yourself you were listening to Uncle Ezra.

Production, by Bruce Kammann and Clint Stanley, was precise and well balanced. Commercial, handled by Port Pearson, were tolerably short and emphasized the "extrac" in Camels. Use of newshawk shouting "extrac" is a good dramatic device to impress the message of the sponsor.

Model.

## "Adventures of Jimmy Allen"

Reviewed Tuesday, 6:15-6:30 p.m. Style—Dramatic serial. Station—WMAQ, New York (Inter-City).

Here is another transcribed boy's thriller particularly appealing to aviation enthusiasts. Here interest is supplied by the central character, Jimmy Allen, who aspires to become an aviator.

At this listening, he and a sealer plot are on the ticklish mission of saving a valuable cargo, being transported by plane, from the hands of gunmen whose plans to waylay the ship reached the bay after the cargo had taken off. Allen's own plane, trying to make the necessary speed, almost met with disaster when supply of gas ran out. Our hero was able, however, to tap a secret reserve tank and save the ship from catastrophe.

## Spellers on the Pan

PHILADELPHIA, July 27.—Local listeners now have a chance to let out on those post-up indignities and fire back at the radio announcer. As a Wednesday eve feature at Woodside Amusement Park, Jack Back is promoting a *Worry the Wizards* contest, with air spellers at the bat. Folks invited to turn out and pich questions about anything and everything at the mike spellers, who won't have the benefit of a script. Those taking the risk include Pat Stanton, WDAS; James Dillon, WPSN; LeRoy Miller, KYW, and Fred Moore, WIP. Fixing at the Wizards returns a dollar bill for the question, and if the announcers get worried it's a \$2 note.

The plot of the advance ship-carrying the cargo had his end of trouble with a gimmick on board. The idea is to tune in next broadcast, (Thursday, Thursday and Saturday) to find out if Jimmy succeeded. Can you wait?

Sound effects too frequently drown out the conversation. Waxing seemed to have a gap or two between clips. Other-wise serial runs true to form and embodies all the hair-raising elements.

Wells.

## "Where and When"

Reviewed Monday, 7:30-8 p.m. PST. Style—Variety. Sponsor—Union Oil Co. Agency—Lord & Thomas. Station—KFI, Los Angeles (NBC-Pacific Coast Red Network).

This is strictly a "remember when" show, and for those other addicts who grow mellow as the passing years are reviewed, it is sure-fire. While the half-hour stint has no juvy appeal, it still should make good listening fare for kids of high school age as well as adults.

Each Monday program is built around a specific year. Show caught dealt with music and events of 1919, with Margaret Young presenting *Oh, Johnny Oh* as she introduced it 21 years ago. Other winning assignment was handled by Elizabeth Bradley, who delivered *Your Eyes Have Told Me So*.

Spark plug of the entire show is Knox Manning, who handles the narration. His compelling make technique and the unusual quality of his voice put him in a distinct class. Without Manning show would be just another hokey attempt to sell the public a dose of Union Oil by way of the memory route.

Show runs so smoothly that even the commercials have no jarring effect and keep the audience in the mood without suddenly yanking them back to the present. Plugs are handled by Manning. Entire show is compact, with no songs. Mahlon Merrick's Orchestra takes care of the musical portion effectively. Production is handled by Bill Lawrence for Lord & Thomas and Joe Parker for NBC.

Owen.

## "Earthborn"

Reviewed Sunday, 3-3:30 p.m. Style—Rural drama. Sustaining on WLW (Cincinnati).

*Earthborn*, Walter (Frank) Richards' latest contribution to WLW airwaves (the

## Mr. N. E. Body Calling!

SALISBURY, N. C., July 27.—The Democratic National Convention caused a lot of headaches around here. The program director at a North Carolina station didn't know when the National Broadcasting Co. would begin broadcasting Wednesday's sessions. Consequently he set down to put in a call to the traffic department at NBC in New York.

"I'll speak to anybody in the traffic division of NBC," he told the local telephone operator, who perhaps had stayed up too late the night before. She reached New York, got NBC, and was switched to the traffic department. "Mr. N. E. Body," she announced, "Raleigh is calling."

She was politely informed there was no Mr. Body in the department.

also writes and produces *Down Ozark Way*. WLW Boone County-Jamesboro and County Fair (Kens), is an interesting half-hour heard every Sunday. Theme deals with the marriage of a city girl to a country boy, who brings his bride to the country to live, and the subsequent problems and adjustments of such a marriage.

Tommy nonchalance which permeates the program, shows off the character to good advantage. At this listening, Darrell Bennett (Ken Peters), young minister of Miss Julie Farm, returns from college, accompanied by his city-bred wife, Cindy (Laura Fraser). Complications develop, however, when he finds among the welcoming party Anna Martin, his childhood sweetheart, who, according to family tradition, should have been his wife.

Jilted, Anna leaves for her home to be accompanied by Matthew Evans, life-long friend of the Bennetts, who attempts to comfort her. Cindy, meanwhile, manages to win over young Bennett's mother, but is less successful with other members of the household, especially Granny and Little Jimmy Bennett.

At sign-off, listeners are left with the thought that thunder clouds are brewing for the subsequent chapter. Ear henders also are asked to send their comments on the story to the station. Members of the cast, all of whom did a commendable job, include Mrs. Amy Bennett, Miss Belle Abbott; Grandmother Bennett, Widge Hinkle; Squatty, hired man, Len Clark; Anna Martin, Virginia Temple; and Matthew Evans, storekeeper, Ray Shannon.

Doepfer.

# Comment

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

Columbia Broadcasting System on Monday presented the third and fourth of its *Forecast* series, the third being a variety program from New York and the fourth a drama from the Coast. Danny Kaye, comic, who has had quick rise in night club and theater, fields, starred from the New York end. His vehicle was a piece of whimsy titled *When You Were 21*, the idea taking listeners back to 1919. To bear out the illusion, there were the Lyn Murray Orchestra and singers doing Hindustan, Joan Edwards warbling *Love Sends a Little Gift of Roses*, etc. There was also a running comment touching on events of the period, and a piece of verse recited by Jane Crowl, all designed to make the listener mellow and somewhat nostalgic. It was only partially successful, with Kaye not showing up well in comedy. A generous amount of time devoted to a routine about barbers was presumably supposed to be comical, but failed miserably in its attempt. Idea simply did not jell on this program, altho the gimmick seems good enough to warrant another attempt.

Second half hour, from Hollywood, was a good thriller with a trick ending. Titled *Suspect*, piece was an adaptation of the yarn, *The Lodger*, by Mrs. Helice Lowndes. Direction was by Alfred Hitchcock, Britisher, who has achieved top honors in motion pictures. Lead role was played by Herbert Marshall. Suspense had plenty of the aroma, the chills being added and abetted by a musical background by Wilbur Hatch. Ending left the solution up in the air, however, leaving the listener to form his own conclusion. Marshall very capable.

None of the other three *Forecast* programs has had the punch, brilliancy and novelty of the first, *The Battle of Missis*.

P. A.

Jerry Lester's second appearance on the *Peppercorn* program showed considerable improvement. A better script, coupled with more co-operation from his gaudy-tudinous stooges, had his gags clicking with precision. Before the bright rays on the door noting the entrance of a oblong, he advised the intruder to come in if he had a good gag. Tommy Dorsey, the program's mainstay, likewise showed up better as a babbling unsee. Ed's deliveries, which were previously done on the initial show, displayed more finesse. He entered gleaming that the show had an audience that evening. The *Kennepunkport* (No.) Lodge of Thee had a group listening to the program as part of the initiation. J. J. C.

## Free Advice

NEW YORK, July 27.—Some of the town's wits, mulling the ASCAP-radio fracas, are beginning to wonder not exactly what hour on December 31 the networks will carry but their threat of cutting ASCAP music off the air: will it be midnight, Eastern Standard Time, or Mountain Time, Pacific or Central Time.

Quoth Ben Selvin, "It's a good thing *And Long Syme* is in the Public Domain. The stations can play it all along the line. New Year's Eve and avoid infringement suits."

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# BMI PERFORMANCE PAYOFF

## Plan To Pay Writers on Basis Of Each Time a Song Is Aired

NEW YORK, July 27.—A plan to set up a system of income on performing rights for writers whose works are published by Broadcast Music, Inc., is in the hands of those guiding the destinies of the National Association of Broadcasters' principal weapon in the controversy involving radio and the American Society of Composers, Authors and Publishers. BMI, set up and financed by the NAB to acquire a catalog sufficiently strong to offset the loss of ASCAP music to radio unless one side of the other capitulates before December 31, this year, when ASCAP radio licenses expire, is presently operating essentially as a music publishing house, but the plan revealed this week indicates that the organization intends to bolster its writers' revenue in ways other than sheet-music royalties.

For each time his work is performed, even if performances occurred regularly over many years, but would come in for the additional revenue or bonus depending upon the worth of the number.

### ASCAP Set-Up Different

BMI officials point to the basic fairness of this type of performance payoff as against that of ASCAP's dividends paid to its writer membership, which are based upon ratings callings for so much per year regardless of whether the writer turns out the songs or a hundred during the year. These ratings are largely based upon seniority in the Society and "availability" of material.

BMI gave no indication as to when such a plan as it has in mind might be instituted, the organization maintaining that its primary function now is to build as substantial and usable a catalog as possible against the time six months hence when, unless radio reaches some agreement with ASCAP, all the material of the latter will be rendered null and void as far as NBC, CBS and many independent stations are concerned.

Naturally the BMI performance plan is one that is subject to the eventual way that things turn out in this controversy, but officials of the outfit are steadfast in their claim that radio will not capitulate to ASCAP's demands, which they allege are totally unreasonable, and that this payment-per-performance system will be one of the definite future developments that will materialize.

## Lombardo Sets Top Record at Celeron

JAMESTOWN, N. Y., July 27.—A record was set at Celeron's Pier Ballroom, which not only topped this season's figures, but which also far outdid the all-time established in the last few years. Guy Lombardo drew the heaviest crowds of any band in many years July 25 here, when a more-than-capacity crowd of 2,500 dancers showed up. The gross take was equally outstanding, totaling \$8,000, against \$4,830. Last year's best money-maker was Louis Armstrong with \$1,710 and the preceding year the late Chick Webb set a high of \$1,700. Biggest attendance herebefore was credited to Lou Green and the Andrews Sisters, with 1,000 persons in all, second best receipts in 1939.

Adding to the contention that sweet music is definitely on the way up again, promoter-owner of the ballroom, J. G. Campbell, picked himself an unduplicated winner in Lombardo. Advance sale was very heavy despite the upped price. Priced at \$2.25 a pair, advance tickets went to 600 early birds, who paid a total of \$1,350. At the door the demand was even greater, with 650 couples paying \$2.75 per, totaling \$1,480. Profit was one of the fattest in many years.

During the week Celeron is continuing to pack in the crowds with its heavy policy of semi-regular bands, plus weekly changing floor shows. Average night is now about earlier weeks, with 600 persons. In addition, former free admission is now packed up to 10 cents per at the door, which is doing much to cut the overhead and make profits.

Future name bookings include Don Dease (tentatively) for July 27; Ben Bernie for August 2; Glen Miller for August 10; and Horace Heidt, date not set.

### Too True

ATLANTIC CITY, July 27.—He's candid, to say the least, even if he can't see without his thick-shelled glasses.

It was pay night, and the master of one of the local interludes stepped into the boss' office for his dues, complaining, "You don't have to pay me off in the dark tonight—I lost my glasses."

## Famous Door Gets After-Death Blow From 802 — The Unfair List

NEW YORK, July 27.—Spring reached its most decadent state this week when the Famous Door, the incubator of such bands as Charlie Barnet, Count Basie and Woody Herman, received the posthumous dishonor of being placed on the unfair list of Local 802, AF35.

The final blow came Wednesday (24) when the trial board of the union, presided over by Max L. Aron, heard the complaint of two members of the Famous Door, George Berg and Ben Heller, that they hadn't been paid off for the last engagement. The Door was closed to both creditors and customers ending the middle of the run.

The trial board allowed a \$1,400 claim, the full amount for the run of the contract, against Jerry Brooks and Al Polishin, operators of the Door. Each member of Powell's Band received a judgment, collectable only if the Door proprietors pay up. Aron explained that the bandmen's bringing Powell up on charges was just a "friendly suit" to establish the claim against the swing spot.

Ironically enough, the Famous Door was Powell's first engagement after he had become a band leader and gave him an overnight rise in the band business. He had hoped that the last one would re-establish him, but all he got was a headache.

At one point of its career, not so long ago, the reputation of the Famous Door was such that any band playing there that really had the stuff came out virtually anointed with enough swing oil to carry it to a top position in the band fraternity. Conditions were such that agencies were clamoring to book their bands in the place at scale prices for the prestige it held among swing lovers. Apparently the same prestige was not manifested in the cash register. Now it occupies the last of the swingeroo spots on 84d street to bow out of existence.

## Atlantic City Spot Back to CRA From MCA With James

ATLANTIC CITY, July 27.—It's been long, out-again for Benny James in connection with a summer stand this season. But now the maestro is in again, opening tonight (27) at Renault Tavern in finish the season out. James' sudden booking here is the result of the long, out-again turn of events for his booking office, Consolidated Radio Artists, which is in again at this spot.

CRA originally had the account, James being included in a name-band package take in fortnightly stands here. But with Consolidated not able to clear dance venues on CBS, and no NBC station in town, account went on Music Corp. of America books, Eddie Le Baron and the Rhythm putting in two weeks each.

This time it's MCA in the "out" position, Frank Palumbo, operator of the town, pointing to the CRA band selections for the follow-ups. On top of a bad opening night, Le Baron's were barged up in auto accidents making the trip here from Dallas, most of the all-important network wires failed to materialize because of the political controversies and the recent musicians' union route bands a result, Palumbo figured that maybe the dance venues were not so all-important, and returned the account to CRA.

Hutton For Wildwood However, instead of the CRA band package, he intends to keep James and add a floor show. James is a local lad of the all water baby family. Miss Hutton did terrific here, and Palumbo is anxious to have her all in the remainder of the summer season at his Club Avalon at Wildwood, about 80 miles from here. Biggest hitch is the now union scale in Wildwood, amounting only to \$250 for the Hutton outfit. However, the Avalon pays 1,100 people, compared to the 500 at Renault Tavern here, and a percentage deal above the scale figure is being worked out. Would mark the first name band booking for a Wildwood night spot. Band's Ocean Pier is the only one using the traveling toolless there.

## Asbury Hotel Minus Music, But Band Still Collects

ASBURY PARK, N. J., July 27.—James G. Petrides, president of the American Federation of Musicians, last week stepped into the middle of the raging controversy between the Berkeley-Caswell Hotel here and Charlie Barnet's band, which had been relegated to a storeroom after a dispute with the management.

Petrides pulled Barnet out of the job, and the substitute band which had been hired until a settlement is reached. Barnet, meantime, is collecting \$850 weekly until the expiration of his contract September 2. Until a satisfactory agreement is reached, Terrace Room of the Berkeley will have to remain without music.

## Teagarden Suit By Vocalist's Brother

NEW YORK, July 27.—Charles Dalton, brother of Meredith Blake, ex-vocalist with Jack Teagarden and now with Gray Gordon, has filed suit against Teagarden for violation of copyright, it was learned this week when a bill of particulars was sought by the band leader's attorney.

Suit stems back to last May, when Teagarden introduced a song, Darling, You Weren't There, by Dalton and Joe Melanson. According to Teagarden, it was at his vocalist's request that he arranged and played the song.

After Miss Blake left the Teagarden Band, according to Andrew Weinberger, representing Teagarden, suit was filed in Federal Court asking for \$5,000 for each infringing performance. The song has never been published, but the two hold a writer's copyright.

## Andrews Sisters Set For Second Picture

NEW YORK, July 27.—The Andrews Sisters, who just completed their first film for Universal, Argentine Nights, with the Ritz Brothers, have been signed for a second picture.

They will return to New York first, however. Don Raye and Muriel Hines, who wrote the music for the first, will also do the score for the second.

## Johany Greenhut Trims IAI To One-Man Agency

NEW YORK, July 27.—Johany Greenhut, head of International Attractions, Inc., severed relations with all of his partners and associates this week, and gave up a large set of offices to move into one smaller office and operate the agency by himself.

Greenhut, who formerly was a booker at Consolidated Radio Artists, formed the agency last year. In the picture, Bobby Sanford, floor-show producer; Sol Topper, night-club agent, and Phil Cornea, theater booker, will go out on their own.



THIS ACTION SHOT SHOWS WES BONNIE BAKER'S acceptance of a scroll marking her accomplishment in winning first place among the country's girl vocalists in The Billboard's recent Third Annual College Poll, presented to her by Miss E. Sugarman, of The Billboard. Presentation took place during one of the Orrin Tucker band's performances last week at the New York Paramount Theater. Left to right: Maestro Tucker; My Gardner (holding the scroll); Broadway columnist who acted as emcee for the presentation; Miss Baker and Mr. Sugarman.

Hope the Music Was As Hot

DES MOINES, July 27.—Sandwich man Abe Levich wishes Ben Pollock had stayed out of town. Abe dressed up to advertise Pollock and his band, which played at the Val Air Ballroom here. Using the "double-barrel rhythm" of Pollock as his advertising theme, Abe put on a coon-skin coat and cap and swung a heavy double-barrel film-look gun over his shoulder and paraded around the business district. The only thing wrong with the set-up was the temperature, which climbed to a neat 100 degrees in the shade. Abe not only sought the shade but was looking for an ice box when last seen.

Phil Harris Totals \$9,835 on 7 Stands

LINCOLN, Neb., July 27.—Phil Harris' tour, for the week past and including his date here, was a very profitable string of one-nighters. Starting with Salt Lake City's Seltzer (14), where he picked up \$1,250 at 75 cents per person, he hit Butte, Mont.; Rock Springs, Wyo.; Cheyenne, Wyo.; Holdrege, Neb., and here at the Turnpike Casino. Take in Butte was a record-breaker at the Columbia Gardens—\$3,200 at \$1.10. Rock Springs date was at the Rainbow, 500 people paying \$2.25 per couple. The Cheyenne Rainbow, at \$1.10 per person, accounted for \$1,300. First stand in Nebraska was the Red-Busters' Club in Holdrege, where at the same admission \$1,510 came in. R. H. Paulley's Turnpike, with 105-degree heat wave, still managed a very good \$900 at \$1.10 advance, \$1.25 at the door per person. From here Harris turned sharply south—Topeka, Wichita and eventually to a two-week stand in New Orleans, then bouncing over to Galveston for a month.

Lumeford Attracts 1,235 In Conn.; Bradley N S C

BRISTOL, Conn., July 27.—Jimmy Lumeford's Band drew heavily from the populace in a one-night stand at Lake Compoconee here Sunday (24), drawing an excellent 1,235 dancers, paying 75 cents a head, according to J. H. Norton, manager of the ballroom. Will Bradley didn't fare as well the following Sunday (21), with only \$95 cash customers laying down 65 cents per person on the line. Hal McIntyre, house band, attracted 1,500 on Saturday (20) at the stock admission price of 40 cents.

Will Hudson Weak With 680 On Second Bridgeport Date

BRIDGEPORT, Conn., July 27.—Hand-capped by running into the hottest and sunniest night so far this summer, Will Hudson, in for a one-nighter at Pleasure Beach Park, Ballroom here last Sunday (24), drew only a meager 680 persons. This was his second appearance here this season. Admission was again lowered to 55 cents, making a gross of \$371.25. Will Bradley comes in for his second appearance of the season tomorrow (28).

Nichols and Moore Bow to House Band in Kansas City

KANSAS CITY, Mo., July 27.—Both Red Nichols and Carl (Denson) Moore seemed to have lost much of their draw for dance audiences here, the strength of their music failing to overcome many dancers' lack of desire to tarp in 98-degree weather. Nichols played John Tumbino's operatic ballroom in Fairstead Park July 16 to gross about \$900, 350 persons appearing on the floor. Moore did a little better, with about 350, dancers peddling at 50 cents each, the following night. Tumbino reports house band Jay McShann, a septet swing crew, the following Saturday outdrew both big names. Advertisement for Jan Savitt is very promising, the manager reported.

PHOTO REPRODUCTIONS All sizes, glossy prints, from 4c. in quantity. 4c. 8c. 12c. 16c. 20c. 24c. 28c. 32c. 36c. 40c. 44c. 48c. 52c. 56c. 60c. 64c. 68c. 72c. 76c. 80c. 84c. 88c. 92c. 96c. 100c. 104c. 108c. 112c. 116c. 120c. 124c. 128c. 132c. 136c. 140c. 144c. 148c. 152c. 156c. 160c. 164c. 168c. 172c. 176c. 180c. 184c. 188c. 192c. 196c. 200c. 204c. 208c. 212c. 216c. 220c. 224c. 228c. 232c. 236c. 240c. 244c. 248c. 252c. 256c. 260c. 264c. 268c. 272c. 276c. 280c. 284c. 288c. 292c. 296c. 300c. 304c. 308c. 312c. 316c. 320c. 324c. 328c. 332c. 336c. 340c. 344c. 348c. 352c. 356c. 360c. 364c. 368c. 372c. 376c. 380c. 384c. 388c. 392c. 396c. 400c. 404c. 408c. 412c. 416c. 420c. 424c. 428c. 432c. 436c. 440c. 444c. 448c. 452c. 456c. 460c. 464c. 468c. 472c. 476c. 480c. 484c. 488c. 492c. 496c. 500c. 504c. 508c. 512c. 516c. 520c. 524c. 528c. 532c. 536c. 540c. 544c. 548c. 552c. 556c. 560c. 564c. 568c. 572c. 576c. 580c. 584c. 588c. 592c. 596c. 600c. 604c. 608c. 612c. 616c. 620c. 624c. 628c. 632c. 636c. 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5836c. 5840c. 5844c. 5848c. 5852c. 5856c. 5860c. 5864c. 5868c. 5872c. 5876c. 5880c. 5884c. 5888c. 5892c. 5896c. 5900c. 5904c. 5908c. 5912c. 5916c. 5920c. 5924c. 5928c. 5932c. 5936c. 5940c. 5944c. 5948c. 5952c. 5956c. 5960c. 5964c. 5968c. 5972c. 5976c. 5980c. 5984c. 5988c. 5992c. 5996c. 6000c. 6004c. 6008c. 6012c. 6016c. 6020c. 6024c. 6028c. 6032c. 6036c. 6040c. 6044c. 6048c. 6052c. 6056c. 6060c. 6064c. 6068c. 6072c. 6076c. 6080c. 6084c. 6088c. 6092c. 6096c. 6100c. 6104c. 6108c. 6112c. 6116c. 6120c. 6124c. 6128c. 6132c. 6136c. 6140c. 6144c. 6148c. 6152c. 6156c. 6160c. 6164c. 6168c. 6172c. 6176c. 6180c. 6184c. 6188c. 6192c. 6196c. 6200c. 6204c. 6208c. 6212c. 6216c. 6220c. 6224c. 6228c. 6232c. 6236c. 6240c. 6244c. 6248c. 6252c. 6256c. 6260c. 6264c. 6268c. 6272c. 6276c. 6280c. 6284c. 6288c. 6292c. 6296c. 6300c. 6304c. 6308c. 6312c. 6316c. 6320c. 6324c. 6328c. 6332c. 6336c. 6340c. 6344c. 6348c. 6352c. 6356c. 6360c. 6364c. 6368c. 6372c. 6376c. 6380c. 6384c. 6388c. 6392c. 6396c. 6400c. 6404c. 6408c. 6412c. 6416c. 6420c. 6424c. 6428c. 6432c. 6436c. 644



Billboard

WEEK ENDING JULY 27

MUSIC POPULARITY CHART

Records Most Popular on MUSIC MACHINES

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machines section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

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

GOING STRONG

- THE WOODPECKER SONG. (14th Week) Glenn Miller, Andrews Sisters, Wild Glabe, Kate Smith.
PLAYMATES. (11th Week) Kay Kyser, Mitchell Ayres.
MAKE BELIEVE ISLAND. (17th Week) Mitchell Ayres, Dick Todd, Dick Jorgens.
IMAGINATION. (15th Week) Glenn Miller, Tommy Dorsey, Ella Fitzgerald, Kate Smith.
WHERE WAS I? (14th Week) Charlie Barnet, Jimmie Swift.
THE BREEZE AND I. (12th Week) Jimmy Dorsey, Charlie Barnet, Frankie Masters.
SIERRA SUE. (12th Week) Bing Crosby, Glenn Miller.
I'LL NEVER SMILE AGAIN. (1st Week) Tommy Dorsey.

COMING UP

- I CAN'T LOVE YOU ANY MORE THAN I DO. Benny Goodman, Mitchell Ayres.
FOOLS RUSH IN. Glenn Miller, Tommy Dorsey.
HEAR MY SONG, VIOLETTA. Wild Glabe, Glenn Miller, Frankie Masters.
PENNSYLVANIA 6-5000. Glenn Miller.
WHEN THE SWALLOWS COME BACK TO CAPISTRANO. Ink Spots, Glenn Miller, Larry Clinton, Xavier Cugat, Jack Leonard, Dick Todd.
SIX LESSONS FROM MADAME LA ZONGA. Jimmy Dorsey, Charlie Barnet.
GOD BLESS AMERICA. Kate Smith.

National and Regional List of BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores, of their 10 best selling records of the past week. New York City: Century Music Store; Brooklyn: Music Shop; Liberty Music Shop; Macy Music Shop; Boston: Boston Music Co.; The Arkady Shop; Boston Music Co., Inc.; Buffalo: Broadway Music Shop; Athens Record Shop, Pittsburgh: Victory Records, Inc.; Washington: George's Record Co., Inc.; Denver: Knight-Campbell Music Co.; The Record Shop; Charles E. White Music Co.; Salt Lake City: Z. C. M. L. Record Dept.; Portland, Ore.: Mott and Frank Co., Inc.; Sherman City & Co.; Los Angeles: H. W. Richardson; Southern California Music Co.; Hollywood: House of Music, Chicago: Sears, Roebuck & Co.; Hartford: Music Shop; Goldblatt Bros.; Cincinnati: Capitol Music Shop; Song Shop; Willis Music Co.; Worcester: Steinberg's, Inc.; Milwaukee: Schuster's; Record Library Home; Davidson Co.; Detroit: Orland Bros.; Kansas City, Mo.: Music Den. St. Louis: Famous & Barr, St. Paul: May-Dewer Novelty Co.; Cleveland: Edna Ross Co.; Birmingham: Nolan's Radio Service Shop, Raleigh, N. C.: James E. Thayer; C. H. Stephenson Music Co.; Miami: Hutzler's, Inc.; New Orleans: Louis Greenwald Co., Inc.; O. Schirmer, Inc.; Fort Worth, Tex.: McCarty's; Wichita, Kan.: Furniture Co.; San Antonio: Thomas Adams; Alamo Plaza Co.; San Antonio Music Co.

Table with 3 columns: NATIONAL, EAST, WEST COAST. Each column lists record titles and artists with their respective positions.

National and Regional List of SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers Service, Inc.; Ashley Music Supply Co.; Pittsburgh: Volkwein Brothers, Inc.; San Francisco: Pacific Coast Music, Sobbers, Steinman, Gray & Co.; Los Angeles: Morris M. Freeman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Edna Music Co.; Chicago: Lyon & Healy; Earl Fisher, Inc.; Crumbe Hinged Music Co.; A. C. McGuffey, 84, South St.; Louis Music Supply Co.; Kansas City, Mo.: Jenkins Music Co.; Detroit: Grammie Brothers; San Antonio: Southern Music Co.; Fort Worth, Tex.: Ault Music Co.; New Orleans: O. Schirmer of Louisiana; Atlanta: Calico Music Co.; Phoenix, Ariz.: Dawson Music Co.

Table with 3 columns: NATIONAL, EAST, WEST COAST. Lists sheet music titles and artists with their positions.

List of Songs With MOST RADIO PLUGS

Songs listed are those receiving 10 or more network spots (WABC, WFLA, WAKB) between 8 p.m. and 11 p.m. on Monday through Friday, July 26. Independent plugs are those recorded on WOR, WNYC, WJCA and WJLN. Film songs are designated as "F." musical production numbers as "M."

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

# On the Records

By DANIEL RICHMAN

## JACK LEONARD (Okeh)

When the Scallions Come Back to Capistrano—V. All This and Nothing, Too—V.

This week marks not only the disk debut of the new Okeh label—brought back to life again to take the place of Vocalion as the 35-cent Columbia subsidiary label—but also that of Tommy Dorsey's erstwhile vocalist as a singing star in his own right, carrying a record label by himself. There are plenty of commercial possibilities in this disk, and there will probably be in subsequent Leonard platters, because in several years with Dorsey he built a nice following of his own. Jack has every chance of developing into one of the most potent solo names on wax, which makes it all the more unfortunate that this initial effort isn't nearly as good as it might be. Somehow Leonard doesn't do the same sort of excellent job that characterized all his vocals on Dorsey disks. These sides lack the effortless, individual singing that is expected of him, and it is to be hoped that his next pressings overcome some of the musical faults of this one so that their vocal value will be on a par with the commercial value of this newest record name.

## JOHN KIRBY and HORACE HENDERSON (Okeh)

Chico—PT. Chico—PT.

For their first appearance on the Okeh label after a series of worth-while hot jazz disks on Vocalion, Kirby and Henderson are teamed in a stunt which has been done periodically, before by other record companies—picking two varying interpretations of the same song on opposite platter sides. Here a well-known favorite was wisely selected for the novelty, and it's anybody's choice as to which solo singer does the better job. This reviewer favors the slow, moody tempo of Henderson's interpretation, highlighted by a beautiful trumpet chorus from Emmett Berry. Kirby takes it faster and with more instrumental rides. The disk is bound to attract swing collectors, and its novelty may sell it to the general public.

## LARRY CLINTON (Bluebird)

My Greatest Mistake—PT. VC. Feeling Like a Dream—PT.

The week seems to be full of debuts and shiftings around. Clinton now comes up with his first Bluebird effort, after having languished on the more expensive Victor label of late. There's no doubt that putting this hand on the 35-centers is going to be a great thing for dealers and music-machine operators, not to mention Larry himself. But, as in the case of Leonard's lead-off release, these sides are not all they might be. They're played well enough, in the usual excellent Clinton fashion, but the tunes aren't worthy of the good attention they receive. With the proper material, however, Larry is going to come back into his own on this label.

## KAY KYSER (Columbia)

Who's Yehoodi?—PT. VC. Blueberry Hill—PT. VC.

If Kyser had a pair of successful records in *Three Little Fishes* and the current *Physiologists*—and there are a great many music-box-ops and record-club demand who will attest to that fact—his one in *Yehoodi* that, if predictions can be safely made on any basis of standards and comparisons, will be equally high on best seller lists. The automatic phonos should eat this one up, for it's in the same vein as the two previous efforts, and twice as meritorious. There's genuine humor in some of the special material and lyrics, and, as in the instance of *Physiologists* when Kyser took the play away from Hal Kemp who recorded the song first and with whom it was largely associated, he outshines Jerry Colonna's version, released a couple of weeks ago. (The ditty, of course, stems from Colonna's radio catchphrase on the Bob Hope radio commercial, currently off the air for the summer.) This is a fine bet for strong home sales and music-machine success. As for the reverse—well, there had to be something on the other side.

## BENNY GOODMAN SEXTET

These Foolish Things—PT. Six Appeal—PT.

More grit for the mill of addicts of jazz hot. Things will be remembered as a ballad hit of four years ago, and it remains recognizable in a slow, melodic treatment here. The composition pleads what might be expected of an original with such a title.

## WOODY HERMAN (Decca)

Herman at the Sherman—PT. Jinks—PT.

Typical killer-dillies that don't mean a thing because they haven't got the form and style of Herman masterpieces like *Woodchopper*, *Ball and Chain Upstairs* and *Downstairs*.

## JOHNNY MESSNER (Varsity)

Beatsie Couldn't Help It—PT. VC. Can't Get Indiana Off My Mind—PT. VC.

Messner delivers, on side A here, a likely-looking phono item in similar style to his successful *She Had To Go and Leave It at the Aster*. It's not quite as much on the lion side as that epic, but there are certain parts that would never receive any notice from the Varsity League. However, it's a clever and original job on a ditty of yesterday, and by far the best of the recent releases of the number. Indiana won't be on anyone's mind after *Beatsie*.

## CHARLIE BARNET (Bluebird)

Rockin' in Rhythm—PT. The Rhythm of a Moan—PT.

This recording is distinguished by something near the end of the A side that can be likened only to the wall of a banister. An exploitation stunt might conceivably be pulled here, with prizes awarded to the persons who can correctly explain what was being gotten at—and why. Outside of that, and some lullaby one-knot sax work, nothing.

## GENE KRUPA (Okeh)

Blue Rhythm Fantasy—Part 1 and 2—PT.

Another Gene Krupa performance on a double-sided disk that can be best appreciated only by students of the finer points of swingology. This is really a

worth-while job that is unfortunately lacking in commercial appeal.

## LEW STONE (Decca)

An American Goes A-Wooing—PT. Dinner and Dance—PT.

An instrumental group that takes a pair of unusual items and turns out an interesting enough couplet. Buy the market is on, so limited.

## RAY HERBECK (Okeh)

Can't Get Indiana Off My Mind—PT. VC. Trade Winds—PT. VC.

If there's a market either among general home consumption or automatic phonos for music in the snipid manner, this double will go far.

(See ON THE RECORDS on page 73)

# On the Stand

## Bobby Byrne

(Reviewed at Glen Island Casino, New Rochelle, N. Y.)

RARELY has such improvement been noted in a band within the short space of a couple of months as is now discernible in the Byrne outfit. Poise, cohesion and powerful precision, lacking when it opened here last May, are now very much in evidence, and the band displays a solidity and polish that put it on a par with any of the other newer, headed-for-the-top aggregations.

Set-up has been increased by one trombone since opening here, bringing that section to four, including the leader's renowned altohorn. Band is developing its own particular style thru this section, with the quartet featured in beautifully toned blending on ballad passages. Intention to build an individual instrumental feature along the same lines as Glenn Miller's famed and much-imitated reed section is evident, and usage of a brass formula instead of the almost inevitable Miller clarinet-sax combination has every chance of being as successful.

Three trumpets, four reed and four rhythm complete the line-up, each man contributing excellent musicianship either solo or in sock ensemble. Byrne is concentrating on sweet mood in equal proportion to swing, but it's on the latter that the orchestra impresses most, with a lift and a co-ordinated drive that instigate long (and profitable) reverberations. Ballads, however, aren't slighted in the matter of careful, superior handling. Bobby's trombone work—second only to Tommy Dorsey's for soft, beautiful tonal quality—and that of the siphon quartet as a whole account largely for the excellence of the romantic output.

Recently, the band is much better off than most. Dorothy Clute is a definite asset, selling the rhythm passages in an original, entertaining style that sets her in a class by herself for this type of appeal-to-the-eyes-as-well-as-the-ears singing. Jimmy Palmer brings good appearance and vocal effort to bear on the ballads in a similarly personable quantity.

Band has far more showmanship now than several months ago. Old club formations and showmanly presentation of last-chorus swing pyrotechnics are a couple of manifestations of Byrne's apparent realization that band must be more than musically great to hit the heights.

This youthful trombonist-maestro now has an exceedingly fine chance of doing just that.

## Phil Harris

(Reviewed at Turnpike Casino, Lincoln, Nebraska)

JACK BENNY'S Irish boy, Phil Harris, is on tour to make the most of the Jello program's opportunity for him; to live his bank account. This tour, thus far, has been as regularly successful for both ballroom ops and Harris as his last

one was spotty. The tour features more than a month of one-night stands, with six weeks of location work to allow the boys to rest up from the grind (New Orleans, two weeks, and Galveston, four weeks).

Harris, since his music is no stylized rave, and has never been sold as such, features himself pretty much at the microphone. He sings, talks, makes a few cracks and sells via dancing and veiled hints to the blue. Ruth Robbins and Earl Evans' sax' are both of good voice, but mostly saved while Harris takes over.

He has a well-populated brass section, three of each, trombone and trumpet, Ralph Padellaro, trombone, adds a little novelty sound with a French horn to some of the straggles. General impression of the music is swingy, and the rhythm is clearly outlined so dancing is easy, but with Harris' throatwork always in the foreground he makes the music secondary. He has two pianos in a five-man rhythm group, and four saxes.

Phil is generous with entertainment, excellent for a table-drink nursing, occasionally dancing mob, but not so good with the straight jivits. However, everything about the outfit spells profit for the week.

## McFarland Twins

(Reviewed at Star Gardens, Atlantic City, N. Y.)

A SWEET band with a musical quality that bears a Fred Waring trademark is offered by these two sax-tooting Waring alumni. The boys are young, handsome, and don't let off a second while occupied with dance sets. And that is always an asset, for patrons primarily want good dance music, particularly in a ballroom or roadhouse of this caliber.

Present set-up is not a year old. After leaving Waring the twins treated a number combination, and concentrated on a different style. Their efforts to follow the Waring line should be well rewarded, for they spent six years with the name maestro and should have an inkling of his successful formula.

Band furnishes good dance rhythm and pleasing entertainment. There are a number of novelties in the library, but none wild enough to ruin the dance tempos. There's also an abundance of vocal work, featuring the twins and Rust Egan, talented tenor, singly and as a trio. Egan handles most of the pop vocals, and well. For several sentimental ditties most of the boys' loosen their vocal cords in gleeful club formation.

Instrumentation includes four sax, four brass and three rhythm. The maestro, of course, are part and parcel of the musical aggregation, working on their feet from opposite sides of the stand.

## Ina Ray Hutton

(Reviewed at Knauft Tavern, Atlantic City)

A YEAR being associated for so many years with the female of the species stepped in swing, Ina now seeks her former seat in the front bench of wisdom with an all-male aggregation. With all due respect to the musicianship of the 14 instrumentalists who follow her down beats, it's still Ina Hutton who sells the band to the public and not those sitting on the stand.

Her present outfit of six brass, four sax and four rhythm shows every promise of shaping into a highly potent crew of righteous rhythm makers. Not what they fall short at the present time, the more than makes up for it by merely standing in front. It's still the everlasting front, her eye-appeal still stronger than her music.

Band beats it out in a swingy setting for all-ages with little variation in tempo. Also handicapped by a limited library; at least that was the impression when caught. It's mostly the cliché and standard in swing-time, with few pops. Arrangements make no attempt to mold a definite style in the playing, the only escape from monotony being the steely guitar pickings Jack Forester.

Vocals add in the throaty pizzazz of Miles Hutton. Bob Anthony set to join the band to share in the song selling. Her wardrobe, as ever, leaves nothing to be desired and little to the imagination. She's a bit more subdued on the stand these days, but still as sexy.

Orlando

# On the Air

By SOL ZATT

## Jack Jay

(Golden Gate International Exposition, San Francisco, NBC Red Network, Tuesday (22), 11:15-12:30 p.m.)

ONE of the very worst mistakes that an on-air leader can possibly make is trying to impart a celestial vision instead of a dance remote and doing a pretty bungling job on both. It's still a mystery as to where Jack Jay broadcast from on the 50-mile Treasure Island signposts, but that isn't very important. Surprisingly enough the "Cosmetician" on the advantages of visiting the "Pleco Fair" were far nicer sounding than the music.

It's unfortunate, too, because there is plenty of room on the late remote spots for a program of music that is accented more on beauty and rest, but the thing dragged like an accordion full of water. Arrangements attempted to be symphonic in perspective, but turned out to be draggy, and plodded wearily along.

It was one of the palest shows of the week.

## Will Bradley

(Ritz Carlton Hotel, Boston, NBC Blue Network, Tuesday (22), 10:15-10:30 p.m.)

THE only thing wrong with Will Bradley's stint was that it wasn't enough. What the program lacks in essential showmanship, it certainly makes up for, and in spades, in superior musicianship, smooth programming and selling via music and not tricks.

Wide tune selection and playing up the featured boys, especially Ray McKinley, drummer man who carries half the billing, are very much in evidence. McKinley also proves himself a neat sax singer with his interpretation of *Deep Me Diddy*, *Eight to the Bar*, along with the boogie-woogie plantations of Fred Slack. The boys only had time to complete four numbers, but they were honeys, and each had a vocal by either Jimmy Valentine or Louise Tobin, who were finely woven into the pattern of a swell show.

# PETRILLO CENSURES W.M.

## Herman Sets Pier Record; Long Short Of Top at Wildwood

ATLANTIC CITY, July 27.—The heat was not the only item breaking records last week-end (20-21) at the resort, for Woody Herman cracked all attendance records at Hamid's Million Dollar Pier Bldg. (21), the first day of his week's engagement. Playing for afternoon and evening sessions at a straight 65-cent rate, Herman attracted over 15,000 dancers to the pier.

With George Hall playing on Saturday (20), Eddy Morgan making the dancing continuous on both days, week-end set a record attendance of 22,000. While dancing shares the pier program with a radio show, feature pictures, a circus and a dozen other attractions offered at the single admission, band gets the top billing and is generally credited with the major portion of the draw.

WILDWOOD, N. J., July 27.—Johnny Long's 12-day stand at the Starlit Ballroom in Luna's Ocean Pier here, ended Wednesday (24), while falling short of establishing any sort of record, proved profitable enough and went over big with the dancers, according to Guy Hunt and his coast pier operators. Opening night (18) was off, 1,500 dancers at 50 cents each—starting at the box office with only \$500. Following Saturday (20), Long doubled the draw at the same rate and figures to make it \$1,000 for his best night.

Attendance on the other week nights, Sunday being no better than a Monday here, averaged from 150 to 400 dancers a night at 35 cents a head, and added

## Bradley Draws a Weak 790; Blaine and Wilson Do Well

AKRON, O., July 27.—WHL Bradley, who he made a hit with the dancers, drew only 790 paid admissions to his one-nighter at Summit Beach here July 21. With 404 at 65 cents and 388 at 75 cents, operator claims he only broke even.

Arden Wilson, a local favorite, attracted 1,762 July 18. Large part of the draw, however, was credited to the Monday bargain price of 30 cents.

Jerry Blaine, playing at near-by Yankee Lake in Youngstown, opened Saturday (13) to 1,564 payees, reported as the best Saturday night in recent months.

## Wheeling Musicians Out in Stagehand Sympathy Strike

WHEELING, W. Va., July 27.—Because park officials have refused to hire union stagehands for amateur productions during the summer, all musical activities at Ogilby Park, Wheeling's million-dollar municipal amusement center, have been halted.

Acting on orders from New York, all union musicians working at the park have been ordered out on strike in sympathy with the cause of the stagehands. It was reported that the strike order affects approximately 80 musicians and has resulted in a possible cancellation of the concert of the Wheeling Symphony Society, as well as an operetta, both scheduled for the near future.

\$250 to the total, which hit \$2,450 for the full 12 days.

## Booking Shaw on Radio Show Draws Wrath of AFM President

NEW YORK, July 27.—In a sharp denunciation of band-booking ethics, the William Morris Agency was censured by James C. Petrillo, AFM proxy, for booking Artie Shaw on the Burns and Allen radio commercial when they "both knew that Tommy Rockwell has a concrete contract to book the Shaw band." It was revealed this week.

Action was the outgrowth of a complaint Rockwell made to Petrillo after he had found out that Shaw booked himself on the Coast, negotiating directly with Johnny Hyde, Hollywood representative of the Morris office. While each side had a different story to tell, Petrillo stated that at an informal meeting between Nat Lefkowitz, Morris exec; Hyde, Rockwell and himself, "I told the Morris agency that I didn't like the way they were doing business in this case, and that Shaw is under exclusive contract to Rockwell."

According to Petrillo, the agency heads agreed to meet with each other and work out an amicable settlement, but up to press time no agreement had been worked out. In all likelihood Rockwell, who is now on the Coast, is discussing the matter with Shaw, and an agency gambit will ensue later.

Petrillo is also understood to have held down the law to Shaw, since he was charged with part of the responsibility, telling him that if he didn't "behave" he would be yanked off his commercial radio show.

Lefkowitz, speaking for the Morris Agency, claimed that they merely

"bought" Shaw for the Burns and Allen program because they represented Burns and Allen and did not sell him. When posed with the question that Shaw was under contract to Rockwell, Lefkowitz claimed that it was his understanding that Shaw wasn't.

"Shaw's attorney," Lefkowitz said, "told us that he had obtained a release from Rockwell."

When Andrew Weisberger, attorney for Shaw, was reached he claimed that such were not the facts, because the deal was concluded 1,000 miles away from his office, and that he wasn't in on it.

Weisberger also stated that the Morris office was collecting no commission from Shaw for booking the job, nor is anybody at the moment, until an agreement is worked out as to the actual working contract between Shaw and Rockwell's General Amusement Corp.

It is also known that Shaw is seeking a modification in his contract with GAO whereby he would be able to book himself on jobs, but pay a commission to the agency.

Lefkowitz denied for Morris that any course of riling came about from the Petrillo meeting, but Petrillo was definite in his criticism, stating, "This goes for any office that tries to do the same thing."

If the warring parties aren't able to get together over the conference table, Petrillo said the matter will then be placed in the hands of the AFM's international executive board.

## Selling the Band

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

### Triple Okch Play

**A** TINKERS-to-Ever-to-Chance combination is the triple play that highlights the elaborate promotional campaign ushering in the new Okch label of Columbia Recording Corp., replacing the Vocalion trade name. Presentations were first prepared for Columbia district managers and made by sales manager Paul Southard. In turn, the district managers were given presentations for the 40 Columbia distributors located in strategic sales areas. Completing the triple play were presentations from Columbia distributors to the dealers Coast to Coast.

Following the presentations, dealers were given complete promotion kits—posters, streamers, window displays, art-photocards, enamel cards and a barrage of point-of-sale material designed to sell the new record label. Radio, newspaper and trade papers backed up the drive.

An unusual feature of the triple-play presentations was special recordings. On one side was a routine of the campaign and its objectives by Southard. On the reverse was a preview of the first Okch release, actual records being dubbed in by M. E. Maramba, assistant to the Columbia recording proxy. The campaign was handled by Wayne Varnum, who is in charge of the popular division of the OKO sales promotion department, coordinating with Pat Dolan, director of this promotion.

Lynn C. Hoely, one of Chicago's oldest and largest music dealers, are now featuring Victor-Bluebird platters in their display windows. This has played an important part in the successful campaign to raise the tide of recordings. Carefully scattered about the setting of long white tonic columns against a deep green background.

Ivory-shaded bills of renowned composers, and colorful picture posters are the latest record releases and streamers. Maxine Milvich, who has been with the store's record department for more than 15 years, states, "Record sales are double that of this same period a year ago."

Another sales stimulator in music stores is the "second bar," which is attracting great attention of the Dorego Store in New York and at many others throughout the country. The bar takes up about 10 feet and yet provides a complete record department. And in the "bottle space" is room for some 5,000 records, including streamers.

### Platter Pushes

**H**AVING recorded "I Wouldn't Be Laid" from the Gay New Orleans show at the World's Fair, Gray Gordon immediately contacted the Fair show and made arrangements to have his waxing of the song used for the rally in front of the show building. Since all of Gray's recordings have the identifying "Glo too" sound, each time the record is played, it's calling attention to the band.

In line with RCA-Victor's attempt to have all its recorders identify themselves with the Victor dog, Nipper, most band leaders having the trade-mark spotted on the drum, Dinah Shore also finds Nipper nice to have around in promoting her vocal recordings. She is sending out a series of postal cards showing Nipper beside her in various poses.

David O. Alber, New York promotion expert, has promoted three days at the World's Fair, July 3 was Benny Venuta Gay; July 10 was Johnny Green Day, and the 17th was set aside as Red With Gay. A Jimmy Kaye Day is in the works for late in September or early October.

Incidentally, Alber adds a footnote to the previous notes on Kaye's sticking "So You Want To Lead a Band" stunt. Giving out 50 autographed batons a day is providing plenty of good will around all corners. "Time" may did a feature on the stunt and now "Life" is going to do a picture spread on it.

## Jimmy Dorsey and Band Wonder Whatever Happened to the Road

NEW YORK, July 27.—In contrast to the ordinary run of one-nighters that are usually made in hot buses and wind up in hot arguments with payroll time rolls around (not to mention playing in warehouses, old fields and barnyards) was that by-now famous Jimmy Dorsey \$5,500 date—the fastest single stand in anyone's line of booking around on barnstorming trips.

The whole thing started when a Houston society lad decided that he must have the J. Dorsey Band at his birthday party, or else. Even if he had to push the date of his natal day up a whole month to accommodate the Dorseyes, he had to have them make the music for the celebration. And that's exactly what he had to do. It seems that he liked the J. Dorsey Band.

The trip to Houston last Monday (22) the ark got a night off from its stand which winds up this week, the Hotel Pennsylvania here—plus the treatment that followed, was astonishingly secure, and will probably spell the abandonment to say nothing of the maestro, for life. They still can't get over the trip in the plane, being met in air-conditioned buses at the airport, the dining and dining that they received as the they were foreign plenipotentiaries, and the general feeling they got that the party was being thrown for them. On top of that, they were presented with a damn \$3,200 for their "trouble."

Their host began to foot the bill from the moment when an airlines limousine picked up the band and its entire entourage and carried them out to LaGuardia Airport, where a 22-passenger ship, chartered from American Airlines, was waiting for them. (This cost only \$2,200.)

The Dorsey outfit, commanded by Billy Burton, manager of the band, took

off at 11 a.m. Sunday (21) and arrived in Houston 8 p.m., where they were met by the special buses, air-conditioning not all, which were provided for by their employer or the evening. Band was ushered over to the Rice Hotel, where a private room awaited each member of the band. (Quite a difference from the flea bitten, three in a bed hotels in the back towns.)

Once in Texas, the itinerary ran something like this:

After washing and changing clothes, the boys were driven to the Hollywood Dinner Club, 60 miles away, for an evening repast and then back to the hotel. When they got up, Monday noon, their host was awaiting them downstairs in a chuffered limousine and station wagon, which took them to the River Oaks Country Club for lunch. He apologized because the Houston Country Club was unavailable, as the decorators were still working on the place for the party that evening. But they did have a swim after lunch, which sort of made up for that.

After the dip, host and automotive convey escorted them home to attend a cocktail party at his guests. They still didn't have to play. As for the heebie, Burton claims it's "LaGuardia Airport with trees." Convey them took them back to the hotel where they changed into their uniforms, and then back to the Houston Country Club.

When they got there they found that a special band stand had been built, measuring exactly the specifications of the stand on Dorsey's promotion folder. Altho the club had one p.a. system, they hired another, and then hired an electrician to stand by for the evening in case anything went wrong. A new

(See JIMMY DORSEY on page 27)

## "MAIL TO OUR PRESIDENT"

This thrilling, timely American song featured at Democratic National Convention in Chicago and by U. S. Navy Band on N. H. P. is published by

General Publishing Co., Inc.  
Spartan, N. Y.  
Publishers of American Songs  
"MAIL TO OUR PRESIDENT" written by these authors featuring "WHEN IT COMES" and "LITTLE POLITICAL" material now available.

## ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market

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50,000 ... 98.00  
25,000 ... 7.50  
50,000 ... 10.75

Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, 65¢ admt. each.

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

A
Abb, Vic (Stuyvesant) Buffalo, N. Y.
Alcock, Jimmie (Silver Slipper) Louisville, Ky.

B
Baker, George (Wilson's) Phila., Pa.
Baker, Ralph (Eucumben Beach Club) San Francisco, Cal.

C
Cahill, Gary (Clem Island Casino) New Rochelle, N. Y.
Cahill, Tony (Villa Alexander Club) New Rochelle, N. Y.

D
Davenport, Eddie (Murray's Inn) Haddonfield, N. J.
Deary, Arthur (Village Inn) Sheepshead Bay, N. Y.

E
Eby, Jack (Royal Palm) Miami, Fla.
Eberle, Roy (The Station) NYC, Pa.

F
Fabian, Teddy (Bolton) Harrisburg, Pa.
Farr, Lew (Piazza Danteretti) NYC, Pa.

G
Gardner, Sam (The Flamingo) Philadelphia, Pa.
Gardner, Sam (The Flamingo) Philadelphia, Pa.

H
Haley, Layton (Crystal Palace) Paw Paw Lake, Mich.
Haley, Layton (Crystal Palace) Paw Paw Lake, Mich.

I
Ivan, Mary (Greenhill Tavern) Pittsburgh, Pa.
Ivan, Mary (Greenhill Tavern) Pittsburgh, Pa.

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

Fields, Harry (Anderson) Monticello, N. Y.
Fio Rita, Ted (Roosevelt Grill) New Orleans, La.
Fink, Charlie (Whiteland) St. Joseph, Mich.

G
Gaines, Charles (Hudsonian Tavern) Phila., Pa.
Garcia, King & His Sinfonia (El Paso) Baltimore, Md.

H
Hahn, Al (Palace) Omaha, Neb.
Hall, Steve (Hollywood) NYC, Pa.

I
Ivan, Mary (Greenhill Tavern) Pittsburgh, Pa.
Ivan, Mary (Greenhill Tavern) Pittsburgh, Pa.

J
Jack, Jimmy (Fountain) Chi.
Jack, Arnold (The Ship) Robbins, Ill.

K
Kearney, John (Zany-Jay Tavern) Albany, N. Y.
Keenan, Howard (St. Catherine) Galena, Ill.

L
Ladd, Lew (Essex) Boston, Mass.
Lamb, Everett (Clary Miller's) Clear Lake, Mich.

M
Mason, Frank (Tall) NYC, Pa.
Mason, Frank (Tall) NYC, Pa.

K
Kearney, John (Zany-Jay Tavern) Albany, N. Y.
Keenan, Howard (St. Catherine) Galena, Ill.

L
Ladd, Lew (Essex) Boston, Mass.
Lamb, Everett (Clary Miller's) Clear Lake, Mich.

M
Mason, Frank (Tall) NYC, Pa.
Mason, Frank (Tall) NYC, Pa.

N
Nagel, John (The Flamingo) Philadelphia, Pa.
Nagel, John (The Flamingo) Philadelphia, Pa.

O
O'Brien, Phil (Broadway) Hollywood, Calif.
O'Brien, Phil (Broadway) Hollywood, Calif.

P
Patterson, Tom (Westwood Gardens) Detroit, Mich.
Patrick, Henry (Slick Club) Phila., Pa.

Q
Quinn, Sam (Martha's Garden) Albany Park, N. J.
Quinn, Sam (Martha's Garden) Albany Park, N. J.

R
Rapp, Barney (Harkan) Harlan, Ky.
Rau, Hal (Croncher's) Sea Isle City, N. J.

S
Sabin, Paul (Henry Crady) Atlanta, Ga.
Sabin, Paul (Henry Crady) Atlanta, Ga.

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

Bands on Tour—Advance Dates

TINY BRADSHAW: Yacht Club, Montgomery, Ala., August 1; Lawn Theater, Montgomery, Ala., 2; Country Club, Atlanta, 3; Auditorium, Macon, Ga., 5; P. Hall, Waycross, Ga., 6; Bryant's Casino, Valdosta, Ga., 7; Buckaroo Beach, Hampton, Va., 8; Myrtle Beach, S. C., 10; Rocky Springs Park, Lancaster, Pa., 11; Planters Warehouse, Martinsville, Va., 23.
DUKE ELLINGTON: Pleasure Beach, Bridgeport, Conn., August 15; Beach Point Club, Monmouth, N. Y., 17; National Exposition, Toronto, 23-24; Metropolitan Ballroom, Milwaukee, September 1.
COUNT BAILE: Paramount Theater, Los Angeles, August 29-September 8.
TED LEWIS: White City Park, Merriell, Ill., August 31; Forest Park Highlands, St. Louis, September 1; Auditorium, Salinas, Kan., 4; Junction City (Kan.) Auditorium, 5; Municipal Auditorium, Kansas City, Mo., 7; Temple Casino, Lincoln, Neb., 8.
GEORGE OLSEN: Memorial Building, Tupelo, Miss., September 3.

Mason, Dan (Green Derby) Albany, N. Y.
Mayer (La Coma) NYC, Pa.
Mendow, Francis (Swing Club) NYC, Pa.

N
Nagel, John (The Flamingo) Philadelphia, Pa.
Nagel, John (The Flamingo) Philadelphia, Pa.

O
O'Brien, Phil (Broadway) Hollywood, Calif.
O'Brien, Phil (Broadway) Hollywood, Calif.

P
Patterson, Tom (Westwood Gardens) Detroit, Mich.
Patrick, Henry (Slick Club) Phila., Pa.

Q
Quinn, Sam (Martha's Garden) Albany Park, N. J.
Quinn, Sam (Martha's Garden) Albany Park, N. J.

R
Rapp, Barney (Harkan) Harlan, Ky.
Rau, Hal (Croncher's) Sea Isle City, N. J.

S
Sabin, Paul (Henry Crady) Atlanta, Ga.
Sabin, Paul (Henry Crady) Atlanta, Ga.

T
Terry, Tom (The Flamingo) Philadelphia, Pa.
Terry, Tom (The Flamingo) Philadelphia, Pa.

U
Uhlen, Fred (Warwick) NYC, Pa.
Uhlen, Fred (Warwick) NYC, Pa.

### Portland Civic Shot Until Fall

PORTLAND, Me., July 27.—The Civic theater in this city, operated by Guy Palmerston with the Guy Palmerston Players, announced July 27 that it would close July 27 and reopen September 2. Although the reason was given as public for the closing, the company's patronage declined with the coming of summer and the past several weeks have been bad.

The Players will open, according to the announcement, Labor Day week with Ruth Chatterton in Noel Coward's *Private Lives*, followed by Arthur Treacher in *The Hotelot*.

Summer theaters are generally off as business, with *Tellus* Bankhead at Decatur and Cornelia Otis Skinner at Ogunquit (the same week) did well.

### Keeler Doesn't Hold "Hat"

CHICAGO, July 27.—Ruby Keeler, who has been appearing with Al Jolson in his *Mid Ow To Your Hats* since it opened recently in Detroit, will leave the show after tonight's performance at the Grand hotel. After a quarrel between Jolson and Keeler shortly after the show opened here, the latter announced her intention to leave but changed her mind when Jolson injured his foot. When the quarrel was renewed Monday Ruby refused to remain beyond this week and will return to her home in California. Her place will be taken by Eunice Healy.

### Negro "Normandy"

CHICAGO, July 27.—Chicago Operetta Co., with a Negro cast of 80 members, has produced *Chimes of Normandy* as a feature attraction of the American Negro Exposition, now being held at the Columbus. The cast is headed by Gladys Boagie, Mamie Cooper, Frankie Franklin and William Franklin. The company is a unit of the Illinois Music Project of the WPA and is directed by Harry Minahan.

Show opened July 11 and will run for the duration of the exposition, which is scheduled to close September 3.

### Met Contract Aids AGMA

NEW YORK, July 27.—American Guild of Musical Artists, in obtaining a new basic agreement with the Metropolitan Opera Association (M.O.A.), obtained standard form contracts for artists and dancers which eliminate the franchise fee paid previously by the National Broadcasting Co. to the Met, and which free the members from all-year-round jurisdiction under the Met as far as their outside work is concerned. Contract limits time to the Met season.

Credit for signing has been attributed to Mrs. Herbert Witherspoon, new executive secretary of AGMA; Lawrence Tibbett, president; Theodore Carr, and Henry Jaffe, attorney.

Contract, which gives the union a strong position in the field, runs until May 31, 1943, and gives the union closed shop at the Met for solo singers, stage directors, ballet and choreographers.

Previously, M.O.A. had paid \$30,000 annual franchise fee.

### Chi Starts Labor Day

CHICAGO, July 27.—1940 Labor Day season will get under way here Labor Day, when two shows that have been hits in New York make their debuts here. At the Grand Opera House *Too Many Girls* will be the attraction. *The Male Animal*, with its original cast, opens at the Selwyn the same day.

It appears probable that *Life With Father*, at the Blackstone, will go thru the entire summer and possibly continue into the new season. Only other show to be announced is *There Shall Be No Night*, scheduled to open December 26.

### Ballet Theater for Chi Op

CHICAGO, July 27.—Ballet Theater, Inc. has been engaged for the 1940 season of the Chicago Opera Co. Dancers include Nina Broganova, Lucila Chasol, Mona Montes, Dimitri Romanoff, Jose Fernandez, Patricia Bowman, Korra Conrad, Edward Eaton and Eugene Loring. Among the ballet's choreographers are Michel Fokine, Bronislava Nijinska, Anthony Tudor and Anton Dolin.

BROADWAY RUNS	
Ladies in Retirement (MGM)	Mar. 28—145
Life with Father (Paramount)	Nov. 8—392
Male Animal, The (Coca)	Jan. 26—231
Max Yee Come to Dinner	
The Music Box	Oct. 18—328
Squire Jeeves (Theatrical)	Mar. 23—246
There Shall Be No Night (MGM)	Dec. 29—104
Tobacco Road (Paramount)	Dec. 17—2321
Midnight Comedy	
Delaney Was a Lady (1940, R.I.)	Dec. 6—270
Louise Brooks (MGM)	May 23—71
New Theatre (Whitely)	Dec. 11—264

### Equity's Bonding Turnover

NEW YORK, July 27.—In the 15 years that Actors' Equity has had a bonding policy, the union has received a total of \$4,000,574.34, and paid out in claims to members \$2,430,022.40. The remainder was returned to the producers, all pending claims having been satisfied.

The first year the policy was instituted universally surety deposits amounted to \$112,007.42. This represented the smallest year. The bonding department's biggest year was not prior to the depression, but in 1935, when figure reached \$366,820.09. The year for the largest amount in claims was 1930, with \$235,000.32 paid to actors.

## From Out Front

By EUGENE BURR

IT IS no new thing to suggest that stock, if properly presented, might be a cure-all for most of the theater's ills. Many people have suggested it, time and again, and this corner has consistently seconded the suggestion. A series of regional stock companies, operating at reasonably low prices, presenting plays that meet the tastes of their communities, developing regional acting talent and directorial talent and even playwrighting talent, are not entirely beyond the realm of imagination—and they would do more permanent good for the theater than any like number of Broadway road-shows. In the era of cash profits, however, Broadway managed to swallow the entire American theater, and despite a long series of blinks in the gutter, Broadway has not yet disgorged it. Plays are selected, produced and sent out on the road by Broadway, and the nation at large suffers. Regional stock companies are the obvious answer. And the theater can't remain blind to the obvious answer.

Recently this corner received a letter from Bill Delaney, the possessor of one of the wisest heads in show business, in which Mr. Delaney spoke of stock and the things necessary to put it over. Said Mr. Delaney:

"Give 'em plenty of swank—make the attendees at stock performances believe they are attending a Grade A performance—and that's the way they'll take it. If they get good actors, plus good plays plus good direction.

"Some years ago, in what is now Hillerland, I saw several good stock companies. Over there they didn't go in for the traveling company to the extent we did here. If a play was a sock hit in Berlin, for example, it was leased to all the various stock companies in a dozen or more cities, who had stars of their own. Sometimes there were visiting stars also. The point is, a play might be running simultaneously in half a dozen cities. That's how so many of these German plays became popular.

"After a fashion we could do something of the same thing here, with first-rate companies in 50 cities, letting the plays run as long as the public wanted to see them.

"The basis of an idea is there, in the stock company plan, and I firmly believe that a well-financed stock outfit could turn the trick. BUT it should be well financed. It must be built up.

"There are a lot of 'old time' angles that can be introduced. Why, the old gag of tea on the stage on Wednesday afternoons—but properly done—would be grand new stuff.

"There is intense interest on the part of the people who pay; there is lack of knowledge and interest on the part of the lads with the dough and the theaters.

"But unless plays are produced to play at not over \$1.50 top, with plenty of seats available at intermediate prices, the stage is going to remain just where it is now—in the doldrums. The stock company plan, to a great extent, could overcome the tremendous expense of traveling crews, transportation, hauling, etc. John and Jennie Public still want to see plays."

ALIGNED with the question of expense, the not-in-stock, is the soon-to-be-made decision as to what Equity is going to do on the minimum salary question during the coming year. Whether or not the Hester code is renewed by Equity and the League of New York Theaters, whether or not the two organizations renew their basic agreement, Equity claims that it will settle the minimum wage question for all of next season before the season begins. This is commendable and proper. Equity realizes a fact that was lost to the view of some sections of its membership for a while: there can be no stability in the legitimate field so long as working conditions are unstable; there can be no greatly increased production so long as managers feel that union requirements may be changed on them in the middle of rehearsal.

Equity is to be commended for determining to remove that uncertainty, one way or the other, before the season starts. I hope it can again be commended on the action it takes on the minimum wage. I have yet to hear a cogent (or even a sensible) argument advanced in favor of raising the minimum.

THIS corner, late at usual, rushes in at the 13th hour to confirm all the reports that state that this year's version of the New York World's Fair is infinitely better than last year's. This year the Fair is more compact, more dramatic and more exciting; somehow there seems to be more color and verve and good old down-to-earth show-business flair. It may all be a little less dignified, but it's infinitely more entertaining.

Still holding their own, too, as this corner's personal choice as No. 1 attraction on the Flushing peninsula are the baby bears who go thru their tricks at the command of the able and affable Mr. Donahue, a spoonful trainer. There are eight baby bears this year; you buy a bottle of milk for a little bear, and it does a little trick; if you have any sense you buy a round for the bunch, and all eight of them do their little tricks, and if you're anything like this corner or this corner's wife you stick around until you wonder why Mr. Donahue and the bears don't get sick of you. This corner's favorite is Patsy, who in three months old and about a foot or so high. Anyone who has missed Patsy presenting Bear Facts of 1940 has missed one of life's major delights.

## "People's" 1856 Indicates Hollywood Is Ripe for Legit

HOLLYWOOD, July 27.—A fresh indication that the town is ripe for flesh and blood shows and will support long-run productions was seen when Hollywood Theater Alliance announced that its show, *Meet the People*, had rolled up \$185,000. Show, now in its 31st week, is still holding up, according to observers, and may continue to get the customers thru the turnstile for some time.

Original company moved to San Francisco last week, and it is expected that the show will hit Broadway some time in the fall if buy city biz proves that production is not strictly for Hollywood consumption.

New edition of *Meet the People* now at the Hollywood Playhouse has retained original idea of revue with new specialties added. Opening night reviews were not too flattering, but new cast had enough on the ball to warrant the assumption that production will be smoothed out and continue to draw.

It was estimated that around 200,000 people have paid to see the original show at prices from 55 cents to \$1.35 top.

Hollywood Theater Alliance recently signed five-year lease on the Music Box Theater, and planned to vacate Holly-

wood Playhouse. If this continues, *Meet the People* may remain at the Playhouse, and HTA will then use the Music Box for its legit productions.

Two original plays are being prepared by HTA. They are *Terror Express* by H. S. Kraft and *Zero Hour* by George Sklar and Albert Maltz. Sklar and Maltz have been brought from New York by HTA to polish their opus.

HTA membership is composed of 300 dues-payers who fork out \$5 per year for their cards. Constitution states that 75 per cent of membership must be professionals, thus eliminating possibility of nonprofs dictating theater policy.

Executive board consists of 13 members, headed by J. Edward Bromberg, all non-paying positions. Outside of office workers, only HTA employees drawing salary are Director Henry Blankfort and Press Agent Robert E.H.

### Central City Fest Shows Good Profit

CENTRAL CITY, Colo., July 27.—Capaciously crowds are attending all performances of *The Bartered Bride*, this year's play festival production, and receipts of the opera, which runs from July 6 thru tonight, are expected to reach a new high. Opening night, when prices were scaled at \$3.50 and \$5, brought an attendance of 700. Capacity of 750 has been reached each night since, with Saturday prices scaled at \$2.50 and \$3, other nights \$2 and \$2.50. Performances are given nightly except Sunday and Monday.

In addition to the opera, which is presented in the old stone opera house built in 1878 and presided over by Billy Hamilton, who has been custodian for over 40 years, Central City's other attractions include the Teller House, historic tourist hotel, in which is located a night club now featuring Frances Madina. The club, which also played to capacity business, was open Thursday and Saturday nights, with a \$5 cover on Thursday and \$1.50 on Saturday.

Sponsored by the University of Denver and operated by the Central City Opera House Association, Inc., the festival is a non-profit venture and is covered by a board of trustees.

### Tulsa Dates Lined Up

TULSA, Okla., July 27.—Dates have been set for six of the seven attractions already booked for Tulsa by the Robert-Boice Circus for this winter. They have received, also, a proposition from the Philadelphia Grand Opera, and the United Booking Office has asked them to hold open March 1 and 7 for undisclosed bookings.

The scheduled events include November 4, Orson Welles; January 14, New Hellzapoppin, with Olsen and Johnson; January 20, *The Man Who Came to Dinner*; January 29, Little Foxes, with Tallulah Bankhead; February 20, *Pins and Needles*; May 1, *My Dear Children*, with John Barrymore.

Alfred Lunt and Lynn Fontanne will bring *There Shall Be No Night* on a date to be announced later.

Talk that Joan Crawford may make a concert tour has reached Mrs. Carron, who will try to book her if she does go on the road.

### KC Audience Group

KANSAS CITY, Mo., July 27.—Eugene C. Zachman, director of the Municipal Auditorium, will organize and promote a Playgoers' League of Theatersgoers to make possible superior entertainment in the big hall. It was agreed late yesterday at the first meeting of the auditorium's advisory board. Zachman told the board the auditorium originally was budgeted to lose \$150,000 a year, but the loss estimated for the current 12 months is \$88,000.

### Another Barter Spot

CAMBRIDGE SPRINGS, Pa., July 26.—A theater that encourages patrons to bring vegetables and fruits to performances—that is the Pine Grove Playhouse, now here this summer and managed by William H. Kerr. Fresh farm produce buys admission every Tuesday night. "Barter Night," according to Ann Harper, publicity director. People from Meadville, Greenville, Titusville, Erie, Corry, Warren and other Northwestern Pennsylvania cities attend.

Summer Theater Reviews

Cowbarn Notes

"Soft Shoulders"

A comedy by Christopher Morley. Directed by David Love. Cast: Elaine Johnson, Irene Alder, Pearlrose Gray, Adelle Harrison, Jane Jeffries, Claudia Walden, Gaylord Mason, Douglas Hastings, Mitchell Wer, Michael Thompson and John Harris.

A very light comedy with many suggestive burlesque lines. It has its entertaining moments, particularly for Long Island residents who commute to New York to earn their daily bread.

In its present shape the script is very weak for Broadway. It needs more body to sustain interest and many more clever lines equally distributed throughout the three acts. Plot concerns itself with four Long Island wives and their commuting husbands. Three of these husbands insist on remaining in New York overnight frequently, and the fourth is quite happy to come home every night and live up to his marital agreement. But that, strangely enough, displeases his wife. She is certain hubby is abnormal, since he has no instinct to go out with other women.

A female psychologist enters the case and brings with her a peculiar light bulb which forces the truth out of anyone exposed to it. Complications arise, and most of them are straightened out by unnatural forces. Here, in the third act, the script can stand considerable revision.

The acting is not up to par, since the cast was chosen from the Millpond Players, an amateur group. It is an ambitious organization, here since May and hopeful of remaining all year round, provided proper support from residents in and around Roslyn is secured. The group is worthy of such support. Future plans include the staging of Broadway hits.

It would be unfair to criticize individual performances, considering the limited experience and the difficult script, the players did a fair enough job. For Broadway consumption, however, "Soft Shoulders" will demand an A-1 cast. Sam Rosenberg.

"The Hard Way"

(Lakeview Players) SKOWHEGAN, ME. A farce in three acts by Allen Dorete, with Albert Hackett, Grant Mills, Joseph Arling, Louise Grubbick, Hume Cronyn, Frank Wilson, Don Terry, Virginia Dunning, Owen Davis Jr., Colin Thomas, Harold MacGibbon and others. Staged by Josephine Burke.

As today a comedy as ever came this way is Allen Dorete's "The Hard Way," which was given a tryout by the Lakeview Players the week of July 22. Not only is it today in construction and tempo, but it was so nicely presented (both night) as to practically wear out an audience listening to it. Reason for loudness on the part of certain characters was not fathomable.

Story concerns the efforts of two radio script writers to obtain \$1,000 so that one of them can pay off his divorced wife, leaving him free to marry a new sweetheart. Means of obtaining the grand appears when the sweetheart is injured—ever so slightly—in an automobile accident, and a fast-thinking lawyer friend suggests she sue her fiancé, who has been well insured for every situation by an energetic uncle.

The basic situation is humorous and grows more so as the script writer flirts himself paying out his last remaining cent, and going deeper and deeper in the hole while his chances of collecting the necessary \$1,000 remain just beyond reach.

The solution comes when the writers discover that their sponsor has been paying them \$500 a week, whereas the advertising agency representative had been holding out \$200 a week. Confronted with the facts, the rich man agrees to turn over 17 weeks' pay, which puts them in clover. The lawsuit, of course, is lost in the shuffle.

The general pattern of "The Hard Way" follows that of "Boom Service" in that circumstances demand that the writers, the wife of one and the sweetheart of the other remain cooped up in the married pair's apartment. This is occasioned by the injury to the girl, who must meet all challenges of insurance investigators and attorneys.

For some reason Albert Hackett and Grant Mills, playing the two writers, appeared to be trying to outdo each other in the delivery of their lines.

There was considerable conversation that was of no consequence, and yet the play ran a bare two hours, including intermissions, so that substitution of stronger material, not simply elimination of the weak, is necessary. There are 19 characters, some of whom add nothing except to the confusion. Several of these could be eliminated altogether, allowing for building up of others.

The best performance was that of Hume Cronyn as the double-crossing agent. Frank Wilson made the most of the exclaiming, enthusiastic insurance man. Hackett seemed more the type for the scripter's role, but Mills was acceptable—minus the shouting—for the part. To sum it up, "The Hard Way" needs some good old George Abbott treatment to make the most of some very good material which is unfortunately buried among too many characters and too much chatter. Harold L. Gail.

BORDER RULES

(Continued from page 3) sets of the various countries absorbed by Germany in recent months, face internment as enemy aliens in some cases if they enter Canada.

Volume of Canadian bookings has also taken a tumble, with special club and party dates being canceled or abandoned wholesale, so that local booking offices have far less Canadian business than in recent seasons. Business is not entirely off, however, and some offices are going ahead with plans, trying to make sure of the citizenship, currency and wage problems of their acts before completing the bookings.

IA MAY AID

(Continued from page 3) be made by the League. Local I of the IATSE has aided the League and Equity when the law was being put thru last April, and indicated readiness to help further.

At the scheduled hearings, plaintiffs will submit surveys to support contention that ticket brokers have been a boon to the amusement business.

AGVA TIE

(Continued from page 3) national president. Phippen's letter to AGVA said the current factional strife had nothing to do with this step, but that professional apertures make it impossible for him to carry out the duties of his office effectively.

A resolution passed Thursday (25) by the board of directors took several of the resigned board members to task for issuing "false and misleading statements" to the press and creating dissension in the organization. The resolution said that one board member declared at an open meeting that "he would rather see AGVA run by racketeers than those now running it."

CINCINNATI, July 27.—A \$10 minimum has been established for club dates by the Cincinnati AGVA office. The local claims the co-operation of the musicians' union and representatives of the waiters and cooks' union.

Oscar Hill, president of the musicians' union here; Bob Edwards, AGVA organizer, and a representative of the culinary trades have formed a council to confer on working conditions in night clubs.

The local claims a paid membership of 150, and is now asking the city to enforce an ordinance to license and bond all agencies.

Several of the Connecticut summer theaters have introduced novelties this season to keep their patrons entertained during the intermissions. Frank O'Connell's Plymouth Theater, Milford, has a regular duo, with several players doubling in old-time songs and dances in costumes of the gay '30s; Westport Country Playhouse, Westport, has installed a Hammond organ and brought up Max Martin, New York musician, to play; and Philip Carr at his New England Playhouse, Ridgefield, has an amplifier with recordings. Guy Polverton, producer and manager of the Civic Theater in Portland, Me., and the Lake Whelan Theater, Fitchburg, Mass., has left the hospital in the latter city after a nervous collapse, and will spend the next few weeks recuperating at a camp away from business activities. Ethel Barrymore and her own company opened the Deer-trees season at Harrison, Me. In the middle of the week top price was cut from \$2.20 to \$1.55. Talulah Bankhead, playing "The Second Mrs. Tanqueray" at Deer-trees, is the biggest draw of the season in Maine cowbarns so far. Elitch Garden (Denver) Notes: Helen Tremblaine, Canadian actress, has taken over the female leads, supplanting Sylvia Field, who left for other commitments. Donald Cook, who recently finished an engagement opposite Gertrude Lawrence in "Splark," is the new leading man, taking over when Michael Whalen left to return to film work; Cook, with only two rehearsals, did a bang-up job in "Missourian Legend." Vivia Roscha, character actress, has joined the troupe and is now rehearsing for "Outdoors Bound."

The entire cast was entertained at the Central City Opera, Thursday, July 18, and were guests of the Denver Women's Press Club at a tea the following week. George Sommers, director, doubled in a role in "Morgin for Error." Vic Fagnature, scenic artist, is receiving wide acclaim for his sets.

Lewis Harmon has resigned as Press agent for Alexander Kirkland's Clinton (Conn.) Playhouse. The second production for the Peterborough (N. H.) Players was "The Far-Of Hills," with Har-Dean Ford, James Harker, John Stearns and Marie Louise Elger in the cast. Pamela Simpson is the latest addition to the ranks of the Saratoga (N. Y.) Players at the Spa Theater. Her next assignment was to play the female lead opposite Arthur Treacher in "The Wrecked." Starting Monday (29) the bill will be "Ina Claire in Biography." Last Wednesday (24) the Pine Brook Stock Co. presented "Morgin for Error," with Bill Johnson, Art Ross, Bob Well, Carol Simon, Tom Brown and others in the cast. The Roadside Theater (Washington, D. C.) offered the American premiere of "The Frog" last week. Show, a mystery thriller, was presented in England four years ago, and is a dramatization by Ian Hay of an Edgar Wallace novel. Ralph S. Fowler directed, and the cast included William Zuckert, Mabelle Waters, Edna Evans, Ken Romney, Alan McElister, Jean Miller, Herbert Lypton and Edward Prescott. The third bill at the Casino Civic Theater (Newport, R. I.) is "Mind Alley," starting July 30. Roy Hargrave has his original role of the gangster, and James Todd will be featured as the psychology professor, with the rest of the cast including Kate Wariner, Hathaway Kale, Richard Sisson, Ethel Middleton, Perry Wilson, John F. Roche, William Wetkist and Marvin Denmark. Edward Massey directed.

"The Pursuit of Happiness" is playing this week (29) at the Portland (Me.) Civic Theater. For the same week the bill at the Lincolnville (Conn.) Theater is "The Patsy," with Dora Sayers, Warren Young, Mary Fischer, Derrick Lynn-Thomas, Jess Wayne, Dorothy Darling, Laurel Sheppard and Tom Barber in the cast and Randolph Preston directing. The Country Playhouse (Westport, Conn.), under the direction of John Cornell and John Hackett, has gotten itself off to a flying start, with grosses for the first two weeks exceeding those for the corresponding periods the two previous years. Bill last week (22) was "The Bat," with Claudia Morgan and Frederic Toone, and current bill is "Ethel Barrymore in The School for Scandal." On August 5 Paul Robinson will appear in "The Emperor Jones." For this week of the 26th the Westchester Playhouse (Mt. Kisco, N. Y.) has Lenore Ulric in "Twelfth Century," supported by Herman

Wylin, Dan Duryea, Kendall Clark, Alfred Emmerich, Mildred Dunnock, Eva Abbott and Sara Seegar. Because of casting difficulties, Guy Tuttle and Richard Skinner, managers of the Playhouse, have abandoned plans to present "Around the World in 80 Days." Instead, the week of August 5 will see "Morgin for Error," with Keenan Wynn in the Sam Levene role. The Cross Roads (Va.) Theater is presenting a Noel Coward piece, "Fallen Angels," with Catherine Ryan and Elizabeth Wigham in the leads. The Cape Theater (Cape May, N. J.) is leading a double life, with one company at the home stand and another playing simultaneously at the Pier Theater, Wildwood Crest, N. Y. On the home grounds on Tuesday (30) Julie Hayden appears in the Jack Cowell role in "Smilin' Through," while at Wildwood Crest, "The Waste Town's Talking" will be presented.

The fourth bill for the Nantucket (Mass.) Players is "What a Life," presented July 28, 29 and 30 with Gladys Wainman, Guy Spaul, Dorothy Elder, Ruth March and Josephine Bender in the leads. The following week, Mike March will head a revival of "Earl Lynne." The Barnstoppers (Wareham, N. H.) will present "Little Women," under the direction of Ed Goodnow, the week of August 5. They'll play Tamworth two nights, and divide the rest of the time between Leachville, North Conway and Wolfeboro. When "Earl Lynne" will be presented August 2 and 3 at the Gloucester (Mass.) Theater, with Jess Thompson heading the cast and other roles played by Evelyn Williams, Davies Hill, Robert Brooks and James Fitchell. The following week's bill will be "The Merchant of Venice." "Morgin for Error," one of the summer's most popular cowbarn bills, will be presented during the week on the stage of the Eagles Mere (Pa.) Players, which includes the home stand, Lewisburg and Borshey. "Earl Lynne" will play the lead in Fresh Fields when it is presented August 1 at the Woodstock (N. Y.) Playhouse. "White Fang," a new play by Marion Lloyd, will have its tryout at Woodstock starting August 3. A "Ly-on of Royal Roost," by Richard Drenner, which was announced as "one of the most elaborate productions ever to be done at a summer theater," is the current bill at the Stamford (Conn.) Community Playhouse. The cast includes Jess Kelly, Barbara Fitchell, Lloyd Gough, John Lorenz, Mitchell Harris, Neil Burns and others. The following week Stamford will house another tryout, "George Treble," by Robert Thompson. The Bennington (Vt.) Festival will open August 10 with the premiere of "The King and the Duke," which Francis Ferguson dramatized from Huckleberry Finn. It will have music by Gregory Tucker and incidental dances (one wonders what Huck would have thought of them) by Martha Hill. The piece will alternate with "Letter to the World," which uses the life of Emily Dickinson as the basis for a "dance drama" by Martha Graham—which is a neat trick if it works. Monday (23) saw the cowbarn debut of Paul and Grace Hartman, the dance satirists, who appeared at the New England Playhouse (Ridgefield, Conn.) in "Tough at 6:30." With Noel Coward's production, they revised several of the acts.

The "Two Orphans," that tear-jerker of another day, was revived at the Gloucester Theater (Rocky Neck, Mass.) July 26 and 27. Carl Oose and Suzanne Leitch head the cast. All house records in the six-year-old history of the Paragut Playhouse (Ayer, Mass., N. H.) were broken when Alison Kirkworth appeared there in "Orphan of Laysa." Kirkworth played last week (22) in the same play at the Spa Theater (Saratoga Springs, N. Y.). The Paragut Playhouse schedule, incidentally, was changed, with Ruth, co-starring Sharon Lythe and Walter Coy, substituted July 23 for the previously announced "Lady in Waiting." When Peter Ibsen's "A Summer's Day" is started, Nancy Carroll flew in from the Coast to co-star with a new play in "Let's Wife," the London comedy by Peter Blackmore that will be given an American tryout by Watson Barrett and Victor Payne-Johnson at the Spring Lake (N. J.) Community Playhouse July 26 to 27.

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FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNegie HALL, NEW YORK



# PIX, LEGIT RAID CLUBS

## Some Show

FORT LEE, N. J., July 27.—Henry Hoffman, Sophie Tucker and Joe E. Lewis will open in the new Ben Alden-Rietman show August 3, representing one of the earliest night-spot bills seen here in a long time. Reported weekly salaries for the headliners are: Richman, \$2,500; Miss Tucker, \$2,600; Lewis, \$2,600.

Same bill will have the Chandragaly dancers, line of 16 Chester Hale girls and the Leo Reisman and Franco orchestras. Estimated cost of entire show is over \$10,000.

## Bad B. O., Weather Trim Roadhouses To Week-End Shows

WEST END, N. Y., July 27.—Week-end shows have been the rule in summer spots here and in neighboring New Jersey and New York locations. Combination of poor bills and bad breaks in weather have ruled out full-week bills in clubs that formerly employed talent throughout the season. Danced music, however, is available all week.

West End Casino here, formerly an exclusive club, opened its doors to the public for dining, dancing and swimming. Tommy Tucker's Band stays over until Labor Day.

Meyer Davis who has taken a 10-year lease on the Ross Pavilion Farms in Asbury Park, N. J., started out with full-week bills but altered his budget recently and is offering shows Fridays, Saturdays and Sundays only. To attract the cream of the motoring night clubbers, popular New York acts are employed. Eddie Oliver's Band, formerly at the Plaza Hotel in New York, is remaining all season. New bill this week-end had Danny Kaye and George Tappa.

Lois Beach Country Club in Long Island, which Frank Selden took over this summer, started with a daily schedule but is down to week-ends, also. While Ernie Madriguera's Band is back to remain all season, floor shows with name acts are on Saturdays and Sundays only. Two acts a week-end is the rule.

## New York Clubs Look to Autumn; Stark Adds Rooms

NEW YORK, July 27.—The Stark Club, operated by Sherman Billingsley, has taken over the adjoining building and kitchen are now going on for additional banquet rooms. Billingsley is also expected to annex the Nine o'Clock Club about the beginning of September. Herbert Jacoby has signed with the Hotel Brevoort management, to operate the Brevoort Supper Club again in the fall. Jacoby is also reported shopping around for a new location for La Baban Bay.

The Algonquin Supper Club will reopen early in October. The room will be managed by John Martin, who is currently lining up talent.

The Commodore Hotel will close its Century Room Wednesday (31) to prepare for the coming season. Barney Kaye has been signed as the initial attraction.

Joe Moss, who was one of the operators of the original Hollywood-Midway, is shopping around for an East Side location. Dan Realy is in the market for the operation of a club. He is said to have leased an East Side spot, with Helen Kane set as the initial attraction.

## Banks to Night Clubs

PHILADELPHIA, July 27.—Tranchard L. Pembold, 23-year-old son of the very successful Girard Trust banking clan, has decided to make a career out of night club operations. He recently bought into the Evergreen Casino and this week bought out the entire remaining interest. David Lazelline, former owner-partner, will probably remain as house manager. Spot's policy of big show and band will continue.

## Name Scarcity Looms in Night Spots; Break for Smaller Acts

NEW YORK, July 27.—So many top night club performers will keep busy in Broadway musicals and in Hollywood studios next season, according to the current outlook, that night club operators throughout the country (with the possible exception of New York and Hollywood) are already proceeding to tear out their hair trying to line up shows for the fall.

At least 50 of the bigger clubs in key cities using name acts will be seriously affected. Bookers examining this situation find a ray of hope for newcomers in the business who have talent but, because of the keen competition, have had little chance to exhibit it in the better theatres and hotel rooms.

Broadway producers, judging from advance announcements, are still musical-minded, and Hollywood is getting in shape more tuncelista than at any time since the re-ven-infected Gold Diggers days. Since the beginning of the war patrons have displayed little inclination to support heavy dramas or war themes; their reaction to such shows has been more favorable. Hence, the activity on both Coasts.

Beverly Roberts, who turned to niteries after the expiration of her film contract, remains in New York as a feature in the forthcoming *Gogy Will Be Girls*. Romeo Vincent, now at the Hurricane, is dickering with several show producers and will be lost to out-of-town spots at least until 1941. Hildagarda, who returns to the Savoy Plaza September 13, is also scheduled to go into a Broadway musical.

Al Jolson has under contract Martha Raye, Gil Lamb and the Radio Aces, among others, for the run of *Hold On to Your Hats*, which comes in September. Paul Draper, Tess Gardella (Alvin Judd) and Melissa Mason go into the Eddie Dowling production, *The Little Dog Laughed*.

### Plenty of Legit Bookings

Leonard Sillman's forthcoming *New Faces of 1940* will have Hildagarda Halliday, now at the Rainbow Room;

Joe Cook, Pert Kelton and Patsy Kelly, among others. Ed Wynn's *Boys and Girls Together* will have Jane Pickens, Dave Apollon, the DeMarcos, Walter B. Long Jr., Jerry Cooper and Edna Sedgwick. Jimmy Durante and Jean Freeman are announced to appear in *Keep Off the Grass*, which reopens here late next month.

Jimmy Bavo has a one-man revue, *Music in the Wood*, with which he is now touring the summer theaters prior to a New York premiere, and Sheila Barrett, Michael Loring, Christian Lind and William Gary are polishing up skills in *Crazy With the Heat*, another announced Broadway entry. The *Onesies*, who tried out *Two Weeks With Pay* in White Plains, N. Y., recently, will bring in the revue in October under a different name and keep at least a dozen niterie performers busy.

Another dozen or so Broadway producers are planning musicals and looking around for suitable talent. Among performers optioned are Ethel Merman (now in *Daddy Was a Lady*), Harry Richman, Carmen Miranda, Ruby Mercer and Abbott and Costello.

Performers claimed by the clubs and hotels for the last few years now in Hollywood or scheduled to be there during the season include the Merry Blues (Paramount's *Love the Neighbor*), June Preisler, Artie Shaw (Paramount's *Second Chorus*), Ken Murray (*Night at Earl Carroll's*), Sunita O'Dea (Metro), Orlin Tucker and Bonnie Baker (Paramount), Buddy Rogers (20th-Fox), Benny Goodman, Frances Langford, Ann Miller (*His Parade*), Judy Canova, Ruth Terry, Hal LeRoy, Kay Kyser, Glenn Miller, Andrews Sisters and Horace Heidt.

Music Corp. of America, among other top band selling agencies, has long exhausted its supply of top orchestras available for the choice months next season. And now the campaign is under way to develop semi-names for the better locations. Act bookers will work along a similar pattern. The more promising unknowns will be sold with fresh vigor.

## Philly Cafe Owners' Association Blossoms Into Statewide Group

PHILADELPHIA, July 27.—On the heels of the reorganization of the Philadelphia Cafe Owners' Association comes an outgrowth of the group, a State-wide association. Pennsylvania Cafe Owners' Association marks the first for such a group in the night club field. At the organization meeting held this week Bill Hopkins, operating Hopkins' Bath-keller here, was chosen temporary chairman, and Max Kaliper treasurer pro tem. All spots except the 1523 and Latimer clubs were represented at the organization meeting.

Niterie ops from Reading, Lancaster and Harrisburg attended, and efforts will

be made to bring the Western ops into the group. Membership fee has been set at \$10. Charlie Solt, local attorney, was chosen legal adviser. Representing Frankie Palumbo, who is head of the PCCA, Solt has already instituted action for a test case with the Unemployment Compensation Board of Review in an attempt to reverse the board's ruling that makes night club owners responsible for the payment of musicians' unemployment insurance taxes.

It is not the intention of the group to serve as the nucleus of a national org. It feels that the problems of an op are peculiar to each State.

# Club Talent

### New York:

JUDY CANOVA returned from Hollywood after completing a lead in Republic's *Scatterbrain*. She was guest of honor at Loda and Eddie's Sunday (28).

DOROTHY CLAIRE and Jimmie Palmer, singers, held over for an additional night work at the Glen Island Casino, in conjunction with Bobby Byrne's Band. . . . FRANCES WILLIAMS, who closed on Broadway in *Walk With Music*, goes into the Versailles Wednesday (31).

### Chicago:

TOM BARNAX, of Winnie Hoveler's line at Harry's New Yorker, has temporarily deserted the night club to appear in dramatic productions at the

Coch House Theater, Oconomowoc, Wis. . . . DON and BETTE LYNN are again held over at the 603 Club. No truth to the local rumor that the team is splitting up, they say.

### Philadelphia:

HELEN HEATH, comedienne, and Patricia Kingsley, pianist, teamed up at Jack Lynch's Tropical Bar. . . . RALPH LEWIS and Lewis Sisters at Little Kathakeller. . . . TOMMY ELLIS is the new ringmaster at Harry F. Jahn's Stock Club. . . . GASS FRANKLIN, Jack Lynch's emcee, doubling at neighboring outdoor amusement park. . . . TOM BARRY, Evergreen Casino song star, opens a Barry Studio of Music in Trenton, N. J. . . . BOOTS FITZ, a Boston (See CLUB TALENT on page 24)

## Do They Get Paid?

NEW YORK, July 27.—Following is a quote from a press release: "John Martin, manager of Frank Case's Algonquin Hotel, has succeeded in killing two songbirds with one stone. Henceforth, all talent that auditioned now for the Algonquin's supper club in the fall will do so during the Algonquin's freshly inaugurated cocktail hour and thus entertain (in most cases) the Algonquin's guests."

## Saratoga Clubs Book Names To Pull Class Mob

SARATOGA SPRINGS, N. Y., July 29.—Local spots are opening their five-week season tonight with expensive shows and bands. Many spenders are expected in for the racing season and the niterie ops, as usual, are hoping to get their share.

Celebs with a following again get the nod for the top jobs. Among first names tonight for opening shows are those working the swank rooms in and around New York catering to class trade. Ted Strator, veteran band leader at the ultra Monte Carlo in New York (now closed for the summer), has a season ticket at the Piping Rock. Strator has been playing in New York's society circles for years and before coming here played at the exclusive Terrace Club at the World's Fair. Don Raphael's samba band has been set for the after-party outfit at the Rock. Initial three-act floor bill is topped by Patricia Hill, formerly of Elmer.

Riley's Lake House, another of the better spots, copped Johnny Rodriguez and one, another Monte Carlo outfit, and Al James' Orchestra as bait for the better trade. Name acts will top the shows, scheduled to change weekly. Opening tonight are Deane Jants and the Nelsons, among others. Terry Lawler is coming in August 5.

Arrowhead Inn has another society band, Ernie Holt of New York's Stock Club. In the show are Josephine Hutton and Elaine and Gama.

ALBANY, N. Y., July 27.—Governor Lehman, following a conference with District Attorney Alfred L. Blinn, Sheriff Clarence McElwain of Saratoga County and Dr. Arthur Leonard, Saratoga Springs commissioner of public safety, declared that the provisions of the penal law with respect to gambling and other criminal offenses in Saratoga County will be vigorously enforced. Conference was held prior to start of racing season in Saratoga Monday (29). The new pari-mutual betting system is expected to draw many new visitors to Saratoga. Gambling casinos there have been preparing for an "open season."

## War Ruins Biz of Canadian Niteries

MONCTON, N. B., July 27.—The entire season has been little night life in this Canadian area, due, of course, to the war. Formerly, night clubs in Shediac and adjoining Point de Chine, among other places, reaped a harvest during the summer from heavy United States tourist traffic. Such traffic has been sharply curtailed since the beginning of the war. Business in niteries is almost at a standstill.

The floating night club operated at Shediac by Mr. and Mrs. Don Young, local show people, suspended operation. Originally an old schooner, it was converted by the Youngs into a cine and dance spot, using a floor show. Young has enlisted in the Royal Canadian Air Force and is now undergoing training in Montreal.

ANDREWS SISTERS set for the August 4 week at Steel Pier, Atlantic City. . . . MARIE ABBOTT, former half of the MAZZONE-ABBOTT Dancers, has mended her broken ankle.

Waldorf-Astoria Hotel, Starlight Roof, New York

Talent policy: Dance and show band, relief band; shows at 9 and 12. Management: Eugene Hammer, managing director; Ambrose, head writer; Ted Souster, press agent. Prices: Dinner from \$1.50; drinks from 60 cents; supper cover charge, \$2 week nights, \$1.50 Saturdays.

Society spot that is as well known as the hotel itself. Open only during the summer, when the downstairs Bert and Empire rooms await full openings. Room is large, beautiful, but very formal. Prices are high enough to keep the masses out.

Predominating feature here is Xavier Cugat's Band, which had been a Waldorf fixture, summer and winter, for some seven years. The floor shows, while small, are classy. New layout has Mario and Floria, dance team, and Larry Adler, harmonica craftsman.

Mario is dancing with a new partner, Eileen O'Connor (former ballerina), and the team, with a few more engagements behind its belt, promises to become a strong class act. Appearance is excellent and both dance unusually well. The girl is a striking brunet with winning mannerisms and responds well to any and all situations. They execute some sensational tricks—flits and spins—which strengthen each routine. When caught they offered a Ring Demule



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Night Club Reviews

waltz, tango and a soft shoe number to Make Believe.

Larry Adler makes an art out of his harmonicon specialty, pumping out some fine music. While his general presentation is not always commercial, it cannot be denied that he is an unusually good technician. His act included Zepin the Begonia, The Woodpecker Song, Smoke Gets in Your Eyes and Stardust.

Cugat is still an interesting band personality. He has a versatile group for dance purposes, excelling in Latin strains. Will wind up the season here in September and following a five-week theater tour will return to reconquer the Bert Room.

Mitscha Bory and his orchestra alternate on the band stand during supper. Cooper and Bea, team from the Lewis Carter Studio of Dancing, demonstrates the new dances during the evening. Sam Honigberg.

Lookhouse House, Covington, Ky.

Talent policy: Dance and show band. Floor show at 9:30 p.m. and 12:30 a.m. Management: Jimmy Brink; George Kehn, publicity. Prices, minimums, \$1 week days; \$2 Sunday, \$2.50 Saturday; dinner, \$1.50 to \$2; drinks from 35 cents.

This spacious class spot, again remodeled, continues as a popular rendezvous for Greater Cincinnati night haunt patrons. In line with his recently inaugurated "Hit Parade" policy, Manager Jimmy Brink brought in Harry Richman, ex-Cincinnati cafe piano pounder and singer, for a two-week engagement, beginning Friday (20).

Introducing this week's fare, which presents a well-balanced diet, the inevitable Richman, with familiar walking stick and straw sailor, clicked solidly from the opening song. Starting slowly with Your Broadway and My Broadway, the rangy-voiced Harry warmed up to his halting and hit the groove in grand style with a batch of his favorites, including Do I Love You?, God Bless America, I Love a Parade, Puffin' On The Pipe and an adaptation of That Old Gang of Mine, wherein he does takeoffs on Cantor, Johnson, Tucker and others. Before going into his piano routine, in which he combines some fast patter with I Can't Give You Anything But Love, to good results, Harry nearly brought down the house with his The Birds of the Blues, in which he nearly knocked himself out. Gave 'em a neat curtain and left 'em begging for more.

Opening the show, Don Arden's duo presented an excellent tap routine, Beans Brummel of Broadway, led by the talented Arden himself. Attired in top hats and tails, the gals showed up in grand style.

Terry and Walker, comedy dance act, had no trouble holding attention with their offerings. Outstanding was

their Jitterbug Jamboree, which drew them a sound hand.

The Arden ladies polished off activities with a lavish parade number. Bill Sneider's Kentucky Colonel, do a swell job of providing dance and show music, with Sneider handling the vocals and emcee chores in pleasing manner. Top pointer.

Colony Club, Chicago

Talent policy: Dance and show band. Latin relief band; floor shows at 9:30, 11:30 and 2 a.m. Management: Sonny Goldstone, operator; Fred Joyce, publicity. Prices: Dinner from \$1.50; drinks from 50 cents; minimums, \$2.50 on week days, \$3.50 on Saturdays and holidays.

The Latin motif continues to hold first place at the Colony. For the midsummer season the floor show has been curtailed and comprises the La Bomba Dancers, a group similar to the La Flays, who danced recently, and Philippe de Gomez, smee. Dick Cline and his orchestra occupy the band stand and offer a pleasing variety of novelties, sweet and swing music and symphonic dance numbers. Cline, a personable young man, directs from the piano.

Band is composed of 11 pieces, with a combo of two trumpets, two violins (doubling flutes and viola), three tenors (doubling clarinets), string bass, drums, guitar and piano. Johnny Brown handles the vocalizing activities. Red Miller, along with playing the featured trumpet solos, teams with Brown in entertaining novelties, and "Trudy" Ballard pounds out the trio of entertainers. George Morey, violinist and solo flutist, is featured on the sweetest numbers. Marilyn Duty, attractive vocalist, nails her numbers nicely.

Philippe de Gomez, blue-eyed Mexican, picturesque in dress and speech, is a colorful emcee. In resonant voice he sings La Paloma, Panchito and other popular Latin numbers entertainingly.

The La Bomba Dancers (8) offer pleasing rumba and congas, the audience participating in the latter, featuring a parade thru the aisles.

Monchito and his Rumba Orchestra play stirring Latin tunes for dancing. Nat Green.

Show Boat, Ft. Worth, Tex.

Talent policy: Danced bands. Management: Joe Briffin, owner and manager, assisted by Omar Diaz. Prices: 40 cents cover week nights, 75 cents Saturdays; beer and set-up of reasonable prices; with bring-your-own-liquor policy.

Joe Bowlin took over the Show Boat, beautiful open-air band night club, a month ago. He got his ideas on night club operation inspecting places during several years of travel in this territory as district manager for a scale company. He still manages the scale company in the daytime.

His ideas for his first night club venture seem to be working out, as attendance is increasing rapidly after a bad start due to unusual cold and rainy weather in early July. Spot would benefit from some 100-degree weather to draw more people to the open place, which is ideally located on heavily traveled highway. It draws from the jitterbug crowd and the older spenders.

Spot opened with Jack Ambling's Orchestra, one of the most popular Texas radio orchestras. Ambling features sweet music mostly with organ accompaniment. Brook Haven, organist, plays during intermissions. Vocalists are Johnny Jordan, who is tops on such pieces as Oh Johnny and Me, He's Making Eyes at Me, and Ambling, who capably handles the romantic ballads. Ambling is a hard-working maestro, playing violin and clarinet when not leading the band or singing. Sue Jackson is girl singer here for this engagement. She has a pleasant style. Ruth Huff.

Rainbow Room, New York

Talent policy: Dance and show band, rumba relief band; shows at 9:15 and 12:15. Management: John Ray, director; Edward Sany, publicity chief, assisted by Marjorie Bruce; Joseph Koscioloff, matra d'hôtel, assisted by Francois. Prices: Dinner from \$2.50; supper covers, \$1 week nights; \$2 Saturdays.

A classy and entertaining show, featuring Hildegarde Hailday, Gower and Jennie, Elvira Rice and Ray Heckerston's Band. It's the type of bill that is soothing to mind and body and does not have

to resort to hand-pumps to attract attention.

Hildegarde Hailday is a clever satirist, being brutally but amusingly frank. Her impersonation of a society woman suffering from hay fever, a woman having her first horseback riding lesson and a "Dances Africa" lecturer, her fare never becomes rowdy, which is to the credit of her delivery.

Gower and Jennie, youthful dance pair, are still as graceful and as capable as ever. However, the boy shouldn't sing. He attempted to interpret vocally Jennie with the Eight Brains Hair while his partner waltzed around the floor, but it turned out to be a detraction. As straight dancers they rate with the cream.

Elvira Rice, Mexican ballad singer, interested the audience with a soothing, tempered voice, displayed in orthodox fashion. She sings in Spanish and English, with meaningful interpretations.

Ray Heckerston, baritone, and his band are held over. The brand of music is still sweet and acceptable. Tom Hope pitches in with popular vocals, while Whippi Kissinger, the weighty bass man, doubles on comedy songs. Max Spivak's Band takes the show for rumba and conga.

Dr. Sydney Ross creates an element of surprise at individual tables with clove card tricks. Sam Honigberg.

Bill Bertolotti's, New York

Talent policy: Dance and Latin relief bands; floor shows at 8, 10:15 and 12:15. Management: Bill Bertolotti, operator; Irving Zissman, p. a. Prices: Dinner from \$1.50; drinks from 50 cents; minimums, \$2 week days; \$2.50 Saturdays and holidays.

Current show in this Village spot has substantial entertainment, management having provided a more expensive layout than is current in most of the clubs in this neighborhood.

Show is led off by Moya Gheurd, good-looking brunet, who starts with a conga. The gal does quite well, but could improve this number if the time were cut several minutes. Returns with a comb-hula which registers.

Billy Cascade has an okeh bary but falls short on salesmanship, renditions sounding like an impression of Bing Crosby. Most of the fault lies in his breathing, stopping after every second beat.

Barbara LaMar has an attention-compelling set of pipes. The same can also be said of her torso. Her husky-voiced deliveries are quite okeh, being equally facile on hot tunes as well as ballads. Big hands rewarded her efforts.

Mary Jane Brown is a personable tapper, working with ease and evidencing much appeal. She mixes ballet steps in her footwork to get a big hand. Her second effort is devoted to takeoffs on other tap dancers. The various impressions are tied together by a nicely written and well-delivered continuity.

Special material songs in the rumba manner are offered by Lynn and Malinno. These good-looking blondes put over each gag effectively and have a good batch of tunes to sustain them for a protracted stay on the floor. They showed up best on the lament of a gal trying to get ahead in Hollywood.

Patricia Williams, bond vocalist, encores the show with okeh 1930s. Voice, however, doesn't carry to the rear of the room.

The Don Sylvia Oak does the musical backing and provides accompaniment in sweet swing. Angelo's Marimba band on for the relief stints. Joe Cohen.

Club Normad, Atlantic City

Talent policy: Dance band; piano relief; shows at 12, 2 and 4. Management: Charles Goodelman, proprietor; Arthur Goodelman, manager; Arthur Helm, matra; Moll Dodson, press agent. Prices: food a la carte; drinks from 30 cents; \$1 minimum week nights; \$1 Saturday and holidays.

The only resort spot operating the year round with production quality shows. And for the fifth consecutive year the show is still sold as first-class. The specialties change, but the essential ingredients of nudgy and spice remain.

Instead of a pony, okeh, it all falls on emcee Jackie Whelan to knit it together. And the pattern he weaves carries plenty of sock and zest. A stool combs, but fast on the pitches, his coloring and story telling cover the 75-minute show lag between turns. While most of his material is on the sandy side, he packs a wallop.

Irene Burke, blondie, opens with a turn of rhythmic taps. Next is Zola Gray, singing prima donna, who makes

has been for K&S Mo Apate and Leber back to Me.

First stripper is June Marsh, a brunet beauty who does the conventional walk-around for the undraping ritual. Gals are down to the G. Whelan goes into a hip-happy drunk trance as a warm-up for Noel Carter, who gets top spot in the undress parade. A siphoning machine, her epidemics display makes it follow for the ringleaders.

Billy Fields, one-time Shubert musical star, sells her song characterizations like a million. Elsie Blide Simmons at the piano. A few counterparts of Willie Howard and in the Piano Rite groove. Howard with It's For, For Andy On the Job, Sharer of For Rockaway, My Man Sitting in the Corner, the outpouring of a night club hostess. Gives 'em the Mandar's Rhythmic Band in the best of legitimate tradition on the return.

Pinball clicker is carrot-topped Annette Ross, starting her strip with an Oldies nose song and then going into the violent form of evolutions before getting down to the strip.

Also rating serious consideration is Gene Simmons, who sports a swing soul machine and hot Latin looks. Makes his piano and song interludes mean much.

Red Bowers' Ork, a foursome, (sax, trumpet, piano and drums), is adequate enough in providing the musical setting for show and dance. M. H. Oroszker.

Instrument that looks like a combination of accordion and concertina.

Walter Waters, ventriloquist, varied his act little from his two-day vaude offering. He should endeavor to get better material rather than concentrate on Irish stuff (such as a telephone conversation, whistling and smoking).

Hertha Auer, sexy brunet and a good prima donna, did well with pop and semi-classical numbers. Has a fine voice for clubs, and her style of delivery is attention holding.

Fred Brown, Australian magician new in this country, has an entertaining novelty which has not yet been worked to death. His forte is pocket lifting in the view of the audience. Brings a couple of patrons on the floor and, while executing minor tricks, "sneaks" everything but their shirts. Works to a pleasing manner.

Vicior and Bruce, mixed roller-skating team, wind up the bill with a fast session of good tricks that stand out exceedingly well on this small floor. Work together and singly.

Charles Bowman's six-piece band does a nice enough job on show and dance music. The electric organ in the outfit is employed during intermissions.

Sam Honigberg.

**Havana-Madrid Ops Plan Cuba-N. Y. Show Stunt**

NEW YORK, July 27.—An interchange of floor shows between a Havana club and the local Havana-Madrid is planned by Lopez and Ferrer, co-owners of the New York ritzy. Their idea is to open a similar club in Havana this fall, with shows to be in charge of Sergio Ortiz, Havana-Madrid producer.

Stunt is seen as a business stimulant for both clubs, with local patrons anxious to see an imported show and Havana, it is hoped, curious to see a layout applauded by the Americans.

**New Yorker Revue Gets Edwina Blades**

HOTEL NEW YORKER.—The little ice revue in this New York locality has seen several line-up changes since its opening in May. From the standpoint of speed, showmanship and entertainment it is unexcelled. Newcomer in line-up is Edwina Blades, tall and striking as a blond who is a fine skater. Six singer in two numbers, one interpretive, the other rhythmic, and garners impressive applause. Jerry White is the new crooner, replacing Iket MacLean, who moved to Demee's Restaurant. Handles the show well. Others in the skating group are a line of six girls, Renny Roberts, accompanist; Alfred Trankler, comedy; Nathan Waller, figure skating, and Edna Dautman and Barbara Parley, of the line, who pair up with the principals in waltz and solo routines.

Larry Clifton on bandstand for top dance sets and shows, with Helen Southern and Terry Allen on vocals. Go out August 7, and Woody Herman steps in following night for inter-stay. Peter Kent's quintet supplies thematic at intermissions and week-day matinees.

Honigberg.

**Belmont Plaza Hotel, Glass Hat, New York**

Talent policy: Dance band and floor show at 8, 11 and 1. Management: John E. Gieseler. Prices: Dinners from \$1.50; drinks from 25 cents; no cover.

Even with the pruned summer budget this spot provides good entertainment value. Val Olman's Ork doing yeoman work on the podium, and Joe Howard, old-time composer, with a fifty turn on the floor, are the major stars.

Howard sells nostalgia effectively, with a medley of his own compositions. Included among them are Chicago and I Wonder Who's Missing Her Now. His staging is sufficiently catching to get the customers to join him in a community sing. Bows out with Goodbye My Lady Love, to which he exits with a side walk. Gets a big hand.

Gill's novelty for night club patronage are the Balladeers, a group of the spot's septa waiters who have an excellent singing organization. The aggregation displays good discipline in its group chorales. Several potentially fine voices can be detected among them. Their South of the Border brought a terrific hand, despite the fact that the number has been worked to death.

Grace Vaughan, completing the talent line-up, gives out during lulls at the piano situated in the center of the dining bar.

Val Olman's Ork keeps the dance floor crowded. The band's sweet swing style goes well in this spot, leaving an current flavor as well as standard tunes. Olman's vocals and fiddling go over nicely. The arrangements are well done.

Joe Cohen.

**Roosevelt Hotel, Hawaiian Blue Room, New Orleans**

Talent policy: Dance band; shows 7-10 and 12-15, with 4:30 extra show Saturdays and Sundays. Management: George V. Riley, manager; Lou Lemler, room manager; Ray Semuels, press agent. Prices: Dinner from \$1.50; supper from \$2.51, with \$2 minimum Saturdays; drinks from 50 cents.

Ted Mc Rite and ark please the patronage here. The floor has been habitually crowded with gleeeful couples. Vocal honors are divided between Frank Flynn, of the ork, and pretty Lorraine O'Day.

Every show of late at the room has a juggler, and this time it's Bobby Ray. He uses hands, head and feet to keep clubs, hats and balls floating thru space with dexterity.

Walter Long rates encores nightly for his fine tap work. Good laughs circulate with Herbert, Byrd and Le Rita when the last named does the drunk who tangles with the serious dancing of the couple, waiters, ringleaders or anyone who catches his eye.

Mc Rite's popularity is atted by New Orleans' own Candy Candido, he of double talk, who bull dodges in the ork and doubles as a singing act in the show.

Phil Math.

voice properly. Her forced delivery unfortunately also pulls down a vocal effort that cries for better show-casting and presentation.

Small dance dose provides tempting space during the Profit boys' sets, along with improvisations such as the turn out are designed for listening. Philip Gells has done a good job of lining up this all-septa entertainment army, and his astute planning is paying off in well-filled tables nightly.

Donal Richman.

**Rose Payment On Sissle Claim**

NEW YORK, July 27.—Billy Rose, owner of the Diamond Showroom here, paid Local 802, American Federation of Musicians, \$200 to apply on the bill of \$1,004 demanded by the union for rehearsal money allegedly due Noble Sissle and band playing that spot.

Rose has made arrangements to pay the remainder in installments. Sissle, now in his second year at the Horseback, claims he failed to receive rehearsal minimums either for the first year, which ran 17 months, or for the current show, now entering its fourth month.

**Policy Changes in Dallas**

DALLAS, July 27.—Three local night clubs have had recent changes in policy. Adolphus Hotel's Century Room opened its first ice revue Wednesday (18). The Nite Spot curtailed floor shows for the summer, and El Tivoli has been renamed The Villa, with Nick Polze still managing.

**A. C. Has 'Em, Too**

ATLANTIC CITY, July 27.—The Hollywood Hobby Homes finally arrived at the resort. Hotel President's Round-the-World gives equal billing to the hobby-horse races, and at Frank Palumbo's Renault Tavern the winning rider rode champagne.

**Wivel Restaurant, New York**

Talent policy: Dances and show band; floor shows at 7:30, 11 and 1 and Saturday matinee. Management: Jorgensen, owner; Martha Loid, manager. Prices: Dinner, \$1.25. No cover.

This Scandinavian restaurant has been attracting classy diners for years. It caters to the more discriminating Swedes and Danes, and has for regular patrons such personages as Jean Herbolth and Edna Zemle, when in town.

Floor shows are always generous with talent, the few high-priced acts appear here. Once a performer clicks and proves a business-building attraction, he may be well move in pack and parcel, for he is apt to remain for years. Examples are Bob Lee, original rhythm composing singer and smoozer, who has been here for eight years. [When this show was caught, he was away on his annual four-week vacation.] Another Wivel stand-out is Baron Ebbe Gyldenkrone, now in his third year. He is currently doubling as comic and delighting with popular songs in a highly ingratiating manner. He has a pleasing personality and fits well in these intimate environs.

Even, in addition, always lists a couple of novelties, a single and team. Honey Murray, fast-tapping blonde, opens with a stock sax-tap number and later returns with a rone and high-hat strut. Routines are fairly old.

The Baron sings such tunes as Near My Song, Voltaire and Next the Sun. Murray and plays a hand-made musical

**Hotel Times Square Grill, New York**

Talent policy: Continuous entertainment, dancing. Management: Joseph Tierney, manager of the room; Philip Gels, manager of entertainment; Dantes and Salzman, publicity. Prices: No minimum or cover; drinks from 25 cents.

Addition of this room to the Broadway area has created a new rendezvous for lovers of jazz hot in its better manifestations, and has filled the need for an informal, late-hour spot offering good entertainment and inexpensive drinks.

Principal attraction is the Clarence Profit Trio, a potent draw for the swing cognoscenti. Profit's reputation as one of the foremost exponents of jazz pianatics is widespread, and a large part of the clientele attracted here is composed of musicians and others of the music world who quite naturally flock to the shrine of a high talent. The trio is mostly Profit, but his guitarist and bass man are definitely not lacking in the ability to knock out fine jazz passages.

Bob Howard takes over at the piano when the threesome pauses for breath, and in his own way provides entertainment on a par. His staff is jovial, vested and amusing, and supplies nice contrast to the more serious attention that must be paid to the Profit trio in order to appreciate its musical subtleties. Howard works informally, kidding the customers, letting them contribute to his routine vocally if they desire, and generally engendering an aura of cordiality. He fits admirably into a small, intimate spot of this type.

Only weakness of the continuous entertainment is Alberta Hunter, whose undoubted capabilities somehow are dissipated in a meaningless performance of several numbers every now and then during the evening. Miss Hunter can sing, but when caught was having difficulties with the accompaniment provided by Profit and a mike that fails to catch the throaty richness of her

**Shows Back at Tavern**

ATLANTIC CITY, July 27.—Banquet Tavern has gone back to its former policy of offering a floor show as well as a dance band. Sonny James' Ork opened an extended run, with floor entertainment including Ben Perry, the De Marjos and a line of girls. Booking of James also reverts the account to Consolidated Radio Artists, which had it originally for bands but had to let Music Corp. of America step in when it couldn't deliver network wires.

**Sheriff Stills Red Rooster**

ST. JOSEPH, Mo., July 27.—After receiving complaints from near-by neighbors of disturbances at the Red Rooster, night spot near here, Sheriff George Moran ordered Frank Bonnett, proprietor, to close his doors.

**Velicers Buy Spot**

MANHATTAN, Wis., July 27.—Mr. and Mrs. Wences J. Velicer have taken over the Cape Cod Inn and renamed it Toby's Tavern. Randy Glee and his ork furnished music for the opening of the spot, which has been newly decorated and fitted with a new bar.

**Belmont Summer Biz Big**

MIAMI, Fla., July 27.—The Belmont Club, open all year, is exceeding its winter business this summer by 40 per cent, Manager George Shelton reports. Such stimuli as free breakfasts at 4 a.m. and free trips to Havana go over well.

MUSICIANS UNION

REGISTRATION BY TELETYPE

3rd Return Engagement at Weber's Ballroom, Camden, N. J., Opening July 30th

**AYMEE ARLYNN . . .**  
Hammond Organist and Singer  
(Florida Sophisticata)

AVAILABLE DRK CONNECTIONS  
Write or who care The Billboard, Chicago

**MILDRED PARR**  
"Sophisticat of Song"  
THE TOWN AND COUNTRY CLUB  
MILWAUKIE, WIS.  
Fifth Week

**VIRGINIA VAUGHAN**  
"TOPS IN TAPS" ATOP A XYLOPHONE  
Currently Fanchon and Marco Production  
Hamid's Million Dollar Pier, Atlantic City

The Complete Entertaining and Singing Band Styled to a Perfection

**TEDDY FABIAN** and his **MONARCHS OF MONKEYSHINES**

Now playing the BOLTON HOTEL, Harrisburg, Pa.  
Five Distinguished Different Entertainers who create with their Music and Many Novelties.  
Open for future bookings.  
Exclusive Management TEDDY FABIAN, Bolton Hotel, Harrisburg, Pa.

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

Acts-Units-Attractions Routes



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

EXPLANATIONS OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; r-road house; e-restaurant; s-showboat; t-theater. NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Asmard & Juliana (Westminster Room) Boston, N.
Acta, The Two (Horseshoe) Cal. h.
Adams, Jane (New York) NYC, N.

Bankoff & Cannon (Harry's New Yorker) Chi. h.
Barba, Eddie (Old Roman) NYC, N.
Barbata, & Poma (Whitney Hofman) Cam-

Beck & Margie (Villapina) Sheepshead Bay, N. Y.
Becker, Edwina (New Yorker) NYC, N.
Beck, Meredith (Edison) NYC, N.

Beck, Carl (Pierce) NYC, N.
Beebe, Ted & Linda (Hals-Carlton) Atlantic City, N.
Beebe, Betty (Coco Roxy) NYC, N.

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Beck, Larry (Coco Roxy) NYC, N.

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Beck, Larry (Coco Roxy) NYC, N.

Beckard, Edna (Diamond Horseshoe) NYC, N.
Beckard, Ada (Columbia) Cal. h.
Beckard, Del (Promenade) Detroit, N.

Beckard, Del (Promenade) Detroit, N.
Beckard, Ada (Columbia) Cal. h.
Beckard, Edna (Diamond Horseshoe) NYC, N.

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Beckard, Edna (Diamond Horseshoe) NYC, N.
Beckard, Ada (Columbia) Cal. h.
Beckard, Del (Promenade) Detroit, N.

CAPPELLA and BEATRICE
Open July 29 for 2 Weeks
PIPING ROCK CLUB, SARATOGA, N. Y.

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

Beckard, Edna (Diamond Horseshoe) NYC, N.
Beckard, Ada (Columbia) Cal. h.
Beckard, Del (Promenade) Detroit, N.

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Beckard, Edna (Diamond Horseshoe) NYC, N.

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Beckard, Ada (Columbia) Cal. h.
Beckard, Del (Promenade) Detroit, N.

Beckard, Del (Promenade) Detroit, N.
Beckard, Ada (Columbia) Cal. h.
Beckard, Edna (Diamond Horseshoe) NYC, N.

# Sally Rand in Dispute With Dropped Act

NEW YORK, July 27.—Sally Rand and the Reis Brothers are out of the four shows at the Coconut Grove at the Park Central Hotel, where Sally Rand is currently headlining her own act. The act has been reported to be dropping, falling in its time by about 15 cents.

A spokesman for Tomack and the Reis Brothers claims that Miss Rand decided that the act didn't fit in with the rest of the bill and withheld its \$500 weekly pay check.

The two then filed a claim with the American Guild of Variety Artists, which attempted to pull out the show unless pay was forthcoming. AGVA said that Miss Rand claimed she had insufficient funds to pay off. However, payment for the first week, due Tuesday, was made the following Thursday (25).

In the meantime the boys are still going in out at the Coconut Grove and claim they will be around next Tuesday for another pay envelope.

The situation may be repeated in Philadelphia, where Miss Rand is scheduled for an indefinite engagement to begin October 9. Tomack and the Reis Brothers have been inked for that spot, beginning several weeks later.

Miss Rand claims that she engaged the act for one week only and paid them for that time.

# The Table Turns

NEW YORK, July 27.—All of the regular entertainers and staff employees of the Radio City Music Hall (900 in all) were entertained at the annual party given them by the management Monday (22) atop the theater's recreation roof. A dance band and special acts were used, and proceedings were conducted by G. H. Eysell, assistant to W. G. Van Rahn, music hall's managing director.

# Para Sets T. Dorsey Xmas; Other Dates

NEW YORK, July 27.—Much of the playing time until the Christmas and New Year holiday weeks has already been signed for the Paramount Theater. Harry Kischel, Paramount booker, set Tommy Dorsey's *Ork* for that coveted period.

During those holidays last year the Paramount played Oleg Gray's *Ork*, together with Gulliver's *Travels*. This season Dorsey had a four-week stand at the house and tallied the highest gross of any attraction.

Other dates already set for the Para include Will Bradley with *Dinah Shore* and *Tito Cuzar* for week of August 21 or 22; Glenn Miller, Jan Savitt, Tony Pastor and *Frankie Masters*.

# Para Leads Stem Vaudefilm Parade With \$1,686,500; Roxy's \$1,625,796 Is Next

(Continued from page 3)

Boxoffice is figured into the standing expenses of the house.

To make up for the deficiency of good films, the Roxy had to put on 33 change during this period, most of the films being of lesser draw. First-run MGM pics go to the Capitol, while the Paramount and Strand get the products of Paramount and Warner respectively. Music Hall gets RKO and United Artists, as well as some of the better products of Warner, and the Rivoli gets the Universal output, leaving the Roxy 20th Century-Fox.

Top money for the period came with the three-week run of *The Extra Game*, with the Calgary Brothers and Marie and Floria topping the stage show, which started the second week in September. It tallied with \$61,326 for the first week, \$61,000 and \$40,000 for the subsequent stanzas. The lowest income in six years was reached with the \$15,500 week that had *Seller's Lady* on the screen and *Moze and Poke*, *Oil and Berne Mason* and the *Pit Rhea* on stage. The first week of *The Kains Game* was, incidentally, the top vaudefilm gross reached in any week on Broadway.

well, with the pic, *Rock Benny Rides Again*, for four weeks beginning April 23, took \$140,000, and the aforementioned Tommy Dorsey topped with \$168,000. The best three-week stand was by Glenn Miller's *Ork*, with *Woneymoon in Ball*, beginning September 24, totaling \$128,000. Miller returned late in February, and with the Andrews Sisters and pic, *Teen-teen*, brought \$100,000. Other outstanding grosses at this house include Tony Martin and Jan Savitt's *Band* with *Slim, Cat and the Canary*, which pulled \$90,000 in two weeks, and Johnny Green's *Band* with *The Great Victor Herbert*, which did \$85,000 for the same period. Lowest two-week gross is by a rock stage line-up including Harry James' *Ork*, *Hattie McDaniel*, *Vilma and Buddy Ebsen* and *Mac Wain*; together with the h-o, *Looser-upper*, *The Way of All Flesh*. The total here was \$43,000 for two weeks. The second week of this layout, \$17,000, was the Para's low for the period considered.

# Stooges, Rosenbloom Set for State Lake

CHICAGO, July 27.—Three Stooges have been booked for the State Lake Theatre, week of September 3. The deal calls for \$2,000.

Mack Rosenbloom has been booked into the same house at \$1,750, week beginning August 16. Jack Waldron, nightclub conductor on the same bill, was booked at \$500 weekly.

Jack Curtis set the deals thru Harry Kischel of the New York office of Paramount.

# Strand

In third place the Strand, which instituted its vaudefilm policy August 24, 1939, has made a remarkable success with this policy. Harry Mayer is the booker for the house, which seats 2,712 and is the smallest of the Broadway vaudefilmers. The Strand, whose policy is similar to that of the Paramount, grossed \$1,511,000 for this 46-week period. Approximate weekly budget is \$12,500. Warner Brothers have provided the house with a consistently good crop of pics. The best gross for any one layout was the four-week run of *Paul Whitehead's Band*, coupled with the *Fighting Sixty-Ninth*, which taked in a total of \$188,000 for four weeks. However, the pic was the greater draw, Warner launching a gigantic publicity campaign centering around the career of *Patchy Duffy*, the central character of the film. The first week of this layout brought \$53,000, with subsequent weeks getting \$42,000, \$39,000 and \$33,000.

At the Roxy, aside from the above-mentioned layout with *The Kains Game*, the next best gross came when Jeanne Ardenon, Nadine Gao and Bobby Mae appeared with the pic, *Drama Along the Mohawk*. Gross for three weeks was \$128,500. Other bill to hold that long was *Jeanne Lanier*, *Sigarettes* and the pic, *Lillian Russell*, which totaled \$119,000. Abbott and Costello, the most expensive stage attraction booked at the Roxy this year, failed to offset the bad draw of *Star Dust*. Bill grossed \$30,000.

Other than the Whitehead gross, best total at the Strand was registered by three weeks of *Abe Lyman* and *Four Faces*, which totaled \$177,000. Other three-week bills included *Rammy Kay's Ork* and *Forrit Zong*, \$85,000; *Jimmy Dorsey*, *Maxie Rosenbloom* and *Brother Orkis*, \$92,000. *Guy Lombardo*, in two weeks with the pic, *Saturday's Children*, pulled \$68,000. Wayne King, with *Till We Meet Again*, grossed \$57,000 in two weeks. In two weeks *Tommy Tucker* with *Napio Buller* drew \$56,000.

The State had two bills rating two-week runs. *George Jessel*, the Hartmann and *Kitty Carlisle* with the house's only first-run pic of the season, *Neues Across the Bay*, coined \$16,000. The other two-week bill was the *Heidi* obstacle. Outstanding grosses at the State, other than the Bob Hope bill, include *Milton Berle*, *Clyde Hager* and *Lillian Garmen* with *Northeast Passage*, getting \$30,000; *Gross and Dunn*, with *Oranah* with *Mr. Smith Goes to Washington*, \$31,000; *Frankie Masters Ork*, *Shells Barrett*, *Sylvia Mason* *Pourcaino* and *Mitcher*, \$29,000; *Ed Sullivan* and the *Harriet Moon Show* with *They Shall Have Music*, \$28,000; *Ed Sullivan* unit, \$26,000.

# State

In the same position as last year, fourth, *Loew's State* drew \$1,025,000. Seating capacity for this house is 3,450. Sidney Harman, the booker, spends on an average of \$4,500, although he has gone over this amount by booking *Bob Hope's* unit for \$12,500 plus a 50 per cent split over \$43,000, and *Horace Heidt's* Band, which was bought for two weeks at \$11,000 for the first session and \$10,000 for the second session. The Hope unit proved the year's heaviest grosser, pulling in a terrific \$47,000 with the pic *Broadway Melody* for week ending June 8. Grosses during the early part of the week indicated that the house record of \$51,000, held by *Eddie Cantor*, would be shattered. However, a scoring week-end slowed the take. The second most expensive attraction booked here (*Horace Heidt*) proved to be the most disappointing. The first week, ending June 20, netted a pace \$10,000 with the pic *Strange Cargo*, while the second, with *Buck-Bunny Rides Again*, dropped to \$17,000.

# New Room Planned For N. O. Hotel

NEW ORLEANS, July 27.—George V. Riley, manager of the Roosevelt Hotel, has announced that the Hawaiian Blue Room, Class A nitery, will be completely torn out and a new club built on an other floor. Costing is tentatively set for Labor Day.

Riley said two weeks before Phil Harris and *ork* returned to the spot on Thursday (25), management had chalked up over 3,000 advance reservations. It is Harris' sixth stop in about three years.

# Plummet books under the added handicap of getting second-run films.

Most of them are already milked dry on Broadway by the first-run theaters.

The Capitol during this period ran a single week of vaude with the booking of a unit headed by *Eddie Cantor* and *George Jessel*, which cost approximately \$15,000 and which grossed \$34,500 for the third week in April. However, this figure is not included in the grand total for the Broadway theaters since this unit was rigged up in order to bolster the *Eddie Cantor* pic, *Forty Little Mothers*, a notoriously weak attraction.

Weekly averages for each house are as follows: Paramount, \$37,478; Roxy, \$38,127; Strand, \$32,552, and the State, \$22,011.

# New Canton Club Opens

CANTON, O., July 27.—While Edward H. Hirsch, bowed here with a dance band and talent policy. First floor show is presented at 8:30, and entertainment is continuous until 2:30, in the inaugural floor show are *Curly Bruta*, *Arlene Walker* and *Dot and Doug Fleming*. Hollywood hobby horses have been installed. Hal Hec leads the band and Art Burgard is managing director.

# Shreveport Spot Reopens

SHREVEPORT, La., July 27.—Moses Reath Club reopened last Saturday under management of *Schmied Liberto*. Club, located on *Boazie City Highway*, is furnishing free taxi service from downtown Shreveport.

# Colonial, Dayton, O., Reopens Aug. 23

NEW YORK, July 27.—Colonial Theater, Dayton, O., reopens for the fall August 23. *Charlie Barnett's Band* will headline the first show. House is operated by NKO, with Harry Howard booked from New York.

Barnett will follow this stand with a week at the Palace, Cleveland, opening August 29. *Charlie Yater*, of CRA, Ltd., is the deal.

# Seven Spots Open in Jacksonville

JACKSONVILLE, Fla., July 27.—There is more night club activity here this summer than during the winter. At least seven spots in this area are currently having bands and floor shows and promise to carry on thru the winter.

Spots now operating are *George Washington Hotel's Rainbow Room* (Frank Opel), *Hotel Roosevelt's Patio Grill*, *Mayflower Hotel's Tavern*, *Junk's Beach Bar* at Jacksonville Beach, *Rita's Mexican Cafe*, *Quin-se-willa Night Club*, and *Baker Bryn's nitery*.

# Chi Stevens Spruces Up

CHICAGO, July 27.—Continental Room of the Stevens Hotel has closed for redecoration. J. A. Jones, resident manager of the hotel, said that no change in the style of the room is planned. Room reopens September 14, with no band selected as yet. *Oris Williams* returns for a 16-week engagement October 19. No floor show will be offered, said Jones. With *Williams' band* and *Lo 478*, the room has shown a nice profit for the last season.

# Talent Agencies

ALMA BARKER, of the Kelly-Barker Entertainment Service, Cincinnati, is recovering at her home there from injuries sustained in a recent auto accident.

PAUL MOHR, emcee in Philadelphia, is opening his own booking agency there.

DAVE BLUM, one-time leading club booker in Philadelphia, is representing E. B. Marks Music Co. in Philadelphia and Atlantic City.

MICKEY ALDRICH has switched from Eddie Egan's to the theater department of CMA Artists, Ltd., New York, assist *Charlie Yates* and *Hattie Athoff*.

CHARLEY YATES left New York Thursday (25) for a 10-day trip to the Poconos.

JACK FLANN, of the Chicago office of the William Morris agency, is visiting the New York office of the outfit. Ed Fishman, of the Morris Band department, has returned from that city. Sam Welsford and Dick Dorso are in from the Coast.

JACK LERS, head of the Music Corp. of America, publicity department, is vacationing in Miami.

DICK HENRY, of the William Morris night club department, is hanging around the office because of a broken blood vessel in his leg.

RAY S. KNEELAND, Buffalo, set Three Dees and *Herriek Brothers* and *Loreas* at *Oleary Beach Park*.

SAM ROSEN AGENCY, San Francisco, has booked a unit into the Commercial Hotel, E.R.R. Nev., for the State convention of the American Legion, starting August 3. Show lists *Nick Lucas*, *Jack Northall*, *Armadia*, *Copheticated Ladies*, *Muriel Kretlow Dancers* (6) and *Stilton's Boxing Cats*.

# Roy Haddock in Chicago For Conference With EMA

CHICAGO, July 27.—Roy Haddock, executive secretary of AGVA, will arrive in Chicago Monday for a conference with David P. O'Malley and other officers of the Entertainment Managers Association. One of the matters to be discussed is AGVA's Rule A, under which the New York AFA operates but which is not considered to apply in all particulars to the EMA. Conference is expected to clarify matters.

Expected fireworks at the AGVA meeting Thursday night failed to materialize. While there was considerable discussion as to action could be taken because of lack of a quorum and the meeting was adjourned to August 6, at which time it is expected nominees for local officers will be made.

# Magnolia Spot Adds Show

MAGNOLIA, Miss., July 27.—Magnolia Casino added floor show for first time in its history this week, using *Cesar* and *Boles* in addition to the *Ruby Newman Ork*. Policy, if successful, will be permanent.

# Clock-Happy

STAMFORD, Conn., July 27.—Clock Room at *Leighton's Halfway House* near here opened tonight, with *Lee Connors' Band* heading the entertainment bill. House has 32 clocks around its walls, set so that a different timepiece booms the hour every two minutes.

Strand, New York

(Reviewed Friday Evening, July 25)

There's considerable box-office strength in the personal appearance of George Raft, booked in late in the week to augment the new bill featuring Will Osborne's Band, Lucille Page and Buster West and Ben Berni. Raft is also on the screen in Warner's They Drive by Night, which should serve as an additional shakedown magnet.

He comes on in the finale for a brief, stock gab session (which the audience gets up), exhibits a bit of his old-time legkicks to Sweet Georgia Brown and rambles off with one of the girls working in his next-door Hurricane Cafe. Informal and good.

Will Osborne's Band stacks up with the rest of the better musical outfits. It plays pop and standards well, with better than average arrangements and delivering them in a strong, commercial style. Osborne has a pleasing singing voice which he lends first to imagination, one of those pop hits in the opening medley, and later to Danny Boy in company with his pianist, Dick Rogers, comedy warbler. Other Osborne specialties include a booming version of Fuzed Junction, an abbreviated Second Hungarian Rhapsody and Selden's 18th and 19th on Chestnut Street, with Harlem-styled vocals by Rogers and Dale Jones, bass player.

Lucille Page singles early in the bill with a swell croon and contortion number that netted a big hand, and later returns with Buster West to perform their standard comedy turn. Chuck Cannon is still the straight in the sailor suit which is highlighted by West's eccentric dancing. Went big.

Ben Berni, comedy juggler, has never worked more smoothly nor in better timing. His tricks with balls and clubs are flawless, but he presents them in a highly amusing fashion. For an encore, he juggles three tambourines to military rhythm. Stopped the show.

Business capacity first evening show opening day, despite the city's heat wave, which is driving thousands into the country. Current bill remains until August 6, when Phil Spitznagel and his all-girl ork open for a run.

Sam Houbert.

Chicago, Chicago

(Reviewed Friday Afternoon, July 26)

Along with the technicolor Maryland and Chicago is offering a four-act bill that, while lacking enough entertainment, somehow lacks the necessary zip. The picture is a beautiful production, liberally entertaining.

The Six Whirlwinds start the show rolling with just about as fast a roller-skating act as there is in the business. The six ladies are hard workers who in addition to the usual spins, neck-swings, swivels and other standard stunts offer several original and difficult three-man tricks that earn them a nice hand. A pleasant interlude is the Brazilian routine of the Dorothy Hill Girls.

The Three Wiles, top-billed and white-gloved, come on for a bit of routine (aping-referred by comedy bits, then a quick change to a Chaplin-Durante-Marx make-up for a clever comedy dance routine that garners laughs, and finish strong with a Three Wooden Soldiers bit, neatly done and soundly applauded.

Henry Armetta, rollicking screen comedian, came on to a big reception and with his girl assistant proceeded to tickle the risibilities of the audience with a him and wife skit that gave ample opportunity for play of Armetta's brand of comedy. The girl gave a rather insipid interpretation of her part, but the audi-

ence got the usual wallop out of Armetta.

Frank Parker, romantic singer, has a splendid voice and his singing of The South American Way, Jennie With the Light Brown Hair and Imagination put him over to a big round of applause. A colorful military number by the Dorothy Hill Girls closed the show.

Nat Green.

Loew's State, New York

(Reviewed Friday Evening, July 25)

State flesh lineup this week is topped by Andy Kirk Band and comic Bert Wheeler. Pic, Tropicana Boys Together. House, just fair.

Kirk outfit is swingy and can let go with plenty of brass and rhythm. Arrangements by pianist Mary Lou Williams, who is featured, are unusual. One of Kirk's most interesting musicians is Rudy Smith, who cracks weird, off-beat melodies out of an electric guitar. Spectacles include Alma Turner, tap dancer, who is no better than average; Phil Terrell, a good warbler of sweet songs, and June Richmond, hefty swing singer with a sense of comedy values. Kirk fronts nicely.

Bert Wheeler, who played here not so long ago, did the same act with Hank Ladd and Francaetta Malloy. Ladd poses as assistant house manager giving instructions to Wheeler. Wheeler becomes increasingly aggravated while eating his apple. Stuff is funny, but much of the act is the closer, Wheeler explaining, sotto voce, that the turn is his, not Ladd's, and giving "inside stuff" on the relationship existing between the female straight, Francaetta Malloy, and others in the act. Miss Malloy sings a snatch of song and could sing a complete number to advantage if allowed. Act also includes Artie Rico, stooge, who walks across stage doing a few flips for comedy effect. Turn closed very strongly.

Elgie Dunbar, dimly-lit boomer, works with four men, called the Rhythmaires. Addition of men is quite a hype, enabling Miss Dunbar to use more flesh in the act's routine—the general effect more sock than if Miss Dunbar did a single. Hoisting was very firm, best being her Comes Love routine from the legit, Fokel Boy, and a songs number.

Les Jovelys, mixed team, do terrific balancing and head-to-head work, latter turns being done with one, two and three large balls between the heads of the man and woman. Opening stunts include balancing atop a box, which in turn aways on a ball. Routines are ingenious and seen heavily.

Paul Ackerman.

Roxy, New York

(Reviewed Friday Evening, July 26)

The Roxy production staff has done well by itself with the current show. Smart understating and fine talent make this show one of the best seen here in weeks. It is given a good sendoff with the introduction, whereby the program is flashed on a screen, made to look like a Chinese gang.

The opening act, The Oriental Trio, provides the atmosphere for the major portion of the proceedings. These Celestials are an okeh raley act, the bottom man displaying fancy footwork juggling his male partner. The female member is on stage only to provide atmosphere. The duo also provides some fancy barrel-juggling. Walk out to a hand.

Linda Moody is a personable tapster with an okeh routine. Her phrasing in taps bring her a terrific hand. Her silent

is confined to a single number, lengthy but effective in producing applause.

Noah and Evans brought on stage in a pair of rickshaws, go into an eccentric tap good for several laughs and then go into a rope-twirling act. The male gabs in the Will Rogers tradition while roping and is effective in getting the audience on his side. The girl also does a solo at the base, and the pair exit jumping in and out of a huge ring, with Nash twisting. Intentional misses on the last track give them a chance to get off some gags about practicing on stage.

The recorded voice of Jack Benny brought over the p. a. system provides a clever intro for Dennis Day, singer on the Jello program. Day scores with his act featuring in Say It, Foolish Fool in and I'll Never Smile Again. He scores with the Irish jig, Paddy the Father's Ball. He remains on stage for Yours is My Heart Alone. Registered show stop.

The Bob Post New Yorkers in their turn do a medley of Chinese pieces.

The Gas poster femmes contribute a pair of Oriental routines with their usual capability and, as a finale, contribute a smart bit of business in a number with each fan. The fan waving to form rosobuda opening and closing is quite impressive, the Willow formations being excellent sight stuff.

Pic is Turnabout. Business was fair. Joe Cohen.

State-Lake, Chicago

(Reviewed Friday Afternoon, July 25)

Joe Sanders, the "old left-hander," and Dennis Murphy, impersonator, are giving portions of the State-Lake a bang-up bill this week. Murphy, fresh from an engagement at the Club Parade, proved a show-stopper. Sanders and his crew pack a world of entertainment. Their band numbers cover a wide range, from their initial offering, Whom, to old favorites like I Love You, Here Comes My Soul and Chain and My Reverie. Sanders directs from the piano and does the vocals of several numbers. He has a friendly personality, an excellent voice and plenty of showmanship. His own vocalists, Adrienne, plusses with pop numbers such as The Lady's in Love and I Can't Give You Anything But Love, and Red Hodgson, who wrote The Maria Goes Round and Round, is adept at comedy and wowed them with When He Plays on His Old Guitar and a clever drunk number.

Kendall Kapps, accomplished instrumentalist, won applause for his playing of the sax, clarinet and auto, and for good measure threw in a few acrobatic stunts. The Gull Sisters, three youngsters, have only ordinary voices but put their songs over nicely and won a good hand with Dark Eyes and St. Elmo.

Dennis Murphy was the highlight of the show. He gives impressions of notables with amusing fidelity. Joe E. Brown, Mae West, Katherine Hepburn, Mrs. Roosevelt, Zasu Pitts and Clark Gable and F. D. R. were among those he impersonated, and the audience couldn't get enough of him. He was called back again and again and very impressive brought tremendous applause. Finally closed with his recitation on the word "Hell," with the audience still clamoring for more.

Picture, You're Not So Tough. It fair entertainment. Nat Green.

Paramount, New York

(Reviewed Wednesday Afternoon, July 24)

His excellent highness of the trumpet, King Louis Armstrong, and his loyal band subjects are offering their followers one of the most entertaining shows here this summer. A shame that it was sandwiched in between Orrin Tucker's three-week run, which ended Tuesday (23), and the engagement of Allan Jones, Irene Harrey, Xavier Cugat's Ork and Roy Bolger, booked to open Wednesday (31). It has every right to remain longer, even tho' Paramount's Unlamed on the screen is of little box-office help.

The frog-voiced maestro is still a dynamic personality and blows those high endurance notes through the session with great enthusiasm. He dishes out both new and old tunes and includes a good number of Armstrong favorites in a well-blended melody which winds up with the new fangled Slicker in the Closet.

First of his band entertainers is Midge Williams, an attractive singer with a winning voice and personality. She does Madame La Zoupa and My My and has to beg off. Next comes Victoria Crisp,

one-legged dancer, who brings down the house by discarding his crutch to exhibit intricate dance routines.

Sonny Woods, talented singer and a veteran with this outfit, enters to a good hand and sets fine applause with I'll Never Smile Again, Without a Song and Jennie With the Light Brown Hair. His a strong, pleasing voice and a clear delivery.

Chuck and Chuckles, comedy pair, dance, sing and gag—all amusing stuff. Chuckles is responsible for most of the laughs, participating in the livelier situations and doing a good job. He also toys around with a xylophone and pounds out some nice musical notes. For an encore the boys do an impression of a locomotive pulling out of a railroad station.

Bebel Waters, next to closing, held her own with a series of descriptive songs sold in her own commercial style. There is little left to say about Miss Waters that hasn't been said before. She knows how to entertain an audience, takes her time doing it and accomplishes great results.

Business good second show opening day. Sam Houbert.

Review of Unit

"French Follies of 1941"

(Reviewed at the Orpheum, Los Angeles)

Orpheum has stumbled onto one of the best hot weather drawn houses has had this summer. Lure of undraped gals undoubtedly had much to do with the brisk influx of males who fought for seats in the first 20 rows. However, aside from the pulchritude angle, Count Berni Viel's French Follies of 1941 surprisingly shows its greatest strength in straight vaude acts, with the eye-blink part under par. Using an all female ork, the Count confines himself to bantering the rather blatant crew, with only one attempt at a kiddo solo. He has built a fairly good show around a couple of standout production numbers. One featured a clever bit with the line girls going Deep South in a routine with colored dummies. A polophane "rat" number also was good.

Insertion of parade numbers give show a French twist touch, with a handful of femmes in various stages of undress attempting to stir up a little enthusiasm from the front-row boys. However, the gals don't lend much to the show, and if they possess any personality or looks, they never seem to be able to get that fact across.

A well danced, offered by Bronya, went over well. She has charm and doesn't attempt to hide it beneath the gossamer. The Monroes present a better-than-average adagio act and bits of business engaged in by the pair during their various poses definitely adds to the routine. Ted Wainman and Silvio managed to get some laughs out of the crowd. Working in blackface and wearing a turban, Waldeman did some musical tricks with his harmonica, coupled with a rapid-fire stream of gags. His best was playing the harmonica without use of his hands.

Christy and Gould provided the screwball part of the show, with a routine that included everything from amiable to straight comedy, with even a female stooge planted in the act. Their slow motion finale was good. A standard caning act that gets better every time it's seen is Al Gordon's Hacksters. Using a half dozen poaches, Gordon starts the act with the hounds doing everything wrong. For a climax the dogs agree to follow directions at last and wind up by piling all over each other on a spinning table top. Whitey Roberts topped at nothing to get inside out of the crowd, utilizing rope-kicking, horse twirling and a juggling routine. While this was going on, Roberts kept the gags rolling, with a repertoire which included stories from the political variety to yarns about traveling salesmen. Some of his stuff was off color, but the crowd didn't seem to mind.

Flicker was Sam Parrot. His short average. Don Owen.

More Dates for Armetta

CHICAGO, July 27.—Henry Armetta, current at the Chicago, has been set to follow his date here with a week at the Buffalo, Buffalo, beginning August 6, and Loew's State, New York, August 22. Salary is around \$1,500.

NEW YORK, July 27.—Ole Olson, of the Hellenopagan cast, was elected to the National Board of Directors of the American Guild of Variety Artists at a meeting last Monday (22).

HENRY ARMETTA

currently (return engagement in Chicago)

CHICAGO THEATRE, CHICAGO

Week of Aug. 9

SHEA'S THEATRE, BUFFALO

Week of Aug. 22 (return engagement)

LOEW'S STATE, NEW YORK

Personal Appearance Tour

Direction: WILLIAM MORRIS AGENCY



# Vaudefilm Grosses

## Stem Schwitzkrieged; New Bills Hold Hope for Better B. O.; Raft Opens Big

NEW YORK.—The general exodus to Coney Island and other beaches in the vicinity gave the h-o-o. exhibitors plenty of time to fan themselves while on duty. Business on Broadway was generally brutal, altho the Music Hall in the third week of *All This and Heaven Too* fared enough to hold the attraction for a fourth and final week.

The Paramount, with the third week of *Orin Tucker and Bonito Dakot*, held up comparatively well with a gross of \$29,000 for week ended Tuesday (23). The first two weeks of this attraction brought \$26,000 and \$29,000, respectively. Total take for this tempest is \$124,000, not bad in this heat. The companion attraction was *Bob Hope's The Ghost Breakers*. New show which came in Wednesday (24), consisting of Louis Armstrong's *Ork* and *Robert Waters*, together with *Unstayed*, is expected to tally around \$29,000. This layout stays only one week; new show with *Gene Harvey* and *Alban Jones* coming in Wednesday (31).

The State's Lake for week ended Wednesday (24) came to a just fair \$18,000. Bill consisted of *Russ McGarr's Ork*, *George Beatty* and *Kebel Smith*, with film *Edison the Man*. New bill, with *Andy Kirk*, *Bert Wheeler*, *Duke Dunbar* and the *31 Days Together*. Previous bill with *Henry Tompkins*, *Beverly Roberts*, *Teddy Powell's Ork* and *Tuphone* on screen brought a slow \$14,000.

Still outgrossing every other attraction on the stage is *All This and Heaven Too* at the Music Hall, which registered a fifty \$79,000 for the third week, ended Wednesday (24). The fourth week is expected to bring around \$65,000. Stage has *Jan Peerce* and *Theora Soria*. Prior show, with *Tom Brown's School Days*, *Top Haters* and the *Mullicays*, brought \$66,000 for one week.

The Strand, with *Rudy Vallee's Ork* in its second week, slowed down to bad \$18,000. The first stanza of this bill brought a disappointing \$29,000. His was *My Love Came Back*. Total for this engagement runs to \$47,000. New bill came in Friday (30), consisting of *George*

*Raft* in-person and in the film *They Drive by Night* and *Will Osborne's Band*, and had a hefty opening day. It will wind up the first week with a gross of around \$47,000. Prior bill, with *Bob Crosby's Ork* and *The Man Who Talked Too Much*, did a bad \$51,000 in two weeks.

The Roxy fared badly with the second week of *Maryland* and *Franklin D'Amara*, *Jeanne Ralston* and *Whitney's Southeners* on stage. Gross for week ended Thursday (25) was an n. g. \$29,000. The first week of this show did \$32,000, giving this layout a total of \$52,000. A new bill arrived Friday, consisting of *Dennis Day*, *Evans* and *Nash*, *Linda Moody* and the *Oriental Trio*, with *Turnabout* on screen, opened fair and is expected to do about \$29,000.

## Hope Gets Most KC Coin in Single Day

KANSAS CITY.—Bob Hope came into town at the Newman to garner most of the biz in town. His stand grossed a record-breaking \$6,200 for one day, with *Maryland* on the screen. The rest of the week had *My Love Came Back*. The total gross for week ending July 18 was \$12,500. House average is \$7,000. Admissions for the Hope show were wiped from '33 and 44 cents to 44 and 72 cents.

The Tower, with *Parr* and *Eusa*, *Bud Hughes* and *Fals* and *Three Toppers*, pulled \$5,100. The house average is \$6,000.

Pic was *Grand Ole Opry*.

## Hope's One Day at Omaha Tallies 60C

OMAHA.—A one-day stand of Bob Hope's unit, coupled with *House Across the Bay*, was instrumental in hitting a figure close to the Orpheum's weekly average of \$7,200. Hope's lining brought around \$6,000, of which he carried away 80 per cent as his share.

The admission prices for the Hope show were wiped from 20 and 44 cents to 55 and 75 cents.

The rest of the week had *Earthbound*. Total for week ended July 18 was \$13,500.

## Variety Bill 62C At Indianapolis

INDIANAPOLIS.—The Lyric, with a variety bill consisting of *Reynolds* and *White*, *Mrs. Douglas*, *Chilton* and *Thomas*; *DeVal*, *Melro* and *Doc*, and the *Six Hoffmans*, tallied a sub-par \$6,200 for week ended July 16. Average gross here is around \$8,000. The weather was not conducive to super tallies.

Pic was *Manhattan Heartbeat*.

## Seattle Hits 5G With Sunkist Unit

SEATTLE.—Despite the warm weather, the Sunkist variety unit hit the Paramount house average of \$5,000 for week ended July 16. Other houses in town did much less than average business.

Pic was *Tear Gas Squad*.

## Jones OK in K. C.; 'Eskimos' Do So-So

KANSAS CITY, Mo.—Alban Jones' revue, featuring *Comale Starr*, grossed better than par \$7,500 at Barnoy Joffe's Tower Theater, week ended July 29. Pic, *Lucy Chico Kid*.

Week ended July 16, *Eskimo* folks, with *Earl* and *Eric*, *Bud Dights* and *Pax*, *Three Toppers* and *Lester Harding* did so-so \$8,500, with *Weaver*, *Beal*, and *Elvira* in *Grand Ole Opry* on the screen.

## Loop Theater Grosses Are Cut by Torrid Weather; Glenn Miller 42G; Duncans 14G

CHICAGO.—Torrid weather the past week played hob with business in all local theaters. With temperatures ranging high in the 70s, people avoided the Loop and sought comfort at the lakes and beaches. In spite of the heat, the Chicago Theater registered a very satisfactory week with *Glenn Miller* and his orchestra. But the expected 48G was cut to 42G, which still was an exceptionally good week. *State-Lake*, with the *Duncan Sisters* as the feature attraction, would have hit \$16,000 if the weather had been right, but wound up with a satisfactory 14G. *The Oriental*, with a bill lacking woman appeal, hit under \$13,000, a poor week.

Moderating weather brought more people to the Loop for start of the new week and both Chicago and State-Lake made excellent starts. The latter had a \$2,400 opening day with *Joe Gardner's Orchestra* and *Dean Murphy*, and should roll up a total of around 15G. The technical picture *Maryland* and *Frank Par-*

ker and *Henry Armetta* on the stage hit at the Chicago are expected to bring in \$33,000. *Oriental* continues to offer shows with little appeal to vaude audiences. A Latin unit, *The South American Way*, is the stage offering, with the *La Playa Dancers* and *Franziska* and her *Rhumbeles*, recently at the Colony Club, and *MGM's Florida* on the screen. Started poorly and will be lucky to hit 13G.

## Vaude Still Click At Philly Carman

PHILADELPHIA.—Still sporting the only stage show in town, the Carman Theater continues to draw down dividends. With *Stardust* showing on the screen, areas of six days ended Saturday (27) tallied a tidy \$4,500. With *Breast-set* sitting in *Baxter* and *Leeds*, *Patsy Hudson*, *Willow Vincent*, *Charles Hedley* the *Dubels* *Fourpiece* and *Leslie Dault's House Band*.

Pitker shows plans on Sunday, with a new show following Monday. Also on the same week's books is the three-day holdover of *Lillian Russell*, no stage show on Sunday 21, adding \$3,000 to the bill. Last week's bill carried over the second days with the Pitker.

## Meroff Way Off At Fox, Detroit

DETROIT.—Lowest vaude gross in a year was hit last week at the Fox by *Benny Meroff* and his *Fernside* show, despite the additions to the show of local amateur acrobats and "Detroit's most ungrammatical girls." Total was around \$15,000, compared with a normal of \$24,000 for stage shows and \$24,000 the week before for *George White's Scandals*.

Excessively hot weather was directly responsible for the slump altho the Fox does have air conditioning. According to a spokesman for the theater management, the show itself was not good enough to compete with in hot weather. The firm, *Private Affairs*, was about average.

Show opening Friday (26), including *Constance Howard* and *Barrab Minnetonka's Harmonica Rascals*, got off to a slightly better start, despite the continued heat wave, while *Gene Krupa*, at the *Nightclub*, in the first stage show there in six weeks, got a good opening for the smaller house.

## Heat a Benefit To D. C. Houses

WASHINGTON.—One hundred degree heat forcing government office let-offs pushed grosses at air-conditioned theaters here.

Loew's Capitol, showing *Gold Rush* *Melroe* on screen and *Sara Ann McCabe*, *Val Sota*, *Eddie Hanley*, *Jay C. Flippen* and the *Rhythmic Rascals* on stage, is expected to do \$50,000 for the week ending August 1. Previous week, showing *Our Town*, slipped off badly to \$16,000. Week before that *Four Sons* did a fair \$17,000.

Warner's Erie in third week of *Heaven Too* establishes a record for this house. Expected to register \$15,000 for week ending August 1. Previous holdovers have been limited to second week, but the *Davis-Floyd* show registered a good \$17,000 and in initial week pulled in gross \$22,500. Same stage with *Betty Bruce*, *Janice Lawler*, the *New Yorkers* and the *Boyzettes* included in holdover.

## "Revels" Okeh 72C In Hot Milwaukee

MILWAUKEE.—Notous Revels grossed a slightly better than average \$7,300 at the Riverside for the week ended July 25. Business was adversely affected by the season's longest sustained heat wave.

Show was headed by *Red Skelton* and included *Fraza Stillwell*, the *Toppers*, *Maepe Knapp*, *Shayne* and *Armstrong* and *Heater* and his *Pals*. Pic, *Group of Chicago*. (Rep.)

## Post St. Mny Hold Vaude

SPOKANE, Wash., July 27.—Manager Bill Evans of the Post Street Theater believes the word is over and that he will be able to keep vaudeville thru the summer. July 18 to 21 found the *Three Voleros*, *Hicks Troupe*, *Meyers* and *Carolina*, *Dick Traub*, and *Charles* and *Kitty Keene*, plus *Non Withou*, *Souls* and *On the Spot* on screen, attracting a few more customers than usual.

## Buffalo Picks Up; Heat Hurts Houses

BUFFALO.—The Buffalo opened the week of July 26 with *All This and Heaven Too* on screen to fair biz despite scorching temperatures. Around \$14,500 is anticipated—\$2,800 above average. Stage layout, titled *Summer Serenade*, consists of *D'Argea* and the *Loche* band plus the *Three Harmonettes*, *Nina Allen*, *Meyer Babson* and *Anthony Millardo*.

Week ended July 25 was one of the poorest of the summer weeks due to heat and a rather tepid screen offering, *Maryland*. Take amounted to only \$8,400. *D'Argea* and band, *Nina Allen*, *Ted Lester* and *Ben Yost's Squiggins* were fresh attractions.

Century, for the week of July 26, has a double pic instead of the usual combo bill. *Flame Angels* and *Fugitive From Justice* are expected to do a fair \$5,500. Average during the cooler months is \$7,800.

Week ended July 25 was below par because of terrible heat. Considering the handicap, however, *Don Bestor's Band* and vaude show did pretty well with a \$9,000 take. *Fish* array had *Fanny Lee*, *Condos Brothers*, *Five Jangling Jewels* and *Stefin Feltbit*. Pic, *George of Chicago*, wasn't much help.

## Rita Rio Ork 14G In Dull L. A. Week

LOS ANGELES.—Exhibitors here don't want another week like that ending July 17 to come this way for many years. The bottom dropped out of all grosses, with the Paramount, having a *Fanebon* & *Marcos* unit with *Rita Rio's Ork*, getting \$14,000. House average is \$18,000. Films were *The Ghost Breakers* and *Queen of the Mob*.

## CLUB TALENT

(Continued from page 17)

phology model, is the latest addition to the Jack Lynch glamour girls.

## Atlantic City

SOPHIE TUCKER, taking in a week-end stand at *Both* and *Turf Club*, also made it a family reunion. Her husband, Al Lacey, stages the floor shows at that spot. . . . Novelty *Wonder Bar* belongs to a novelty act in *Plecker*, the "girl who cuts fire." . . . AD SIEGEL presenting his latest prodigy, *Connie Russell*, at *Phil Darr's 600 Club*, now show offering *Gene Handson*, *Pierce* and *Harris*, *Bert Frohman* and the *Murray Girls*. . . . MONTE BROOKS new times at *El Morocco*. . . . MARGO BALLEIRO comes in to head the new bill at *Hotel President*.

## Here and There

60D TOMACK AND NILES BROTHERS, current at the Park Central, New York, go into Club Ball there November 13. . . . HUBERT BYRD AND LARRY BART at the Hollywood, Galveston, Tex., beginning August 27. . . . JOVANNI will pick-pocket at the Ritz-Carlton, Boston, beginning August 5. . . . VICKI ALLEN goes to the Beverly Hills Country Club, Newport, Ky., week of August 2. . . . GRACE BARRIE opened at the Terrace Beach Club, Virginia Beach, Thursday (25). . . . WILLIE AND EUGENE HOWARD started at the Both and Turf Club, Atlantic City, Friday (26). Get thru MCA. . . . JEANNE FRANCIS and Jerry Gray are closing at Earl Carroll's in Hollywood to begin rehearsals in Ed Wynn's *Sops* and *Gals* *Topicals*, which tries out in Boston September 2. . . . OLIVE PAYE is in for the season at the Club Felix, Saratoga Springs, N. Y., remaining thru August 31. . . . HENRY YOUNGMAN is the next name act for the Chase Hotel, St. Louis, opening next week. *Danny Kaye* will follow. . . . PAUL HALL has returned to the Ocala, situated in Seattle's spot. On the same bill are *Leslie* and *Norman*, *MUF Janet*, *Alce George* and "Boob" *Whitson*. . . . CHARLES SABIN and *Merle Rutherford* have teamed up as a new dance duo. . . . JULES FREELLY is leaving Miami, Fla., for Atlantic City night spots.

CONNIE BOSWELL, *Paul Benito* and *Vicki Allen* will be in the new show at the Beverly Hills Country Club, Newport, Ky., opening Friday (2). . . . MARY ANN McCALL, formerly vocal with *Charlie Carnot*, is now doing a single. Goes into the Century, Buffalo, August 2.

BUSTER AND BILLIE BURNELL now in their third return date at the Governor Hotel, Boston, will play additional dates in Massachusetts clubs this summer. . . . BILL CRAWF and *Summers* and *Ruth Martin* held over at the Oaks, Winona, Minn. . . . VALLEY and *Lynne* opened at the Rio Club, Albuquerque, Pa., July 22.

THEODORE AND DENESHA are in their fifth week of a holdover run at the Chase Hotel, St. Louis. . . . DEANA, of *Deana* and *Del Campo*, has been working alone at the Belmont Club, Miami, Fla., her partner having sustained a ligament in his back.



# Magic

By BILL SACHS

(Communications to Cincinnati Office)

**MELBOURNE CHRISTOPHER**, Baltimore theater, is off again for South America, having sailed July 26 from New York on the *Crugany*. He received a grand publicity break in his home town earlier last week when *Where to Go in Chicago* wrote him up as its "Go Back to Chicago" feature. It got Christopher a full page in the magic dope from Brazil to show us the Argentine. . . . **JOHNNY DEW** and the original moved into Jack Van's Walnut Room, Philadelphia, for a week's stay, and is not to begin a second month there and is set to begin a second month there and is set to begin a second month there. . . . **TOM OSBORN** is back in Philadelphia to head the extravaganza at Knickerbocker's Academy. . . . **CHARLES J. JONES** recently entertained magicians from 15 states at his summer home near Harrisburg, Pa. . . . **RAYMOND SCHEITZ**, magic company, are featured on the radio network at Bucks County Playhouse, New Hope, Pa., last week. . . . **ASIDE TO OLIVERA JACOME**—Thanks for those nice words and the swell photos. Please forward your present address. . . . **THOMAS MAGRUM**, who has been working out of his home town, Rock Island, Ill., the last several months, has finished the polishing process on a new act and is slated to head eastward in a few days. He recently enjoyed a pleasant visit with Dr. Harad, former mentalist, now associated with lecturing in industrial education before shop groups throughout the country. Harad travels in a \$2,500-trailer and a new Lincoln Zephyr and is assisted by his wife, Sarah. . . . **FORREST HENDRICKS**, St. Louis magician, who put in the past season in schools from Missouri and Illinois, was a visitor to the magic desk one day last week. How working class in the club area, and last week-end played Dayton, O. . . . **L. O. QUINN** flashes as follows from Los Angeles: "The Pacific Coast Association of Magicians Convention held in San Diego July 21-23 was a great success. The public show held last night drew a packed and appreciative house. All acts were good. Chester Morris appeared on the program. Jim Sherman was on scene." . . . **MCDONALD BIRCH** and wife, Mable Sperry, after winding up a successful season, have gone to their new summer home, Birchwood, near Toledo, O., to remain until early fall, when they again resume their high school and college tour.

**MARDONI** showed us last Thursday (28), with the thermometer hovering around the 100 mark, to ask how we'd like to cool off in the clouds via a flight in his new two-place Piper Cub plane. Before we could think an answer "yes" and so there was only to muster courage and go thru with it. It turned out to be one of the most enjoyable and thrilling experiences we've ever had, and it gave us our first opportunity to handle the stick on a journey thru the clouds. Just an old air dog. As for Mardoni, he's even more interesting in a plane than on the ground, and just as dexterous in manipulating a flying machine as he is in presenting his magic and mentalism. However, we'll never forgive him for putting us thru that nauseating acrobatic routine that for a minute had us thinking of all the bad things we had done in life and praying for forgiveness. Mardoni closed a fortnight's stand at the Hotel Gibson Rensselaer, Cincinnati, Thursday and departed Friday (30) for Chicago. . . . **PAUL BOHNI** has been held over for the new show at the Club Royale, Detroit. . . . **PRINCESS ZELLA** is presenting her mental wizardry at the Bay Shore Beach Club, Norfolk, Va., assisted by Chanda the Magician. . . . **TIGER KEY**, now working for the Crescent chain of theaters out of Nashville, Tenn., reports from Hopkinsville, Ky. that business has been great thru Tennessee and Kentucky. . . . **MAGIC BOBBY CLUB**, Columbus, O., has set August 10 as the date for its second annual air fry, beer-swilling fest and all-around whoopie. The place—Bob Nelson's cottage at First street and Lantana road, Bunkers Lake, O. Will be strictly mag. with all mag. invited. . . . **DORADO**, magician and hypnotist, is playing return dates in Michigan with an augmented show that includes Happy Holmes, juggler and high-table coker. James K. Murphy has rejoined Dorado to handle publicity. Jerry Farman and John Farel, magi, were recent guests at the Dorado party.

## Paging Jean Shelton!

CHICAGO, July 27.—A little old lady named Mrs. McCauley, spending her last days in Oak Park Infirmary, has been asking chorizontes who come to visit her: "Have you ever seen my daughter?"

Her daughter's stage name is Jean Shelton, her correct name Conterveo Hayes. The last the mother heard from the girl was when she was with Gus Edwards' School Phys. Miss Shelton's age is about 39.

Anyone knowing Jean Shelton's whereabouts is asked to communicate the information to Mrs. McCauley, Ward 23, Oak Park Infirmary, Oak Park, Ill.

## 12 Midwest Houses Outlet for Vaude

NEW YORK, July 27.—Midwest Burlesque Circuit will have 12 houses next season, opening September 6. N. S. Berger, operator of the House, Chicago, and head of the circuit, is currently in New York with Milton Schuster, booker of the outfit, to confer with Eddis Smith on the booking of vaude acts for the circuit.

According to Smith, vaude acts that are signed will get an initial guarantee of two weeks, after which they will be signed for an additional 10 weeks with options for another 12 weeks. Smith says the circuit will provide an outlet for many acts who are unable to work vaude houses operating with hard policies.

## Clamage & Minsky Form New Combine

DETROIT, July 27.—Contract was signed here Friday between Arthur Clamage and Herbert Fay Minsky whereby the pair will join forces. Clamage is operator of the Avenue, Detroit; Gayety, Cincinnati; Grand, St. Louis; and Fox, Indianapolis. Minsky also is well known in burly circles.

Under the contract, Minsky will become general manager of the Grand, St. Louis, and will create and produce all shows for the above houses, with shows originating at the Grand. He will also serve as general supervisor of the circuit. Extensive remodeling program is to start at once at the four houses.

Minsky left this week-end for New York on business pertaining to the new combine, including buying of costumes. Headquarters for the circuit will be at the Avenue here. Plans are for opening of the houses early in September. Jack Dickstein, former manager of the Gus Sun office here, is planning to return to show business as manager of the Fox, Indianapolis. Dickstein has been deputy sheriff of Wayne County the past two years.

## A. C. Clamps on Helio trope Stuff

ATLANTIC CITY, July 27.—Some of the local club ops are co-operating with Mayor Tom Taggart and are clamping down on female impersonators as performers. T-K-2 Club, which was scheduled to use the show from the Hi-Hi Club, Hollywood, brought in a light show, while Jokey's Derby Club also changed its policy. Club Madria, however, is still continuing with Jackie Law and his Boy and Girl Revue.

Mayor's ruling that strippers respect the "line of decency" is holding up appearance of Dorothy Henry, burlesque girl, at the Wonder Bar. Management is now undecided when she will open.

## Shows Help SLC Biz

SALT LAKE CITY, July 27.—Floor shows are boosting the biz of travel agencies. Melody Lane, suburban spot, brought in Bobby Pincus for the new bill, augmented by other traveling acts. Managing Director Guy Tombeles is holding Larry Kent's Orpheora, another season at the Hotel Utah Starlite Gardens, with frequent changes in shows. The Lyman Four, teachers, have been the feature of the New Grand Hotel this week.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

**DIAN ROWLAND**, featured at the Eltinge, busy during her spare time taking vocal lessons from Luigi Gulfrida in Steinway Hall. Also displaying an engagement ring from Faddy Cliff, with whom she is dated to wed in September.

**GAIETY's** baseball team pulled its ninth consecutive victory July 17 when it beat the Agor Theater's nine 3-5. Carl Vitell is manager of the Gaiety Club, and Leo Cameron, of the Agor.

**KAY NORMAN**, once a featured principal, now plays her own all-girl ork from her home in Queens Park, L. I.

**LOU OILBERT**, former show manager on the major wheels, is now managing a film theater for Warner in Pittsburgh.

**BOO LAYON**, Murray Leased and Orpheora are vacationing in a tourist camp at Virginia City, Minn.

**JEAN WADE**, Bert Saunders and Phil Stone playing return engagements at the Republic. Rejoined July 18, Rosemary and Hal Weber came back July 26 and Stinky and Shardy due for a return from the Globe, Atlantic City, August 2. **MARNIE** returned to the Gaiety August 2 after a week at the Globe, Atlantic City.

**GINDER WALDRON's** two-week booking at the Eltinge was cut to one week because of the receipt of a telegram from Boston urging her to come home at once on account of the serious illness of her mother. Veki Weiss was pressed into the second week's spot, which was prior to her own Globe, Atlantic City, date.

**ELAYNE** set for the Eltinge for July 28th opening is Marie Rogers, former show girl.

**CHARLOE YOUNG**, of Cleveland, and N. S. Berger and Milt Schuster, of Chicago, in town last week looking over local talent for the Midwest Circuit. Schuster asked this column to drop the story of the two circuits—Midwest and East—combining. Also that the Gaiety, Boston, would not be a speck in the Midwestern.

**ROMAYNE** opened July 26, for two weeks at the Globe, Atlantic City, then back to the Eltinge for another two weeks and then to a third Circuit road show.

**MAC BARBON's** new staff of performers at the Rosemont Lodge, Kiantzela Lake, N. Y., includes Jean Rose, Ruth Fowler and Irving Bell.

**LABEL BROWN**, dancer, reopened at the Republic July 19.

**HONEY ALDEN**, formerly of the Lyric, Bridgeport, Conn., in a new Harry Brown booking as a principal at the Parkside Palace, Coney Island, N. Y., where Leonard Scott is introducing a new radius balloon dance novelty routine.

**MARLANE** is proudly displaying a gold badge issued her for scoring 300 in a bowling game at the Capitol Health Center allows July 27. To commemorate the event Marlane threw a party the day after, with Soviet Kelly and Marlorie Boye as chief guests.

**NAT MORDAN**, back from his real estate project in Miami Beach, Fla., tells of Harold Walnstock's leasing a new hotel in Coral Gables, Fla., and of meeting Mac Percival Hunter, ex-burly subject, who was seeking a hotel to leave in Fort Lauderdale, Fla.

**JACK LANGST**, straight man, opened at the Eltinge July 26. **IDA ROSE** is now proceeding at the Eltinge, a return engagement from last summer. Kenneth Rogers off on a vacation.

**ALLEN GILBERT**, producer, to officiate again at the Star, Brooklyn, the coming season.

**TINY HUFF**, back to the Club Holland, announces her engagement to a non-pro. Says the marriage will take place in January, when she will return and settle down as a housewife in a home on Long Island.

**SAMMY KUTCHER**, formerly with burly houses as troupe leader, is scrubbing at the Flushing Fair with the Vincent Lopez ork at the Argonne and Charlie Robinson's ork in the Streets of Paris. Here, too, with the same Michael Todd's show in Theaters Seymour, ex-burlesque, last few seasons wardrobe chief for the Shuberts, and Olga Brac, former strip-tease principal, doubling as chorine and understudy.

**YOKI MCKENNA**, former Columbia wheel straight man, is now an entertaining waiter at White Tavern in the Bronx.

**TAMARA** celebrated a birthday July 23. Helping her in the festivities were Marlene Dickson and Doris Weston, co-principals at the Star Palace, Luna Park, Coney Island, N. Y.

## CHICAGO:

**RING AND O'SHEA** are booked into the Palace Theater, Buffalo, for two weeks, beginning August 2, when it opens with stock. Manager and owner Dewey Michaels met Milt Schuster in New York to cast the show. . . . **JOAN DARE** has reopened at the Ballo. . . . **MICKY DENNIS** opened at the Avenue, Detroit, Friday (26). . . . **FRED KOTKOFF**, formerly of the team Wilson and Brennan, was a Chicago visitor. He is running a dance school in Youngstown, O. . . . **GEORGE LEWIS** is vacationing at home in Clayport, Ind. . . . **TONI MITCHELL** is playing two weeks at the Casino, Toronto. . . . **MARY MARVA** is in Chicago visiting her husband, who is connected with the Ringling circus. . . . **JOE DEVLIN** has quit the movies and will probably return to burlesque.

**FRANK BRYAN's** new revue at Globe Theater, Atlantic City, leads with Marney, along with Deane Johnson, Patricia Cornell and Jean Chadwick. . . . "Stinky" Fields and "Sharty" McCallister hold over, with Harry J. Conley, Frank Hall and Burns Brothers also repeating. . . . **SORITA**, stark dancer at White Krawf Paddock International, Atlantic City, will have one of the picture mags doing a spread on her life in a forthcoming edition. . . . **JACK MONTGOMERY's** new show at the Troc, Philadelphia, brings in MAX COLEMAN, Margie Kelley, Pearl Mylie and Cissy Lee. . . . **JULES ARJES**, Troc manager, spending his vacation in Atlantic City.

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## Philly's Hotel Allen Cited By Liquor B'd

PHILADELPHIA, July 27.—Hotel Allen, better known to the profession now as Hotel Allen, was cited by the Pennsylvania Liquor Board this week for Sunday and after-hour sales used for providing "lewd and immoral entertainment." Hotel's Jungle Room has long been the town's hot spot. Hotel is also charged for operating the kitchen as a canteen. The case will be heard on Monday (30).

The situation wants Charles Hirsch as secretary-treasurer. Hotel is operated by Izzy Hirsch, burly impresario, and managed by Max Cohen, one-time owner and manager of the Troc Theater, local burly house now operated by Hirsch.

**PA. DRIVE AGAINST UNLICENSED AGENTS**

HARRISBURG, Pa., July 27.—Department of Labor and Industry renewed its drive on unlicensed agents this week. In a four-page letter to bookers throughout the State, it reiterated the license law and repeated its regulations.

There are 70 licensed booking offices in Pennsylvania, an increase of eight over last year.

**JONES FAMILY TO TOUR**

NEW YORK, June 21.—The screen's Jones Family is set for the road as a vaude unit. Jed Frouty will head the group, consisting of Spring Byington, June Carlson and George Brent. Star's Corp. of America is subsidizing the act. Asking price is around \$5,000.

**NAMES FOR FAIRS**

NEW YORK, July 27.—Amelo Corp. of America is booking name acts for State fairs. Already signed are Elmo Dunsbar, George O'Neil, Buster West and Paul Remick. Other bookings are being arranged.

**UNO.**

### Hal Stone Show Ready for Fairs

MASSENA, Ia., July 27.—Hal Stone Tent Show, preaching the "Bees" Hayworth Players, late of their North Carolina circuit, has been enjoying satisfactory business since making the fair season recently in this State according to Hayworth, assistant manager of the Stone tent. The past week was a hit-off, says Hayworth, due to the interest there being in the midst of their threshing and harvesting season. The Stone organization opened on its fair dates at the Great Potawatomi County Fair, Avera, Ia., August 12-15, following with the Teynor (Ia.) Fair, August 15-18. For the fair dates, Hayworth will present a variety-type show, using his old and familiar billing, Pepper Hot Sauce, Billie Lane, dancer, will be featured on the grand stand. The show presented before the grand stand. Manager Hal Stone has recovered from the recent illness which put him in the hospital and is again active in the managing and business end of the show.

### Weather Hurts Buddy Players

CAMBRIDGE SPRINGS, Pa., July 27.—Winding up nine weeks in Pennsylvania here this week, the Buddy Players moved into New York State for the rest of the season. Rain has been the show's worst opponent since the beginning of the season, according to Jay C. Moxin, producing comedian. During June the show's business was marred by rain 38 nights, although the Buddy Players lost only one day, Mason says.

As Cantonville, Pa., recently lightning struck the show's light plant. After a long delay to repair the damage, Manager Miller made an effort to give the customers their money back. However, they wouldn't tell to his idea and insisted upon seeing the remainder of the show. The sidewalks were raised and the headlights from the patrons' automobiles were focused on the stage, thus enabling the players to finish the performance.

### Winstead Opry Is Back in N. C.

OHENSBORO, N. C., July 27.—After 31 days in West Virginia Winstead's Mighty Minstrels tent show has again invaded North Carolina. Business in West Virginia was good with the exception of two dates marred by rain, according to C. E. McPherson, general agent. The show will jump into Virginia soon, McPherson says, to break in some new territory, after which it resumes with its regular route.

North Carolina has been kind to the show, to date, reports McPherson, with the exception of Reidsville, which gave the troupe two days of rain out of three. Greensboro tendered the show a healthy b-o play. Manager Winstead has been away from the show the past week, directing the building of two new box-wagons to be added to the show's rolling stock.

### New Cotton Blossom Ready

CINCINNATI, July 27.—The new Cotton Blossom Showboat, which has been under construction here by Jim Bonnell, veteran showboat man and showman, for the last several months, is rapidly nearing completion, with the tentative launching set for around the middle of August. Bonnell plans to break in the new floating theater with several weeks in Kentucky towns on the Ohio River near Cincinnati.

**"CAPPY" ALAN MOORE,**  
Mr. Anderson Presents  
**WISHES TO THANK**  
Mr. Jack Lord, Miss Marge Squatrito  
Manager Edison, Conn., Playhouse  
For their good cooperation in current successful season ending in September.  
P.S. Call about the show Dramatic Performers. Circle after closing here. Write care General Delivery, Manchester, Conn.

**WANT TO LEASE**  
Tent show outfit equipped for taking pictures with seating capacity of 500 or more. 35mm. machines and tracks ready to move. Have a sure-fire tent show attraction that will net \$500 weekly. Please do not allow any other equipment to find show and contacts. Address:  
FRANK VALE, Graham Theater, Fulton, Ky.

### Troupin' by Water

BOSTON, July 27.—A new way to bring entertainment to a small part of the population is that devised by two young showmen who are cruising along the New England coast with a motion picture outfit and a box full of magic tricks. At present somewhere along the coast of rock-bound Maine, Robert Ashley and Herman Kinaley, Boston semi-professionals, are traveling in a 30-foot tall sloop equipped with motor power and are giving show at towns along the seaboard, as well as taking in the small island hamlets. Kinaley does the magic and Ashley handles the pictures. Their trip when completed will have comprised the coast from Cape Ann in Massachusetts to Grand Manan off the Coast of Maine. They sleep and eat aboard and play their show in halls, hotels and churches. The idea is the brainchild of Kinaley, who has toured Maine resort places in past summers by car.

### Rep Ripples

OTIS L. OLIVER, stock and rep manager of the Gay 20s, is now in his ninth month as a booker in Seattle, and reports that show business is quite satisfactory in the Pacific Northwest. JOHN (OLE) KORD and his group of players are reported enjoying a good box-office play in their MONTANA territory. PINE TREE PLAYERS, four-people idea, are making the Maine coastal towns on two-day stands, showing a three-reel Ten Nights flicker between sets. BACK FROM A DELIGHTFUL two-week holiday spent in pursuing the elusive catfish in Ohio waters, the rep editor resumed his duties last week, full of dash and ambition. Before the novelty wears off, how about you folks out there shooting a news note on your activity? KEITH'S 10-20-30 Tent Show reports business okay in Southeastern Texas. GITS NOVELTY SHOW, now enjoying a satisfactory trek thru Western Iowa, will head soon for the Oregon country. GALE'S TENT SHOW, playing small towns in Northwestern Oklahoma, has been hampered by bad weather since the

season's opener and is just beginning to pull out the natives in the proper numbers. Show, a family affair, travels on two trucks and a trailer. CAL LAROS TENT SHOW, operating in 12 states, is making border Texas towns with a 60-minute med called Frontier Days, by E. P. Mannan, augmented by a set of vaude turns. Troupe includes six entertainers and a three-piece string band. Business, with the advent of better weather, has shown a noticeable increase.

"SEABER" HAYWORTH, who now has his troupe under Hal Stone's canvas in Iowa, visited the Cole Bros. Circus at Atlantic, Ia., July 16 to renew acquaintances with a host of old friends. On July 21, he visited the DeWitt Comedians at Atlantic, where he bumped into Stack Robinson, DeWitt's director, who swapped the first make-up on Hayworth back on the old Democrat Book Co. 21 years ago. MADOR KINSEY PLAYERS are finding business fair in MARIETTA, O., where they are in their fourth week of a six-week stand. Harry Graf, company manager, reports that rain has played havoc with the show's b-o receipts, especially before the Mammoth opening. With the result that the season to date is running considerably behind the same period in 1939. BILLY BRYANT, of the Bryant Showboat, made the three Cincinnati dates last week when it was revealed that he had offered the use of the showboat to General Julian L. Schley, Chief of United States Army Engineers and the government force of charge during the off season, from November to March 1, to use as they may see fit for the benefit of our country. One of our big-hearted Billy. UNCLE DAVE ROSS, of the veteran team of Cross and Cross, has his Rambler Radio Stars, comprising himself, Master Freddy Cross and Milton Elms, playing halls and hotels in resort towns in the Adirondacks.

AUSTIN RUSH and Gladys Adams, popular reportarians, have four more weeks to go to make it a year at the Ok-Kay Bar, formerly White's Grill, Cleveland. Austin is crossed and specially artist at the spot, with Gladys piloting the ark. BUD HAWKINS, former tent-show operator and manager, now has his small dog, monkey and magic opsy working in the Warren, Pa., area. HOMER MEACHUM, tab, rep and minstrel veteran, has taken over the coffee shop at the Park Hotel, Colum-

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### One Year Ago

TWELVE TEAMS and seven solos were left in the Decatur, Ill., contest at the 528-hour mark. AL HOWARD had gone back to his original work of show card and sign making. ALICE KING was working at the New York World's Fair. JIMMIE BURKE suffered the loss of his Oldsmobile in Terre Haute, Ind. BILL MCCOY was resting at his home in Oxford, Mich., waiting on the outcome of a tentative civil service job. ARTHUR E. BITTERS was a winner at the endurance desk. NICK BUDSON had left Ray E. (Pop) Dunlap's guinea-pig-weight concessions at the New York World's Fair to make a few State fair dates. JIMMY AND JERRY HOLLAN were vacationing in Chicago with Alice Barker, Louise Duda and Louis Nerberg. ELMER (JITTERBUG) GENTRY was working temporarily at the post office in Evansville, Ind. JOE NALTY and Tillie Tarantino won the Alton, Ill., contest. CHUCK PAYNE was emcee-singer in the new Bon-Air Club, Alton, Ill. C. W. (CHICK) FRANKLIN, ex-walkie emcee, now press agent for the Goodman Wonder Show, tips that the staff of the Milwaukee walkie visited the Goodman show in Racine, Wis. Lennie Page, Eddie Leonard, Duke Hall, Ernie Bernard, Bill Harris and many others were on the lot, according to Chuck.

GENE WILLIAMS, who has been driving a cab in East St. Louis, Ill., the past six months, cards in to inquire about old walkie friends.

"AM JUST HAVING a lot of fun," Joe Bahamas posts from Fox Lake, Ill. And if he picked the picture postal to exemplify the extent of his activities he

must be. Card shows a lake, a boat, a shady spot under a tree aided and abetted by a big pillow, a box of cigars and of all things—a party gal perched by him. Some guys get all the breaks.

PHIL C. MATHIEU, former maintenance man for Hal J. Ross, is now touring the Midwest in the interest of his shooting galleries. Jumping from show to show keeps him pretty busy, says Phil, but he adds that the returns for his trouble more than make up for that.

BATON ROUGE, La., plays host to another George W. Pugh Derby show, scheduled to open early this month. Contest will be under the guidance of George Jacobson and Archie Gayer.

BOBBIE DAVIS and Alice Tumley, penciling from Chicago, wonder what's become of Billie Steele, Peggy Jackson and Pete Trimble. They info that they're working at the Pink Poodle in the Windy City and doing fine.

"I AM FRONTING an all-piece band here now and have been playing club and park dates with pleasing success, postals Mickey Ross from Pittsburgh. Mickey inquires about the Ryan brothers, Paul Pamela, Carey Kent, Duff Davidson, King Brady, Lorman Bude and other old walkie friends.

**George Jacobson and Archie Gayer Present**  
**The Original Geo. W. Pugh DERBY SHOW**  
Opening August 8th  
Entertaining Spirit Teams With Wardrobe. Contact ARCHIE GAYER, KNIDELBERG HOTEL, BATON ROUGE, LOUISIANA

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- Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugriva, The Billboard's Material Protection Bureau, 6th Floor, Palace Theatre Building, New York City.
- Upon receipt, the packet will be dated and filed away under your name.
- The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

bus, O., and is reported making the nut. . . . POSUM GILL, who recently framed a neck opsy in Columbus, O., is currently touring Central Ohio, with business reported as lukewarm. . . . MRS. BEN KEMPNER, who recently was slated to enter a Mother, Ga., hospital for treatment for an old ailment, has changed her mind and instead will remain under a doctor's care at the home of her husband's folks at 3201 Gilbert avenue, Cincinnati. . . . LYON HARVEY, who lost his leg in an auto crash last year while a member of the Kinsey Tent Show and now operator of a news and smoke stand in the Park Hotel, Columbus, O., is slated to hitch on to his new artificial limb this week. . . . REX M. INGLIAM and wife, of Rutlin, N. C., were the guests of Mr. and Mrs. E. S. Winstead, of Winstead's Mighty Minstrels, during the tent show's recent three-day engagement at Reidsville, N. C. It was the show's first visit there in four years. . . . JAY C. MASON, in his second season as comedienne with the Buddy Players, now in New York State, plans to make the Eastern fair at the conclusion of the tent-show season with a portable unit, which he claims to have had patented recently.

**LAST CALL**  
**ST. LOUIS, MO.**  
Sponsored by  
**AMERICAN LEGION**  
**TUESDAY — AUGUST 6**  
**National Speed Derby**  
Notice: Johnny Hubbard, Chief  
**2 SHOWS**  
**WATERLOO, IOWA, Oct. 10**  
**ALL TEAMS CARRIED OVER**  
**KING BRADY**  
Care New Plaza Hotel, ST. LOUIS, MO.

**DERBY SHOW**  
**JOLIET, ILL.**  
OPENS THURSDAY, AUGUST 1  
Beautiful 2000 Capacity Location.  
Entertainment with wardrobe, cross country, etc.  
Transportation to and from show. Free will contributions \$100-150. Aug. 4. First show here in 19 years. Up to \$1,000.00 cash prizes. Special pavilion. Address:  
**HAL BROWN**  
LINCOLN HOTEL, JOLIET, ILL.



# The Final Curtain

**ARNOLD**—William R., 59, film and stage character actor, in Hollywood July 20. Arnold first appeared on the stage in New York in vaudeville. His last work was in *The Dictator*, with Charlie Chaplin.

**BAINBRIDGE**—Barton Leon, estranged husband of Evelyn Keyes, film actress, in Hollywood July 20.

**HALE**—Marcella, 18, dancer in the Cam Manana Revue in Fort Worth, Tex., last summer, in a Fort Worth hospital July 17 of injuries sustained in an auto accident July 6. Survivors include her parents, two sisters and a brother, all of Fort Worth. Services and burial in that city July 10.

**BERGMAN**—D. H. (Doc), 44, former well-known trouper, recently in a Kansas City, Mo., hospital, where he had been confined the past five years. Prior to his confinement 15 years ago, Bergman had been with the G. A. Workman, Con T. Kennedy and Shensley shows, and had operated concessions in Electric Park, Kansas City. At one time he was a partner with the late Harry Brown, concessioner. Survived by two sisters and a son, Leo, who is with the Johnny J. Jones Exposition.

**BURDET**—George E., manager of the Temple Theater, Earl Windsor, Ont., found dead in a bathtub near Perry Sound, Ont., recently. He had apparently been shot during a hunting trip taken alone.

**BUSH**—Harry L. (Shoney), 76, well-known vet showman and until recently with Earl B. McLaughlin's Side Show on Imperial Shows, July 10 in St. Elizabeth Hospital, La. Fayette, Ind., following amputation of a leg made necessary by an infected foot. During his more than 50 years in the field Bush was connected with almost all the leading circuses and carnivals. Surviving are his widow, Dolly Dixon; a sister in Long Beach, Calif., and one in Kansas City, Mo. Burial in St. Boniface Cemetery, La. Fayette.

**CRAPMAN**—C. J. (Chippie), owner of the Kansas City (Mo.) Poodle Print Co., and well known in outdoor show circles, in Research Hospital, Kansas City, Mo., July 14 after a brief illness. He also was a member of the Heart of America Showman's Club. Burial in Kansas City.

**DUKE**—Grant (Sam), carnival owner, in General Hospital, Nashville, Tenn., July 25 of angina pectoris. Duke was a native of Washington and a former prizefighter.

**DUNN**—Les, 45, burlesque comedian, July 10 in St. Andrew's, Wash. Survived by a daughter, Dorothy.

**ELWICK**—Elmer, formerly with the Barker Shows, later's Greater Shows and J. L. Laska Shows, in Wesleyan Hospital, Wichita, Kan., June 30.

**FISHER**—Abraham, 50, founder and president of the Fishman Theatrical Circuit, operator of a chain of movie houses in New Haven and Fairfield, Conn., in New Haven July 19 after a long illness.

**GOODMAN**—Philip, 33, light producer known for his musical shows, of a heart attack at home in New York July 20. His Broadway activities began with his interest in producing a play about Clem Hawley. Goodman engaged Don Marquis to write it, and in the fall of 1922 Goodman produced it. The *Old Soul*, at the Plymouth Theater in association with Arthur Hopkins. The next year he brought out a musical comedy, *Pappy*, featuring Madge Brindley and W. C. Fields, the latter in his first real speaking role. Among other plays produced by Goodman were *Dear Sir* with Genevieve Tobin and *Great Show* with Genevieve Tobin and *Great Show*. Among the *Harvard* and Washington Heights. The past few years he had been writing plays. His *Lady of Lerge* was produced by the Shuberts out of town. He leaves his wife and a daughter.

**GOODMAN**—Jack P., 78, veteran concessioner, suddenly July 29 at Huxley, Pa. He leaves his wife and five children. Burial at Indian Orchard, Pa., July 23.

**GRIPPY**—Carlton Talbot, 47, stage and

screen actor, in his Hollywood home July 24 of a heart attack. Griffin, who started with D. W. Griffith in the silent era, recently completed a part in *Before I Die*. Survived by his widow, Verna, and his mother, Mrs. Vivian Griffin, Laguna Beach, Calif.

**HILL**—Clairdo Ted, 60, former college player for the Campbell Bros. Circus, at his home in Kansas City, Mo., July 21. He was a member of the Westport-Odd Fellows Lodge. Survived by his widow, Almarita; a stepson, Harold Leavitt; his mother, Mrs. Emma Hill, Wichita, Kan.; a brother, Harry, Wichita, and a sister, Mrs. Clara Neal, also of Wichita.

**HULT**—Alice, 28, radio actress known professionally as Nancy Dixon, July 21 in San Francisco. Burial in Eugene, Ore.

**HUNSBROOK**—Charles, 62, tenor soloist and one of the oldest members of the Portmuth Club, Philadelphia singing group, July 15 at his home in Lansdowne, Pa. He had been ill since 1937. Survived by his widow, Katharine, and a daughter.

**JOHNSON**—Elizabeth (Mother), 78, widely known in outdoor show circles, at her home in Indianapolis after a lingering illness. She was the mother-in-law of Roy Gray, owner Texas Longhorn Shows.

**KORUCZ**—John, 57, Hungarian concert pianist and author of more than 400 published compositions, in Hollywood July 22 of a heart attack. Korucz made his first American concert tour in 1922. The past 15 years he had been writing songs for the movies.

**LAMBERT**—Joseph Louis, projectionist in Springfield, Mass., theaters for more than 25 years, in that city July 19. He was a member of the moving picture operators' union. Survived by his widow, a son, a daughter and two sisters.

**LOCK**—John, 40, July 21 in Queen's General Hospital, Jamaica, L. I., N. Y., of injuries sustained the previous night while performing in Joe Dobish's *Wall of Death* motor-town at the World's Fair. The accident occurred when the cycle of David Herz, new to the show, struck the safety cable around the rim and crashed down on Lock, with him sustaining critical injuries. Deceased, born in Rome, Ga., worked for Walter B. Kemp on Royal American Shows prior to joining Dobish and had also been on tour with Morris & Castle, Johnny J. Jones, Rubin & Cherry, World of Mirch, Gooding Greater, Kniss and L. J. Heth carnivals. His widow, Viola, ticket seller on the show, accompanied the body to Birmingham, where interment was made in Forest Hills Cemetery, July 22, following the funeral service in Jamaica. Survived also by three children and two brothers. Other details in World's Fair Department.

**LYONS**—Jean, 62, veteran concession employee of Cole Bros. Circus, found dead in his train berth when the show arrived at Grand Island, Neb., July 21. Death was due to natural causes. Body was sent to Des Moines, home of his brother, Tom, for burial.

**MARTIN**—John D., 71, in Home Hospital, La. Fayette, Ind., July 18. He had suffered a stroke a few days previous. Martin was well known to show folk playing Lafayette, being the owner of the show grounds there. Survived by his sister, Mrs. Charles B. Jamison, with whom he resided. Services in La. Fayette July 22, with burial in Spring Vale Cemetery there.

**MILLER**—Robert Lee, 21, Akron, O., motorcycle racer, July 21 in crash at the Oakland (O.) County Fairgrounds. His parents, a brother and two sisters survive. Burial in Akron, with burial in Oakland Cemetery there.

**RAEHLER**—Otto, 75, who helped supervise and construct buildings at the Chicago World's Fair in 1892, July 23 at his home in Bucyrus, O. Services and burial in Bucyrus.

**PECK**—Charles L., 73, father of Bert Peck, Chicago hooker, of dropsy July 10 at Anova, Wash.

**PHIBBS**—William, 63, actor and vaudeville performer for more than 40 years, in his New York hotel room July 24 after a three-week illness. At the time of death he was a member of the cast of *Tobacco Road*, in the role of Henry Panbody. Previously he had been a member of the Chicago company of *You Can't Take It With You* and in vaudeville he played with Lee Sisters, Jane and Katharine, for whom he also acted as stage manager. Phibbs' career began in stock companies in Michigan and during his career he appeared with Richard Mansfield, Robert Mantell and James

O'Neill. He was a member of the Friar Club. He leaves a son.

**PIERCE**—Wells P., 71, father of L. Roy Pierce, Milwaukee district manager for Fox Wisconsin Amusement Co., July 16 in Milwaukee. Besides his son, Pierce is survived by his widow and a brother.

**POWELL**—Major Ted (Texas), being held up and beaten, in Hot Springs, Ark., July 9 of a heart attack.

**PRESTON**—George, 36, in St. Mary's Hospital, Huntington, W. Va., July 24 of a broken neck sustained while performing. A Perla Wheel operator, Preston had joined the Bullock Amusement Co. in that capacity two days before the accident. Survived by his widow, parents and a brother. Burial in Paintsville, Ky., his home.

**ROMER**—Yachiel, 78, mother of Charles and Harry Roemer and grandmother of Adolph and Irving Goldberg, owners of the Roemer & Goldberg circuit of theaters in Southeastern Michigan, recently in Detroit. Seven children survive. Interment in Clover Hill Cemetery, Detroit.

**ROSELLE**—Jonathan, 62, brother of the late Harry Roselle, for years a dance promoter in Wildwood, N. J., July 12 at his home in Camden, N. J., after a short illness.

**SCHOCINESE**—Anna, 21, member of Frederick Chopin Choir, at Scranton, Pa., July 16 of injuries sustained in a bicyclist accident. Interment July 20 at Scranton.

**SHEESLEY**—Mrs. John M. (Annette), 41, widely known in outdoor show circles as a ride and concession operator and wife of John M. Sheesley, general manager of the Mighty Sheesley Midway, suddenly in Cambridge, Mass., July 21, while there with the Art Lewis Shows. Born Annette Armstrong, born was one of the original families of bellfingers and had been connected with the Hippodrome and Leavitt, Brown & Huggins shows. She and a sister, Dixie, also worked an outdoor act as aerialists under the title of Armstrong Sisters. Prior to her marriage to Manager Sheesley in 1934 she did an astrology act at theaters under the cognomen of Madame Arceana. Besides her husband she is survived by her mother, Mrs. Harry Armstrong Sr., at Sumnerville, W. Va.; a son, George Lambro Jr.; a sister, Dixie Hicks, and a brother, Harry Armstrong Jr. Burial July 23 in Cambridge.

**STATION**—Thomas William (Scotty), afflicted with the Mighty Sheesley Midway and a circus and carnival trouper for many years, killed instantly in Detroit recently while loading the show train. Relatives of the deceased could not be located and the Sheesley show personnel and management arranged for funeral services in Detroit, with burial in Royal Oak Cemetery, Royal Oak, Mich.

**TAYLOR**—Charles E., 64, on the road thru the maritime provinces the past 30 years with a combination trade and film show, recently in Great Village, N. S. His home. He originated a ventriloquist act 42 years ago and was in vaudeville in the United States and Canada before launching his own touring show. His widow survives. Services and burial in Great Village under auspices of the Masons.

**WALLACK**—Arthur J., 61, last survivor of the founders of The Lambs and son of the late Lester Wallack, actor and manager, at his home in Stapleton, S. I., N. Y. He was associated with his father's theatrical interests on the managerial side, taking over the management of the Wallack Theater in 1889 after the death of his father. Burial services under the auspices of The Lambs.

**WARD**—Mrs. Maylon M., former actress who toured the country in stock for many years, found dead in her Los Angeles home July 20. She also had been a radio stock company director in Los Angeles.

**WOOD**—Opal, rodeo performer, July 4 in a Pecos, Tex., hospital of injuries sustained while riding a bucking horse July 4 at Cretula, Tex. She was an expert horse woman, having held a championship in 1920. Survived by her father. Burial in Ballinger, Tex., July 6.

**WIGGLOW-ALDEN**—Jimmy Wigglow, banjoist, the past three years at Hotel Grandeur Grill, Jacksonville, Fla., and Martha Martin Alden, recently in that city.

**COSTELLO-HARTE**—Harold Costello, member of Ray Marcell's Orchestra, and Helen Harte, soprano, in Weathers, Pa., July 18.

**DALEY-McMAHAN**—William J. Daley, 1st superintendent, and Annette McMahana, ticket seller with Zaccaria Bros. show, in St. Clairville, O., July 10.

**DONAHUE-CONNELLY**—Bartholomew J. Donahue, agent, and collector for Riverside Park, Agawam, Mass., and Mary C. Connelly, nonpro, in Springfield, Mass., July 10.

**EDDY-YOUNG**—Daniel Eddy and Marion Young, both of the International Congress of Oddities Show, July 23 at Akron.

**EISEMANN-LINER**—Dr. Jerome S. Eisemann, nonpro, and Beatrice Liner, assistant manager of the Criterion and Bijou theaters in Bridgeton, N. J., which are owned by her mother, July 7 in Bridgeton, N. J.

**EVANS-McFARLIN**—Ted Evans, chief mechanic with the Buckeye State Shows, and Naomi McFarlin, at the bride's home in Newport, Ark., June 25.

**MANNES-SADIN**—Leonard Mannes, nephew of Dr. Walter Darrach, the conductor, and associate director of the Mannes Music School, and Evelyn Sadin, ballet dancer, July 13 in New York.

**MOULTON-SULLIVAN**—Robert Moulton, of Minneapolis, and Ed Sullivan, of the vaudeville team, Lou and Mabel (Sullivan Sisters), in Minneapolis July 15.

**NELSON-KALANIK**—Clarence E. Nelson, member of George Hall's Orchestra, and Mary M. Kalanik, nonpro, July 4 in New York.

**TURNER-MEYERS**—Jack Turner, featured entertainer with Tony Cabott's Orchestra at the Villa Moderna, Chicago, and Viola Meyers, Chicago singer, professionally known as Gloria Gleaner, recently in Clinton, Ia.

**WOLBERG-TOTTER**—John Wolberg, assistant manager of the Bell Theater, Springfield, Mass., and Margaret Totter, Kansas City, Mo., photographer's model, in Springfield July 20.

## Births

A nine-pound son to Mr. and Mrs. Ben Greenblatt, in Women's Homeopathic Hospital, Philadelphia, July 15. Father conducts a school of modern piano playing in Philadelphia and is known on the radio as the Piano Rambler.

A daughter to Mr. and Mrs. Harold Howard, July 19 at Jewish Hospital, Philadelphia. Father is son of Ed (Spike) Howard, carnival and circus strong man.

A seven-pound girl, Helen Stephenson, to Mr. and Mrs. Hal Kemp July 21 at Le Roy Sanitarium, New York. Father is the orchestra leader, and the mother, the former Martha Stephenson.

A son to Mr. and Mrs. Gordon Thompson at Pith Hospital, Bronx, N. Y., July 17. Mother is the former Geraldine Harrison, member of the Harrison Dishes Trio, vocal group, and former singer with George Olsen's Band.

A seven-pound daughter, Jacqueline Bebele, to Mr. and Mrs. Al Hahn July 6. Father is the orchestra leader and mother is the former Bobette Jacquetta Tubey, Chicago dancer.

A six-pound son to Mr. and Mrs. Howard Bantz in Grace Hospital, Detroit, July 19. Parents were formerly with the Mighty Sheesley Midway.

A son to Mr. and Mrs. Hal Rice, in Mercy Hospital, Canton, O., July 21. Father is a former musical unit show band leader, and is currently a drummer at the White Swan Night Club, Canton. Mother is a former chorus girl.

A daughter, Barbara Ann, to Mr. and Mrs. John Dugan July 22 at Physicians Hospital, Jackson Heights, L. I., N. Y. Father is in the theater department of Music Corp. of America.

A boy to Mr. and Mrs. George P. Smith Jr., July 20, in Corwain (N. Y.) Hospital. Father is co-director of amusements at the New York World's Fair.

A seven-pound boy, Michael James, to Mr. and Mrs. James Emble July 10 at Grace Hospital, Detroit. Father is announcer at Station WWJ, Detroit.

A daughter, Lynne Scott, to Mr. and Mrs. Karl Weber June 29. Father is a Chicago radio actor.

A daughter to Mr. and Mrs. Joseph Corner in Chicago July 17. Father is one of the concertmasters on the Cornetia Confented Hour program.

A son, Robert Le Roy, to Mr. and Mrs. Phil Shubin in Chicago July 19. Father is flutist, clarinetist and saxophonist with the Club Matinee Orchestra at the NBC studios, Chicago.

A son to Mr. and Mrs. Don Arvech in Hollywood recently. Father is the screen and radio actor.

A 14-pound daughter, Nadine, to Mr. and Mrs. Donald Black in Fresno, Calif., June 19. Father was formerly with the Tiger Walk Show.

## Rhoda Royal

Rhoda Royal, 71, showman, horse trainer and equestrian director, died July 23 in Meekin Bros. Hospital, Chicago, after a month's illness.

Royal had a circus of his own on the road in the early 1900s and later was with Sells-Floto, Hagenbeck-Wallace and other circuses. He was active until this season.

Funeral services were held under auspices of Showmen's League of America, Chicago, with burial in Showmen's Rest, that city. A widow, Corrie, survives.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post
Carter, J. H. 100
Cotton, J. C. 100
Cotton, J. C. 100

Women
Alton, Mrs. Paul
Alton, Mrs. Paul
Alton, Mrs. Paul

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Alton, Mrs. Paul
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Mrs. Mrs. Day
Mason, Mrs.
Mason, Mrs.

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Mason, Mrs.



Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

Walker, Mrs. Geo.
Wall, Mrs. J.
Wall, Mrs. J.
Wall, Mrs. J.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

See LIST on page 32

# NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

## Drive Is On For 2d Half

### Ideas to step up interest given to CA—new law for gate despite two big days

NEW YORK, July 27.—As the World's Fair neared the halfway mark—the 12th week started today—action on ideas to step up interest, stunts and attendance gained momentum following a huddle of the Commissioners' Association with Board Chairman Harvey D. Gibson this week. Gibson, describing efforts of the fair to promote a more vigorous gate for the second half, laid out a prospectus in three general brackets as follows:

1. Trains on all subways will bear signs emphasizing special events.

2. Hundreds of 24-sheet stands will be posted throughout the city and immediate metropolitan area denoting that this is the last year—"See it now or never, the fair comes forever on October 27."

3. Signs will be placed at key points around the grounds and midway stating how many days are left.

Named as advertising and publicity co-ordinator to work up the mechanics of spreading the word to the population was Peg Wills Humphrey, until now on the staff of chairman of the board on exhibit sales, but who has worked closely with the amusements department on midway matters. Miss Humphrey has for years been lieutenant to Lincoln O. Dickey, general manager of Billy Rose's Aqueduct and during the winter period in the normal capacity of personal adviser to Gibson.

As Great White Way courier, Halton and contact woman, Miss Humphrey succeeds Will Yelen, who some weeks ago was transferred to feature assignments by Publicity Director Leo Casey.

Meanwhile, a unit of the midway, the six-acreage formerly known as Children's World, talked up publicity and advertising for its own sphere, theorizing that because the stretch is on a less visible arm of the midway it requires special

### Additional Expo News

Out in the Open—General Outdoor Section (Page 59).

## N. Y. Expo Inspires First Trek Idea With Buck-Shaffer Hook-Up And Cleveland the No. 1 Stand

NEW YORK, July 27.—Launching of the first major combination show to come out of the World's Fair was announced by Simon R. Shaffer, general manager of Winter Wonderland, ice village at expo, and also chief of the Florida Orange Festival in Winter Haven. It's set under the label of World's Fair Hit, featuring in-the-flesh Frank Buck with his Jungletand, Oscar NYWF and Sanfran Fair shows, and talent are in process of being recruited, Shaffer said. Sharing billing honors with Buck will be "another figure with popular appeal who is prominent in radio or pictures."

Initial layouts will be housed in the Cleveland Auditorium and exhibit halls for an 11-day run next November, arranged thru Herbert Dickman, commissioner of the building. Sponsor set-up has a hook-up with Pythian Exhibition Committee, Inc., taking in the R.P. of Northern Ohio, and honorary chairman is Mayor Harold H. Burton, of Cleveland.

### Paid Attendance (11th week)

Saturday, July 26	102,354
Sunday, July 27	86,217
Monday, July 28	91,800
Tuesday, July 29	67,003
Wednesday, July 30	92,676
Thursday, July 31	82,581
Friday, July 28	38,920

Total.....544,003  
Previously reported.....8,584,870

Grand total, first 11 weeks, 5,008,433\*  
First 11 weeks, 1929.....2,695,812\*\*  
1930 decrease.....2,312,621  
Daily average.....117,997

\*The period May 11-July 25 of last year grew.....10,325,595

surgery. Leaders of this group are Charles Cagney, of the Gimbel scenic side; William de L'Horbe, Flying Doctor; Albert Macaudo, Merry-Go-Round; Parachute Jump, Ballastines, Nathan's Frankfurter, Illinois Ferry Wheels, Nevada-Ten restaurant, the souvenir shops and others. Stress will be laid on the strip at "Outway to the Midway" and free acts are planned as a four weeks' test. Money will be raised among the concessioners and the expo itself will be asked to contribute. A reunion of members of the National Parachute Jumpers Association, composed of those who have actually made jumps, will be staged on the average early next month. It was announced by Bill de L'Horbe, one of the members.

Past week's attendance ending last night marked a new low of 544,003 decrease. (See DRIVE IS ON on page 57)

### On the Flushing Front

By LEONARD TRAUBE

NEW YORK, July 27.—It took a combination of expositions and an industry void created by the death of a friend and employer to suggest that entry into ride building on his own is about time. The subject involved is none other than Joe Drambour, of course, builder and superintendent of the Cyclone Coaster here for Harry G. Baker, whose death last August caused national sorrow. Drambour also supervised construction (See Flushing Front on opposite page)

About 260,000 square feet will be available in Cleveland Arena, Exhibition Hall, Arcade and Lakeside Exhibit Hall to house entertainment, sports, games, concessions and local and national displays. The commercials will provide the educational and industrial theme. Talent and principal show will be concentrated in the main arena, a 13,000-greater, with ground, stage and aerial production. As a magnet to draw traffic thru the entire area from an exhibit section to another, Shaffer plans a free show on night club lines, with ensemble, for the far end of Lakeside Hall. Remad also is a midway stretch with Buck the nucleus, surrounded by types such as Ripley's Odditorium, American Living Magazine Covers, Midget Village, and others at a two-bit fee, which is also the general admission fee.

After Cleveland, there will be a three-day run to allow the show to move to (See EXPO INSPIRES TREK on page 57)

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29

## Gates Jump On Kids' Day

### Nickel signs are tonic in mid-week—free-act bill to be greatly augmented

SAN FRANCISCO, July 27.—For the first time in a month the amusement area obtained what could be called concerted and day-long patronage on Wednesday, Kids' Day, when many shows and rides cut prices to a nickel. Some hung onto the dime tariff, but these were in the minority and included the Whip, Signature Railway, Roller Coaster, Octopus and Giant Crane. Nickel signs were out at the World a Million Years Ago, which is again open; Terrell Jacobs' African Jungledom, Chinese Village, Incubator Babies, Harvey's Homes and Cliff Wilson's Monsters. Business was heavy at all spots which had reduced prices.

But rate pushed the fair to one of its low big midweek crowds since opening, attendance registering 43,600. General Motors Day today is expected to hang up a good record.

Nell Hamilton is trying to arrange for reopening of the Hollywood Stage Show. Leo Singer's Midget Village is closed permanently. The \$1,500 back pay owed employees has been paid by Singer.

When Nate Miller flew to New York and Florida he left Rudy Illinois in charge of the Scooter, Johnny and Marie Winters (and's Lady Little of the late Midget Village) have opened an annex in Jacobs' jungle camp, which has become the headquarters for circus folk. Visitors to the camp this week included Mr. and Mrs. Charles Clark and daughter, Ernie Clark; Mr. and Mrs. Leonard Karch, Lima, O., and Arthur Borella, of the E.K. Fernandez Shows of Honolulu, en route to Galveston.

The Star-Spangled Banner is now being sung as a climax to the patriotic finale of Billy Rose's Aquadome. Frank Foster, who is Johnny Weissmuller's stooge at the Rose epic, walked out when he wanted a raise but couldn't get it. Rose is reported to have turned thumbs down on an idea to come here and stage some kind of big night club entertainment—to keep the customers from rubbing away after dark.

Eliza, queen of the cows at the New York World's Fair, hauled by train to Hollywood to act in a film, will be honored at the fair here in September. Small Aerial Circus, expo's free entertainment program, will be enlarged to 26 acts on August 3, and have 22 performers, bill to cost \$1,200 a week. With many special days set, the next two months are anticipated as big ones.

### Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, July 27.—Joe McManis, Treasure Island salesman for The Billboard, is ill in Veterans' Hospital here and deliveries are being looked after by Mrs. Myrtle McManis. Live-a-Live game will move to the old Midget Village location. Max Schwartz will occupy the former Live-a-Live building with a novel photo gallery. Last World, which has been closed for a time, reopened on July 20 and may operate Saturdays and Sundays only, to be determined by business on trial days. Julian Harvey sent another expedition to Grand Canyon to capture some of the miniature wild horses, such as he has been exhibiting. Since two of the tiny equines were possessed recently no due to the perpetrator has been found. Fred Salt, of the Elynum Show, started to curtail by

### Paid Attendance

Thursday, July 18	34,569
Friday, July 19	32,058
Saturday, July 20	32,889
Sunday, July 21	38,158
Monday, July 22	28,422
Tuesday, July 23	33,458
Wednesday, July 24	33,650

Ninth week total.....209,001  
Previously reported.....2,437,878

Grand total, 61 days.....2,728,429  
First 61 days, 1929.....2,158,375  
1930 increase.....570,054

### Chair Pushers Ask Changes

SAN FRANCISCO, July 27.—Seventy young men who push roller chairs are "on strike." Altho no formal demands have been presented to Wallgreen Rolling Chair Co., owner of the concession, it is reported the pushers want fewer chairs in operation on "good" nights as well as a 50-cent cut in rental fees. Instead of the 80 vehicles operated on crowded nights the pushers are said to want only 75; on other nights they want a cut from 70 to 65.

cutting out some of the front men. Don Nicholson is also clipping the nut of the Miss America Show. Some talk that the Aquadome may be framed for a road tour after close of the expo. Gaves of Mystery of Santa Row has had its front embellished with a lot of funny figures and has added a midget hallyboo. Parade of pickets is still in progress, in front of the fried-potato stand. Sid White changed his mall game to a bicycle wheel. A Mayor's Activities—A couple tough looking eggs with fire in their eyes and chips on their shoulders came bounding into Eddie Brown's Gayway office. "Where's the guy that runs this joint?" they demanded in unison. "That's me," said the mall guy. "Well, we've just been skunked, hombowdied and hood-rummed. We just paid 25 cents to go into one of those traps where they are supposed to have dames, with nothing on. When we gets into the dump rats, by a lot of blowers with cowboy hats, by handkerchiefs around their necks, by round their middles and cowboy hats up to their knees. Nothing" and Sid, these pals had on more junk than Sam Elizabeth wore, and we wants our money back." The mayor looked at the boys, plainclothes quizzically for a moment, with his lips pursed, as tho to say something in keeping with his thoughts, and then he evidently thought better of it, called the manager of the show by phone and, upon his arrival in the office, 25 cents were returned to the boys who insisted upon nature in the law.

The four leading attractions on the Gayway these days are, in order, Kellers or Not, Baby Incubators, Chinese Village and Terrell Jacobs' Jungledom. Cyclone Coaster, under management of Charlie Keller, is topping the ride, closely followed by the Nate Miller Scooter cars. Leading money-taker of the games is the ham and bacon wheel on the Gayway. Restaurant leader is the True Blue Cafeteria in the Hall of Science, closely followed by Dr. Judah's Chicken in the Rough and Maxwell Donovan Shop. Tiny Kline has been hooked with her slide for life. Julian Harvey's balloon stand is nearing completion in the old Amazon building. He has run the gamut in concessions, having had about every kind that one could think of. George Haley put over another one of his unusual dinners, this one called a clapping feast. It is a sort of fish stew, prime factors of which are crab parts in the shell. Each dinner was furnished with a bib for the neck, which kept juices from corseing their white-boards. Some of the guests wore smoked glasses to keep their eyes free from (See GEEK CLEANINGS on page 57)

FLUSHING FRONT

(Continued from opposite page)
of the Baker Center of the Southern Fair...

Under the Baker administration...
the Baker administration Department was a valuable construction...

Alfred Stern, manager of 20,000 Legs...
under the Sea, known last year as Dream of Venus...

Arthur P. Blesse, assistant to fireworks...
director Frank Duffield, was probably embarrassed by a publicity release...

bag program from the Crowley Building...
in which actors who participated were Maria (Midway Village) Great and his...

Charles Hallden, chief clerk in charge...
of permits and field reports in the amusements department, is back on the...

Publicity department has been hammering...
away at Meadville Hotel Up-Up Days for some reason or other...

Midlet Town personnel are staging a...
dance on July 30 for the Red Cross for midwives exclusively. Hazel Cotter...

- Long lists of names and addresses, including:
Trombador, Wm. H. ...
Trombador, Wm. H. ...
Trombador, Wm. H. ...

- Names and addresses:
O'Donnell, John A. ...
Thomas, J. ...
Tombauer, Frank ...

MAIL ON HAND AT CHICAGO OFFICE

- Women
Adams, Betty ...
Adair, Mildred ...
Bach, Dorothy ...

- Men
McCook, Edgar ...
Miller, Charles ...
Moore, Thomas ...

LETTER LIST

- Long lists of names and addresses:
Mrs. K. ...
Mrs. M. ...
Mrs. N. ...

- Long lists of names and addresses:
Mrs. P. ...
Mrs. Q. ...
Mrs. R. ...

- Long lists of names and addresses:
Mrs. S. ...
Mrs. T. ...
Mrs. U. ...

MAIL ON HAND AT ST. LOUIS OFFICE

- Women
Mrs. V. ...
Mrs. W. ...
Mrs. X. ...

- Men
Mrs. Y. ...
Mrs. Z. ...
Mrs. AA. ...

# Heat Cuts Into Attendance of Ringling-Barnum in Chicago; Tour Is Best in Many Seasons

CHICAGO, July 27.—Coming into town on a tour that has been the best in many seasons, the Ringling-Barnum show ran into a world spell on Chicago's lake front this week with the result that business has dropped below last season to some extent. Despite the soaring thermometer, which exceeded the 100-degree mark on two days, attendance has been "good"—much better than Windy City engagements of other recent years when weather was more favorable. Estimates on business this Friday varied from 10 to 15 per cent off from the excellent run in 1938.

Show opened its nine-day engagement Saturday (20) and closes tomorrow (28). First week-end in town also was the first week-end that summer heat hit this vicinity full blast, and even circus officials could not blame Chicagoans for heading toward beaches, parks and nearby lakes. Scorching weather continued until Thursday night, a weak coming via thunderstorms after the evening performance was under way. Somewhat cooler weather Friday resulted in better business. Indications point to an excellent last two days, today and tomorrow.

Show is on its usual lot in Grant Park, just south of Soldiers' Field, and layout shows the entire set-up to its best advantage. As usual, the Chicago engagement arrived as a midseason get-together for officials of advance forces, etc. Virtually all execs working ahead of the show were in town some time during the week. Frank Braden handled the papers for the engagement and obtained an unusually good number of stories and network. F. Beverly Kelley had the name of the show on the air daily, and on Thursday John Ringling North and Alfred Court appeared as guests on the WGN-actural program in Chicago today.

**NLRB To Demand Vote**  
According to officials of the American Guild of Variety Artists, the National Labor Relations Board will demand a vote of the show personnel to settle union fight for jurisdictional rights over workmen. Since opening of the season two labor organizations have been striving for jurisdiction and recently difficulty was referred to the NLRB for settlement.

Practically all workmen on the show are at present members of the American Federation of Outdoor and Indoor Circus and Carnival Workers, organized in

Sarasota last winter. Other body, the Circus, Carnival, Fair, Rodeo International Union, lead by Ralph Whitehead, who formerly headed the defunct American Federation of Actors, has been attempting to obtain a foothold on the show but without success so far. It was Whitehead who appealed to the NLRB. Latter body claims that bargaining agency on the show can only be settled thru a vote of show personnel. Time and place of election is not set, according to A.O.V.A. officials, who still retain jurisdiction over performers.

**Show Has Red Cross Chapter**  
A Red Cross chapter was organized on the show this week. On the chapter's roster are John Ringling North, Henry Ringling North, Pat Valdo, Alfred Court, Fred Braden and many others of diverse nationalities. Ella Braden is temporary chairman. The show had a Red Cross chapter during the first World War.

**Some Iowa Dates Canceled**  
CHEROKEE, IA., July 27.—The Ringling-Barnum show has canceled its date of August 14 here, officials of the Illinois Central Railroad said this week. They announced that all other dates in Northwest Iowa, including Sioux City, had been canceled. No reason was given. The show will appear in Cedar Rapids August 1.

**Booked for Grand Forks**  
GRAND FORKS, N. D., July 27.—A wave of enthusiasm, extending from Grand Forks to the Canadian border greeted announcement that the Ringling-Barnum circus will play here August 12. The show has not been here since 1934, and for two years there have been no circuses in the city.

This year, with heavy rains the past two weeks ravaging crops that were on the down grade, farmers all thru the Red River Valley are optimistic and willing to spend their money. The booking of the show here was given front-page play in *The Grand Forks Herald*. The circus will come here Sunday, August 11, from Ferguson Falls, Minn., and then go to Fargo.

## Rhoda Royal Buried In Showmen's Rest

CHICAGO, July 27.—Friends of Rhoda Royal paid their last respects to the veteran circus man Thursday when he was laid to rest in Showmen's Rest. Funeral services, held at Sbarbaro's undertaking parlors, were attended by many of Rhoda's old associates and the casket was banked with floral tributes.

pallbearers were Orlin Dayehport, Earl Bishop, Ab Johnson, Ted Tooley, Roy LePard and Harry Paul. Services were in charge of the Showmen's League of America.

## Prohibition of Spot Billing Causes Bertram Mills To Close

LONDON, July 2.—It is now officially stated that the blow which finally decided Cyril and Bernard Mills to close the tour of Bertram Mills Circus was prohibition by the Ministry of Security of the use of place names in advertisements. This regulation, amidst all the other difficulties, presented an obstacle over which the brothers were unable to see. The show had always been run on a basis which made it imperative for advertising on an enormous scale over a very wide area. When, therefore, they were unable to announce their presence or whereabouts the situation became quite unmanageable.

The announcement about the use of place names first reached Cyril Mills on Monday, June 17. On Tuesday it was public property and the staff and artists were therefore told within two hours that the season would end on Wednesday. At the time the circus was in Worcester, due to open in Stratford-on-Avon on Thursday. By Tuesday afternoon their



**RHODA ROYAL**, well-known horse trainer and equestrian director, who died in Chicago July 22. Details in *Final Curtain*.

## Mell's Show Doing Good Biz

GLENDALE, Calif., July 27.—Mell's Middle Circus, managed by Mell Russell, has been playing schools and theaters in and around Phoenix, Ariz., to good business for the past six months and has a number of return dates in the fall. The show closed last week at the Fox Theater, Tucson, Ariz. The Long Theater Corp. in Arizona and New Mexico has engaged it for the fall.

A happy reunion took place recently Russell says when he met Dolly Lord, Russell was manager of the Lord Players for a number of years beginning in 1910. Before that his show, the Mell Stock Co., had the board from 1890 to 1910.

William Post, Mell's son, has opened his own show and is doing okay. This fall he will take over the advance for his father. Marjorie Post will be featured on the show.

## Ken Maynard Planning To Make Six Pictures

LINCOLN, Neb., July 27.—Ken Maynard, with Cole Bros' Circus, said he planned to make at least six pictures between seasons, starting in November. He said he would not be with Max and Arthur Alexander, who usually produce his horse operas, but, unless a deal were thru with a present offer, he'd meet them personally and go after an independent release organization.

## Myers With Klein's Show

CANTON, O., July 27.—C. A. Klein, of Klein's Attractions, announced here that he had contracted with L. Claude Myers to join his organization August 1 at Mount Vernon, O., with a nine-piece circuit band.

**EDDIE AND RUTH ZOLAR** are playing a string of eastern hotels and night clubs.

## Cole Has Good Day at Lincoln; Draw Is 11,000

LINCOLN, Neb., July 27.—Cole Bros' Circus, opened to the extent of 1,000 on the day, played to 11,000 admissions here (22), the best date, according to the management, of the two weeks previous. It was the first major show in Lincoln since July 5, 1938 (Hagenbeck-Wallace), and it was its first appearance here since a record-breaking day in 1937. Show had five dates in Nebraska, of which this was the second. Omaha's turnout on Sunday (21) was much lighter than here, only about 6,700. Show was backing *The Omaha World-Herald* sponsored Jimmy Lynch thrill show troupe, which made it tough to get any publicity breaks.

"Grip" paper was slugged on several showings in Des Moines, Omaha, Lincoln and in Grand Island by a Ringling-Barnum crew two days before the Cole arrival. Lincoln's date for the Big One was set for August 21, but its effect on smothering the Cole business was not ascertainable here.

Setting Ringling in here August 21 puts the show within nine days of the Nebraska State Fair, which will no doubt bring another bowl. In the last few years, circuses, recalling the several attempts of the fair to get a law thru the Legislature banning traveling shows within 30 days of the fair, have been keeping a safe distance. Being the first time for the Ringling show here in about six years, it's about the closest dating ever dared.

## Light Rigging Breaks Loose

Cole Bros' evening performance here was marred by an accident when the rigging holding the lights over Ring No. 4 suddenly broke loose during Cole O'Dell's aerial spotting in the center flag. Lights plunged to the ground within two feet of Phil Escalante, and the bulbs exploded. Nobody was hurt, but Miss O'Dell, halfway thru her turn, called to be let down, and refused to continue. Ring ran dark for about two minutes, but eventually got in action again. Frank Shepherd, about to do his forward somersault to a heel catch on the trapeze, pulled one of the guy-wire stakes, and refused to go on with his act when the rigging went slightly out of line.

Newsboys made much of Mary Alice Watson, drum major, flying ladderette and muscle grinder, she being a Lincoln girl. Press corps making the tour included Vern Williams, Jack Grimes, Orr Parks and L. B. Dean. Lincoln's reputation for never having a circus lost in the last decade is still intact.

## Rossell Leaves Show

CINCINNATI, July 27.—Bex de Rossell, who was on the press staff of Cole Bros' Circus, recently left the show and is now vacationing with relatives in Bloomington, Ill.

## Canton Club Meeting Attended by 30 Members

CANTON, O., July 27.—With a number of members away on vacations, the Canton Showmen's Club July 19th meeting was attended by more than 30 members. There was installation of officers and a large number of memberships, for both the active and social list were received and referred to the committee.

A banquet and show are planned for October at the Swiss Club. A committee has been named to look over possible sites for the proposed clubhouse, which the club expects to occupy by fall. Several other social events and a possible promotion are contemplated for late summer and early fall.

## New Kind of Fixing

DETROIT, July 27.—The Ringling-Barnum show had to do a new kind of fixing when it played Lansing, Mich. A farmer got an injunction in the County Court against the show's stand in a field near his home, first because the show might injure the stand on the lot itself, which he was farming, and second because it might hurt his oats in the next field. So the show put up \$250 bond to lift the injunction.

## Hunt Pulls Publicity Stunt on Cape Cod

BOSTON, July 27.—Hunt Bros' Circus pulled a clever publicity stunt on Cape Cod in co-operation with Major Samuel T. Stewart, of the Republican Finance Committee. Stewart had two elephants from the show brought down to the walk in front of the building occupied by the G.O.P., and there he was presented with a bag filled with coins by Jewel, one of the elephants. Photographers were present from every Boston newspaper and from the *Hypocrite Standard-Times* and the *Bostonian*. "Don't Feed the Elephant Politicians," meaning, of course, that no small chance was desired, caught on quickly over the state.

Charles Meyer, who is said to have originated the method of air conditioning a big top, was with the Hunt circus and played a prominent role in the G.O.P. stunt. Meyer and Lew Harko then sold Stewart the idea of placing white banners on the elephants during the remainder of the time they were on the Cape.

Photographs of the Hunt elephants and of many of the personnel of the circus appeared in the newspapers of Massachusetts for many days following the stunt at Hyannis. Floyd Bell, former press agent with the Ringling show, now operating an agency in Boston, was present and lent his aid to the stunt and arranged for the planting of the photo and story with 50 outside newspapers.

Mrs. Charles Hunt Sr. has been quite ill, but is rapidly recovering and despite the seriousness of her illness she refused to leave the lot.

Charles Hunt Jr. is handling tickets on the side show, is acting as equestrian director, handles the cats and does a riding act.





# Under the Marquee

By CIRCUS SOLLY

**ALBERT POWELL** troupe, who act, left Mills Bros' Circus to play fairs and celebrations for the Gus Sun Agency.

**ERNE WISWELL**, with his Fanny Ford, has left the Hamid-Morton Circus to play parks and fairs. He will return to the show for indoor dates.

The circus is one of the greatest institutions in the world.

**COLE BROS.**, on the State Fair grounds at Des Moines, Ia., had about a half house in the afternoon and better than three-fourths in the evening.

**WELLS BROS. TRIO**, featured with Lewis Bros' Circus since the start of the season, will leave the show August 1 to play fairs and celebrations for the Gus Sun Agency.

**THE KAROLIS**, late of Ringling-Barnum, recently finished a six-week run in the Rainbow Room, Hotel George Washington, Jacksonville, Fla., and joined the Cavalcade of MGM fairs.

**FLYING ROMAS** renewed acquaintances with the Huxford family, high-wire act, and members of the Greep cannon act at the Covered Wagon Days Celebration in Salt Lake City.

**BEN STURGES**, superintendent of the 7th and Ontario Building in Los Angeles, visited the fair in San Francisco and saw some old-time circus people. Sturges, former circus trimmer, tramped with the late Jess Adams for quite a while.

**TEDDY SCHERGERL**, who was on the front door of Cole Bros' Side Show, left at Indiana Harbor, Ind., due to illness. In a call at *The Billboard* in Cincinnati last week he stated that his condition is improved.

According to reports, most of the big tops are doing very well. Some have had big days.

**BILLY (RACIS) MACK** is now working with Art Labue, clown cop, and still doing his clown tramp and dog act. They are featuring Quackie, blindfold tight-rope walking dog. Are playing vaude and fair dates in and around Los Angeles.

**LA YENIA SISTERS**, aerial, who have been rehearsing at the Ridgeway Riding Stables in Detroit since Naomi Anderson joined the act there, will play Midwestern fair dates, according to Mrs. Minnie Rooney, manager.

**RINGLING-BARNUM**, originally scheduled to show in Oshkosh, Wis., August 9, canceled its engagement in a letter to Mayor Calk, declaring it was obliged to change its itinerary "owing to a combination of circumstances over which we have no control."

**CARL CLARK'S** trained animal troupe presents a special animal circus and magic machine for children at the Bucks County Playhouse, New Hope, Pa., this week. It's an annual showing. Clark's home being in New Hope. Raymond Schertz's single company completes the performance.

**ROY POSE** and wife, after trouping for 23 years playing vaudeville, pictures, circuses and side shows, have decided to settle down. They have purchased a cabin camp, diner and gas station on Route 30, half a mile west of Morrisville, N. Y. Any troupers passing that way are invited to stop in.

It has been great for the vendors at soft dates and big cream these hot days. Sales are reported extremely good.

**LISTER RODGERS**, peanut concessioner with Cole Bros' Circus all season, left at Indiana Harbor, Ind., to play fairs and celebrations, starting at Sewaburg, Pa. He reports the show is moving smoothly under Zack Terrell's direction, but that business in the Middle West has been spotty.

**HAROLD D. ATWOOD** saw Russell Bros' Circus at Greenfield, Mass., reporting excellent show and that stock and equipment brought much favorable comment. All acts were heartily applauded. Station WIIAY had an impromptu broadcast at noon. Bandmaster Eddie Workman and Gus, of the All-American Flyers, spoke.

**MILTON HERRIOTT**, former eque-

trian director and trainer on Barney Bros' and Schell Bros' circuses, and who also tramped with the Christy, Mighty Haag, Sells-Florio, John Robinson and Sells-Steinberg shows, is breaking a dog, pony and mink set of his own at his home in St. Peter, Minn. He expects to play fairs and indoor dates this fall.

**H. R. BRIBSON**, with Bill Bros' Circus, cards from Nicholville, N. Y.: "Business is off around the border towns on account of immigration restriction. Clayton Hawks, of Castle Creek, N. Y., spent a few days on show as guest of Sam Dock, Charles Burham, formerly a circus trouper, runs the hotel here. Kirk Adams and wife, who are with the O. J. Bach Shows, visited Sam Rippelstark."

**CIRCUS HOUSEKEEPER** is the title of a full-page story about Pauline Russell Webb (Mrs. C. W. Webb), of Russell Bros' Circus, by George Brinton Hall in the magazine section of *The Boston Post* of Sunday, July 21. The story describes Mrs. Webb as "the world's busiest housekeeper" and is illustrated with a series of photographs taken by the author showing the varied activities which occupy her daily life with the circus.

Managers should not be a bit backward to try new ideas. You never can tell when you will have a winner.

**ARTHUR DORELLA**, after eight months' tour of the Hawaiian Islands, closed season with Fernandez World's Fair Route and following a week's lay-off in Hilo opened with Fernandez new show, *Follies of 1940*, as comedian and specialty writer, doing comedy whip-see under the marquee on opposite page.

## Dressing Room Gossip

**COLE BROS.**—The Loyal-Tenpenny family of riders has left the show to play fairs. Place in program has been taken by the Rollmenacha, featuring Charly Bruce. They do three principal acts and a big comedy riding team. John and Gertrude Schubert also joined. They do ground and aerial contortion. Jack Crispen was on the show for several days, visiting his many friends. Edna Curtis, Rita and Carlos paid another visit. Mr. and Mrs. Orrin Davenport caught the night show at Joliet. Had a party of friends from Chicago. Harry (Slippy) Holmes left to join the Tot Teeter Circus as bass clown and hot-act superintendent. Earl and Hattie Shipley were visitors all day at Council Bluffs. Tommy Constock, air callopa player with Vic Robbins' Concert Band, is also playing the steam callopa and doing a flea job.

Otto Griebling, Harold McEvoy and Huffy Hoffman were guests of Jimmie Lynch at Omaha. Ray Perez is an addition to the big acrobatic act. Lincoln, Neb., home of Mary Matson, acrobat, gave the show a nice matinee and straw house at night. Mickey Freeman, wife of the writer, was taken suddenly ill at Indiana Harbor and rushed to the hospital. She is now resting at the home of Mrs. Otto Griebling, 314 W. 7th street, Portland. She would like to hear from friends. Don't know at this time if she will be able to rejoin the show, as an operation may be necessary. Mr. and Mrs. Nelson, from St. Louis, saw the night show at Lincoln. Nelson is Pancho A. Marco's personal manager at the St. Louis Police Circus and manager of all the P. & M. houses in St. Louis. Mr. and Mrs. Alex Brock were visited by Mrs. Brock's sister and brother at Omaha. Jimmy De Cobb is the new dookie kid on the show. He took the title away from Senor Lobo. John Smith is a very close third. Scotty Brown has been on the act. **FREDDY FREEMAN.**

**LEWIS BROS.**—Recent visitors were Harold Markin and Freddie Burkhardt at Greenfield, Mich.; Jimmie Morley at Three Rivers; Al Osburn at Sturgis, S.D.; Max Gruber visited at Muskogee. She presented Paul M. Lewis with the wardrobe formerly owned and worn by Funcho Villa. Charlie and Virginia Smith have joined. Charlie is side-show bow canvasser and Virginia is working in the big show. The Three Queens and Pat-o-Jack, acrobats, joined in Omaha. Mr. and Mrs. Bert Wallace recently laded in Lake Odessa. Bert says there are no fish in that lake.

When the show pulled into St. Pleasant there were so many trucks on the lot

to deliver gas and oil to the show that the personnel was convinced that Buck Reger had struck an oil well. Corley King will soon present his lion act in the big top. Duck Tibbot is back on the show after spending a few days' vacation in Three Rivers. Paul Miller is arranging his winter schedule. He has had many offers for his services during the holidays but he will be in winter quarters as usual. Bill Trobey now has menus printed for the Sunday meals. Mrs. Valentine can change a tire in very short time. The Bell Family Band has joined the side show.

EVA HINCKLEY.

## The Corral

By ROWDY WADDY

**TOM KING** is with Ralph Godfrey's Panhandle Donkeys, team No. 1, playing Max Park, Detroit.

**RAYMOND**, Alta., stamped association, donated \$250 to the Canadian Red Cross, the net profit over and above all expenses of its recent two-day rodeo. J. W. Evans is manager of the association.

**WESTERN CHAMPIONSHIP RODEO** will be held at Santee Beach Park, Portland, Ore., August 2-4, under auspices of Hayden Island Amusement Co. Ross Wolf is rodeo manager. Slack is being furnished by Diamond W. Ranch.

**WINNERS** of the recent Newcastle (Dol.) Park Rodeo: Bronk riding, Earl (Frasine) Sutton; bulldogging, Jess Rhodes; calf roping, Ray Hinson; bull riding, Buford God. Ray Hinson and the Ramsey family did trick roping and riding. Show ran two days.

**FIRST MOTOR RODEO** for Salt Lake City was held as an afternoon feature of Covered Wagon Days celebration July 23 at the State Fair grounds just outside the arena as the regular rodeo utilized the grounds inside. Event was staged by Utah Motor Transport Association.

**FIFTH ANNUAL Bear Club Rodeo**, to be held in Waco, Tex., soon, will be governed by the Cowboy Turfies' Association and only members of CTA may participate. Show will run five nights and will be given on new grounds which boasts of an increased seating capacity of 9,000. Ralph R. Wolf is manager. Last year's four-night performances drew some 23,000.

**T. E. ROBERTSON** is making arrangements to stage a 10-performance all-American rodeo and horse show in Will Rogers Memorial Coliseum, Fort Worth, Tex., late this fall. Contract has been signed for the Coliseum, with Robertson agreeing to pay \$1,200 for its use. Robertson is to carry his own liability insurance, pay for utilities and other expenses of the show.

**THREE Wyoming cowboys** captured championships at the Greeley, Colo., Spur Rodeo July 3-4. Harold Piper, of Jelm, won the bronk-riding title; Dean Merritt, of Federal, the calf-roping crown and Billy Kingham, of Cheyenne, the steer-wrestling championship. The hold-

ender, La Salle, Colo., was champion bareback bronk rider, while Frank Pearson, of Greeley, led Brahma steer riding.

**BLACK HILLS ROUNDUP** at Belle Fourche, S. D., July 3-5, was successful. J. F. Keller, manager reports. Leo Murray was the bronk riding; Mike Plaber the bulldogging, and Roy Lewis, calf roping. Featured the first night was Masgo Kuyyan, English-American opera singer, in two tableaux numbers. Two troupes of mechanized cavalry were featured on July 4 and bronk-riding by Violet Clements and Rose Herlin was well received.

**AMERICAN RED CROSS War Relief Fund** was swelled by about \$4,000, from proceeds of the rodeo and horse show staged on July 21 at Kistler Stables near Denver. Winners were: Saddle Bronk Riding—Lyle Cottrell, Bud Doyle, Earl Bolander. Steer Wrestling—Frank Starkey, Ike Bolander, Warren Francis, Hank Back Bronk Riding—Warren Francis, Earl Bolander, Ike Bolander, Cal Hopling—Tex Howard, Gale Williams, Roy Barnes. Warren Francis garnered the title of best all-around cowboy and was awarded a belt with silver buckle.

**PAT THOMAS**, secretary San Juan Basin Rodeo Association, Inc., which sponsors the Spanish Trails Fiesta, Durango, Colo., writes the following anti-Judge Maxwell McInitt's statement that rodeos have descended to the level of a racket, which he, the judge, made upon his resignation as president of the Rodeo Association of America: "In fairness to cowboy contestants and the Cowboy Turfies' Association, exception should be taken to these statements as the rodeo today is on a much higher plane than it was several years back, when there was no Cowboy Turfies' Association or RAA. I have been in the rodeo business about 15 years, working on committees and with the promotion and have found that in the last three or four years since organization of the Turfies' show has improved both in type of performers and in the ease of management. Because of the co-operation given our show by members of the CTA, the rodeo is a tough game and there is no protection granted any cowboy contestant. He has to put up money to enter a contest and the rules of the game have become so strict that in every sense the advantage is given to the natural he competes upon. The Spanish Trails Fiesta of Durango is an RAA and CTA show, which means it is open to the world for competition; but it does abide by the rules and regulations set down by the Turfies' association. We have operated this way for the last five years, and each year our show has grown.

**WANTED**  
Cowboys, Cowgirls, Trick Riders and Reper, Bronk Riders and Clowns.

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# Publicity

By FRED A. MARTIN

Some criticisms and suggestions concerning present-day roller rink publicity and advertising by the general manager of Arcata Gardens Roller Rink, Detroit, and secretary of the Roller Skating Rink Operators' Association of the United States. The editorial appeared in the June edition of The Detroit Roller Skater, Arcata Gardens publication, under the title, "When Publicity Becomes Deceitful."

(Continued from last week)

I have served the roller skating public for just over 30 years and find that most persons who use such tactics fool only themselves with their false claims. If the goods which "are being sold for less than factory price" are of inferior quality, the advertisement is fraudulent. If the goods are really the one and same, the firm will not long remain in business.

Another claim on this same page claims for one Frank Stallion, "the Champion Figure Skater of the World." Mr. Stallion, where and when did you win this supreme title? Before what

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

judges did you skate and against what contestants? What countries participated?

Only then the aforementioned routine and then only under the jurisdiction of the International Skating Federation can such a title be obtained. There is yet to be a world's championship in roller figure skating. There has been none to date in either amateur or professional status.

The Roller Skating Rink Operators' Association of the United States is using every means of eliminating claims of this kind thru constant public education. This body is lucky to have the full cooperation of the ice skating world as well as the leading rink operators and professionals and the leading amateurs. Within this body is almost every individual skater of note since 1900. These people, who did excel as amateurs and professionals, have set aside their old titles and have conceded that they are now past the age of active participation. (Other old-timer die-hards, take note!)

Some two months ago, a Cincinnati newspaper carried a story which credited a young speed skater at a local rink with a new Ohio distance record in speed skating. This story carried every earmark of being a smart piece of publicity. It was worked so that the public was given to understand that the record was an A.A.U. record.

The A.A.U. or Amateur Athletic Union of the United States, does not participate in roller skating activity. The A.A.U. has no jurisdiction in roller skating in any of its fields. That jurisdiction is vested entirely in the Roller Skating Rink Operators' Association of the United States and that body, notwithstanding its commercial name, is fully recognized and accepted by not only the other sports bodies in the skating field but is allied with the Amateur Athletic Union and the American Olympic Association thru its parent skating body, the Amateur Skating Union.

The information concerning roller skating and the facts of jurisdiction could have easily been checked at the A.A.U. office in Cincinnati, but the newspaper, acting in good faith, perhaps felt that the name was enough and printed the story, word for word.

Local disputes in the Cincinnati area have been numerous and adequately handled by Mr. Chumard, the local A.A.U. secretary, and myself, who, with these involved, met on several occasions and ironed out the difficulties. Definitely established was the fact that two bodies cannot govern the same sport. Since the RRROA is in full control of the sport and has not relinquished that control at any region, the A.A.U. recognizes such jurisdiction and any suspensions or expulsions as issued by the RRROA are carried into the track and field sports by the A.A.U.

I have for the past five years noted about 40 rink publications throughout the country. While the trend is upward to better material, some of the skates are not of the highest caliber and in many instances the writers enjoy taking pot shots at various patrons and groups. This practice is not a good one and it does not make the sport any the healthier.

In some cases the entire paper is devoted to nonsense of the lowest grade. Such matter cannot help the sport. It would not take a great deal of effort on the part of those who are responsible in issuing the publications to turn the thoughts of their writers into more useful channels. The nonsense is of no interest, or at best, little interest to the general reader. Its appeal is perhaps confined to a dozen or so persons. When an interesting, article, constructive or critical, is published, it interests almost every reader.

In closing I would like to thank the many readers who complimented and criticized the earlier "When Publicity..." story. That it drew attention to the plight of roller skating at the hands of its advertisers is sufficient thanks. Can we look forward to better treatment? Why not? Protect the life line of the sport—our daily contact with the public at large.

WINNERS of a straight waltz contest, which opened May 31 at Bay Ridge Roller Rink, Brooklyn, and closed June 28, were Gloria Thompson and Orlando Petrosini; Adele Nowak and Dick Fryer, second, and Violet Casasco and Louis Macchia, third, reported Manager Art Linnay. Winners were awarded cups, while second and third place winners

were given gold and silver medals, respectively. Contests were held one night weekly. A contest was recently conducted among patrons to name the rink's newspaper. An air-conditioning system has been installed. Ruth Eisenberg, organizer, who recently underwent an operation, has returned to the rink. Prizes for best costumes were awarded at a rube carnival on May 24. During the summer skate dance contests will be conducted on Friday nights. Weekly program includes dance instruction, Monday; prize ladies' night, Tuesday; shoe skate door prize night, Wednesday; lucky number couple contest, Thursday, and door prizes, Sunday. Roster includes Carl Carlson and Joe Seifert, operators; Sileon Coffey, cashier; Sam Kella, doorman; Henrietta Strub, Dick Dutcher and Bobbie Lambert, checkrooms; Albert Petruskivis, shoe skate rentals; Beate Michelson, mistress; Bill Young, soda fountain; Jack Bond, Walter Tice, Charles Turnhill and Norman Mallock, instructors; Frank Sirocco, mechanic; George Mehling, Leo Monti, Buddy Seifert, Joe McDonald and Danny Rossa, skate boys. Arthur Hollingsworth, instructor, has given up skating temporarily because of a knee injury. Harry Woodward has been added as an instructor.

SECOND annual Connecticut Valley amateur roller skate dance contest for couples at Dabbs Beach Rink, Lake Congamond, Southwick, Mass., opened on July 23 under direction of Manager Leo Doyle. Contest will continue until August 30, when finals will be held and trophies awarded. Opening night's contest called for the collegiate. Others will be swing dance, August 6; 14-step, August 13, and waltzing, August 20.

GEORGE C. SCHOLL, of the Rolling Rinkers, recently headed the floor show at the Palm Beach, Detroit night spot.

JESS BELL is again managing Walled Lake (Mich.) Park Rink. It has been refurbished and is drawing. The rink, park reports indicate, has been one of the best money-makers this season, being less handicapped than other attractions by unfavorable weather.

T. M. COOK, who recently obtained a license for a roller rink in Fort Scott, Kan., plans to operate under canvas until fall, when he expects to establish the rink in a building.

WORK started July 23 on enlargement of Marshfield (Mo.) Roller Rink. Floor's present size, 80 by 80 feet, has proved inadequate. It will be increased to 50 by 125 feet. Work is expected to be completed in three weeks.

ROLLER rink under management of Edward Murphy in Oakley Park, 20 miles northwest of Detroit on Commerce Lake, is proving one of the sport's major attractions. Park was recently acquired by Oscar Hanson, operator of Cedar Island (Mich.) Roller Rink.

WHEELING (W. Va.) Roller Rink will be dark during August. Manager Cecil Millan announced. Final season was held on July 28. Following reconstruction and other improvements, it will reopen September 1 on a weekly schedule.

CAL CONWAY is electric organizer at the new rink which opened recently at Meyers Lake Park, Canton, O. Rink is operated by Edward Godfrey, who closed his rink at Flint, Mich., for the summer. Orville Godfrey, Detroit operator, was a visitor for the opening. He assisted on details and reported the opening crowd was good despite chilly weather.

MADISON Gardens Rink, Detroit, is doing business about 15 to 20 per cent above last summer's. Manager Orville Godfrey said. Continued cool weather

has been a factor in keeping patronage at a good level. Henry Van Steeden has been engaged as organizer, replacing Joan Lee, who has gone to Edgewater Park Rink, that city.

OSCAR BORELLI, who operates Roll-Arena Rink, Gloucester, N. J., with his brother, Chief Borelli, marked his recent 18th birthday with a gala celebration at the rink.

GABRIEL CO., roller skating troupe, topped the bill recently at Potomac Park, Chalfont, Pa.

LARGE attendance marked the opening of Johnstown (Pa.) Roller Rink on July 18, reported J. E. Miles, of J. E. Miles Floor Co., builder of the rink's portable floor. The 80 by 180-foot floor was constructed in Johnstown and installed so as not to disturb piping that is used for winter ice skating.

## UNDER THE MARQUEE

(Continued from opposite page)  
cracking and impalement act with Jack Cavanaugh.

ROY BARRETT entered the Veterans' Hospital, Ft. Snelling, Minn., July 18, after finishing three and one half weeks of split-work fairs in the Red River valley of Minnesota for Rosenthal. He was to have begun a string of longer fairs July 31. His legs are on the bum again and he will remain at the hospital for some time. Barrett would like to hear from friends.

LUNNY (PEE-WEE) PIERCE, the globe-trotting circus man out of Portsmouth, O., visited his boyhood playmate, Doc Waddell, at the Ohio Masonic Home, Springfield last week. It was the first time they had met in 70 years. Pierce's sister, Mrs. Alice Slick, will know to showfolk, in the Pythian Home at Springfield.

THE SELICK WHARTON SHOW, a variety show with circus acts, is in quarters at New Braunfels, Tex., because of the illness of Mrs. Wharton, formerly Tette Heater, bronk rider and mascot worker on the Tiger Wells Show, and later with her husband's show. Others in quarters are Mrs. Wharton's father, Bert Heater; Mrs. Mae Heater (Miss Wharton's mother); Lela Houser (Mrs. Wharton's sister) and Mr. Houser. Slick Wharton, owner and manager, has been booking the Liberty Horse set at rodeos. Children of the show are Maiba Wharton and Bobbie Houser.

TED DEPPISH, photographer of the Charles Sigrist Showmen's Club, Canton, O., was on Ringling-Barnum circus at Cleveland for the two-day engagement, filming more than 300 feet of movies, both outside and inside the big top. His new hat makes of the show from the time it arrives in the city until it departs, including backyard scenes, spec. cookhouse and clown alley activities. Deppish said Gardner Whelan, of the show's press staff, and George W. Smith, general manager, lent co-operation in making possible the filming of the show. He plans to screen the movies at meetings of the club.

GEORGE REARICK, clown with the Al G. Barnes Circus 1924-35, has been handling the Colonial Club Orchestra on the West Coast since leaving the show, and says it looks as if he may stick with the notes. He writes: "The Coast has treated us very well and we are always working. We're finishing our 10th month at Station 4133X, San Bernardino, Calif. We have the pleasure of running into many former circus people. Dale Williams, formerly with Bill Linnor's bar act on the Linnor show, is working at the upholstery business in San Bernardino. Al Priddy makes the service clubs on occasions. Pat and Bill Kling get in here occasionally in the winter season. Bing Harris, still a musician with all the big acts at one time or another, has left for the East. He was connected with the San Bernardino city band for several years."



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# CLASS A LOOP HOLDS GAINS

## Saskatoon's Opening in Stride; Edmonton Take Belies Cut Gate

Johns reports better figures than in 1939 for first three days—Abbott tells of increased receipts, altho two days of rain reduce total attendance

SASKATOON, Sask., July 27.—Saskatoon Exhibition, July 22-27, kept in stride in gains made over last year with Calgary, (Alta.) Exhibition, July 6-13, and Edmonton, (Alta.) Exhibition, July 15-20, other fairs in Western Canada Class A, which also includes Brandon (Man.) Exhibition, July 1-5, and Regina (Sask.) Exhibition, July 22-August 3. Attendance at Saskatoon Exhibition on the first three days totaled 31,500 as compared with 27,000 last year, said Secretary-Manager Eld W. Johns. Grand-stand attendance for the same period was 24,000 as against 22,200 last year. Midway business of the Royal American Shows on the first three days increased more than 10 per cent over last year, Secretary Johns reported. He declared preliminary figures indicated a substantial increase in gate and revenue over the 1939 exhibition.

### Attractions in Arena

EDMONTON, Alta., July 27.—Despite two days of bad weather and attendance about 4 per cent less than last year, midway and grand-stand receipts were slightly in excess of those of 1939 and gate receipts equaled last year's, said Managing Director Percy W. Abbott, Edmonton Exhibition.

"On opening day with good weather we had largest attendance and cash receipts for a first day in the last 15 years at least, and as my personal knowledge does not go back beyond that, I cannot speak definitely without particular investigation, but I think it is safe to say it was the equal, if not better, than any opening day in the 52-year history of the association," he said. "Tuesday opened with fine weather in the morning and afternoon heavy rain, however, commencing at about 6:30 p.m. made it necessary for us to move the attractions furnished by Barnes-Carruthers into our Arena, Wednesday, Citizens' Day, and inevitably the big day of the week, saw rain all day and again it was necessary to set up the attractions in the Arena. Notwithstanding the bad weather and the necessity of changing the attractions from the platform to the Arena, we had generous support both evenings. On Thursday the weather broke and we did excellent business for the remainder of the week." (See CLASS A HOLDS GAIN on page 38)

## Flemington's 30th Annual To Mark Two Anniversaries

FLEMINGTON, N. J., July 27.—Flemington Fair, which has operated under the present management 30 years, will celebrate its pearl anniversary this year, said Major E. D. Allen, president and manager. Business places, main streets and the fairgrounds will be decorated. During fair week Flemington Auction Market will celebrate its 10th anniversary and on opening day will entertain members, numbering about 5,000, as its guests at the fair. The market has purchased 5,000 admission tickets, to be distributed to buyers and producer members. Donated prizes will be given away during the afternoon. Ten years ago the market was started for the sale of eggs. Afterwards poultry and live stock were added. Since inception sales have amounted to over \$11,000,000. Sam Lawrence, of Lawrence Greater Midway Shows, is making special preparations for market patrons visiting the midway.

## New One Scheduled for Jun

JACKSONVILLE, Fla., July 27.—Plans have been completed for the holding of a co-operative fair under sponsorship of newly organized Georgia-Florida Fair and Exposition, Inc., according to its president and general manager, W. V. Allison, for several years connected with Duval County Fair here. It is planned to take in exhibits of a number of South Georgia and North Florida counties. Distribution of advance publicity and catalogs is to begin soon. Special events in the way of competitions for high-school bands and field days, with prizes to shoot at, are planned.

## Gooding to Present Largest Ohio State Midway on Big Plaza

COLUMBUS, O., July 27.—Midway at the 1940 Ohio State Fair here will be the largest and most diversified ever offered at the annual, due to additional space for attractions, said Floyd E. Gooding, head of F. E. Gooding Amusement Co., successful bidder for the contract. The amusement center will be known as the Fireside Plaza.

In former years the Gooding company has used as many as 16 rides, but this year 25 riding devices will be on the enlarged midway, including at least four Ell Wheels, several Merry-Go-Rounds and three of the newest rides available. Show set-up will be altered and, instead of two of these shows, there will (See GOODING MIDWAY on page 35)

## Canceled Canadian Annual Substitutes Old-Home Week

CHARLOTTETOWN, P. E. I., July 27.—As an antidote for war nerves, Charlottetown Driving Park and Exhibition Association plans to stage a four-day old home week as a substitute for its fair, canceled because of the war. On each afternoon there will be harness races, with acts between heats and races. Booked for the show are Queen of the Air, Billy Outten and Co., Laddie Lamont, DeCosa and Lenore, White Brothers, Victoria Troupe and Golden Gate Revue. At night there will be vaude and horse shows and fireworks. Premium list will total \$5,000 and there will be 12 races. The entire program will be held at the plant, with an admission charge just as for the fair. There will also be concessions. Midway will be supplied by the Bill Lynch Shows Association. President D. A. MacKinnon and Secretary-Manager J. W. Boulter are in charge of the program.

## Miss. State Closing Is Pondered By City's Heads as Economy Move

JACKSON, Miss., July 27.—Jackson's growing pains, aggravated by legislative enactments which have sharply reduced municipal revenues, are threatening extermination of Mississippi Free State Fair here, said Mayor Walter A. Scott, ex-officio president, who declared serious consideration is being given to "abandonment of this Jackson-sponsored Mississippi enterprise." "Jackson must effect economies, and the fair is one of the things we have put our fingers on as a means of cutting costs," he said. "Some people have had a misconception of the fair as a money-maker. For years the city of Jackson has sponsored, administered and financed this annual as a project helpful not only to Jackson but to all Mississippi. All the Legislature has done for us in connection with the fair has been to lease the land on which it is situated." Mayor Scott said he is interested in the attitude of the citizens of Jackson, particularly business interests, relative to continuation of the annual fair.



OFFICIALS OF FAIR AND CITY AND COUNTY posed for this photo with L. E. Rosh, whose Blue Ribbon Shows joined Montreal Exposition Shows to present the midway at Twin County Fair, Jeffersonville, Ind., week of July 16. Annual was sponsored by Jeffersonville Masonic Temple Club and Post Military Club of New Albany, Ind. Left to right: Frank Clapp; Ben A. Patrick, of entertainment committee; Earl Shuta, township trustee; Edgar Faindicator, Republican committee; Manager Rosh, State Senator William Jenner; Mayor Homer Fowler, Jeffersonville; Jack Schweitzer, Republican county chairman.

## Still Berlin Fair

DETROIT, July 27.—Two world wars have been unable to make a blizzard in the name of the Berlin Fair in Michigan. Operated by Ottawa and West Kent Society, the Berlin name has been preserved for 85 years, altho war sentiment in 1917 changed the name of the town itself from Berlin to Marne, as it is still known.

## Tulsa State Signs Rodgers

TULSA, Okla., July 27.—Nat. D. Rodgers has been signed by Secretary H. E. Bridges, Tulsa State Fair, to direct the 1940 advance ticket sale. Five city groups will form the selling units and indications are the sale will be successful. A big program is planned. Barnes-Carruthers' State Fair Act, Theatre Duffield fireworks, Elcan auto race, Jimmie Lynch's Death Dodgers and five other attractions have been booked for the grand-stand show. A prominent film personality is slated to appear afternoon and night of the final day. Good-man Wonder Shows will be on the midway.

## Beer Is Voted In At Michigan State

DETROIT, July 27.—Reversal of liquor policies of the past two years will bring beer back to Michigan State Fair here this season, thru action by the board of managers on Friday. The move was explained by Dr. Linwood W. Snow, fair manager, who said, "In view of the fact that the State of Michigan is in the business it was decided, it would be consistent to permit the sale of beer, but to assign definite locations where it would not interfere with the fundamental activities of the fair, such as agriculture. Many of the public expressed serious disappointment last year because they were unable to get beer." Dr. Snow said he hopes or wishes would be allowed on the grounds. No night spot type of place, such as the Showboat of three seasons ago, will be operated this year, so that no additional employment for talent is likely as a result of the action for this season. Board voted \$25,000 for improvements (See BEER FOR MICHIGAN on page 37)

## La Porte Has Special Issue

LA PORTE, Ind., July 27.—A special edition has been issued by La Porte County Fair, containing news, illustrations of acts booked and feature articles written by prominent citizens of La Porte. This year's three-day 88th annual will again be directed by Secretary James E. Terry, who has been on the board more than 30 years. President E. O. Craft, who has been connected with the fair more than 40 years, and Treasurer J. V. DeLand, who has also seen more than 30 years of service. An advance grand-stand sale is to begin noon, Sept. 20 by 150-foot hog and steer barn; had been erected with the aid of WPA. It replaces one destroyed by fire last fall. Beckman E. Gerry Shows have been booked for this midway.

## Pennay Annual To Continue

BEDFORD, Pa., July 27.—An item credited to The York (Pa.) Dispatch in The Billboard dated July 27 to the effect that Bedford County Fair here will be discontinued is erroneous, according to President William Brice Jr. He reported that the largest program in history of the fair will be booked for this year's 88th annual, including George A. Barnard's Revue Moderne, Lucky Teter's Hill Drivers, Heston's auto race, new program and Bentley's All-American Shows at the midway.

### Rain for Crops Aid Annual in Langdon

LANGDON, N. D., July 27.—Contrary to the general impression that rain is a menace to show business, rain in North Dakota makes a fair, and so in this county, where rain has been abundant this year and crops are called best in the State, Cavalier County Fair, July 15-17, set new records for recent years. Prediction of a crowd that greatly oversteered the stand, and crowds on other days were larger than fair officials expected.

While managers were considering postponing a thrill show on the last day because of heavy rain the previous night, one began to stream into the city and the show went on as scheduled, with Mamie Lyell's Beach Dodgers receiving great applause and making an exceptional show. Each department reported record numbers of exhibits, said Dick Foraker, fair secretary, with some showing registrations twice as large as last year.

Gold Medal Shows did good business on the midway and moved to Hamilton, N. D., where they were landed onto Farnham County Fair grounds by tractor because of a near cloud-burst on the opening day. Grand-stand attractions included a night revue, Mark and Tab, comedy bicyclists, Froeborn Troupe, balancing and tumbling, the Armies, gymnasts, and the Orsons, high trapeze. Show on the second night was staged despite rain that raged from a drizzle to a beating shower and the grand-stand crowd remained there.

### Yorkton Batters '39 Marks Despite Rain on Last Night

YORKTON, Sask., July 27.—Despite the fact that the last night of Yorkton Fair, July 15-17, was rained out, total attendance was slightly better than that of last year. The rain totaled over two inches in one and one-half hours, stopped activity on the grounds and canceled the grand-stand performance. It was the second year admission was charged at the gate.

Figures for the three days were: Grand stand, 10,500, as compared to 10,588 in 1939; main gate, 13,870, compared to 12,588 last year.

Due to cancellation of the federal grant, live-stock entries were considerably fewer than in former years, but quality was exceptionally good. Farm boys and girls' camps were also without federal aid and failed to attract as good an attendance as in former years.

Grand-stand attractions were provided by the George Hamilton Booking Agency. Ladd attraction on the second night was Woodhouse & Hawkins and Co. CUS set from Winnipeg, in a half-hour broadcast from the grand-stand platform, over CJOX. Jimmie Lynch's Death Dodgers appeared for afternoon performance. Wallace Brothers show were on the midway and did good business.

### Puyallup Pushes Building

PUYALLUP, Wash., July 27.—Construction of a new restaurant and addition to farm machinery row are among the major improvements for the 1940 Western Washington Fair here. Restaurant is connected to the large enclosed restaurant completed two years ago by a 15-foot covered walkway. Enlarging of the center shed in farm machinery row now gives the department 20,160 square feet of display space. All farm machinery space has been contracted for, said General Manager A. E. Bortel. Each year the association removes much of the old whitewash from walls of buildings. This year the work was confined to the floral stock barn and administration buildings and bus entrance. Walls are now being painted. Eventually all whitewash will be eliminated.

### N. D. Annual Beats Rain

HAMILTON, N. D., July 27.—Rain failed to put much of a damper on the 47th annual Farnham County Fair here. Shows and exhibits came from Langdon, where Cavalier County Fair was held three days previously, but because of a downpour many trucks of the Oort Kodak Shows had to be hauled on the grounds with tractors, resulting in a late opening. First day was occupied with getting entertainment tents and exhibits in shape, but the second day brought out a good crowd. Final day brought a crowd estimated to be largest in history of the fair. Secretary Franklin Page said the fair in all departments was above standard.

### Grand-Stand Shows

ACTS booked to date by Entertainment Chairman Charles Robert for Howell County Fair and Stock Show, West Plains, Mo., are Aerial Chappells, the O'Neils and Delisle Chappell.

AMONG attractions booked for Canadian National Exhibition, Toronto, are Lucky Tole's Hell Drivers.

ATTRactions booked for La Porte County Fair, La Porte, Ind., include Zevatta Troupe, equestrians; Zoppi Troupe, unaccompanied leaders; Percilia Campbells, costing; Yullo San's Seal; Three Leonard's trapeze; Chase and Lampe, acrobats; Jess Libonetti Trio, xylophonists; WLS Road-Up, with Maple City Four; Headley Kincaid, Dezirik Sisters, Haylet Dancers and Cumberland Ridge Runners.

POODLES HANNEFORD and Co. have been set for Ohio State Fair, Columbus, thru W. O. (Bugs) Senior, of Gus Sam Agency.

TOMMY SACCO, Chicago, will furnish the grand-stand acts for Belvidere (Ill.) Fair and Horse Show. In addition he has contracted to furnish all rides and concessions for the midway.

GUERNSEY COUNTY FAIR, Old Washington, O., will have Klein's Circus Units and Rhythm Revue.

RENERD Valley Barn Dance will be at Plain City (O.) Independent Fair, said J. L. Rish, fair secretary.

LILLIAN STROCK, aerialist, has been contracted for Woodstock (O.) Fair by C. A. Klein's Attractions.

GUS SUN'S Glorified Revue, B. West Beach theatre acts and a group of WCCO radio artists will play Duth County Fair, Menomonie, Wis.

CHUCK REALY, former pro dancer and now a dance instructor in Carlton, O., has arranged with C. A. Klein's Attractions for a line of girls to play Pennsylvania and Ohio fairs and to be known as the Rhythmettes.

GREEN County Fair, Monroe, Wis., will have Gus Sun's Glorified Revue; Dotts Troupe of Arabs; Teeter Sisters, aerialists; Count Billy De Arno and Co., balancing and juggling; Phil and Dotty, acrobats, and Fred Deimar's Lions.

NINE acts, Shows, The Works, musical comedy, and The Star Brigade, musical revue, have been booked for Wisconsin Valley Fair and Exposition, Marathon Park, Wausau, Wis.

BOOKED for Sioux Empire Fair, Sioux Falls, S. D., are Barnes-Carruthers' Belles of Liberty; Royal Repetitions, equestrians; Flying Otisels; Jimmie Lynch's Death Dodgers and auto and harness races.

GEORGE J. KELLER'S Jungle Riders, national act, is contracted for Columbia County Fair, Bloomburg, Pa.

SOL BERNIS, Detroit, has booked Major Bowes Units for fairs in Hastings, Ludington and Alameda, Mich., and Upper Sandusky and Greenville, O. Extra acts also will be booked by Bernis in Ludington.

### Twin County, Ind., Pulls; Repetition Planned for 1941

JEFFERSONVILLE, Ind., July 27.—Daily attendance was large at Twin County Fair here, presented the week of July 15 by the local Masonic Temple Club and Past Masters' Club, of New Albany, Ind. It is to be repeated in 1941, reported Lee Newson, of Blue Ribbon reported Lee Newson, of Blue Ribbon Shows, which combined with March-April Exposition Shows in furnishing the midway.

A diversified program was offered. Before the grand stand were the St. John's maneuvers by Past Benjamin Harrison and Camp Knox units, including the 15-piece 11th Infantry Band; nightly prize awards, daily bicycle and midget auto races and crowning of a queen in a Miss Personality contest on Thursday night which drew 11,000. On Children's Day a bicycle was given away. Other special days were for farmers, Jeffersonville, New Albany and colored people. Large crowds patronized the midway, shows playing to 5,000 on opening nights.

### Old Hamid Firm Dissolved In Favor of Present NPC

ALBANY, N. Y., July 27.—The George Hamid Enterprises, Inc., of New York City, has filed with the secretary of state a certificate of voluntary dissolution. Company was engaged in the business of conducting, managing and providing talent for all forms of indoor and outdoor amusement features. Enterprise was incorporated October 30, 1934, having a stated capitalization of 200 shares of stock. The promoters and stockholders who subscribed for one share of stock each were George A. Hamid, Magnolia Hamid and Holman Humenfeld, New York City.

The certificate was filed by Attorney Max Hoffmann, New York. Dissolution has no effect upon George A. Hamid, Inc., New York City.

NEW YORK, July 27.—George Hamid said that George Hamid Enterprises was formed mainly for the purpose of operating indoor circuits and general promotions, having been a forerunner to the present NATIONAL Producing Co., Inc., which has taken over these activities. "Enterprises" was also the company which operated Hamid's Circus at the World's Fair last year.

### Bridges Plans for Tulsa

TULSA, Okla., July 27.—Blade E. Bridges, who announced he would resign as secretary of Tulsa State Fair board at close of the 1939 fair but did not, will be in charge of the 1940 fair. Publicity will be handled by Glenn O. Gordon, Tulsa advertising man, who announced some months ago that he was a candidate for the secretaryship, Oklahoma State Fair and Exposition, Oklahoma City, will not open until the week following close of the Tulsa fair, which means that agricultural and other exhibits and midway will remain in place thru the closing day. Barnes-Carruthers' Show of a Century will be night grand-stand attraction with Thearle-Duffield fireworks. Goodman Wonder Shows will be on the midway. Jimmie Lynch and His Death Dodgers will be Thrill Day attraction.

CLARKSBURG, W. Va.—Acts for Central West Virginia State Fair here are to be furnished by the Frank Wirth office, reported Secretary R. A. Andrie. Fair is under supervision of Herman Bandy, operator of Bandy's All-American Shows, and days have been designated for labor, children, army and navy, municipalities, the State and farmers. Suicide Hayes' Thrill Drivers are to appear. L. C. Miller is fair manager.

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 Delaware, O., Sept. 17-20, Ohio's Newest and Finest  
**NOW BOOKING LICENSED CONCESSIONS**  
 Space rate: \$2.00 per front foot; minimum six feet. This new fair with its model buildings and tasteful half-mile track was the talk of the January fair meetings. It will be bigger and better this year and has been singled out by the Grand Circuit Association for a meeting during the 1940 fair.  
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 Only fair to likely population county this year.  
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**WATKINS GLEN, N. Y. FAIR**  
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JACKSON COUNTY FAIR
Aug. 27-30, Evans, West Virginia
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Premium Facts
Data collected from lists received by The Billboard

BURON, S. D.—South Dakota State Fair, September 4-7, 123 pages. Officers: Harold O. Lowe, president; Kenneth Holman, vice-president; G. T. Young, treasurer; C. B. Hanson, secretary. Admissions: 25 cents; children under 10, free; vehicles, 25 cents. Grand stand, day or night, 50 cents; reserves, 75 cents; boxes, \$1. Attractions: Grand stand, Barnes-Carruthers revue, Wild National Barn Dance and harness and running races. Mighty Shealey Midway.

THIRP RIVER FALLS, Minn.—Pennington County Fair, 39th annual, July 31-August 3, 34 pages. Officers: J. E. Hunt, president; Frank Hardisty, vice-president; E. G. Peterson, treasurer; George M. Wilson, secretary. Admissions: 25 cents; vehicles, 25 cents. Attractions: grand stand, WCCO Cabarets Party, Phila Yobag's Continental Pentico, Hoaglin's Hippodrome.

WOOSTER, O.—Wayne County Fair, 51st annual, September 9-13, 84 pages. Officers: M. E. Ebricht, president; R. W. Euteneier, vice-president; Walter J. Rina, secretary-treasurer. Admissions: 35 cents; vehicles, 25 cents. Attractions: Midway, J. R. Edwards Shows.

TRENTON, N. J.—New Jersey State Fair, 63rd annual, September 22-24, 129 pages. Officers: George A. Hamid, president and managing director; Harry R. LaBrosse, secretary-manager; Helen C. Larzere, assistant secretary. Admissions: 50 cents; night, 25 cents; children under 12, 25 cents. Grand stand, day, 50 cents; night, 25 cents. Annex, day or night, 35 cents. Main grand stand, reserved, day, 75 cents; night 50 cents. Clubhouse chair, day \$1; night, 75 cents. Clubhouse box, day, \$1.50; night, \$1. Attractions: Grand stand, Great Willa, Lucky Teter's Dell Delera, George S. Hamid revue, Ohio Display fireworks, AAU, harness, running and midget auto races, Midway, Andy Brag's Shows.

WAPAKONETA, O.—Auglaize County Fair, 77th annual, September 22-27, 92 pages. Officers: E. W. Lutz, president; A. J. Gierhart, vice-president; J. H. Fritsch, treasurer; Harry Stann, secretary. Admissions: 25 cents; children under 12 free; automobiles, 25 cents. Attractions: Grand stand, New York Society Minstrels, Boone County Jamboree, fireworks, Norman Kendall's 1940 Bombardier of Mystery, Hot-Koots Musical College, Broadway White, Six Hip Tops, Placida LaBrosse, Bobby and King and Dixie Lee Trio.

MURFREESBORO, Tenn.—Mid-State Colored Fair, September 4-7, 68 pages. Officers: L. E. Starnes, president; Dr. J. W. Jones, vice-president; W. E. Harlan, treasurer; S. G. Greene, grounds superintendent; Dr. James R. Patterson, secretary. Admissions: 25 cents; children under 12, 15 cents. Attractions: races, Illinois Fireworks, horse show, Old Star Band, E. D. Becker's Minstrel and Band, fashion show.

HUTCHINSON, Kan.—Kansas State Fair, September 15-21, 118 pages. Officers: E. E. Fritsch, president; O. D. Well, vice-president; C. W. Taylor, treasurer; S. M. Mitchell, secretary. Admissions: 25 cents; night, 35 cents; children 10-15, 15 cents. Grand stand, 50 cents; reserves, 75 cents; boxes, \$1; children under 10, 25 cents; reserves, 40 cents; boxes, \$1. Attractions: Grand stand, Theoric-Duffield fireworks, Percy Hibbons-Barnes-Carruthers' State Fair Revue, auto races, Midway, Goodman Wonder Shows.

ALGONA, Ia.—Kossuth County Fair, August 17-21, 105 pages. Officers: Clark Schmitt, president; George Lasse, vice-president; H. J. Bode, treasurer; E. L. Vincent, secretary. Admissions: 25 cents; night, 20 cents; children under 8, accompanied by adult, free; children, 8-13, 25 cents. Grand stand, 35 cents; bleachers, 25 cents. Attractions: Grand stand, auto races, Barnes-Carruthers acts, Theoric-Duffield fireworks, Jumble Lynch's Death Dodgers.

HILLSDALE, Mich.—Hillsdale County Fair, 19th annual, September 22-29, 73 pages. Officers: Howard Williams, president; J. L. Post, treasurer; H. D. Kelley, secretary. Admissions: 35 cents; children under 15, 15 cents; children under 8, free. Automobiles, 35 cents. Grand stand, 25 cents.

PORTAGE, Wis.—For the first time in its 89-year history, four-day Columbia County Fair here will have a free gate, said Secretary W. Horace Johnston. Bloom's Gold Medal Shows will be on the midway.

REGINA, Sask.—Reduction of the amount to be paid to the city in amusement taxes this year was asked of city council by Regina Exhibition board. Last year the board paid \$2,000 in lieu of actual collection of taxes.

HAZLEHURST, Miss.—New \$20,000 Copley County Fair grounds here is taking definite shape. Main building is completed but for arrangement of exhibit booths, and cattle barns and pens are to be built soon. Midway has been sodded and streets are being graded and graveled.

WEST POINT, Miss.—Expressing confidence in the future of Clay County Fair, the board voted to increase the 1940 budget. President J. T. Clegg said added efforts will be given to exhibit this year and that the midway will be largest ever planned.

MEMPHIS.—Half-price tickets for Mid-South Fair have been placed on sale in 45 cities and will be offered in 200 others, said President Raymond Skinner. Preparations are further advanced than in any previous year and entries indicate a record, he said. A new fence is being built around grounds.

EBLE, Kan.—Altho there will be no Neosho County Fair this year, the annual will be resumed next year. When the old fair association announced recently that it proposed to discontinue the fair, E. E. Baker and others set up a plan to keep it in existence. They organized a new board of directors with Baker as president and planned to stage a 1940 fair but were forced to compromise with a three-day Future Farmers exhibition. Decision was made largely because of delays in completing incorporation of the new fair. State laws rigidly govern operation of county fair associations which receive part of the premiums from public funds.

ROCK HANCOCK, N. J.—For the 1940 annual Atlantic County Fair here General Manager Anthony G. Vautour and the fair committee are organizing a big show for the midway. There will be general enlargement of buildings to care for increased exhibits which last year taxed capacity. There will be an American Legion demonstration, parades, bugle and drum contests, broadcasting shows from the grounds, using audiences for the east, and a Children's Day with free gate for youngsters. Fair will again have a Hunting Dog Show and Poultry Show.

COLUMBUS, O.—WPA has approved a \$42,265 emergency improvement program for Ohio State Fair grounds here, said State Agricultural Director John T. Brown. Work will start immediately and include construction of a \$22,895 addition to the horticulture and agriculture building, installation of a new water distribution system to cattle barns and improvements to the electrical system. WPA will furnish \$23,825 and the State \$22,865. Approved projects are part of a

\$107,500 emergency program recommended by Governor Bricker's State Fair advisory council several months ago and by the State Board of Control.

BEER FOR MICHIGAN
(Continued from page 35)
to buildings, all to be paid for out of current receipts. A check-up with the auditing department indicated that the fair is in a healthy financial state for 1940 despite absence of State aid for the second time, as confirmed by dis-counting of 40 current bills. Post-fair activity was confined by the board, with approval of turning over the track for a fall racing meet to Detroit Racing Association after the close of the fair. Trotting races are to be a feature of the fair meet.

GOODING MIDWAY
(Continued from page 35)
be at least 10, including a Side Show, Funhouse, Playland, Midget Show, Isabel Mack's Mules, Molordrome, Sammy, the Educated App, and world's largest Belgian stallion. Special lighting will include four large illuminating towers.

The no-pass rule, adopted for the first time last year, will again be followed, said Win H. Kinnan, State Fair manager. At the opening, Columbus Day, women and children will be admitted free, while school children with tickets distributed to schools will be admitted free on any day except Wednesday and Thursday. Editors and publishers of the State, who will be guests on Friday, will be tendered a luncheon.

CLASS A HOLDS GAINS
(Continued from page 35)
withstanding the two days of bad weather, our attendance was just about 4 per cent below that of last year. Casualty receipts exceeded those of last year, going just beyond \$40,000. Grand-stand receipts were slightly in excess of last year's. Gate receipts were equal to last year's, notwithstanding the lower attendance. This is due to the fact, I believe, that we have an advance sale at reduced prices, and it would seem that more people paid the cash advance, and a very considerable part of the advance sale tickets were not used, largely, I believe, because farmers and other living at a distance were unable to attend on account of bad condition of roads.

Mutuels Handle Heavy
'Who sits a six-day running horse meeting the exhibition and the party-mutual handle was in excess of \$38,000, less than \$14 below the gross handle of last year. The track was very heavy as we had had, previous to the opening, some very heavy rains and really made a remarkable showing in view of track conditions. Concessions were just the equal of last year. All other revenues are on the same basis as last year.

'We had, owing to war conditions, taken certain precautions in reducing our budget of expenditures and now it appears that, taking into account these reductions and the amount of revenue of last year, that our net for the year will be equal to or somewhat better than in 1938. Royal American Shows were a very strong draw, and the new Fighting Colors, by Barnes-Carruthers, was proclaimed to be the best ever held on the circuit.'

'First figures gave total attendance at 144,978, a drop of only 6,658 from last year.

WANT For UTICA FAIR
August 19 to 27
Merrill-Rosen, Leese-James, Janowski, Schottling, C. Brey, etc., Union Labor 1243, STANTON WELCH, Park, Utica, Mich.

WANT SHOWS
De Kalb Co. Free Fall Fair
Sept. 20 to Oct. 5th, inclusive
Write HUSTER L. HEYRICK, Auburn, 10414

WANT
Hann County Junior Fair, Aug. 10, 11 and 12, 3 days. Free and Ladies' Concessions only. Very good opening for Independent Shows. 1st prize, come on. Very large attendance. This is one of the best lots in the state of Wisconsin. All Hires Excess. WILL SMITH, 1801 Center Ave., Janesville, Wis.

WANT
Shows, Concessions and Free Acts for Piercefion, Ind., Street Fair
Sept. 5-4-3-2-1, 1940
ELDON BROWN, Piercefion Fair Assn.

### AC's Pageant And Hamid Co-Op On Kids' Parade

ATLANTIC CITY, July 27.—To avoid any conflict in staging the All-American Baby Parade, officials of the Miss America Beauty Pageant and Hamid's Pier reached an agreement which will permit the pageant to present the affair, while the prizes are to be awarded on the ocean amusement edifice. Parade is scheduled for September 6. Conference came after it was learned that the event, added to Pageant Week for the first time, would conflict with a similar one begun last year by George A. Hamid, lessee and operator of the pier.

Spectacle for the kings and queens of babydom will be placed on a permanent basis and contribute a major event to the annual quest for Miss America. Should rain mar plans for the baby parade, it will be staged entirely on Hamid's. (See A. C. PAGEANT on page 41)

### Cleveland Elephant Bolts; Zoo Contract Is in Offing

CLEVELAND, July 27.—Tricks, fourteen elephants in Brookside Zoo here, bolted from keepers on July 24, leading her pursuers a merry chase. A locomotive whistle sent her on the rampage, Superintendent Capt. Curley Wilson said. She jumped her four-foot fence, dashed for monkey island, but turned at a moment and ran across a heavily traveled boulevard scattering tennis players and trampling thru backstops as she entered a nearby park. Attendants finally secured her with heavy chains on a ball field.

Contract between city and Museum of Natural History, covering operation of the zoo, will be submitted to city council soon, said Hugo S. Varga, director of public properties. It provides that the city contribute \$50,000 a year toward zoo operating costs, build and maintain roadways and paths, arrange for landscaping and maintenance of grounds, provide policing and furnish utility services. The museum would be given authority to manage, operate and develop the zoo, including selection of animals; obtain control of concessions after June 1, 1941, and have the right to ask council for special appropriations and capital improvements.

So that the city can retain some voice in operation, contract provides that mayor, director of public utilities and president of city council be made members of the museum board of trustees.

# FED TAX N. E. TOPIC



TOPPING THE RIDES in Lakeside Park, Denver, is the new Cyclone, 4,200-foot coaster built by Edward A. Vettel & Son, four miles of steel track, 50,000 bolts, 900 gallons of paint, 15 carloads of lumber and 150 kegs of nails were required to build the ride, which is said to incorporate every modern safety feature. Station is of glass brick, concrete and steel, has indirect neon lighting and specially designed ornamental iron rails with aluminum trim. Ticket office is of stainless steel, ornamental glass and interior lighted glass brick. An electrical signal system is set on a miniature painting of the coaster and lights indicate position of each train on the track. Trains pass thru a 250-foot enclosed tunnel.

## Hodge Insists It Apply to All

### Serious note enters summer meet—then customary gambols take top place

RIVERSIDE, R. I., July 27.—While supporting the patriotic motive behind its enactment, the federal defense tax of 10 per cent on admissions starting at 21 cents is a type of "nuisance" impost which seriously affects, if not endangers, the amusement park industry because of its character as a poor man's playground. This view was expressed by A. R. (Al) Hodge, secretary of the National Association of Amusement Parks, Pools and Beaches, at the highlight function of the New England Section of the association—an A-No-1-plus tobac and barn bake held in the huge shore restaurant of Crescent Park on Thursday. Secretary Hodge, in from Chicago to make his first appearance at a summer institute of the New Englanders, said that "we don't mind losing 10 per cent of our gross earnings—and don't for a minute think that it does not represent a loss to our type of business—provided everybody else comes under the terms of the tax and loses 10."

It was one of few times in the history of the summer gathering that a serious note had been sounded, with Hodge and other speakers also using the opportunity to insist that more extended membership and immediate renitance of dues by present members are necessary to the future of the national association, to its solidarity and to the kind of trade-group strength which would enable the organization to fight any legislation and movements aimed at making inroads into an industry already troubled by a combination of bad conditions and the worst weather in years.

Other phases of the tax and its effect were described by Fred L. Markey, Dodgum Corp. secretary of the section; P. S. Uzzell, Uzzell Corp., veteran historian and operations expert of the American Recreational Equipment Association; and MARSHALL WALLACE, St. Clair Jones, of William B. Berry Co., past president, and John E. Campbell, parent org's insurance consultant. Uzzell, asked to explain tax set-ups in Canada, where he also operates, said levies in the Dominion are enormous, with 25 per cent exacted on defense, excise and sales levies. Discussing the decline and virtual elimination of American amusement operations in European countries, Uzzell said, "We should be grateful that we are living in the greatest country in the world under God's footstool."

### Pontchartrain Gate Sours With Cessation of Rains

NEW ORLEANS, July 27.—Postponed one night by a severe lake squall, a jammed boardwalk saw Mr. New Orleans chosen out of a field of 71 contestants from as far away as Georgia on the night of July 19 at Pontchartrain Beach. Anthony Pittari expanded his chest from 29 to 45 1/2 inches and smiled his way to victory before a crowd of about 30,000. Manager Harry J. Best reports a sharp pick-up in attendance following 20 to 40 days of the wettest and coolest weather in the history of the city. Last Saturday and Sunday brought out the largest two-day attendance of the season thus far. (See Pontchartrain Gate on page 42)

### Op Revenue Marks Time to Mid-July

CHICAGO, July 27.—Except in a few spots there was little increase in operating revenue up to the end of the second week in July, compared with the corresponding period in 1939, according to reports made here to Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches. The same situation applied in comparison of business for the second week in July. Gross comparisons an season to July (See MID-JULY REVENUE on page 41)

# Torrid Spell Is Till Tilter

## Briefs From All Around the Field

ATLANTIC CITY.—Three ordinances, regulating and licensing ice cream vendors, prohibiting sale of merchandise from parked autos and trucks and prohibiting sale of ice cream, confections and other merchandise on the beach and in public parks, were passed on first reading by the city commission last week. They were presented by Mayor Tom Taggart and designed to ease friction from beach-front property owners who had threatened to go to court to have the beach revert back to them because of sale of food and drinks on the ocean side of the walk, especially at the piers. Selling on the beach, an ordinance declares, results in littering the beach and thereby preventing its clean and sanitary maintenance.

DETROIT.—Oakley Park, 30 miles southwest of Detroit on Commerce Lake, has been taken over by Oscar Hanson, operator of Cedar Island (Mich.) Roller Rink. It has a picnic grove, rink, beach, tennis and refreshment and game concessions. Fair business is being done by a recently installed shooting gallery.

KANSAS CITY, Mo.—Ray Rice, manager of Sun-Mor pool, and Ward Keith will stage the Heart of America Water Ambassadors and bathing beauty contest at the pool on August 9. Among performers scheduled to appear are Byron (B) Smith, featured last season at Billy

Rose's Aquacade; Carl Hawter, former Midwest diving champion, and Russell Smith at Atlantic City in 1938-39. Headlining the comedy section will be Leroy Armstrong. Leonard Guisen will present a fire dive from a 50-foot board. Bathing beauty contest winners from this section will compete.

WILDWOOD, N. J.—Mayor George A. Redding of North Wildwood, in an effort to advance the season after Labor Day, contacted Governor Moore, asking the executive to shift State observance of Labor Day from the first Monday to the second Monday. Pointing out that this year Labor Day arrives earlier than at any other time, being on September 3, Mayor Redding expects to be joined in his plea by other resort mayors and civic clubs.

CINCINNATI.—Franco Pessler is operating a Bird Circus in Coney Island here. Clint Lanier, 35 years with the park, is managing the fleet of boats and canoes. Ralph Klein is in his tenth year in Coney as a candy concessioner.

SALT LAKE CITY.—Cy and His Pals, dog and goat show, opened a stand of several days at Saltair, Salt Lake City, on July 17 and drew crowds of kids. Ladies Day on Thursday helped swell attendance. Strawberries, band concerts (See PARK BRIEFS on page 41)

## Big Jams Boom Pools, Beaches

### Atlantic City and environs get terrific week-end play—outing schedules spurt

ATLANTIC CITY, July 27.—After a wash-out on Easter Sunday, Decoration Day and July 4 and in-between weather keeping down crowds to a minimum, Atlantic City had felt that this season would be practically a bust. But starting last Saturday a heat wave chased folks from cities and sweltering weather accounted for an unexpected crowd of almost 500,000 for the week-end here alone. Estimates of the number of bathers on Sunday ran from 300,000 to 500,000.

Out-of-town week-end exodus of Philadelphia was measured by record traffic carried by the Delaware River Bridge. On Saturday it handled 62,241 cars, previous best Saturday being August 8 last year with 50,244. On Sunday 76,401 cars crossed the bridge, 1,200 more than the previous all-time high set on Sunday, August 6, last year. Pennsylvania-Reading Railroad seashore lines added 21 extra trains to their usual 36 and estimated they carried 30,000 to shore yesterday. (See TORRID SPELL BOOMS on page 41)

## Diamond Victory Alleged

During a day that was clear and warm, but not uncomfortable, the two events which have become top-flight fixtures of three Down East-July gambols were resumed. The ball game on the big scholastic field of the park resulted, it is alleged, in a victory for Wallace Jones' Hot Dogs over their mortal enemies, John Clark's Wildcats. Jones was so-

## Sun Water Revue Witnessed By Ohio Reps at Lake Brady

HAVENNA, O., July 27.—Water Revue, conceived and originated by W. C. (Bully) Bealer, in charge of outdoor attractions for the Sun Agency, premiered in Lake Brady Park here on three nights, ending on July 21, to heavy patronage.

A stage was launched in the water about 80 feet from the bathing beach shore, fitted with scenery, floodlights and props. A complete unit above, including an eight-girl line, eight-piece band and several variety turns, program running more than an hour, was presented, with ideal weather. Fireworks discharged from the water illumined the show. Park management charged 10 cents for chair seats arranged on the beach, more than 2,500 being used. Patrons were privileged to witness the show without charge outside the reserved area. Several district amusement park representatives here to see the water revue.

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## How To Run a Meet

Thus courtesy of Edna Cole Clark, chairlady of Women's Swim Committee of Mac Association of A.A.U., the column is in receipt of a swell outline on swim meet organization and procedure. It was prepared by Bryant Nodine, of Brooklyn (N. Y.), Central Swims Club and Birmore. Edna's yacht club, and should be studied carefully by pool operators who are interested in conducting aquatic events and are lacking in experience.

Here are Nodine's suggestions in order of their importance: 1. selection of date; 2. selection of events; 3. approval of date and events (action of A.A.U.); 4. entry blanks; (a) printing or mimeographing; (b) distribution to clubs; (c) return.

5.—Prizes, classification, and cost, of official badges; 6. selection of officials; (a) written invitation with return acknowledgment card and entry blank inclosed; (b) follow-up letter after acceptance, inclose guest tickets; 7. press notices; (a) mail copy of entry with first notice to press; (b) mail press passes—last notice; 8. advertising of meet, pool posters, cards, letters, etc.

9.—Program; (a) if A.A.U. list entries and mail to chairman of swimming committee; (b) handicaps; event entries (in triplicate); original and first copy to official handicapper; (c) advertisements—filled early.

10.—Tickets of admission; 11. seating arrangements; 12. ticket takers, ushers and other assistants; 13. arrangements for meet; (a) order of events; (b) "make-up" of heats; (c) diving event—cards in sets for judges, scoring sheet for diving clerk and "ready reckoner"; 14. dressing rooms for contestants—important—good copy of handicaps in dressing rooms; 15. reception of officials; 16. checking in competitors; 17. handling of funds; (a) admissions; (b) entry fees (study A.A.U. rules re handling "championship" fees).

18.—Miscellaneous details; (a) whistles; (b) rope (200 finished); (c) starting guns; (d) towels; (e) protection covers; (f) tapes; (g) markers (outside contest); (h) backstroke ropes (outside contest); (i) rule books; (j) record blanks.

19.—Volo Omelet; (a) proper marking of sides; (b) equipment—nets, balls, etc.; 20. reports, conclusion of meet; (a) results of championships—mail to chairman of swim committee with copy of program and newspaper account; (b) records.

## Postman Kings Twice

J. H. Dickson, of Casades Punge, Birmingham, Ala., writes: "How about a good word for Doc Young, of Jacksonville Beach, Fla. He brought his swimming team to the Southeastern swimming and diving championships held at Casades Punge on July 12 and 13 and in addition to taking home most of the trophies also performed some noteworthy actions.

First of all, he attended the meet, the suffering severely from rattlesnake bites that he got bear hunting in North Florida, and, secondly, he brought two days of fairly good weather with him that brought a smile to the face of yours truly, who has had to put up with cold weather and rain every day since May 31. So had had the weather been that terrific for the first 10 days of July are about 25 per cent under the same days' receipts in 1939.

REPLY: "Doc" Young certainly deserves the good word you request. If he brings good swimming weather with him, there's a lot of pool owners here in New York who are crying for him. And tell Doc there are no rattlesnakes in New York—see what?

Miss Kaufman, recreation supervisor for County of Allegheny's department of parks, Pittsburgh, writes: "Am sending you an honorary card in our Spinster Club, composed of swimming coaches and instructors thruout the country. It's just an idea to bring together men and women in water sports. It may grow into something larger perhaps."

REPLY: Thanks for the membership. I'm neither coach or instructor. As a matter of fact, I can hardly swim. But I shall certainly keep the card in my wallet, signed by you as "Chief Spinster."

## Date and Clubs

Many Eastern swim clubs are having trouble raising funds to send swimmers all the way to the West Coast for the nationals. . . . W.B.A. staging many benefit meets, with commercial plunges co-operating. . . . President outdoor pool.

Swan Lake, N. Y., got back some nice publicity on its Red Cross water show. . . . Capt. Charlie Scully, director of life-saving for American Red Cross for Greater New York, was telecast by NBC last week and a "party" picture he made, too. . . . Shelton indoor tank, N. Y. C., sent out printed penny post cards to prospective swimmers in downtown his area stating: "Year round pleasure for those who enjoy the water. Here is one of the city's most attractive and lucrative pools." . . . Making was well-timed, coming right on heels of New York's first heat spell.

## Require \$10 Licenses For Coney Bottle Boys

NEW YORK, July 27.—Bottle game boys are required to have licenses as common show attendants. License Commissioner Paul Moss told The Billboard. Decision was rendered following an appeal at Coney Island when the department's inspectors made a check-up on licenses. Fee is \$10 per year.

Commissioner Moss added that no hearings had been held in the matter and that the investigation followed a complaint which had been filed with his department. Also it was protested that most bottle boys worked behind screens and never came in contact with the public or handled money, the commissioner emphasized that all stand employees had to have licenses.

One of the points which bothered concessioners was cleared up when Commissioner Moss said that licenses being issued to the individual bottle boys are transferable from one stand to another.

## Agawam Outing Draws 5,000

SPRINGFIELD, Mass., July 27.—Despite heavy rain on July 26 more than 5,000 members of a union attended a lambeau in Riverside Park, Agawam, largest unit crowd since the park opened in May. Peaches Sky Revue went aloft onto their rigging in a downpour to

shell the crowd. Ed Carroll, owner of Riverside, paid high tribute to the girls for their pluck. Continuing to exploit the park, Carroll has billed heavily in Springfield and Hartford, Conn. In a hillbilly contest of the Animal Farm more than 100 have entered and the one chosen the winner will get a week's engagement at park. Dore O'Dell, radio hillbilly, is making appearances to attract interest and Tex Ritter will come in on August 1. Tom's Wheel is now in use.

## Palisades, N. J.

By CLEM WHITE

With the run of hot pool receipts topped all recent years for a three-day period over week-end of July 26. Phil Smith's crew working at top speed due to all the energy they were able to store up during the early-season cold spell. The Park Casino continues to park ten in, with some bands for free dancing. Athletics are going on apace among the kids, stand, pool and wheel crowd. The Greener and Dyer outfit, who secured supreme when they replaced the Al Kree-Joe Binaldi ride boys, came a cropper at the hands of the same outfit, 5 to 2, the other day. The last week of the season should have all four softball clubs pretty well bunched. Next move is basketball three times weekly in the pool playground of early more with six teams among the gang already registered.

Dick Stable and ork were received even better in his one-week stay than in his early short engagement. Coast-to-Coast CBS broadcasts were very well received, from small request indications. Peaches and her Sky Revue, current thrill feature at free stage, acquired a large following while with the Queens of the Air and they all remember and return.

Adolph Schwartz is about again, which makes every soul in the place feel better. And the same goes for the recovery

# Coney Island, N. Y.

By SAM ABBOTT

Sunday, July 21, was undoubtedly the biggest day of the season. Estimates had over a million people on the Island. This report brought differences of opinion from several of the concessioners, who said that, according to business and other gauges, the crowd was well over that figure. At Steeplechase Frank Tlyoti said it was the biggest crowd he had seen since 1937. Another indication of magnitude of the group was that over 150 kids were put in the "cage" to await the arrival of their parents, from whom they had strayed.

Custard, drink and frank stands all over the Island did a land-office business, but game trade lagged. Such a demand was shown for cold drinks that some concessioners put them on the auction block with nickel drinks bringing as high as 9 cents. Beach crowds came early and stayed late, with the unbusiness concessioner talking to get what he could call a fair percentage.

A check-up at the free postcard booth in Steeplechase revealed that visitors from nearly all States had been at the park. With Nevada heard from on July 18, representatives from each State had sent "having a wonderful time" greetings back home. States having big representation include (besides New York) Connecticut, Pennsylvania and New Jersey. Easterners like the sides and Westerners the salt-water bathing, a further survey showed.

## Along the Bowery

Motor Races at the corner of the Bowery and 16th reports good business with prospects for it becoming even better. Jack Howard is in the box at the Melch & McLaughlin ride, Tom Baker has the pony track across the street from Motor Race. A new entrance has been installed by Jimmy Kyrines at Virginia Hotel. The new ticket chopper, which will be motorized, is in use to take care of the increased business at this spot. Cost of Pins and Needles took in this attraction. Kyrines is one of the most optimistic operators on the Island. He contends that when there is a good season and a large number of people they don't spend much. When the crowds are not abnormal the people seem to be in a better spending mood. This boils down to the fact that a ride, if it is a real attraction, will make the money regardless. The Kyrines Rocket ride on

Surf has topped business 20 to 25 per cent by increasing the revolutions from 18 to 24. Speed with safety is what the people want. Tessie Heister's daughter, Lotie, has taken up permanent residence in Chicago with her husband, Abraham (Sunnie) Feinstein. This couple recently celebrated their wedding anniversary.

## Surf Soundings

Chayle Polack, a coin machine service man for 34 years, is at Barney Cohen's Penny Arcade. One of his chief topics of conversation in the three years he spent in the army, Sergeant Fletcher, graphologist at Luna Park, has been contacting army officials about his duties in the Reserve Officers' Training Corps. Marie Scott and Hazel Lavigne are the two new girls at Al Seakles' Dump the Lady. Peggy Acker still holding the title of champion here and attributes it to the fact that she's become a past master on how to fall. She says there's an art to it. Phil Eisenberg has opened a new target game in Luna. Johanna Smith, who says he never gets his name in the papers, is the midget down with Capt. Eugene's Circus. Lew A. Ward, box-car tramp, is shown with the outfit and is enthusiastic over the prospect of taking out his own show this winter.

## Brighton Beach Pick-Ups

Max Seekin, Al's brother, again, has the Parkway Kiddland. This year he's operating Fairy Whip, Carousel, Boat Ride, pony ride, miniature railroad, drive-yourself cars, Fire Chief and Acrobatics. Foley is six rides, for 25 cents. Counter contention, with beach crowds increasing, is a center of attraction. Sam Paulignini has opened an X-ray poker game. Frozen custard stand in this area is Dominick Meno's, who has had it for the past two seasons. Nick Cannella says crowds may come and crowds may go but the one Sunday was the largest he's seen at Luna Girls, where he is bartender. William Marbles works the counter.

Then the Wine Bath Girl, dimes that her act was "officially rated," as reported here recently. Following her appearance at Coney she was engaged by the White Way Casino at the World's Fair as featured number. License Commissioner Paul Moss said his department had not ordered a ban on her or her act.

of Frank Torrance (Torrance and Victoria). . . . Alito Gladys Shelley has written several hit tunes since, the dancers will prefer Sunnate in the Summer Sun theme song for the playground. Late end of season will show more special features than ever before, with arrangements well under way.

## Atlantic City

By M. H. ORODENKER

"Where is the summer?" was answered as the worst heat wave of the season engulfed the metropolitan area. Interests and amusements interests finally striking pay dirt. Last week marked a red-letter date on the calendar of the resort's near-60 years of progress, when, with pomp and circumstance, the Atlantic City and Shore Railroad launched the first five of a fleet of 24 new streamlined trains. W.F.O., new station on Steel Pier, dedicated the station on July 27, with all the star performers and celebrities in town participating.

Charles Barnet headlining Steel Pier bill, with Andrews Sisters listed as a coming attraction. Handie's Pier returns the Gus Foster Rockettes, dancing line for the vaudeville shows, which have proven a decided draw. Joe Miller moved his stentless arena into Convention Hall and Harold Feldman started staging amateur boxing shows at Garden Pier. Ward is that Beachview Country Club will be the site for Atlantic City's race track. Lou Cunningham, head of the resort press bureau, ordered by medics to cut down on labor. Ballyhoop airplane, with its neon message advertising beer, carries its flight to neighboring Ocean City, when there isn't a drop of the stuff to be bought at that "bone dry" resort.

Mayor Tom Taggart and city commissioners will actively lead the drive to bring the American Legion convention to Atlantic City in 1942. Trouble is brewing in the Venetian part of town, where it was disclosed that "publicity and advertising" is costing Venetian taxpayers \$100 per month, but the specific nature of the services rendered for the outlay could not be ascertained.

Clifford Volk, stunt rider on Hamble's Million-Dollar Pier, suffered a dislocated shoulder when a backing bulk tossed him. Auditorium and arena managers taking in the opening of Peacopades at Convention Hall, guests of Philip E. M. Thompson, wife Pete Tyrcek, Philadelphia Arena; Blaine Kony, New Orleans Auditorium; Tom Lockhart, Madison Square Garden; John J. Soltenberg, Hensley (Pa.) Park Arena; Walter Brown, Boston Gardens; and Paul Cahill, Worcester (Mass.) Auditorium.

## Park Free Acts

FOUR MERRILLS are in Summit Beach Park, Akron, reports Ben R. Voorhies, in charge of exploitation. Malloy Circus Unit closed a week on July 21.

BARTON'S Society Circus has been set by the Sun Sun Agency for Lake Brady Park, near Ravenna, O. W. C. (Hills) Senator, of the Sun office, handled details. It is the second free attraction at Lake Brady this season.

TWO Comets, acrobats, are in Meyers Lake Park, Canton, O., following a two-week engagement of Power's Dancing Elephant. Combs were set by W. C. (Hills) Senator, of the Sun Agency, who recently played the Sky High Owl there for ten days.

CLEMENTON (N. J.) Lake Park in bringing in the Flying Valentines, is making much of the fact that the world couple was voted winner of the Bright divided in the contest conducted last year by The Billboard.

WALLY OVERMAN, clown contortionist, reported he opened a one-week date on July 7 at Jantzen Beach Park, Portland, Ore., marking the 22d year he has played the spot, but was held over two weeks. He closed on July 28 to begin a series of theater dates that will take him to Portland, Ore.; thru Idaho and Utah and into Denver.

SENSATIONAL COMETS have completed a successful park season and will begin playing fair on August 3, reported William Camp, manager, set up, located in Edgewater Park, Detroit; Summit Beach Park, Akron; 19th (Mich.) Park, Buckeye Lake, O.; Park and Meyers Lake Park, Canton, O.



# American Recreational Equipment Association

By R. S. UZZELL

Plans for the annual exhibit of amusement rides and equipment in connection with the convention of park and pool men in the La Salle Hotel, Chicago, in December are well matured and most of the space in the large exhibit rooms, according to Secretary A. R. Dodge, has been signed by exhibitors. This hotel is only a short walk from the Sherman Hotel, so the carnival men can get over to us with little effort. And they are going to be welcomed with no registration fee. Nor will anyone be asked for a registration fee to see our exhibits. This holds true for the exhibitors themselves who wish to pass into the exhibit room their friends and customers.

The National Association of Amusement Parks, Pools and Beaches is making the 1934 arrangements with A.R.A.E., except for some modifications in the exhibitors' favor. We shall be able to give a refund to all of our members in good standing. We shall also have a dinner meeting, as we did in 1933 at the Chicago annual. A bulletin will go out to all of our A.R.A.E. members this month outlining all conditions of the exhibit. Doubtless all of our members have had a diagram of space and sample of contract. This must be true, as most of our members have already taken space, but if any wish further details just make your wants known.

### Expo Marks on Forest

It has been hot in the West, the most severe heat of this season. Your writer got a taste of it while out that way, almost any time in May and June some of the heat would have been felt. The big picnic season is over at Forest Park Highlands, St. Louis, but for its covered walks and covered picnic tables and space the season would have been the poorest in years, but these excellent facilities enabled each picnic to be held, rain or shine. Each exposition leaves its mark on Forest Park. It got the Japanese Pavilion from the St. Louis Exposition in 1904. Flying Tums as result of Chicago in 1933 and now a row of game stands has a streamlined front with a harmonious color scheme and an artistic lighting that is surely pleasing. That is the prudent way of proceeding, a section at a time. After while it will be complete but not all changed in one year. To make a complete change in one year would be prohibitive these times when so many demands are made on business.

Chain-of-Rocks Park, St. Louis, is taking on new life. Hard work is the answer. Christ Hoffmann, the manager, brother of one of the founders of the place, has gone to work with a will and has had more picnics than in any year of the park. When the writer was there he had a very large one on a Saturday after the picnic season was supposed to be over. There is no substituting for hard continuous work. When a park takes a new start and begins to do things, then concessionaires also get the virus and all go forward together.

### Laws of Two Countries

Crytal Beach, Buffalo, misses Harry Hill, but they must and are carrying on. The place never has looked more beautiful. The flowers are things of beauty and a joy to the patrons. One would think some of the management had visited Elitch Gardens, St. Denver, and had been captivated by its floral splendor. The fascinating ride across Lake Erie of eight miles on the Canadiana is a pleasure to the passengers, but to run a boat in accordance with the navigation laws of two countries and one at war, with installation and customs inspection at each end of the line, is a package that no one would seek. The beach had as such fails as any place in the States, but the cold was multiplied. Perhaps no park in America has a finer grove for picnics since the 1913 storm destroyed so many groves in New England.

### Oakland Beach, Rye, N. Y.

Oakland Beach, adjoining Playland, is owned by the town of Rye. It has about a mile of grand beach, a pond for water polo and many shady walks and groves. Beach is under management of Frank Kelly, who is assisted by Bill Lash, Bill, Emily Major, Max Taylor, T. O'Neil, Bill Croft and Jim Blace. Park is policed by Sergt. W. Harris, Mike

(Judge) Wallace, D. Duffy, T. Halls and Jim Salls.

The not essentially an amusement park, there are many concessionaires, and among them are Little Mrs. Joe, restaurant and dance hall; Mrs. Storman, restaurant, and Arthur Abbott, frozen custard. Oakland Pool, one of the largest, is well patronized. Weekday and Sunday picnics are a feature. Basket parties, which are numerous, are made welcome by Manager Dixey.

## TORRID SPELL BOOMS

(Continued from page 32)

starts on Sunday and 10,000 on Saturday. Public Service Bus Co. carried 4,770 to Atlantic City alone, buses Sunday morning operating on a two-minute schedule with intervals of 10 minutes for 300 passengers to Ocean City and 15 minutes to Wildwood, carrying 616 passengers. One of the greatest concentrations of pleasure craft was noted.

Accommodations in beach-front hotels were at the "premium" point. Beach-chair concessionaires did land-office business. Piers and other amusement centers roped a harvest. From Ocean City, Wildwood, Cape May, Stone Harbor, Sea Isle City and other resorts came reports that beaches and boardwalks were jammed, roads clogged and hotels and rooming houses filled.

PHILADELPHIA, July 27.—The heat wave of the week made boom days for parks and pools, where stay-at-home sought comfort. George F. Mack, superintendent of League Island Park, estimated that 60,000 jammed its beach and pool on Sunday. Thousands more cooled off in the city's 88 pools and Woodlawn and Willow Grove Amusement parks reported capacity crowds.

In suburban areas pools and parks in Lancaster, Springfield, Morton, Wayne, Cheltenham Township and other communities were overcrowded. Thousands were turned away on Sunday.

## Walled Lake Spurts At Beach and Picnics

DETROIT, July 27.—Business in Walled Lake Amusement Park, 30 miles northwest of Detroit, has responded well to good weather the past two weeks. Earlier in the season, this park suffered more than elsewhere in parks, because its distance proved a handicap to drawing crowds during unfavorable weather. Average business was about 10 per cent under 1933 until July 4, when it changed for the better and has been consistently higher than 1933.

Mrs. C. A. Shepard, Walled Lake manager, reported that average spending per person is higher. This confirms the tendency observed in the Detroit area lately for the public to spend money fairly freely for amusements, once they are in the mood.

Picnics have been booked until Labor Day for the week-ends. Industrial and social groups are well represented, the park drawing from 60 miles away. The two swimming beaches, one operated by the park and the other by Mrs. Louis Tolstana, have shown a sudden spurt that is bringing their grosses considerably over last year's day for day. Boat concessions also do land-office business.

At the ballroom, managed by Mrs. Tolstana in absence of Albert Tolstana, who is recovering from an appendectomy, business has been slow in picking up. Policy has been to keep each band about two weeks, with a second band of horns called booked in for a one-nighter about once a week. Policy shifts on big nights but distance and weather have been against the ballroom.

## Record Figures on Outings Reported From Geauga Lake

GAUGA LAKE, O., July 27.—Hot weather has been the answer to record picnic attendance in Geauga Lake Park here, giving it a jump over July, 1933. Many industrial and business leaders of Cleveland, have already held outings due to energetic booking work of W. J. Kuhlman, general manager, and Clarence Horn, assistant and auditor.

Fire fireworks and water show spec is slated to begin on August 17, presented by Theatrical-Duffield Fireworks Co. It will run for an indefinite engagement. Joseph O. Will, park superintendent, has been keeping the equipment in top condition, capable of servicing the overflow crowd on big days. Harvey Scherer is directing office management, keeping the resort's services functioning at top pitch. Gen. John Bricker of Ohio, was a recent visitor on a Citizenship Day. A big

Democratic outing is set for September 15 with attendance of 55,000 anticipated. Cleveland newspapers have been giving the park top publicity with George K. Winter representing Geauga with the press.

## Anthracite Spots Pick Up

WILKES-BARRE, Pa., July 27.—With real summer weather, parks in the anthracite region are doing heavy business. About 28,000 attended annual Irish Day Celebration in Sans Souci Park on July 27 with another large crowd the next night when George Hall and his orchestra played in the ballroom. Rocky Glen Park had 29,000 on annual Ukrainian Day, July 27. About 3,500 were at annual friendly Sons of St. Patrick of Pittston outings in Fernbrook Park with several thousand more at St. Ignace Park outing on July 26. Attendance was greater at night when Johnny McGee and his orchestra played in the ballroom. Harvey's Lake picnic grounds had over 2,000 employees of a cigar company on July 26 and Fernbrook had 6,000 at annual Lorraine Borough outing on July 24 while Sans Souci reported over 12,000 on annual Ashley Day last week.

## A. C. PAGEANT

(Continued from page 32)

Pier in either case prizes will be handed to donating parents in the Ballroom of States on this pier.

Meanwhile, the pageant officials marked the first time that a publicity committee has been organized to promote Atlantic City thru the resort. Including representatives of the most important advertising agencies in the world, the Publicity Committee met this week to discuss plans and exchange ideas for advertising this resort and its beauty pageant thru New England, the Middle West and Atlantic Seaboard States. David R. Arnold, of John Walker Arnold Advertising Agency, Philadelphia, was named chairman of the committee by Bennett E. Tomney, director general of the pageant, and George D. Tyson, executive director of the pageant.

Judges for Miss America include Mary Pickford, John Powers, Billy Rose, Max Maxwell, Vyvyan Denner, George Petty, John Held Jr. and Vincent S. Troita.

## PARK BRIEFS

(Continued from page 32)

and Jimmy Joy's Orchestra for dancing were scheduled for July 24, Pioneer Day, a state holiday. Manager Julius Sauerberg and Superintendent Wesley of Lapoon also planned fireworks for the holiday. Steve Maloney's Black Rock scheduled fireworks and wrestling matches staged by Managers Ira Dean and Hal Thompson.

AKRON.—For the first time in the park's history all four Akron boards of trade will hold their annual outings in Summit Beach Park here. First of the series of four community outings attracted between 20,000 and 45,000. With exception of East Akron Board of Trade, which selected a Sunday date, other events are carried for Wednesdays in August.

KANSAS CITY, Mo.—Journal Day, held recently at Fairland Park here, was pronounced the most successful day of the year by Manager John Tumklo. Rides and concessions were patronized heavily throughout the day and night. Weather was good. Dance contests were held in the ballroom and prizes were awarded. Many out-of-town visitors were reported to have attended.

## MID-JULY REVENUE

(Continued from page 32)

18; Alabama, 30 per cent less; California, 7 per cent less; Northern Illinois, 1 per cent increase; Maryland, same as 1933; Central Massachusetts, 15 per cent less; Northeastern Massachusetts, 15 per cent less; Michigan, 21 per cent increase; Eastern Missouri, 4 per cent less; Eastern New York, 11.9 per cent less; Northern Ohio, 11 per cent less; Southern Ohio, 2 per cent less; Oregon, 33 per cent increase; Eastern Pennsylvania, 10 per cent less; Midwestern Pennsylvania, 61 per cent increase; Northwestern Pennsylvania, 6 per cent increase; Rocky Mountain section, 13.5 less; Utah, 10 per cent increase.

Second week in July, as compared with corresponding week last year: Alabama, 70 per cent less; California, 10 per cent increase; Northern Illinois, same as 1933; Maryland, same as 1933; Central Massachusetts, 10 per cent less; Northeastern Massachusetts, 15 per cent less; Michigan, same as 1933; Eastern Missouri, 0 per cent less; Eastern New York, 3.9 per cent less; Northern Ohio, 7 per cent less; Southern Ohio, 7 per cent less; Oregon, 14 per cent less; Eastern Pennsylvania, 6.5 per cent increase; Midwestern Pennsylvania, better; Northwestern Pennsylvania, 8 per cent increase; Rocky Mountain section, one-third less; Utah, 3 per cent increase.

## Weather Is Unfavorable

Weather comparisons with the second week in July, 1933: Alabama, 1933, good; 1934, rain and cold; California, favorable; Northern Illinois, 1933, good; 1934, rain and very cold; Maryland, same as 1933; Central Massachusetts, 50 per cent cooler in '34; Northeastern Massachusetts, less favorable; Michigan, same as 1933; Eastern Missouri, usually cold; Eastern New York, not so good; Northern Ohio, same as 1933; Southern Ohio, cooler in '34; Oregon, comparable; Eastern Pennsylvania, less favorable in '34; Midwestern Pennsylvania, better in '34; Rocky Mountain section, same as 1933; Utah, hot.

Per capita expenditure was compared with second week in July, 1933: Alabama, same; California, same; Northern Illinois, 5 per cent increase; Maryland, same; Central Massachusetts, 20 per cent increase; Northeastern Massachusetts, same; Michigan, same; Eastern Missouri, 5 per cent less; Eastern New York, 0.2 per cent increase; Southern Ohio, same; Oregon, same; Eastern Pennsylvania, same; Midwestern Pennsylvania, same; Northwestern Pennsylvania, same; Rocky Mountain section, 13.5 less; Utah, about lower.

Little was reported in the way of special promotions that were of benefit.

JOHN BEACH, L. I., July 27.—More than 5,000 kids jammed John Beach on the annual Citizens Day Celebration. A large section of the resort was converted into a midway. There were a number of prominent stage artists present to give the occasion a successful sendoff.

MOHAWA PARK, Zanesville, O., has inaugurated a policy of free attractions every Sunday afternoon and night, said Pierre Vennier, manager. First in was Jack Evans' Dare-Devil Show.

Soak in Adventure! Although, Never Too Late To Start Operating!



LUSSE-BROS., INC., AUTO-STOOPER RIDE  
A Popular and Profitable Attraction for Years in Operation

AUTOMATICALLY PUT LITS IN YOUR FIRE AND GASH IN Your Back Account

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WANT RIDES

Rides of Kind Wanted for Permanent Amusement Park now operating at Cary, Indiana, where Routes 12 and 20 meet. Best industrial town in U. S. working full capacity. Long season. Will close this fall with the weather. Write, wire or call

ROY MAYPOLE  
Room 1452, 10 S. La Salle St., Chicago, Ill. Phone: RAN. 0083.

IMPROVE YOUR 1934 SEASON WITH A GRAVITY COASTER

EDWARD A. VETTEL and SON  
WEST VIEW, PITTSBURGH, PENNA.

Latest ride complete at Lakeside Park, Denver, Colo. Built by our THIRTY-FIVE years' experience in building and controlling gravity rides.

### Dodson Shows Win In Canton; Opening At Cleveland Good

CLEVELAND, July 27.—Dodson's World's Fair Shows rolled in here July 15 after checking another banner engagement in Canton, O., at West Tuscarawas street and Whipple road. Sizeable crowds prevailed nightly for the six-day stand, reported Roland W. Richards. Turn a tie-up with a leading wholesale bakery, shows played to one of their most successful children's matinees of the season here.

Tris Stewart, a featured girl rider in Olive Hager's Wall of Death Motocircus, and Pee Wee La Mass, of the Four Apollos, acrobats, were interviewed during the week over Station WHBO by Janet Baker, of the studio staff. Rooney Lewis and Anna McDaniel were added to Chez La Femme cast, as were Mrs. Freddie Reed and Phyllis Snow, sisters of Mrs. De Witt Hudson, of Gay Paree Revue. Freddie Reed is employed as a concession agent. George Harmon, midjet show, returned from a brief business (See DODSON'S SHOWS on page 46)



THIS GROUP of well-known outdoor showfolk, photographed in Hornell, N. Y., comprises the executive staff of the James E. Strates Shows for 1940. In front row, left to right, are Thomas Evans, trainmaster; Mrs. Gertrude Putnam, secretary; James E. Strates, president; William C. Fleming, general agent and traffic manager; James Keltner, treasurer; Beverly White, press agent; back row, Schuyler Putnam, The Billboard sales agent and mail man; James Kline, advance advertising agent; Dick O'Brien, assistant manager, and Keith Buckingham, special agent.

### Hornell Stand Good For Strates; Combo Preps for Fair Trek

HORNELL, N. Y., July 27.—James E. Strates Shows closed a fairly good week's stand here last Saturday although opening night was lost to rain. Intermittent showers during the week did not hamper business, however. For the second time this season shows are being painted to be ready for their string of fair dates, which start soon. For three weeks artisans have been welding brush, hammer and saw in an effort to have everything in shape.

Schuyler Putnam, mail man and The Billboard sales agent received a prize, as well as a surprise in the same package. Owner James E. Strates sent him home to Amsterdam, N. Y., for a week's vacation. Mrs. Putnam, secretary, spent Sunday with the Putnam family and then returned to her job Monday morning. On Wednesday, Max Cohen, of American Carnival Association, and William C. Fleming, general agent, visited. Garry Howard, Otago Indian announcer, is back from the hospital. The Hornell is planning to spring a new front scope.

### Showfolk Attend Sheesley Rites in Cambridge, Mass.

CAMBRIDGE, MASS., July 27.—Numerous outdoor showfolk came here this week to attend funeral services on July 23 for the late Mrs. John M. (Annette) Sheesley, wife and concession operator with Art Lewis Shows, who died here suddenly on July 21 while shows were exhibiting locally. Her husband, Capt. John M. Sheesley, general manager of the Mighty Sheesley Midway, came from Mishawaka, Ind., to make funeral arrangements. He was accompanied by her son, George Embrace Jr., and Mrs. Minnie Pounds, of the Sheesley shows.

Members of the Lewis organization who drove some 200 miles from Albany, N. Y., to attend the last rites included Arlene Potter, Adeline, Julia and Gene O'Donnell, Thills Perry, Nellie Ludwig, whose trailer home Mrs. Sheesley shared; Mrs. George Lacosta, Mrs. Ned Erickson and George Dunn. Among the many floral offerings was a wreath from members of World of Mirch Shows. Details in the Final Curtain.

### Marks' Equipment Damaged in Storm

GRAYLESTON, W. Va., July 27.—A twister storm, which hit this city at 2:55 p.m. Monday, wrecking havoc on the downtown sector included John H. Marks Shows in its path of destruction and considerably damaged the organization, which is showing here for a week. Chief damage was the demolition of the Penny Arcade, owned by Jack L. Murray, and part of the International Revue, owned by Bob Edwards.

### Biz Hike Revealed By Siebrand Bros.

DICKINSON, N. D., July 27.—Officials of Siebrand Bros. Shows & Piccadilly Circus Combined, which came to here for a week's stand on Monday, revealed that business for the past few weeks has shown a decided increase over early season results. Now in their 32d week, shows opened the season on February 27 at San Diego, Calif., and since have played in five States and traveled an estimated 4,000 miles. Altho business has been off from other seasons, because of cold nights during the spring and early summer, organization has lost only three days to talk.

Accidents have taken their toll with (See SIEBRAND BROS. on page 46)

### Williams' First 12 Stands Above Par; Rutherford Is P. A.

AUGUSTA, Me., July 27.—Now in their 25th annual tour of New England States and Canada, districts for Ben Williams Shows, which opened the season on April 20 in South Plainfield, N. J., has been good when weather permitted showing, management reported here this week. Shows have been routed so as to be the first carnival organization in in the 12 cities played so far.

Two of the first 12 stands were exceedingly good, while remainder wound up on the right side. Rain hurt business at shows' first engagement in Maine, but the July 4 date in Medford, Mass., under American Legion Post auspices, proved a winner despite unreasonable weather. (See WILLIAMS' STANDS on page 45)

### Lewis Shows Add Two Rides

TROY, N. Y., July 27.—In line with preparations for his show's string of fairs, Art Lewis, this week purchased considerable new equipment in addition to acquiring the Skooter ride formerly operated by Dinky Moore. Ride now is being refurbished and soon lighted. Owner Lewis also purchased a new Rocket ride thru G. V. (Chick) Stark-weather, of Allard Bros. Co.

### Mrs. Lawrence Hospitalized

CUMBERLAND, Md., July 27.—Mrs. Shirley Lawrence, wife of Ben Lawrence, general manager Lawrence Greater Shows, was stricken suddenly in while shows were here and was removed to Allegheny Hospital. Her condition was thought serious at first, but she changed for the better and is expected to recover soon. Her brother, Dr. William Weiss, was called from New York. Management announced this week that after a sojourn of 15 weeks, on which the shows encountered all types of weather, they will open their string of fairs in Waynesburg, Pa., on July 29.

### Tom's Amusement Chalks Fair Results in Florida

PANAMA CITY BEACH, Fla., July 27.—Tom's Amusement Co., which has been exhibiting here since May 23 to fair results, is preparing to leave August 8 and open in South Georgia on August 8. July 4 brought out good crowds, but following that date a week of rain kept business at a standstill.

Manager F. E. Rini returned this week from a booking tour of South Georgia and he reports good crop conditions and prospects for the fall. Marvin Brazel has his miniature steam train in shape and Clint Japp is building a new track for his auto speedway. Rides and equipment are being repainted. Most of the concessions which played with show last fall will return this season, reports William O. Burt.



SETTING what is believed to be a precedent among outdoor showfolk is Ann Donald, a member of the Penitents Show on James E. Strates Shows, who recently was awarded a scholarship to one of the country's leading universities. For four years she registered so well in scholastics and athletics at a West Chester, Pa., high school that she was awarded a scholarship and a remunerative position at Penn State College, where she will enroll as a student and athletic instructor in September. Photo furnished by Beverly White.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Shy-Kaw-Co. Ill. Week ended July 27, 1940.

The long run from the New England States was made in quick time. Traveling over 1,000 miles, the train arrived here early Monday morning. Coming on 16 special chartered trains, over a half million political-minded natives met our train five miles out of town and tounded the Century of Profit Show the biggest ovation ever given any amusement organization. Stepping out on flatcar No. 78, Pete Ballyhoo, after rearing the ride high from their sidewalk beds under the wagons, accepted the multitude's welcome in a manner befitting any politician and immediately started his carefully prepared speech.

"Feed lunch, free beer, better dancing, girl shows and less work will be my platform," started the boss, who then continued, "and to the show people present I will add that concessions will work on

the capital steps and on the White House lawn if I am elected."

This election year marked the boss' second attempt to move into the White House. He was defeated in 1936 while running on a "Straight Carnival Ticket" because of over 87 per cent of the troupe would not be eligible to vote. The boss was quite put out when he heard that the Democrats were holding their convention and he objected to the opposition. He said that had he known of it, he would have covered their paper.

The midway was erected in a large grassy park and playground downtown. Many maple trees had to be chopped down to make room for our many attractions. Our caterpillar tractors soon had the area looking like a powder field, the bird baths were confiscated for lingo-bath and all water fountains and drinking fountains were quickly turned off so that they would not conflict with our juice (See BALLYHOO on page 45)

### Peckville Good for Fleming; J. W. Winters Is New G. A.

PECKVILLE, Pa., July 27.—William F. Fleming Attractions day had dated Miller Bros' Shows here and wound up a week's stand last Saturday to successful result. With a free gate, midway was packed daily and concessions and rides obtained exceptional play.

J. W. Winters was made general agent here and he reports he plans to take shows into Ohio territory, first stand being Tittonville. Shows carry six rides, two shows and about 20 concessions, including Winters' bings.

### Oddities Bow Okeh in Akron

AKRON, O., July 27.—International Congress of Oddities, freak show, opened on the midway at Summit Beach Park here, July 10 to satisfactory business despite continued hot weather. Attraction, which will remain at the park for two weeks, plans to play some Ohio fairs during August. Equipment of the show has attracted much attention and Mc Dodson and Roy Cramer, of Dodson's World's Fair Shows, visited July 21. On July 24 Ray March, Dayton, Al Hoffman and Johnny Reeves spent the night at the Dodson midway at Cleveland.

# Showmen's League of America



Sherman Hotel Chicago, Ill.

CHICAGO, July 27.—Urgent business calls President Frank P. Duffield back to New York. Ned Torti and E. Lawrence, co-chairmen membership committee, have sent a letter to all committee members urging co-operation in the drive for membership. Application of Clinton L. Engle was sent in by Brother Sam Solomon. Two New York World's Fairites, Joe Rogers and Jack Thulin, visited, as did Bert Chapman, of the Pacific Coast Showmen's Association. Nat Hirsch, Irving Miller and Joe Stroblisch hoped to arrive in Ill. in hopes of visiting both West and Great Lakes Exposition shows. West, but spent a pleasant evening with Owner Al Wagner and Manager John R. Castle of Great Lakes Exposition Shows. Pluto Brown joined shows for a stand or two.

Secretary Streiblich visited Goodman. Wendel Shows at Racine, and encountered a storm so he spent the night in a hotel with Goodman and Ned Torti.

Bad news of the passing of Rhoda Royal was received by the league. Letter from Brother Tim Vollmer highly praised Imperial Shows for reception accorded him and wife at La Fayette, Ind. George W. Johnson, of U. S. Tent and Awning Co., visited, and Jimmy Morrison, of Baker-Lockwood Co., spent a short time at the rooms. Brother Dan Odum is out of the hospital but having a hard time with the extreme hot weather. Gene Beal, in from Milwaukee on business, visited the rooms. Al Beck, of Great Lakes Exposition Shows, and Brothers Tom Hart and Melvin Burkhardt visited.

Lou Leonard is back from Minneapolis, trying to pick out his next jump. Harry Shaffer, of Peoria, Ill., joined the Great Lakes Exposition Shows, and Mike Doonan and crew are planning several out-of-town celebrations. Regular callers at the rooms included Lew Keller, Nat Hirsch, Julius Wagner, Mike Doonan, Clegg Nye, Maurice Hanzauer, Bob Berritt, John O'Shea, Joe Murphy, Lou Leonard, Jack Benjamin, Sam Bloom, Tebbie Fisher, Charles Hall, Fred Donnelly, William Young, Jack Pritchard, Dave Tenneyson, Morris A. Hall, Walter E. Deiver, G. D. Odum, J. G. McEaffery, Larry Hogan and Bob Lehman. Al Latta reported several good stands with his ride around Chicago.

**Ladies' Auxiliary**  
Since clubrooms have been closed for the remainder of the summer, club activities have been quiet. Relief committee reports that Beulah Simon is recuperating from a recent illness at her home. Past President Leah M. Brunstew's mother is seriously ill at her home. Many members are out on the road, while others are vacationing. Jeannette Wall and Edith Stroblisch spent several weeks up in Northern Michigan.

New applications are coming in as usual and all dues and correspondence should be sent to Secretary, Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Chicago, Ill. All books which are still out on the luggage award may be sent to Jeannette Wall in care of the club.



Palace Theater Building, New York

NEW YORK, July 27.—First table reservations for club's annual banquet have started to come in with Sister Dorothy Packmann reserving two and an application for more, and a reservation for one table from Charles Stone. Members are reminded that table reservations will be handled in the order in which they are received. Get yours in early enough to insure yourself of choice locations. Also, now that all members have been sent advertising contracts for space in the program being in connection with the banquet, they are requested to try to ob-

# Club Activities

tain at least one advertisement. Louis Garfield, who was in for the Armstrong-Jenkins fight, reports good business at Revere Beach, where he located this season. Nita Weinberg writes that he was prematurely closed at Myrtle Beach but will vacation there for the remainder of the season. Brother Alex Brown writes that he is going to have an operation soon. Casper Sargout is with Harry Kaplan's Walking Charley at the World's Fair and Ajax Millan is with Ripley's there. Organization gratefully acknowledges the liberal contributions of Attorney Max Hochman. Lew Lange was in town for a few days buying stock and meeting friends at the rooms.

**Birthday** congratulations to Joseph Ronald, Ralph A. Hankinson, John A. Wintermute, Hal Christy, Charles Hoffman Jr., August I. James J. Cochrane, G. George Hirschberg, Dr. Jacob W. Stark, E. E. R. (Root) Gibson, Louis J. Garfinkel, G.

**Ladies' Auxiliary**  
Sister Shirley Lawrence is in the hospital. Sister Rose Lange was in for a visit, then rejoined her show. Sister Blanche Henderson has become a foster mother, having undertaken the support of two refugees from England—a girl and a boy. It is deeds like these that make us proud of our auxiliary and members. Sister Dess Hamid is on the road, busy with her revue. Magnolia Hamid is back from vacation sporting a lovely tan. Birthday greetings to Dede Allen and Martha Borsch, and belated natal felicitations to Leah Greenbaum and Lillian Branks.

## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Western Los Angeles

LOS ANGELES, July 27.—Monday night's regular meeting drew a better-than-average summer crowd and was well handled by President Smith, being all out and over by 9:45 p.m. About all remained for the after show staged by the house committee and chairmaned by Leo Haggerty. Dennis, Ed Walsh and Nick Wagner were much in evidence. Other officers present were Vice-President Joe Olney and Secretary Al Weber. Financial report showed an excellent balance for this time of the year. Jack Bigelow planned bit for Pat Armstrong, of the sick committee, who was absent for the first time in three years. Vic Johnson, who has been hospitalized for 60 days, was on hand, and Pat Shanley is recuperating at the Olympic Simpson Grunt Hotel, San Diego, Calif. Robert Mitchell also is on the road to recovery.

Communications were received from J. W. (Pat) Conkline, Dan Meggs, Will Wright, Chuck Gammon, Jimmy Lynch, Fred Nina Rogers of the Auxiliary, Mrs. Leo DeMouchelle and Ben Lowmyer. Mel Smith came in from Brookings, Ore. Arthur B. Carewell, of Venice, Calif., showed up minus his membership card, having been relieved of it by a total stranger. He obtained a duplicate.

Bill Hobday, membership chairman, made an extended report showing the highlights of a well-planned expansion campaign. Following are on the committee: Jimmy Lynch, W. T. Jessup, Pop Ledwig, Johnnie Branson, Sol Grant, Ted LeFevre, Cal Lipes, Dr. George W. T. Boyd, Bill Meyers, Al Fisher, Clyde Goodlin, Frank Ward, Eddie Brown, Charles Albright, Roy Ludington, Maxie Miller and Jack Hobday. Harry Lohack is doing a good job as front door receptionist. Membership applications came from Jimmy Lynch and Roy Ludington for Jim Rich and Campbell, William Joseph Gallagher, Leigh N. Madden and Texas Tom Rock, all of Crafts' 30 Big Shows. Also, Fred M. Sandusky, of Golden Gate International Exposition, sponsored by Eddie Brown and Nate Miller.

John Backman got the weekly award. Beer and Dutch lunch were served by Jack Bigelow and Ben Beno. The daily roundtable conference is well attended. Members of the conference are Norman Fred, Nick Wagner, Danny Fannberg, Jimmy Dahn, Dan Stover, Harry Matthews Jr., Monte Miller, Jack Bigelow, John A.

Pollitt, Pat Armstrong, Bob Meyers, Henry Myers, Billie Byrne, Hugh Bennett, Ray Johnson, Louis Bisatiger, Bob Mitchell, Harry Swallows and Meyer Schlem.

**Ladies' Auxiliary**  
Club held its regular meeting July 22 and officers present were Chaplain Mianne Fisher, First Vice-President, Babe Miller and Secretary Vivian Gorman. Letters were received from President Nina Rodgers, Tillis Palmateer and W. H. Stover and family. Sick committee reported Rose Keeton III at San Francisco.

A new member in Mona Vaughn, sponsored by Millie Debbert, Bank night award went to Mrs. Hort Campbell and door prize, donated by Ann Stewart, was won by Edith Bullock.

Mom Ragby donated a hand-broctured luncheon set. Martha Riley donated sugar and coffee. Chairman Mary Taylor has completed plans for the summer activities and gave a report on them. Hostesses were Stella Linton, Mrs. Hort Campbell and Esther Luthy. Bridge prevailed most of the night.

## Heart of America Showmen's Club

Reld Hotel

KANSAS CITY, Mo., July 27.—New Banquet room in Hotel Phillips, where club's Annual Banquet and Ball will be held on New Year's Eve, has been christened the First Room and will accommodate about 500. Mrs. Ruth Spallo, State Fair Shows, and son, Leo Bergman, of Johnny J. Jones Exposition, were called to the city last week to attend the funeral of Leo's father, Alex (Doc) Bergman. Brother Tommy Clark came in from Louisiana, where he has been with the Cliff Lyle Shows. He will remain here for a couple of weeks on business and then return to the shows.

Doc Day, special agent of Sulton Shows, closed with that organization last week and is here on business. Mr. McKee, owner McKee Shows, visited during the week, coming in on business. Ralph Rhodes, owner of the K. C. Fireworks Co., was a recent club visitor. Frank Gapp and Tony Martona have been visiting the various carnivals in this vicinity, the past several weeks and report the shows are all doing fair business.

Dih Knapp, of Solt's Liberty Shows, visited, he closed with that organization last week. Past President Norris B. Greenwell recently returned from Richmond. (See HEART OF AMERICA on page 33)

**THE MIDWAY CHAMPION**

**THE 7-CAR PORTABLE TILT-A-WHIRL**

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Write, phone or write about earliest delivery dates.

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**TRUCKS PASSENGER CARS SEMI-TRAILERS**

We will deliver anywhere in the U. S. Get our Prices and Showmen's Terms before buying. "Distinction of the Showmen's Finest Plan."

**WRITE CHAS. T. GOSS**  
WITH STANDARD CHEVROLET CO.  
EAST ST. LOUIS, ILL.

**TENTS-BANNERS**

A State Street Water-Proofed New Tent with 5-FT. White and Black Stripes, 10x20, 328.00 each.

CHARLES DRIVER—BERNIE WENDLERSON  
**D. HENRY TENT & AWNING CO.**  
4414 North Clark Street, CHICAGO, ILL.

**PAINTS-ENAMELS**

**MIDWAY CHROME ALUMINUM**  
Regular \$3.25, Only \$1.90  
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2000 Milwaukee Ave., CHICAGO, ILL.

**SHOW TENTS AND CONCESSION**

**Pulson Bag & Cotton Mills**  
ATLANTA ST. LOUIS DALLAS NEW YORK  
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**CONCESSION TENTS**

Give Measurements as Indicated  
BUY from Factory  
SAVE Money

**POWERS & CO., INC.**  
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**NEW 8-CAR WHIP**

This beautiful structure 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 thrill.

**W. F. MANGELS CO., Coney Island, New York**

**UNITED STATES TENT TENTS SPECIFY USTENT SAILMAKER HAND ROPED TOPS. MADE RIGHT, PRICED RIGHT**

**AND AWNING CO. GEO. JOHNSON, V. P. BANNERS**

101 NORTH BROADWAY STREET (Phone HY 5644) CHICAGO, ILL.

# Midway Confab

By THE MIXER  
(Communications to 25 Opera Place, Cincinnati, O.)

SOME fair dates are only fair.

MUSICAL director of the swing band with Leo Morico's Musical Revue on John H. Marks Shows is Owen Miller.

A. JAMES, with pony ride, joined Lawrence Greater Shows in Cumberland, Md.

CHASING good business in Flint (Mich.) Park are R. Kelley and Pinkie Tedman.

RIDE MEN Red Carey and Gordon Newcomb joined Golden State Shows in Royal Springs, Calif.

NORMAN FEATHERSTONE, casino atty., joined Jo Ann Roberts' Side Show on Crowley's United Shows in Butte, Mont.

AND some fair dates are not even fair.

VIRGINIA CARPENTER has been added to the Dottie Moss Thrill Shows on Gold Medal Shows as Ella Moss, secretary.

NEW MAIL MAN and The Billboard sales agent on C. C. Buck Exposition Shows is Richard Tolman, reports Jimmy Hicks.

W. C. Brown, Tampa, Fla., joined Zochini Bros. Shows with A. Ten-in-One Show in Ambridge, Pa.

TAKING OVER the Athletic Show on Crowley's United Shows in Butte, Mont., recently was Arona Kallio, of Portland, Ore., reports R. L. Boyd.

JOB-ANN LA PRANCE, Queen of Mystery, joined Eric B. Hyde Shows as an act attraction; under management of Henry (Duke) Hyatt, reports Wesley Blair from Uplandville, O.

WIFE OF Merl Ferguson, well-known concessioner, Betty Ferguson is ill in Security Benefit Hospital, Topeka, Kan. She says she'd like to read letters from friends.

ADD similar: "As useless as a legal adviser who has made the hogswear himself."

FORMER showman operating the Corner Club, La Grande, Ore., Harold Brown, was visited Patrick's Greater Shows nightly while they played the Oregon city.

PRINCE, educated horse, managed by E. Calvert and mammoth tag, owned by E. Phillips, were added to line-up of West

OPERATING the big stand on Pryor's All-State Shows is C. W. Orwig. One of the attraction's weekly features is a bingo staged for showfolk only, with monies accrued going into organization's Stok Benefit Fund.

FAMOUS last words: "WE will play that fair again NEXT fall but they will have to do business on OUR terms."

RECENT additions to the Congo Show on Convention Shows include Everett (Tiny) Lynch, tall boy; Francis Stockberger, another smaller Harold; Gene, double-throated boy, and Sailor Mike tattoo artist.

DURING Hilderbrand's United Shows stand in Reno, Nev., Mrs. Margaret Hildson was stricken suddenly and rushed to a local hospital, where she was seriously ill all week. She recovered sufficiently to move with the organization, however.

O. G. MALLOY, cookhouse operator, who closed with World of Travery Shows, has been replaced by Eddie La Hay, who joined in Conway City, Mich., bringing in his De Luxe Cafe from Gillsonton, Pa.

J. W. (PATTY) CONKLIN, president of Conklin Shows, who reports business good when weather is favorable, is preparing to go to Toronto to assist in management of Pelee Island at the Canadian National Exhibition.

THOSE who can't repay a small loan should make no effort to negotiate a much larger one—Six-syllable Webster.

FORMER CHIEF in Joe Sully's cookhouse on Johnny J. Jones Exposition Tom Marshall is living in retirement in Williamson, W. Va. He was among daily visitors on the John H. Marks Shows midway during organization's recent stand there.

VEN TROUPER and former operator of shows bearing his name, Captain Reuscher visited Crafts 20 Big Shows almost every night during the stand to Sacramento, Calif. The captain has been living in retirement on his ranch on the West Coast.

NORRIS ELINE, former electrician with various carnivals, including Eric B. Hyde Shows, is recovering from a paralytic stroke in his home, 219 South Main street, Winston-Salem, N. C. He promises he'd like to read letters from friends.

"HAVE JUST engaged Doc Down to make openings and belly for my Double Sex annex attraction with the Hall of Oddities on Reynolds A. Wells Shows," says Rae-Terrill from Stevens Point, Wis. "Anna Federn, nurse, is still with me."

SOME bosses'll insist they're playing a certain town; but they're in the same state with it—Doc, the Man.

AMONG nightly visitors to West Coast Amusement Co.'s midway at Bend, Ore., were Fire Chief Tom Gibson, Sheriff Mike Conley, City Manager Rafter and Mayor Simpson. General Agent W. T. Jessup entertained the city commissioners at a party in the cookhouse one night.

M. E. SIMMONS letter from Crawfordville, Ind., that he visited the Imperial Shows in La Fayette, Ind., on July 18 and enjoyed pleasant chats with owner Edward A. Hook, John Oalligan

**CONSISTENT MONEY MAKERS**

**Loop-O-Plane**  
**Octopus**  
**Rollo-Plane**

Leading All Sales for 1940

WRITE FOR DESCRIPTIVE LITERATURE.

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AGENTS: R. KLINE, Salem, Mo.; Eastern Factory Branch RICHARD F. LUSSE, Charleston, South Carolina, Pa.; European Branches, LUSSE BROS., Ltd., Liverpool, England.



**PENNY PITCH GAMES**

50¢ 48x48", 50¢ 54x54", 75¢ 60x60", 1.00 66x66", 1.50 72x72", 2.00 78x78", 2.50 84x84", 3.00 90x90", 3.50 96x96", 4.00 102x102", 4.50 108x108", 5.00 114x114", 5.50 120x120", 6.00 126x126", 6.50 132x132", 7.00 138x138", 7.50 144x144", 8.00 150x150", 8.50 156x156", 9.00 162x162", 9.50 168x168", 10.00 174x174", 10.50 180x180", 11.00 186x186", 11.50 192x192", 12.00 198x198", 12.50 204x204", 13.00 210x210", 13.50 216x216", 14.00 222x222", 14.50 228x228", 15.00 234x234", 15.50 240x240", 16.00 246x246", 16.50 252x252", 17.00 258x258", 17.50 264x264", 18.00 270x270", 18.50 276x276", 19.00 282x282", 19.50 288x288", 20.00 294x294", 20.50 300x300", 21.00 306x306", 21.50 312x312", 22.00 318x318", 22.50 324x324", 23.00 330x330", 23.50 336x336", 24.00 342x342", 24.50 348x348", 25.00 354x354", 25.50 360x360", 26.00 366x366", 26.50 372x372", 27.00 378x378", 27.50 384x384", 28.00 390x390", 28.50 396x396", 29.00 402x402", 29.50 408x408", 30.00 414x414", 30.50 420x420", 31.00 426x426", 31.50 432x432", 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810x810", 63.50 816x816", 64.00 822x822", 64.50 828x828", 65.00 834x834", 65.50 840x840", 66.00 846x846", 66.50 852x852", 67.00 858x858", 67.50 864x864", 68.00 870x870", 68.50 876x876", 69.00 882x882", 69.50 888x888", 70.00 894x894", 70.50 900x900", 71.00 906x906", 71.50 912x912", 72.00 918x918", 72.50 924x924", 73.00 930x930", 73.50 936x936", 74.00 942x942", 74.50 948x948", 75.00 954x954", 75.50 960x960", 76.00 966x966", 76.50 972x972", 77.00 978x978", 77.50 984x984", 78.00 990x990", 78.50 996x996", 79.00 1002x1002", 79.50 1008x1008", 80.00 1014x1014", 80.50 1020x1020", 81.00 1026x1026", 81.50 1032x1032", 82.00 1038x1038", 82.50 1044x1044", 83.00 1050x1050", 83.50 1056x1056", 84.00 1062x1062", 84.50 1068x1068", 85.00 1074x1074", 85.50 1080x1080", 86.00 1086x1086", 86.50 1092x1092", 87.00 1098x1098", 87.50 1104x1104", 88.00 1110x1110", 88.50 1116x1116", 89.00 1122x1122", 89.50 1128x1128", 90.00 1134x1134", 90.50 1140x1140", 91.00 1146x1146", 91.50 1152x1152", 92.00 1158x1158", 92.50 1164x1164", 93.00 1170x1170", 93.50 1176x1176", 94.00 1182x1182", 94.50 1188x1188", 95.00 1194x1194", 95.50 1200x1200", 96.00 1206x1206", 96.50 1212x1212", 97.00 1218x1218", 97.50 1224x1224", 98.00 1230x1230", 98.50 1236x1236", 99.00 1242x1242", 99.50 1248x1248", 100.00 1254x1254, 100.50 1260x1260, 101.00 1266x1266, 101.50 1272x1272, 102.00 1278x1278, 102.50 1284x1284, 103.00 1290x1290, 103.50 1296x1296, 104.00 1302x1302, 104.50 1308x1308, 105.00 1314x1314, 105.50 1320x1320, 106.00 1326x1326, 106.50 1332x1332, 107.00 1338x1338, 107.50 1344x1344, 108.00 1350x1350, 108.50 1356x1356, 109.00 1362x1362, 109.50 1368x1368, 110.00 1374x1374, 110.50 1380x1380, 111.00 1386x1386, 111.50 1392x1392, 112.00 1398x1398, 112.50 1404x1404, 113.00 1410x1410, 113.50 1416x1416, 114.00 1422x1422, 114.50 1428x1428, 115.00 1434x1434, 115.50 1440x1440, 116.00 1446x1446, 116.50 1452x1452, 117.00 1458x1458, 117.50 1464x1464, 118.00 1470x1470, 118.50 1476x1476, 119.00 1482x1482, 119.50 1488x1488, 120.00 1494x1494, 120.50 1500x1500, 121.00 1506x1506, 121.50 1512x1512, 122.00 1518x1518, 122.50 1524x1524, 123.00 1530x1530, 123.50 1536x1536, 124.00 1542x1542, 124.50 1548x1548, 125.00 1554x1554, 125.50 1560x1560, 126.00 1566x1566, 126.50 1572x1572, 127.00 1578x1578, 127.50 1584x1584, 128.00 1590x1590, 128.50 1596x1596, 129.00 1602x1602, 129.50 1608x1608, 130.00 1614x1614, 130.50 1620x1620, 131.00 1626x1626, 131.50 1632x1632, 132.00 1638x1638, 132.50 1644x1644, 133.00 1650x1650, 133.50 1656x1656, 134.00 1662x1662, 134.50 1668x1668, 135.00 1674x1674, 135.50 1680x1680, 136.00 1686x1686, 136.50 1692x1692, 137.00 1698x1698, 137.50 1704x1704, 138.00 1710x1710, 138.50 1716x1716, 139.00 1722x1722, 139.50 1728x1728, 140.00 1734x1734, 140.50 1740x1740, 141.00 1746x1746, 141.50 1752x1752, 142.00 1758x1758, 142.50 1764x1764, 143.00 1770x1770, 143.50 1776x1776, 144.00 1782x1782, 144.50 1788x1788, 145.00 1794x1794, 145.50 1800x1800, 146.00 1806x1806, 146.50 1812x1812, 147.00 1818x1818, 147.50 1824x1824, 148.00 1830x1830, 148.50 1836x1836, 149.00 1842x1842, 149.50 1848x1848, 150.00 1854x1854, 150.50 1860x1860, 151.00 1866x1866, 151.50 1872x1872, 152.00 1878x1878, 152.50 1884x1884, 153.00 1890x1890, 153.50 1896x1896, 154.00 1902x1902, 154.50 1908x1908, 155.00 1914x1914, 155.50 1920x1920, 156.00 1926x1926, 156.50 1932x1932, 157.00 1938x1938, 157.50 1944x1944, 158.00 1950x1950, 158.50 1956x1956, 159.00 1962x1962, 159.50 1968x1968, 160.00 1974x1974, 160.50 1980x1980, 161.00 1986x1986, 161.50 1992x1992, 162.00 1998x1998, 162.50 2004x2004, 163.00 2010x2010, 163.50 2016x2016, 164.00 2022x2022, 164.50 2028x2028, 165.00 2034x2034, 165.50 2040x2040, 166.00 2046x2046, 166.50 2052x2052, 167.00 2058x2058, 167.50 2064x2064, 168.00 2070x2070, 168.50 2076x2076, 169.00 2082x2082, 169.50 2088x2088, 170.00 2094x2094, 170.50 2100x2100, 171.00 2106x2106, 171.50 2112x2112, 172.00 2118x2118, 172.50 2124x2124, 173.00 2130x2130, 173.50 2136x2136, 174.00 2142x2142, 174.50 2148x2148, 175.00 2154x2154, 175.50 2160x2160, 176.00 2166x2166, 176.50 2172x2172, 177.00 2178x2178, 177.50 2184x2184, 178.00 2190x2190, 178.50 2196x2196, 179.00 2202x2202, 179.50 2208x2208, 180.00 2214x2214, 180.50 2220x2220, 181.00 2226x2226, 181.50 2232x2232, 182.00 2238x2238, 182.50 2244x2244, 183.00 2250x2250, 183.50 2256x2256, 184.00 2262x2262, 184.50 2268x2268, 185.00 2274x2274, 185.50 2280x2280, 186.00 2286x2286, 186.50 2292x2292, 187.00 2298x2298, 187.50 2304x2304, 188.00 2310x2310, 188.50 2316x2316, 189.00 2322x2322, 189.50 2328x2328, 190.00 2334x2334, 190.50 2340x2340, 191.00 2346x2346, 191.50 2352x2352, 192.00 2358x2358, 192.50 2364x2364, 193.00 2370x2370, 193.50 2376x2376, 194.00 2382x2382, 194.50 2388x2388, 195.00 2394x2394, 195.50 2400x2400, 196.00 2406x2406, 196.50 2412x2412, 197.00 2418x2418, 197.50 2424x2424, 198.00 2430x2430, 198.50 2436x2436, 199.00 2442x2442, 199.50 2448x2448, 200.00 2454x2454, 200.50 2460x2460, 201.00 2466x2466, 201.50 2472x2472, 202.00 2478x2478, 202.50 2484x2484, 203.00 2490x2490, 203.50 2496x2496, 204.00 2502x2502, 204.50 2508x2508, 205.00 2514x2514, 205.50 2520x2520, 206.00 2526x2526, 206.50 2532x2532, 207.00 2538x2538, 207.50 2544x2544, 208.00 2550x2550, 208.50 2556x2556, 209.00 2562x2562, 209.50 2568x2568, 210.00 2574x2574, 210.50 2580x2580, 211.00 2586x2586, 211.50 2592x2592, 212.00 2598x2598, 212.50 2604x2604, 213.00 2610x2610, 213.50 2616x2616, 214.00 2622x2622, 214.50 2628x2628, 215.00 2634x2634, 215.50 2640x2640, 216.00 2646x2646, 216.50 2652x2652, 217.00 2658x2658, 217.50 2664x2664, 218.00 2670x2670, 218.50 2676x2676, 219.00 2682x2682, 219.50 2688x2688, 220.00 2694x2694, 220.50 2700x2700, 221.00 2706x2706, 221.50 2712x2712, 222.00 2718x2718, 222.50 2724x2724, 223.00 2730x2730, 223.50 2736x2736, 224.00 2742x2742, 224.50 2748x2748, 225.00 2754x2754, 225.50 2760x2760, 226.00 2766x2766, 226.50 2772x2772, 227.00 2778x2778, 227.50 2784x2784, 228.00 2790x2790, 228.50 2796x2796, 229.00 2802x2802, 229.50 2808x2808, 230.00 2814x2814, 230.50 2820x2820, 231.00 2826x2826, 231.50 2832x2832, 232.00 2838x2838, 232.50 2844x2844, 233.00 2850x2850, 233.50 2856x2856, 234.00 2862x2862, 234.50 2868x2868, 235.00 2874x2874, 235.50 2880x2880, 236.00 2886x2886, 236.50 2892x2892, 237.00 2898x2898, 237.50 2904x2904, 238.00 2910x2910, 238.50 2916x2916, 239.00 2922x2922, 239.50 2928x2928, 240.00 2934x2934, 240.50 2940x2940, 241.00 2946x2946, 241.50 2952x2952, 242.00 2958x2958, 242.50 2964x2964, 243.00 2970x2970, 243.50 2976x2976, 244.00 2982x2982, 244.50 2988x2988, 245.00 2994x2994, 245.50 3000x3000, 246.00 3006x3006, 246.50 3012x3012, 247.00 3018x3018, 247.50 3024x3024, 248.00 3030x3030, 248.50 3036x3036, 249.00 3042x3042, 249.50 3048x3048, 250.00 3054x3054, 250.50 3060x3060, 251.00 3066x3066, 251.50 3072x3072, 252.00 3078x3078, 252.50 3084x3084, 253.00 3090x3090, 253.50 3096x3096, 254.00 3102x3102, 254.50 3108x3108, 255.00 3114x3114, 255.50 3120x3120, 256.00 3126x3126, 256.50 3132x3132, 257.00 3138x3138, 257.50 3144x3144, 258.00 3150x3150, 258.50 3156x3156, 259.00 3162x3162, 259.50 3168x3168, 260.00 3174x3174, 260.50 3180x3180, 261.00 3186x3186, 261.50 3192x3192, 262.00 3198x3198, 262.50 3204x3204, 263.00 3210x3210, 263.50 3216x3216, 264.00 3222x3222, 264.50 3228x3228, 265.00 3234x3234, 265.50 3240x3240, 266.00 3246x3246, 266.50 3252x3252, 267.00 3258x3258, 267.50 3264x3264, 268.00 3270x3270, 268.50 3276x3276, 269.00 3282x3282, 269.50 3288x3288, 270.00 3294x3294, 270.50 3300x3300, 271.00 3306x3306, 271.50 3312x3312, 272.00 3318x3318, 272.50 3324x3324, 273.00 3330x3330, 273.50 3336x3336, 274.00 3342x3342, 274.50 3348x3348, 275.00 3354x3354, 275.50 3360x3360, 276.00 3366x3366, 276.50 3372x3372, 277.00 3378x3378, 277.50 3384x3384, 278.00 3390x3390, 278.50 3396x3396, 279.00 3402x3402, 279.50 3408x3408, 280.00 3414x3414, 280.50 3420x3420, 281.00 3426x3426, 281.50 3432x3432, 282.00 3438x3438, 282.50 3444x3444, 283.00 3450x3450, 283.50 3456x3456, 284.00 3462x3462, 284.50 3468x3468, 285.00 3474x3474, 285.50 3480x3480, 286.00 3486x3486, 286.50 3492x3492, 287.00 3498x3498, 287.50 3504x3504, 288.00 3510x3510, 288.50 3516x3516, 289.00 3522x3522, 289.5

and Kenneth Brown, Simmons adds that the show is attractive and seemed to be doing well.

WILEY LOGSOON (Pinky Peppers) came from Shelbyville, Ky. "While en route from the Northeast, I took a week's vacation and visited the E. H. Bee Shows and built a new banner for in addition to purchasing a new top. I then joined C. D. Scott Bros. Shows for the remainder of the season. Ted Patignat is still managing my Harlow Show."

STALLING in 30-30 territory with the fair legs sometimes takes the sweetening out of a good route of 'em.—Gil Rock Ansis.

WHILE Hockers State Shows were playing Farmington, Mo., Pappy Chesare, of Station KMOX, originated his June 29 Columbia network Barn Dance next to the lot. He dedicated one of his numbers to the parents of show's Chief Electrician Russell Cooper. After the broadcast Pappy and cast were guests of the show on the lot.

HARVEY (DOC) ARLINGTON cards from Peru, Ind. "Shows started their appearance here on the right side and remainder of week was big for all shows, rides and concessions. A number of concessioners joined here and the writers and two children spent the weekend on the organization. Both owner and Mrs. Vic Horwitz have been on the sick list, but have recovered."

E. L. DOUGHERTY has returned to the road after being ill several months. He opened the season in Pen Argy, Pa., where he met several of his old friends, with him are his nephews, Leo Dougherty, who supervises concessions, and Joseph Dougherty, who is handling the p.a. system. Dougherty plans to tour the coal region of Pennsylvania for several weeks.

IN selecting uniforms for midway attaches, managers should not overlook the prospect that olive drab may soon predominate.

ON A BALLY PLATFORM on Hockers State Shows' lot in Aurora, Mo., on July 4, a curious monkey picked up a live firecracker. Came the blast and the monkey slung back with the wind. Billy King now is seeking aid in solving two mysteries. First, how did the light firecracker get on his bally platform and, two, what became of the monkey?

DURING Johnny J. Jones Exposition's Eve, Pa., engagement, Dr. G. Howe Barnhart joined to take over the medical unit he stars physician for the organization. He is a graduate of Kansas City University, Central College of Osteopathy and a postgraduate of Polytechnical Institute. Prior to his affiliation with the Jones organization he practiced in Millville, Pa.

SILLY sign seen in a mileys: "You watch your wife, we'll watch your hat."—Milo McCool.



WELL-KNOWN in outdoor show circles and gotten a high fever and last year when an accident in Oklahoma forced him out, Capt. George Webb is now in business in Ely, Minn. An ardent fisherman, he presented the catch to his friends, J. W. Laughlin and Don Trueblood, while visiting them on West Bros. Shows in St. Cloud, Minn.



JOSEPH A. PEARL, efficient, small man on Johnny J. Jones Exposition and one of The Billboard's leading sales agents, took time off from his numerous chores around the organization while shows were in Lima, O. to read a copy of The Billboard to his adopted son, Alec. If the interest registered by young Alec is an indication, the firm may not be far off when he will be among the leading circus and carnival sales agents, the same as his dad.

HIDE LINE-UP on J. R. Edwards Shows, under Hide Superintendent Bill Hone, includes Tit-a-Whirl, Hone, foreman; Harley Hall, second man; John Edgeland, tickets; Merry-Go-Round, Mack Roth, foreman; Davy Michael, tickets; Ferris Wheel, Frank Edwards, foreman; Mrs. Jefferson, tickets; Chuliplane, Harry Zimmerman, foreman, and Nelson Werner, tickets; Kiddie Ride, Bert Williams, foreman; Floyd Butler, tickets.

IN CHARGE of the front gate on Scott Bros. Shows in Barney Allen, while Charles Robinson handles the coupon box. Sound track is operated by Snell Hayes, and Hubert Waters is painter. Harry Harris directs front of the Min-stead Show and is lot superintendent, with Electrician A. P. McCatpelt being assisted by Teddy Porter. Advance agent is E. N. Ogilby, with Tressie McDandis as second agent.

FACT or fable? This there was the Micky seller who became hoarse on the big day of a fair from calling back people to get their change.—Ske Show Ed.

CAPT. GEORGE WEBB, former fire-fight performer, scribbles from Ely, Minn.: "West Bros. Shows closed a week's stand here on July 14 to good results. Organization looked good, with all blue tops and sidebars. Rides were in top condition and good weather and crowds increased. Joe Howard and the town well billed and Don Trueblood is an efficient office manager. Colored Show Band did well with its downtown bally and twilight concerts."

MEL C. DODSON, general manager Dodson's World's Fair Shows, advised from Cleveland that he has not discontinued admissions in excess of 20 cents with the inauguration of new federal defense taxes as was reported in last week's issue. Dodson further stated he has never entertained the thought of a price reduction in admissions and has always been willing to do his part in the payment of taxes exacted by the government.

GREAT Sweet Potato Shows' spud farm down yonder expects to harvest a big crop, so it won't be such a bad season after all.—Cousin Peleg.

PERSONNEL of Interstate Dining Inn in Norwalk, O., includes these outdoor showfolk: C. O. (Georgia Boy) Burch, day manager and formerly agent for Jake Gruberg; Walter (Slim) Hoatling, former agent for Joe Sily's cookhouse on Johnny J. Jones Exposition; Eddie Tharpe, night manager and formerly with the Jones organization; Rubin & Cherry Exposition and Royal American Shows; Frank (Bubbe) Keifer, night chef and formerly of Rubin & Cherry Exposition and Dodson's World's Fair Shows.

ROBYER and line-up of United Amusement Co., which played the annual July 4th Celebration in Jeffersonville, O., included H. M. Kernan, manager; R. T. Reed, general agent; Thomas Elysee, secretary; R. E. Henry,

legal adjuster; Merry-Go-Round, Chuliplane and Kiddie autos, Francis Burke, owner, Ferris Wheel and Octopus are office owned. Mickey Flynn is manager of the side show and Bill Patrick has the girl show. All concessions are office owned.

COOKHOUSE Conco: "Yeah, we were the third show in that town this year but we only had a short dance to go, so we zeroed winner on transportation."

J. L. LANDES SHOWS' notes by W. Frank Delmaine from Novato, Ind. Fourth of July stand in Algona, Ia., was exceptionally good and lot was jammed from early until late. Shows moved to Webster, Ia., where the committee co-operated in making the week a success. Mr. and Mrs. Glen Hyler visited at Webster. Stand here, under American Legion Post auspices, started off well. Mrs. C. L. Levin visited with Mrs. Chapman. Shows begin their fair tour in about two weeks.

PERSONNEL of James E. Strates Shows is still talking about the committee co-operation received by the organization at North Tennessees, N. Y. Shows exhibited there under Klwanis of the Tennessees auspices. Among the business and professional men who got a kick out of taking Hockers on the shows, reports Beverly White, were William Martin, secretary First Trust Co.; Reg Newman, owner, Newman Coal Co.; Paul Day, manager W. T. Grant Co.; Charles T.H. secretary State Trust Co.; C. E. Cutting, manager The Daily News; Elmer Herring, city treasurer, and Dr. Madler and Phaworthery.

CHUM, watch your bankroll, now that the peak of the season is on, and don't let winter birds whose theme song is "Gather, Can You Spare a Dime?"—Colonel Patch.

MR. AND MRS. JACK WOELFEL, who were married recently in Ogdenburg, N. Y., were honored a surprise wedding reception in Kirk Adams' Dog and Pony Show by members of O. J. Bach Shows, while organization was exhibiting in Saratoga Lake, N. Y. Centerpiece was a three-tiered wedding cake topped by a miniature bride and groom and surrounded by numerous gifts for their home. Attending the bride at the wedding were Mrs. Otto J. Bach and Mrs. David Kehal. David Kehal was best man. Woelfel is an independent concessioner with the Bach organization and the bride is well-known in circus and rodeo circles as Jackie Lee Mix. Last season she was with Cole Bros' Circus.

GREATER EXPOSITION SHOWS notes by Mrs. CHE E. Hayes from Michigan City, Ind.: "New banners were purchased for shows recently and Sailor Morgan, lot superintendent, and crew are building new fronts for all shows. Paint crew, under John Starke, is plenty busy and Chief Mechanic N. L. Carl is overhauling all trucks. Among recent arrivals were Mr. and Mrs. Emma Johnson, who joined the side show; Margaret Maddox and Mrs. Ruth Simmons, sisters of Mrs. Crawford Francis, and Jack Walsh, who took over front of the Colored Show. Mrs. Clifford Hayes left for a few days' visit with her brother in Lansing, Mich. Captain Hayes and Fearless Wade Harvey continue popular."

TURN now, with speakers set so loud that you can hear 'em a mile away, some front crates still list out, "Now'll, if you will sit step down close within the hearing of my voice."—Dime Jim Johnson.

WOMEN members of Beckmann & Gerety Shows tendered Dorothy Hanna Webb, wife of Concessioner Toddy Webb, a baby shower on July 10 while the shows were in Keokuk, Wis. Dorothy left on July 18 in Milwaukee for the Webb home at Le Compton, Kan., and carried the good wishes of all on the shows with her. Among those present at the shower were Misses Frances Beckmann, D. S. Gerety, Delbert Ward, Arley Bradford, Whitney Wells, Peter Kortas, Jack Murray, George Vopstad, Edith Saltberry, Vebor Roper, Zeko Shumway, Tony Ybanex, H. C. Landaker, Dulce Wilcox, Charles McDeugall, Pat Templeton, Joe Prevedy, Donna Miller and the Misses Rita and Dorothy Kortas.

THEN and now. At close of last season's Manager of Great Sweet Potato Shows the his sixth executive assistant—"That guy is a knockout and organizer and I'll never have him on my show again." Now, news notes: "Joe Deaker and family arrived last week and will spend the remainder of the season on the show."

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**MAKE \$50.00 A DAY ON CANDY FLOSS**



Our New Super Wheel with a smart built-in head and three rollers. The machine was used at the New York and California Fairs. Also used at the FINEST and FINEST. Other models. Free literature.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Third St., St. Paul, Minn.

## GOODMAN WONDER SHOWS

Want Agent for Show in John, Oklahoma, Minn. Fair, Aug. 13th, and Village of Fair across Ill. Nov. 1st. Write or call

R. W. HODCO, 1220 Goodman Wonder Street, Allenton, Ill.

# Dee Lang's Famous Shows

Can Place for the Balance of Season, Consisting of 15 Fairs and Celebrations:

**CONCESSIONS:** Can place any legitimate Concession that operates for ten cents. No racket or split wanted. Good opening for Cotton Candy, String Game and Fish Pond. Mickey Mouse can place. Ball Game and other Concession Agents. **CASH PLACE** several outstanding Freaks to work stands for attractions. Salary and out of office every week. Send photographs and what actual entertaining you do. Also lowest salary expected, as we will give you a long season. Also have several complete Frame-Ups for Grand Shows if you have something worth while to put in them. **RIDE HELP:** Can place good, sober, reliable Ride Help who can drive Big Big Sensa-Trailers. **FREE ACTS:** Can place high-class High Act for week of August 19 through August 25 and for four consecutive weeks starting September 30 through October 26. All addresses: **DEE LANG, GENERAL MANAGER,** Exec. Office Tall County Fair, Perth, Minnesota, August 2-3-4; Wilmar, Minnesota, August 5-10.

# CONKLIN SHOWS

Can place American or Canadian Paleontology concession at once!!!

Will also place legitimate concessions and refreshment stands at the finest route of fairs in Canada.

Perthboro, Aug. 14th-17th; Napanee, Aug. 19th-21st; Sherbrooke, Que., Aug. 24th-30th; Quebec City, Aug. 31st-Sept. 7th; Stratford, Sept. 16th-18th; Lindsay, Sept. 19th-21st; Perth, Sept. 22nd-24th; Kingston, Sept. 25th-28th, and Leamington, Sept. 30th-Oct. 5th.

Address—J. W. Conklin, Cornwall, July 29th-Aug. 3rd, or P. O. Box 31, Hamilton, Ont., Can.

# J. F. SPARKS SHOWS

**FAIRS** Falmouth Fair, Falmouth, Ky., Aug. 12-17. Floyd Co. Fair, Municipal Park, New Albany, Ind., Aug. 19-25. Lenoir Co. Fair, Hendersonville, Ky., Aug. 29-31. Scott Co. Fair, Oneida, Tenn., Sept. 2-7. Madison Co. Fair, Jasper, Tenn., Sept. 10-14. Walker Co. Fair, Jasper, Ala., Sept. 16-21.

Have own collection Top, will finance traveling inside and transport them for capable men, or will book Circus Showdown complete. West Municipal Park, 3rd Street Show, Have Shirts, complete outfit for Manager, with box of boy Big Balls of book any good sized dance. Charlie Hunt wants Old Kestrel's. Salaries. With book, photographs or pictures.

All Concessions open except Bingo, Dimes. Will sell exclusive Candy Fairs, Apples, Quick-Tour, Weight-Aps. Sell exclusive of Foreign Culture after Falmouth Fair.

ALL REPLIES TO J. F. SPARKS FLEMINGSBURG, KY.

# FAIRS BLUE RIBBON SHOWS FAIRS

Shelbyville, Ky. Fair, week Aug. 6. Springdale, Ky. Fair, week Aug. 12. Lawrenceburg, Ky. Fair, week Aug. 19. Harpville, Tenn. Fair, week Sept. 2.

Lebanon, Tenn. Fair, week Sept. 9. Porterdale, Ala. Fair, week Sept. 16. Lawrenceburg, Tenn. Fair, week Sept. 23. Lawrenceburg, Ga. Fair, week Oct. 7.

All Concessions open. Will place Shows that don't conflict. Also useful Show People and Machine Draw Performers and Talkers, Campbellville, Ky., this week.

# WANT HARRY LEWISTON WANT

Enlarging show for fall season and big winter museum season following fall. Want Side Show Acts, Freaks, Novelty Acts, Pinheads. Especially interested in Peppers, George Hill, Forest Laxman, Mabel Macdonald. Amless Wonder, contact me. Salary is include splendid meals and best of treatment. Write or wire the care Johnny S. Jones Show, Muscle, Ind. Also in per route. **HARRY LEWISTON,** P.O. Box and Art Hobbs, 6000 Hill, Joe. Auld, Ind.

# EVANGELINE SHOWS WANT

Miniature City or Mechanical Show, Midget or Fat Old Show, Big Snake, Monkey Circus, Doc Walsh, Brown Proctor, answer, Furbush, Wets Cowley, answer, Tendo-Dino, Babson Show. Have small season will furnish good attraction. Concessions open except Coin Game at following celebrations: Lenoir Co., Ark., July 29-Aug. 31; Diggins, Mo., Aug. 2-10; Cambridge, Mo., Aug. 12-17. All celebrations address per route, R. R. LESDEYNE, MOB.

# FAIRS PENN PREMIER SHOWS FAIRS

No more split dates. Don't conflict this show with another name. Want for the following fairs: Ticon Co., Westville, Penn. Grove, Matamoras, Newville, Gray's Pointville, Fair, Newburg and B. Sargent (Fair); all Pennsylvania. All Concessions open, no exclusions. Can see 2 more fairs not conflicting with this. Harry, Gilmore, Big Auto, Pony and Ride-O. Want Shows with own outfit. Good proposition for 10-days, Grand, Snake or Monkey Circus. Address all mail to **LLOYD SEAFAR, Mob., PENN PREMIER SHOWS,** Care Ontario County Fair, Okauchisburg, N. Y.

# IMPERIAL SHOWS, Inc.

WANT FOR LONG STRING OF FAIRS AND CELEBRATIONS. MOTORHOME. FUN HOUSE. MECHANICAL, BIG SNAKE, CRIME SHOW, ILLUSION, MONKEY SHOW or any money getting show of merit. CAN PLACE PENNY ARCADE, PONY TRACK, CUSFARD, LEAD GALLERY and legitimate Merchandise Concessions.

BOONVILLE, IND., FAIR, JULY 29TH; CHARLESTON, ILL., FAIR, AUG. 4TH

# WANT For KENDALLVILLE, IND., FAIR

Commencing Monday, August 12th. Good clean Shows and Penny Arcade. Can furnish complete route of fairs and Celebrations balance of season. Address inquirer to **THE F. E. GOODING AMUSEMENT COMPANY** 1200 NORTON ROAD, COLUMBUS, OHIO

# BALLYHOO

(Continued from page 42)

stands. The park benches were piled up and later moved into the big convention tent, thus giving us a reserved section. The minor politicians were placed on the blue.

On Tuesday the convention was well under way. The boss started it off by introducing the future first lady, who was at the time busy in her grease joint preparing hamburger mix. The fact that she arrived in a white apron and with her hands covered with the mix made quite an impression with the crowd that she was a good cook and a home-loving soul. After the convention was again called to order, the boss asked for General Agent Lem Trucklow as a running mate. Here is when all hell broke loose, as the other four brothers had set their hearts on being the next vice-president.

Trucklow was quickly voted out and in order to appease the four brothers it was decided to make one the vice-president and the others second, third and fourth vice-presidents. Suddenly the chairman of the convention brought the meeting to a halt. He had noticed the boss start to take off his overcoat in the unbearable heat, the thermometer registering 103. After a whispered confab, a collection was taken up and the offer was refused to a man's ready-to-wear. He soon returned with a pair of pants for the boss' size, thus making it possible for him to remove his overcoat and continue with the convention.

A new party was formed, titled the Streamliners. The boss will make a radio address to both world's fairs and all carnivals en route. He expects the support of every park and fair employee. We expect to put out thousands of "Vote for Ballyhoo for President" buttons as soon as all concessions. He also stated that he would speak at all free barbecues, bars and civic club luncheons. A special circular letter is being prepared for all events that feature free feeds, offering his talent as a presidential-candidate speaker.

Concessions didn't do so well here, as the office was afraid of losing votes. The shows and rides were given away for political reasons. Many sacrifices must be made in a presidential race.

# SIEBRAND BROS.

(Continued from page 42)

equipment. Four trucks have been lost to date; but have been replaced. Fortunately only slight injuries were sustained by drivers. A number of wrecks have been exchanged with Tip Top, Monte Young, White City and American United shows and Bud Anderson's Circus. New cars were purchased by Pete, Hlec and John Siebrand, Martin Jamieson, Ted Le Furs, Nap Henry and Sam Siebrand. Happy Henry fell at the conclusion of his wire act and sustained a broken arm while playing the Wolf Point Rodeo, and Elmer Payne was struck by an auto after the night show on July 4th, and received a badly bruised and lacerated head and body.

Marvin Jamieson left to play late dates and Harry Rogers returned to Denver to join Foxpith Shows. Marlo and Le Furs busy repairing and painting their high rigging. Shows' softball team, managed by Hlec Siebrand, has played local teams throughout the season, losing only two games.

Jack Polson, banner man, is doing well, and Pete Siebrand has rebuilt and added more lighting effects to the circus front. Pete Jr. is now handling the main entrance. Concessions are doing well and Frank and Frankie Freeman are busy practicing their high act. Show will play two more weeks in this State and then head back to Wyoming and Idaho, where they have a number of fairs booked. Showfolk were grieved to learn of the death of Mrs. William (Moom) Slaver and Earl (Spot) Kelley.

# DODSON'S SHOWS

(Continued from page 42)

trip to his home in French Lick, Ind. Rose Lee, amless wonder girl, and husband of Ray Cramer's Side Show, purchased a new car.

Tom (Pop Eye) Reese joined the Side Show and Eddie Hagen was transferred from Illusion Show to serve as first opener on Side Show. Charles Cartwell replaced Hagen and M. Travers joined the Illusion Show with magic, electric chair and Punch and Judy.

World's Fair Freaks and Illusion Show, under management of Ray Cramer, are doing good. Prof. J. C. Wella, vice writer, who sustained serious injury when hit by a speeding auto during show's enroute in Maryland, O., is reported recovering. Mrs. Billy Cooper spent a few

days with her husband, Hymie Cooper, in Boston, where he is engaged in the confectionary business. Mrs. Cooper's mother, Mrs. H. R. Carter, operated her pup corn and candy apple concession during her absence. Shows, scheduled to play here for one week on the lake front at East Ninth street and Lakeside avenue, scheduled to such satisfactory crowds that Mel G. Dodson, general manager, deemed it advantageous to remain for a second week. He underwent a slight dental operation which caused him considerable discomfort for several days. Mr. and Mrs. Jimmy Pigley, of Canton, visited Mr. and Mrs. Charles Clarke, Mr. and Mrs. Carter. Mrs. Blorina joined with candy concession. Mrs. Mueley Stevens, wife of shows' assistant electrician, has been visiting with her mother, Joyce Ruth Corson.

Mrs. Ida Williams Reilly was visited by husband, John B. (Jack) Reilly, here, and Ruth Hale, daughter of J. W. (Dad) Hale, concession agent, who had been employed on Carl Hansen's shooting gallery, returned to her home in Dallas, Tex. and Al Harrel and Shirley Lyons, of Cleveland, visited the Eddie Madigna.

# WILLIAMS' STANDS

(Continued from page 42)

Return eight-day engagement in Kittery, Me., was highly successful. Opening in Hallowell on July 18, shows had one of the largest crowds in their history on the midway.

M. B. (Doc) Rutherford, publicity agent, assumed his duties at this stand. Shows personnel at present includes Ben Williams, president-treasurer; Matthew J. Riley, general manager; Mildred Williams, secretary; Leo King, advance agent; M. McLaughlin, mail man and The Billboard agent; F. Solomon, lot superintendent; Clyde Voss, chief electrician; Floyd (Brooks) Furnish, stainer-master; Hides: Murrey-Go-Round, Gus Kennedy, foreman; Frank Gill, second man; P. O'Brien, clutch; Twin Perla Wheels, Floyd (Brooks) Furbush, foreman; M. McLaughlin, second man; William Fournier, tickets; Octopus, Will McLeod, foreman; William Mallory, second man; Reddipane, Smiles Howard, foreman; Bill Maxwell, second man; Chairplane, Tommy (Dinny) Connor, foreman; Al Williams, tickets. Slaughter, Roosevelt Green, foreman; Bill Putney, Spud Malone, J. M. Eton and Francis Young, The Whip, Johnny Hangeena, foreman. Two Kiddle Rides.

**Shows**  
Side Show, Wendell (Prop), Kuntz, manager; Sandy Hogan, talker; David Odorn and William E. Kette, tickets; Gerty, pinhead, pygmy woman; Hattie Chanda, Hindu rubber man; Tom McLendon, tattooed man; Ruth McLendon, tattooed woman; Henry McGreat, sword swallower, fire-eater and pain-proof man; Bertha, midgett; Ray Rayette, annex; Tom Larson, inside lecturer, and Mrs. Kuntz, nurse. Paradise Revue, Monte Navarro, general manager; Arthur King, business manager; Ipe and specialty girls, Chae Chee La Marr, Donna Roger, Mimi Porch, Jean Cannon, Josephine Marbach and Margaret Crawford; Harry Porch, boss concession; Pat Landers, lights; Norman Dick, candy concessions.

Glamour Girls, Monte Navarro, general manager; Arthur King, business manager; Peggy girls, Doris Ramwell, Rae Ward and Olnya Kincaid; Shorty Ward, boss concession; Mae Weed, curtains; Karl Taylor, candy agent. Motor-drome, Speed Powers, manager-owner and trick rider; Miss Teddy Walters, fancy rider, assisted by Terrikey Walters and George Gauger; Clyde Summers and George Green, tickets. Monkey Show, Clyde Howry, manager-owner; Evelyn Howry, trainer and treasurer; Tuck Edwards Gibson, talker and tickets; Alfred Sellers, props.

Crime Show, Hank Elio, manager; Mattson, tickets. Snake Show, Wendell Kuntz, manager; Earl Hall, tickets; Princess Buttone, inside lecturer, Adam and Eve Show, Miss Betty, manager; David Stanley, tickets; M. Rutherford, lecturer. Fish Bowl Show, Miss Betty, manager; Stanley Paul, tickets; Madame Lou, mermaid. Furbush and Crystal Maze Show carry 50 concessions.

WANTED FOR BALANCE OF THE SEASON (Mobile Ride or see title not conflicting, Grocery Show, Blanket Toss, Trolley Wheel, any Big Street Concessions, Ball Games, Trolley, Arcade and Grand Shows with own outfit. Concessions in Indiana and Ohio. We have a few more dates for September and October. See us for details at once. **W. B. CHURCH, BOWEN, Union City, Ind., July 28-Aug. 9; Liberty, Ind., Aug. 5-10; Franklin, Ohio, Aug. 12-17.** All prices 50¢.



### MINER MODERN MIDWAY SHOWS WANT

For the following Wisconsin Fair and Carnival, ...

has captured a cage and is now working inside with Congo Harry ...

PAY LEWIS.

### World of Pleasure (Motorized)

Traverse City, Mich. Week ended July 29. Location, East-office grounds. ...

### Finland (Baggage cars and trucks)

Ashland, Ky. Week ended July 29. Location, Route 23, one mile from Ashland. ...

### West's World's Wonder (Motorized)

Peoria, Ill. Week ended July 28. Location, Prospect Road Showgrounds. ...

### Miller Bros. (Baggage cars and trucks)

Beckville, Pa. Week ended July 30. Location, Wilson Stadium. ...

bers of William Fleming attractions. Shows located on the main highway in an inclosed stadium, and committee co-operated, especially Chairman P. O. Davis. ...

### Zacchini Bros. (Motorized)

Hickory Rock, Pa. Week ended July 29. Location, Varsity Show Loc. ...

### Blue Ribbon (Motorized)

Unit No. 1, Connersville, Ind. Week ended July 2. Location, American Legion Post. ...

### L. J. Heth (Motorized)

Newton, Ill. Week ended July 29. Location, Jasper County Fair. ...

Mt. Carmel Fair, Preston Genuine Greenup fair, Ellet Nolan, Benton (Ill) Fair, and Mr. and Mrs. Anderson, Fairfield, Pa. ...

This was the show's first stand in Indiana and the first show to play Princeton. ...

### Crowley's United (Baggage cars and trucks)

Belle, Mont. July 2-14. Location, American Legion Post and Belle Food Association. ...

### Buckeye State (Motorized)

Shreve, Mo. Week ended July 6. Location, picnic grounds. ...

## FOR SALE 12 CAR RIDE-O

REBUILT, REPAINTED POSITIVELY PERFECT CONDITION RO-LO FUNHOUSE EXCELLENT SHAPE AND AT A BARGAIN Both may be seen in operation on Art Lewis Shows, Elton, N. Y. week July 29 or Lackport, N. Y. week Aug. 5. SEE ART LEWIS OR ALLAN HERSCHELL CO., INC. N. Tonawanda, N. Y.

### OAKLAND COUNTY FAIR MILFORD, MICH.

Can also attract legitimate concessions of all kinds except Corn Game and Lead Gallery. ...

### W. G. Wade Shows

Pittsford, Michigan, all this week.

### ATTENTION

Other business requiring my entire time. The Frank W. Babcock Shows for sale or lease whole or part. ...

### FRANK W. BABCOCK

306 East 7th St., Los Angeles, Calif.

### DICK'S PARAMOUNT SHOWS, INC., WANT

Side Show, Acts, Tilt-a-Whirl Foreman, etc. Must be able to drive semitrailers. Legitimate Concessions.

DICK OLSDORF, Newburg, N. H.

### ALL-AMERICAN EXPOSITION SHOWS

Want for 24 hours 125 Pairs and Celebrations in Iowa, Missouri and Arkansas. SHOWS OF MERIT with or without corn dishes. ...

### SECOND-HAND PROPERTY FOR SALE

\$50.00 - Charlie Green Year Weight Scale. \$50.00 - Party Size Show Binoculars. ...

### WANT

Will pay spot cash for 125 No. 3 Wheat in good condition. Give all information in first letter. ...

### Bristol Shows Want

Concessions of all kinds. Picnics, Corn Game, Race Gallery, Ball Game, West first-class 211 Operator, 240 salary. ...

### GREAT LAKES EXPOSITION SHOWS, INC.

Want 125 Pairs for Rollo-Phon, Octopus and Tilt-a-Whirl. Can locate suitable people at all times. ...

### DARE-DEVIL OLIVER

World's Premier High Diver At Liberty Plaza July 27th. ...

### WANTED

Young Daring Ohio office salary, job immediately. Wire CHOC PHILLIPS



excellent business that night. Trip from Birmingham was a bad one and some of the roads were in poor condition. Trucks carrying parts of rides and the ice agit broke down and did not arrive until Tuesday, keeping the midway dark Monday night, the first Monday lost this season. Rain on Tuesday retarded the opening until Wednesday, which drew a good crowd. Committee co-operated. Committees from several surrounding towns visited. Women held two secret meetings of their new show club.

**TED JOHNSON.**

**O. C. Buck**  
(Motorized)

Greenfield, Mass. Week ended July 20. Location, American Legion Post. Business, slow. Weather, fair.

Business here started slowly but picked up nightly until Friday, when the best night of the week was registered. Saturday was lost to rain which started about 6 p.m. Girls of Miss Coffey's All-Girl Revue tendered a birthday party to Fred Carlton, piano player. Many presents were given him and refreshments were served. Those present were Clementine Coffey, Leone Davis, Midge Francine, Madeline Moore, Helen Stone, Katherine Stevens, Myrta, Dorothy Morris and Jeannette Brady. En route here a fire was sighted by one of show's truck crew in a tavern over Route 10. The boys on the truck, Dick Ellyer, Frank Roche and J. Hargison, immediately broke it and put out the fire before fire apparatus could get there. They were highly complimented by the local fire chief.

**JIMMY HICKS.**

**Zimdars**  
(Motorized)

Parr, Ill. Week ended July 20. Location, circus grounds. Aspects, Fire Department. Business, fair. Weather, good. Pay gate.

Altho town was small, business was fair. Fire department gave little cooperation. J. G. Scott sold his semi-trailer to Manager Zimdars and then started building a new body for his truck. Mrs. Bud Munn is on the sick list but seems to be recovering. Charles T. Goss and wife were on midway one night showing pictures of the Sky Wheel and putting out his matches as usual. Crews are still painting, but it looks as if they will finish next week.

West Frankford, Ill. Week ended July 19. Location, Russell Park. Business, fair. Weather, warm and cold. Pay gate.

Shows opened to fair crowds Monday, but had much light trouble Tuesday. Thursday was lost to rain. Friday was good but business on the week was okay. Night club near grounds obtained plenty of play from showfolk. Painting of rides, shows and trucks continues. Harry Small, of John E. Ward Shows, visited. As did Alred Krungs, of L. J. Beth Shows.

**LAVERN ZIMDARS.**

**United American**  
(Motorized)

Sils, Ill. Week ended July 20. Location, Old Ball Park. Aspects, VFW Post. Business, fair. Weather, hot and clear. Inland midway.

Shortage of season was made from Davenport, here, thereby giving personnel a much needed rest from the grueling tasks of recent weeks. Attendance was reasonably heavy, but inside receipts were light because there had been a surfeit of circuses, carnivals and celebrations in this territory. A detachment of six rides, two shows and some concessions sent to Grocers' Picnic at Davenport Fair grounds Sunday established no financial records, altho some concessions had a good day. Visits were exchanged with Cole Bros. Circus at Rock Island, Ill. Treaty and William Diddle, Mr. and Mrs. Roy Coons and the writer were entertained by Business Manager Joseph Harworth and assistant, Pretty Boy McLean, all of whom were with Hanson Shows at one time. Sidney Hooy and Master Jackie Allen celebrated their birthday anniversaries here and Jackie was tendered a party at Moline Park, Ill. where he was the recipient of many gifts. Mrs. G. A. Vernon and Charles Vanderford purchased some garden hose and immediately proceeded to sprinkle the lawn to the consternation

of several attaches. Thomas Woodford and W. L. Jacobs joined here and Jack Harris and wife left to join another show. Owner O. A. Vernon was busy all week with last-minute preparations for show's first fair date. Visitors included Herbert Hoffman, Continental Premium Man; L. R. Cunningham, commander Rock Island Post VFW; Mr. and Mrs. Anderson, of Toluca Labor Day Celebration Committee; Messrs. Beckman and Miller, Davenport Fire Department; J. P. Welsh, of Moline, Ill. and A. M. Champlain, of Princeton, Ill.

**WALTER E. FOX.**

**J. R. Edwards**  
(Motorized)

Cape, G. Week ended July 20. Aspects, American Legion Post and fairmen. Business, good. Weather, excellent. Free gate.

Shows arrived Sunday in good time from Marion, O., where business was local for rides, shows and concessions. Local stand, with good co-operation from committee, proved one of the best of the year. Saturday's matinee saw Owner Edwards personally entertaining all orphans and newsboys. Showfolks are taking advantage of their leisure time, visiting Cedar Point and many other places of interest in this vicinity. Mr. and Mrs. Edwards entertained a large number of friends recently. Show carries 5 rides, 5 shows and about 50 concessions. Shows on the midway include Dionanna Meechey, Wild West; Leo Wyatt; Princess Marguerite, Midget Mother and her two children; Frank Muddock, Punch and Judy; Ma Greenwald, Athlete Show and Weather's Sensations of 1940. All shows are making. Concession line-up includes Carl Kelly, cookhouse; Clyde Forester, chef; Eddie Lewis, cat rack; Pete Stevens, palmistry stand; Herb Enpeling, long-range lead gallery; Jane and Charles Robbins, milk bottles; Jimmie Fish, two Frank Self, stores; Jim Davis, cotton candy; Tex Cody, candy apples; Dick and Helen Johns, penny arcade, with Charles Shaw in charge; Mr. Gloshien, mechanical; Velma Zimmerman, cashier; Joe Guanyan pop corn, peanuts and his caramel corn; Cliff Thomas, bingo, managed by Lee Brannaman, with Mrs. Brannaman and George Altop as assistants. Fred Golding has the photo gallery. Mr. Edwards is in charge of the office and Bill Hancock is The Billboard sales and mail man.

**EDDIE LEWIS.**

**Golden State**  
(Motorized)

Bays Springs, Calif. Week ended July 20. Location, town lot. Business, fair. Weather, good.

Shows arrived Monday and opened Tuesday night to a larger crowd than was expected. Clark Willey, being down with a back ailment, spent much of his time in the massage parlor. Top ride was the Scooter, with Heyday second. Clark Willey's Moulin Rouge topped shows. George Bekotic is painting and repairing the Motordrome. Dorane Dunham, trick rider, joined here. Dick Fleming, Octopus foreman, ran the ride up early. Ben Debbort has recovered from a heavy cold.

Dixon, Calif. Week ended July 13. Location, City Park. Business, good. Weather, cool nights, warm days.

Only rides and concessions opened the first night as patrons awaited the Saturday and Sunday celebration. Several show people visited Crafts' 20 Big Shows at Sacramento, Calif. Visitors from Crafts' Shows were Karl Miller, Cyclone Curtis, of motordrome note, and James Lynch. Saturday the celebration opened well and patrons remained until early the next morning. O. N. Crafts visited.

**MONA VAUGHN.**

**Frank's Greater**  
(Dedicate cars and trucks)

Albany, Ga. Week ended July 20. Location, Newton road. Business, very good. Weather, fair.

After considerable difficulty in moving here, all shows and rides were finally erected and at opening crowds began pouring thru the entrance. However, a heavy rain drove most of the patrons home. After it stopped, there were enough out to permit all to wind up the night with fair receipts. It rained every night just before opening, but Saturday afternoon and night were highly successful. Ferris Wheel took top money and Chalmers ran second. Pop Kelly's Gift Show had a good week and Clarence Lindsey joined to take over the small rides and Art Cody has taken over the Loop-o-Plane. Phil Babcock is building a new concession. All shows and rides are being repaired and repaired. Jim Pettit is operating his pitch-it-yourself (See Direct From the Lots on page 52)

**YEAR AFTER YEAR**



**AMERICA'S FAVORITE!**

**KOZY Coach**  
TRADE MARK REG. U. S. PAT. OFF.

Kozy is first choice of those who want good values in trailer convenience and safety. You'll especially like the new turret-top-safety Jackpot, much longer, wearing—and eat a joint show! You'll have more room to relax in a Kozy—more peace of mind, thanks to rugged construction. Any season, any road, long or short haul—you'll thrill to Kozy's marvelous towing ease, beautiful blending of lines, and trouble-free service. It's the catch of the year!

**KOZY COACH CO.**  
1802 Reed Ave. Kalamazoo, Mich.

**FORGET YOUR HOUSING WORRIES**  
STANDARD AND CUSTOM BUILT TRAILER HOMES  
Write for Catalog—Pictures—Plans—Specifications—All Models—Attractive Budget Plan Available.



**Stream-Lite Coaches**  
Division of Chicago House Trailer Co.  
Department 12  
2641 SOUTH MICHIGAN AVENUE, CHICAGO, ILL.

**SNOW CONE AND SOFT DRINK FLAVORS**  
GOLD MEDAL FLAVORS ARE THE BEST BUY FOR THEY  
—taste better —cost less —go farther —easier to prepare

You're being misled if you don't use GOLD MEDAL FLAVORS this year. Write for new price list and details about our leader deal on a new Echols Ice Shaver.

**GOLD MEDAL PRODUCTS CO.**  
133 E. PEARL ST. CINCINNATI, OHIO

**WANT**  
First-Class Merry-Go-Round Foreman, Deck and Shoot Poles for Arky Bradford, Colored Head Porter for Train.  
State experience and reference in first letter or telegram.  
Address  
**BECKMANN & GERETY**  
Kalamazoo, Michigan, July 29 to August 3  
Muskegon, Michigan, August 5 to 10

**Goodman Wonder Show**  
CAN PLACE FOR THE FOLLOWING CIRCUIT OF OUTSTANDING FAIRS

La Crosse Intestate Fair—La Crosse, Wis.  
Steele County Free Fair—Owadonna, Minn.  
Sioux Empire Fair—Sioux Falls, S. D.  
Nebraska State Fair—Lincoln, Neb.  
Kansas State Fair—Wichita, Kan.  
Tulsa State Fair—Tulsa, Okla.  
Panhandle South Plains Fair—Lubbock, Tex.  
West Texas Fair—Abilene, Texas  
Bravo Valley Fair, Waco, Texas

Concessions—Froxon Cutler—Candy Apple—Candy Floss and Novelty Jewelry. Also Photo Gallery (for Gustavina and Sioux Falls only). Can place one more outstanding Show. Especially interested in Animal or Monkey Show. Must be first class. Do Sherman wants Allen and Col Riders for Motor Circus. Chas. Zeem wants outstanding Franks for Side Show.


Write or Write **MAX GOODMAN**, Manager, 12 1/2th week, Madison, Wisconsin

**MOTOR CITY SHOWS**  
WANT for the following STREET FAIRS and CELEBRATIONS: FRANCISVILLE, Indiana, "STREET FAIR," August 6 to 10; WINAMAC, Indiana, "RUCASKI COUNTY FREE FAIR," August 13-17; HOYTSTVILLE, Ohio, "HOME COMING" on the STREETS, August 19-24; SILVER LAKE, Indiana, "STREET FAIR," August 27-31; LACRO, Indiana, "LABOR-DAY CELEBRATION," Sept. 1-2; SOUTH WHITLEY, Indiana, "STREET FAIR," Sept. 4-7; BETTSVILLE, Ohio, "HOME COMING" on the "STREETS," Sept. 10-14; WAYNEDELE, Indiana, "STREET FAIR," Sept. 17-21; SIX MORE STREET CELEBRATIONS TO FOLLOW. We can place you for any or all of these spots.

Legitimate Concessions: Good opening for COOK HOUSE and GRAB POINT, Ball Games, Scales and Guns, Your Ask, Long and Short Range Gallery, Fish Pond, Basket Ball, Good opening for POP CORN and CANDY APPLES, High Shifter, Bowling Alley, etc. Place Rides and Shows not conflicting. Can place Ferris Wheel Foreman and other Rides Help. Want Manager for Athletic Show.

**VIC HORWITZ, Kokomo, Indiana, THIS WEEK**

**WHITE SIoux TIRE & BATTERY CO.**  
SIoux FALLS, S. D.  
Buy on Our Easy Terms.



# Shows Big Aid In Record Mark Of Mil. Festival

MILWAUKEE, July 27.—Seventh annual Midsummer Festival here on July 13-20 had record attendance of 1,245,000 and estimated profit of \$2,700. Weather was perfect and attendance was 354,000 above that of last year.

Gross receipts is estimated at \$42,700 against \$38,128 last year. Of this year's receipts \$28,000 is estimated to have been taken in on the grounds, \$4,000 was raised by subscription, \$3,200 profit was realized from a popularity contest, county board contributed \$5,000 and firemen-politicians baseball game yielded \$7,500.

Receipts from Beckwith & Gerdy Shows are expected to total about \$12,000. Paul Bergen, festival commission secretary, said that the carnival would probably be booked for next year's festival, as nothing has been found to replace it as a drawing card and revenue producer. Bergen announced the festival commission in September will consider means of raising \$100,000 as a permanent sustaining fund for a 1940 centennial exposition.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## Big Attraction Bill Hennies, Antruy Click At Utah Celebration

SALT LAKE CITY, July 27.—Covered Wagon Days Celebration here on July 18-24, honoring the arrival of Mormon pioneers, featured numerous pro attractions and opened with the crowning of a queen and her retinue on the steps of the State Capitol. Gov. Henry H. Blood officiated at the ceremony, which was followed by an outdoor historical pageant.

Crowley's United Shows appeared on the fairgrounds and presented two free attractions, Fearless Gregg, cannon act and the Wells Family, acrobats. Several free acts, including Prince Simeon, blindfolded driver, and William (Tex) Bantley, strong man, were presented on streets. Six Oregonians wire act, appeared with a nightly rodeo on the fairgrounds. Rodeo was staged by Leo J. Creeger, Kingsley Clawson and Norman Sims, who gave a performance for underprivileged children. An added attraction was a motor rodeo, given for which were awarded by the Utah Motor Transport Association. Other features were a kid parade, directed by Bruce Reynolds; Black Rock to Antelope Island swim, special program by the tubercular club, prize boat parade and a tennis match by William T. Tilden and Fred Perry.

MINNEAPOLIS, July 27.—More than 200,000 attended the opening of the Augustennial on July 26, first summer festival to be held here. It will continue thru July 29. Throngs jammed the decorated streets to see a large parade, including hundreds of marchers and 53 floats. The committee announced that more than 75,000 Augustennial buttons, selling at \$1, had been purchased by Minneapoliens and others.

Gene Antruy, Magic cowboy, playing in a rodeo on the Minneapolis parade grounds, nightly attracts 8,000. His show will continue until the end of the festival. Another attraction on the parade grounds is Hennies' Horse Shows, which likewise is well attended.

Over the Rainbow, Broadway main-tenance show, was staged in the Auditorium. First day gate receipts showed that 9,000 attended. Spectacular lighting, scenery and soundings provided a background for the production, designed to portray Minnesota as the year-round playground of the nation. The Aquin Frolic dance, street affair introduced by Arthur Murray dancers, was a feature Tuesday night. It took place on the city's main thoroughfare and featured a dance made up for the occasion by the Arthur Murray Studio. Archery, tennis, golf, swimming and sail and motor boat races on the city's numerous lakes also are in the spotlight. Each day's program is brought to an end by a spectacular display put on by Frank Duffield, of Theatre-Duffield-Preweeks Co.

## U. Event Has Large Program

OGDEN, Utah, July 27.—Large bill of attractions was featured at the annual Pioneer Days Celebration here on July 18-24. Event opened with a free show by Puerto, magician, on City Hall Square. He gave performances for the remainder of the celebration. Monte Young's and Bob Whalen's shows, which formerly occupied the City Hall Square, were moved to a new location. Other attractions were a Mardi Gras, daily rodeo in Municipal Stadium, pioneer pageant, children's hobby parade, sweepstakes of the range contests and an equisade in Loria Park park.

## 13,500 at Badger Doings

SILCOYON, Wis., July 27.—An estimated 13,500 attended the second annual Home-Coming here on July 20 and 21. Attractions included Badger State Show; Happy Tex Pierce and Co., with music by the Milwaukee Melodians; Phyllis Norton, radio turn; Tom Richards, emcee; Ricardo and Co., magic and pantomime; Great Arnold, comedy and balancing; and Claire Dusso and Isabel Bergay, 15p and interpretative dancers. Affair was sponsored by the Community Club, with free admission and parking.

## Ohio Event Draws 10,000

EAST SPARTA, O., July 27.—More than 10,000 attended the annual Home-Coming and 125th Anniversary Celebration here on July 18-20. Speakers and band concerts were offered nightly on a stage near the village square. Von Black, concessioner, was chairman and thru his efforts the largest midway in history of the event was offered. Gratziano & Garlin furnished a Ferris Wheel, Merry-Go-Round, Loop-the-Loop and Caterpillar. Norst Ziegler and Buck Moughman were there with an athletic arena; Buckeye Novelty Sales, pin-ball store; Von Black, pop, corn and other concessions; Bob Keener, shooting range and photo gallery, and Ritchie Russell, novelties and ball game. Ideal weather prevailed. The Business Men's Association sponsored the event.

## Midway Draws at O. Event

STONE CREEK, O., July 27.—Five-day Centennial Celebration which closed here on July 21 was successful far beyond hope of the committee, according to J. C. Wilson, general chairman. More than 120 people served on committees, which resulted in a celebration that entertained about 10,000. It was a non-profit venture. Midway was the largest in history of the village, with Happy Poulson having charge of the amusement zone. It included swings, El Wheel, Merry-Go-Round, Kiddie Ride, dippers, Shill's Monkey Circus, Betty's Dancing Girls, Aker's Athletic Arena, Ralph Williams' Pony-Arenas, Ray Miller's Pit Show and about 25 concessions. Lillian Strick, acrobat, and Armeton Brothers, comedy acrobats, were nightly free acts. Band concerts and horse talent plays were also on the program.

## Penny Celebration Draws Over 10,000 With Pay Gate

OLYMER, Pa., July 27.—Despite threatening weather and unusually cold nights, more than 10,000 passed thru the pay gate at the Bremer's Celebration here July 1-6, reported Secretary Bruce Phillips. Event was staged to raise funds for purchase of new equipment.

Black Diamond Shows were booked thru an ad in The Hillboard to play the date, but were unable to fill the contract because of being taken off the road. However, Cliff Roberts of the Black Diamond organization, aided officials in booking the Aron Shows as a substitute. Manager Morlan and Ed Dietz, of the latter organization, furnished a rides, 5 shows and 25 concessions. Free act was Captain Sells' Lions, which were a popular attraction. Other features were two parades, dancing, sports, fireworks and automobile giveaway. Newspaper advertisements and billing were used to publicize the event.

MORE than 13,000 attended a rodeo at Rock County Airport, Beloit, Wis., on July 12-14, under sponsorship of the Lions' Club. Admission was 40 and 25 cents.

**CONCESSIONS WANTED**  
**BARNESVILLE, O., PIONEER CELEBRATION**  
AUG. 23-24  
Concessions Wanted on Main Street. Largest Celebration in Eastern Ohio. Goodtime Rides Booked. Write Immediately to:  
**ROBERT W. DURAN, Chairman**

**WANT GOOD CARNIVAL**  
For week of August  
Patience of Food Stand No. 1007  
**SCRANTON, PA.**  
Good events needed. Committee will arrange for grounds, etc. Show must have trials of approval from Fair Headquarters to secure City Administration permit.  
**LUIGI W. KARLBERG, Park Adjutant**

**Concessions Wanted**  
AUGUST 14-17  
**ST. ROCCO CELEBRATION**  
HARTMAN, N. J.  
Attendance of 25,000 expected.  
Write immediately.  
**JAMES MATTHEW, 20 First Ave., Hartman, N. J.**

**FREE ACTS WANTED**  
LE ROY, ILL.  
Want 6 or 8 High-class Platform or Aerial Free Acts.  
Annual Fall Festival  
Sept. 5-6-7  
**OSCAR M. PHARES, Le Roy, Ill.**

**WANT**  
Acts and Concessions  
**OTTAWA COUNTY FRUIT FESTIVAL**  
SEPT. 1  
**CHAS. A. SCHNEER, Sec.**  
155 W. 3rd St. Port Clinton, Ohio

**Want—Independent Rides**  
To Run in Connection With  
**THREE DAY FALL FESTIVAL**  
AUGUST 29-31  
Address: AMERICAN LEGION, Chillicothe, Mo.  
**SHOWS, CONCESSIONS WANTED**  
For 62nd Annual Homecoming  
**CULLON, ILLINOIS**  
Friday and Saturday, AUGUST 16 and 17  
Concessions space free, reasonable.  
**LEWIS MADGE and GENE BROWN**  
Concession Managers

**MEREDOSIA, ILL.,**  
**ANNUAL HOME COMING**  
SEPTEMBER 5-6-7, 1940  
Carnival Wanted  
Address: C. A. KORSMEYER, Secy.

**CARNIVAL WANTED**  
**MYSTIC, IA., GOOD WILL CELEBRATION**  
AUG. 29TH, 30TH, 31ST  
**O. V. KENNEDY, Secy. Com.**

**CARNIVAL WANTED**  
**LABOR PICNIC AND CELEBRATION**  
Aug. 30-31-Sept. 1-2  
In the Heart of Ark. Hills, Pinebluff, Coal Industry. Sponsored by 21000 Strikers. **RALPH HANLOW, Chairman, Box 24, Pinebluff, Ark.**

**—WANT—**  
**ANNUAL GARDIOLUS FESTIVAL**  
MONROE, ILL. — AUG. 7-10  
Day and Night Entertainment  
All Concessions and Shows. Must work for stock. No splits. Rides and Miller Rides booked.  
Also Concessions of all types and Shows for **WOODRIDGE, IND., FIRE STREET FAIR**  
AUG. 20-24. **DIXON, ILL. FAIR AND HORSE SHOW**, AUG. 28-29. **MAX MEYER** other fairs. Write for conditions.  
**TOMMY SACCO THEATRICAL MART**  
102 N. Sixth St., **GIBBSBURG, ILL.**

**WANT**  
Independent Shows and Concessions  
Rides booked  
For biggest fall celebration ever held in Cook County under auspices of  
**Moose Lodge and Volunteer Fire Dept.**  
SEPT. 10th to 15th, loc.  
Write Concession Chairman, **W.M. C. FOWLER, 20 W. 151st St., Harvey, Illinois.**

**WANT**  
Concessions and Shows for Fallfest  
**CYGNET, OHIO**  
ON STREETS, AUGUST 6 THROUGH 10.  
Open, Stage (Tom Sawyer), Ball Game, Cracker Jack, Popcorn, Ice Cream, Quilts, etc. also 50-Cent Concessions. Want good Athletic Shows, Wipe or Wipe STRIP OFF, Crown, Other Concessions, LEWIS, M. K. WEISS, Concessions, Rich, or EDGAR McDONALD, Cynthiana, Ohio.

**In All the World No Other Show Like This**  
**BRYAN, O., HORSE SHOW**  
ON THE STREETS, AROUND THE COURT HOUSE, AUGUST 13-17  
Magnificent Draft Horses, Beautiful Saddle Horses, Colorful Prizes, with all Floats Horse-Drawn. Our most profitable engagement last year; this year it should be even better, as a Centennial Celebration is included. Can place legitimate Concessions of all kinds (except Cam Games), \$2.00 and \$7.00 a front foot, no exceptions. Can also place small, attractive Shows. Address all inquiries to **F. L. FLACK, Coldwater, Michigan**, who controls the Midway. Can give you a long screen of Celebrations and fairs since Bryan if you wish.

**LABOR DAY PICNIC**  
**MOLINE, ILLINOIS**  
WANT SPECIALTY AND PLATFORM ACTS. NO CONCESSIONS.  
**C. E. GAULEY, 2703 14TH AVENUE** **MOLINE, ILLINOIS**

**WANT RIDES, ACTS, CONCESSIONS**  
**3 BIG DAYS—AUSTIN, MINN.—AUG. 31-SEPT. 1 & 2**  
Want good rides, new or ter. Acts for free entertainment, legitimate Concessions. Marimack 5-day Labor Celebration, Will advertise, Expect 150,000. Under-parade, free kids, fireworks, free acts, state carnival. Sponsored by Chamber of Commerce and O. I. O. Rush complete details.  
**CHAMBER OF COMMERCE, AUSTIN, MINNESOTA**

**Shorts**  
HAPPY Attractions have been contracted for annual six-day Guyabon, Falls (O.) Home-Coming under auspices of the American Legion Post.

**ANNUAL picnic of Curtis Candy Co.,** at Hamburg (N. Y.) Fair grounds on July 20, featured 12 acts booked thru Billy Senior, of the Gus Sun Agency.  
**FOUR Hoffman Amusement Co. rides** and lots of the Elinor Shows have been booked for 28th annual Fairerkrout Day (See SHORTS on page 63)

# Classified Advertisements

### COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is in hand with copy. We reserve the right to reject any advertisement or make copy.

### FORMS CLOSE (in Cincinnati) THURSDAY FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

### NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in case of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore, when figuring the cost of publishing your advertisements kindly add 25c for the forwarding of replies.

### ACTS, SONGS AND PARODIES

50c ORCHESTRATIONS AND BRIST MUSIC — 3 for \$1.00. Prompt service. We pay the postage. With free bulletin. CINCINNATI MUSIC SUPPLY, P. O. Box 673, Dept. B, Cincinnati, O. aut10

### AGENTS AND DISTRIBUTORS WANTED

BIG MONEY TAKING ORDERS — SHIRTS, TIES, Hosiery, Underwear, Pants, Socks, Sweaters, Uniforms, etc. Sales equipment free. Experience unnecessary. INMROD, 4922-A Lincoln, Chicago. aut10

CHRISTMAS FOTOCARDS — SENSATIONAL Novelty. Sell on sight at 25 for \$1.00. Working 311, 25c refundable. FOTOCARD COMPANY, 1895 Broadway, New York. aut10

EVERYBODY BUYS SENSATIONAL "GOLDEN Rule" Assortment—21 Christmas Folders, including Scenic Calendar, Free Christmas Motto with each box. Unparalleled value. Costs you 50c; sells on sight for \$1.00. Actual retail value \$3.00. Ten other bargain assortments. Everybody, all ages, making easy extra sales. Nothing to lose. Sample "Golden Rule" assortment sent on approval, with free offer. SILVER SWAN STUDIO, 320 Fifth Ave., Dept. 85, New York. aut10

EXTRA HOT — JUST OUT. U. S. PATENTED Trousers Guards, prevents fraying and wear bottoms of men's pants coats. Nothing like it, sensational. Retail 25c. Write for illustrated catalog. NATIONAL TROUSER GUARDS, 222 Simon Bldg., Shreveport, La. aut10

"GOD BLESS AMERICA" STICKERS — BRIGHT, flashy, \$1.00 per 100. Samples 10c. Fast nickel seller. JAVAR, 429 Market St., Philadelphia, Pa. aut10

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 203 DeGrauw St., Brooklyn, N. Y. aut10

MEXICAN JUMPING BEANS — THE MOST original curiosity in the world. They attract universal attention. JOAQUIN HERNANDEZ, Exporter, Alamos, Sonora, Mexico. aut10

MEXICAN JUMPING BEANS — 20, 25c; 100, 85c. Dealers. Agents wanted. Imported by J. J. FRANK, 5238 Palm, Rockford, Ill. aut10

PRIMEN — MEDICINE MEN — NURSEING Tents. Nationally advertised medicine now available. 15c bottle, dozen lots. Sell \$1.25. Beautiful three color poster. THE DICKSON CORP., Nashville, Tenn. aut10

SEE ORIGINAL 9x11 BLUE SIGNS — YOU'VE tried the rest, now try the best. (Since 1890.) KOENLER, 335 Covert, St. Louis, Mo. aut10

SELL RED, WHITE, BLUE PRESIDENTIAL Fringe Metal Auto Plates — 10; \$3.00; 100, \$5.00; 1,000, \$50.00, each prepaid. C. G. D. Required by cash with order. Sample, 25c. CLOUSER BROS., Transportation Bldg., 215 Canal St., Ind. aut10

Gleaning 14k GOLD CROSS CLASP PINS IS Profitable — Millions will be bought. Sample, 25c. CHRISTIAN ALLIANCE, 914 Jackson St., Philadelphia, Pa. aut10

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUKHSEERS, 1107 Broadway, New York. aut10

127 WAYS TO MAKE MONEY IN HOME OR Office — Business of your own. Full particulars free. ELITE, 214 Grand St., New York. aut10

### ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT GUANAS, GILA MONSTERS, Snakes for Mixed Dens. Also Peccaries, Kangaroo Rats, Badgers, Kinkajou, Coati-mundi, Macaws, Parrots, Birds for collections. SNAKE KING, Brownsville, Tex. aut10

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders, perfect specimens. Mother Bird Station, \$1.50. Also, Armadillo Baskets, Lamps, Novelties. APLEY ARMADILLO FARM, Comita, Tex. aut10

PLINY SNAKES — ALLIGATORS, GILA MONSTERS, IGUANAS, ARMADILLOS, DRAGONS, Horned Toads, Monkeys, Agoutis, Coati-mundi, Kinkajous, Puma Cubs, Baby African Lion Cubs, Peccary, Parakeets, Parrots, Rats, Mice. Write OTTO MARTIN LOCKE, New Braunfels, Tex. aut10

STUFFED TEXAS HORNED TOADS, \$1.75 dozen; Stuffed Baby Alligators, \$9.00 dozen; Armadillo Baskets, \$9.00 dozen; Genuine Fur Tails, 60c dozen; Rabbit Foss. Charms, 35c dozen; Texas Longhorns, mounted, \$20.00 up. NOWOTNY'S, 1331 Broadway, San Antonio, Tex. aut10

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. MEEMS BROS. & WARD, Oceanide, N. Y. Direct importers from all over the world.

### BOOKS, CARTOONS, INSTRUCTIONS, PLANS

"MANUAL OF SHOW STUNTS" — TEACHES Juggling, Acrobatics, Ventrioloquism, Levitation, Tricking and other excitement tricks. Modern, authentic. Illustrated. \$1.00 4C. O. D. 21127. H. FLOYD, 1606 Sunnyside Ave., Chicago. aut10

### BUSINESS OPPORTUNITIES

FOR SALE — GOLF COURSE, NINETY-ONE acres, edge city 10,000 population. Beautiful Stone Club House, excellent condition; Dance Floor, 45x90, 10 Rooms, Showers, Lockers. Can be developed into real recreational center, adding Pool, Bowling, Cabins. Will sacrifice. Write BOX 153, Harrisburg, Va. aut10

LAUGHING MIRROR SHOWS OUT THE MONEY at parks, carnivals, fairs, museums, etc. Small investment, big returns. E. J. MURPHY, Elyria, O. aut10

OUTDOOR MOTION PICTURE BUSINESS — Operating in Michigan since 1932. Over 20 circuits complete with sound equipment. Office Building and Fireproof Vault. \$5,000 cash required. Owner wishes to retire. BOX C-321, Billboard, Cincinnati. aut10

FITCHMEN SOLICITORS — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69c free. C. H. MANSON, 503 W. Erie, Chicago. aut10

\$7,000.00 PORTABLE RINK — 50x140, 210 Feet Skates, 24R. Wurlitzer, P. A., six Specters. Year old, fast heat. No rent. Satisfies for \$2,000.00. DR. H. W. ALFORD, 2818 Fairhaven Cir., N. E., Atlanta, Ga. aut10

### COIN-OPERATED MACHINES SECOND-HAND

#### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

AT SACRIFICE — 50 WURLITZER 412 AND 516A Phonographs. Write or wire. D. ROOBINS & CO., 11410 DeKalb Ave., Brooklyn, N. Y. aut10

BARBARIAN 1 MILLIS WEST POCKERY, 1 Millis 5c Q. T., 1st model, \$28.50 each; 2 for \$50.00, 1/2 deposit. L. C. NEFF, E. R. No. 3, Munde, Ind. aut10

GALLOPING DOMINOS, \$40.00; CLUB HOUSES, \$30.00; Dominos, \$20.00; Deluxe Ball, \$20.00; 25c Disk, \$75.00; Tux. Time \$1.50; 50c Disk, \$7.50; Deluxe Wads, \$8.00; Ketcher King \$3.50; Tally, \$5.00; Reel Spots, \$4.50; Reel Dice, \$4.50. Write for list of Pay and Non-Pay Tables. COSBY AMUSEMENT COMPANY, Lake Worth, Fla. aut10

"CHICKEN SAMS," RAWOLITES, LATE MODELS, \$59.00; Seaburg Juards, with base, \$125.00. Terms, 1/2 deposit, balance C. O. D. ABRIAM THOMPSON, 414 N. 21st, Birmingham, Ala. aut10

CONFUCIUS SAY — SMART OPERATOR SIND For Free Sample Propaganda Stickler. H. M. HERMAN, 5937 S. Mullard, Chicago, Ill. aut10

FOR SALE — FIVE ADULTS THREE COLUMN Hot Machines, penny play, \$5.00 each; one Adult Deuce Stand, \$2.50; one Manning Four Column Candy Churn, one Hot Machines, for new, \$5.00 each; Billy Herby Perry Bar Machine, Crown make, capacity 164 bars, \$3.00 each. All machines in best class condition. One-third deposit with order. C. J. FENDRICK, 2571 Euclid, Denver, Colo. aut10

FOR SALE — 6 CASINO GOLF GAMES, \$67.50 value; \$35.00 each. 1/2 deposit, balance C. O. D. J. J. SALES CO., St. Louis, Mo. aut10

FOR SALE — 3 EXHIBIT BOWLING ALLEY and 2 Evans Ten Strike Machines suitable for penny grade or sportland. Very reasonable! BEN, STERLING, JR., Rocky Glen Park, Ardmore, Pa. aut10

FORCED TO SELL ACCOUNT OTHER BUSINESS — Cigarette Vending Machine Route, earning \$150.00 per month. One day each week to service. \$1,500.00 cash, \$100.00 per month for 1/2 year. VICTOR CORNELIUS, Eastland, Tex. aut10

FREE PLAY GAMES — OH BOY, \$29.50; BIG Town, \$29.50; Mr. Club, \$22.50; Thriller, Gun Club, Champion; Machines, Twinkle, Sportman, Big Six, Snooks, Click, Major, \$19.50 each; Jumper, Nipper, Ah Baba, Bangs, \$24.50 each; Triumph, Super Six, Folly, Scorecard, \$25.00 each; Scoop, Buckaroo, Lucky, Pot Shot, \$25.00 each; Rony, Charm, \$45.00 each; Jolly, \$49.50; Blandie, \$50.50; Big Show, \$82.50; Fantasy, \$27.50. Send order with 1/2 deposit. WHICH SPECIALTY CO., 20 and Green, Philadelphia, Pa. aut10

GINGERS WOOD BASE, USED THREE WEEKS, \$14.50; Bally Aloys, late model, \$45.00. Many other good bargains. JOHN SPECIALTY CO., 329 S. 2d St., Louisville, Ky. aut10

GOODBODY HAS A MESSAGE FOR EVERY Operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. aut10

GUARANTEED FREE PLAY GAMES — 1-2-3, \$54.50; Dotababy, \$42.50; Mr. Chips, \$39.50; Europa, \$37.50; Speedmaster, \$34.50; Rick-Em, \$32.50; Score, \$29.50; Golden Gate, \$29.50; Rebound, \$27.50; 4-5-6, \$24.50; Variety, \$24.50; Major, \$22.50; Arrowhead, \$20.00; Ah-Baba, \$14.50; Contact, \$12.50; Fair, \$12.50. THE MARKIFF COMPANY, Cleveland, O. aut10

LIVE WIRE, \$5.00; BITTERBUD, \$5.00; CHUD-BOE, free play, \$10.00; Flicker Payoff, \$10.00; Ray's Track Complete Check, payable, \$17.50. MT. CARMEL AMUSEMENT CO., Mt. Carmel, Pa. aut10

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trade. Send for 1940 catalog. MIKE MURPHY CORP., 593-70th Ave., New York. aut10

PERFECT FREE GAMES — DOUBLE FEATURE, Reptiles, \$10.00; Chubbie Snooks, Dany Jones, Up and Up, Triple Threat, Sportman, \$12.50; Major, Rebound, Big Six, Twinkle, Golden Gate, Thriller, Headliner, Fifth inning, \$15.00; Lucky Sports, 3-7-5, Super Six, Big Town, Commodore, \$30.00; Score Card, O Boy, Rock, \$35.00; Ten Strike, \$79.50; Imps, \$7.50. What do you need? We have it at the right price. GENERAL COIN MACHINE, 227 N. 10th, Philadelphia, Pa. aut10

PHOTOMATIC — COMPLETE WITH SUPPLIES. Also U. Rollits and Arcade Machines. Bargains, Closing them out. EARL TERRELL, Durango, Ia. aut10

REMOVAL SALE — SLOTS, REPAIR PARTS, Phonographs, Arcade, Counter and Amusement Machines. List free. Nickel Motel, 522 1/2 COLEMAN NOVIETT, Rockford, Ill. aut10

PRICES SLASHED — MUST SEE GIFT CHEAP all makes of Phonographs, Free Play Pin Games, Counter Machines, Scales, Pay Tables, Slot Machines and Ray Guns. Send for price list quick. We will trade above for Mills Slots and Exhibit Selectors Counter Machines. NORTHWESTERN MUSIC COMPANY, 610 W. 13th St., Sterling, Ill. aut10

REAL BARGAINS — 40 MILLS (DELUXE) Phonographs, 8 Rotascopes, 5 Rock-O-Ball Junior, 3 Rock-O-Ball Senior, 3 Tom Tom Radio Riffles, 6 World Series, 5 Rock-Ola Yon Rims, 25 Rock-Ola Lo-Ray Scales, 2 1/2 Mills, 22 Scales, 2 Oval X-Ray, 15c. 4 Bally Aloys, 9 Lo-Ray Scales. All machines in perfect condition. Write, call. FORTUNA MUSIC COMPANY, 5120 W. Fullerton, Chicago. Barkshire 2440-41. aut10

SACRIFICE — HOT PEANUT MACHINES, 57.50 each; Snacks, \$8.00; Stewart-McGowan Nut, \$4.00; Cigarettes, \$5.00. Others. CAMCO VENDING, 402 W. 42d, New York. aut10

SOUTHERN DISTRIBUTORS, SAVE FREIGHT — Get cheap all makes of Phonographs, Slot Machines, Free-Play Games, Ray Guns and Scales. MISSISSIPPI VENDING CO., Columbus Ave., Philadelphia, Pa. aut10

WANT USED NORTHWESTERN DELUXE, MASER, ETC. and 5 Jacks. Large lots. Cash waiting. EASTERN, 350 Mulberry, Newark, N. J. aut10

WURLITZER 412, \$39.50; ROCK-OLA NITE Club or No. 2 Regular, \$29.50; 3 Mills Blue Front, 10c play; 1 Jennings Chief, 10c play; 1 Mills Blue Front, 25c play, \$19.00 each. All fully guaranteed. 1/2 deposit. E. G. DE LONG, Dale City, Pa. aut10

2 1/2 BALL GUN, FACTORY FRESH, 12c BOX; Tab, Slick, Midgey Chicks, over Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. aut10

NAVCO IR. SCALES — PORCELAIN FINISH, fine appearance, O. X. mechanical, \$19.00 each. Send one-half dozen. SILENT SELLING CO., Marico, Ind. aut10

\$3,000 BUYS ESTABLISHED BROOKLYN Phonograph Route. Earns \$70.00 weekly clear profit. Price includes auto. ROBBINS, 11418 DeKalb Ave., Brooklyn, N. Y. aut10

### COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, 51; COSTUMES, 51 UP. Fans, Hulas, Minkos, Evening Gowns, Wezes, Fock. Bargains. CONLEY, 310 West 47th, New York. aut10

BEAUTIFUL VELVET CURTAIN, 12x12, \$25.00; Seersucker Curtains, \$10.00; 35 Green Band Coats, \$49.00; Orchestra Coats, \$20.00. WALLACE, 2416 N. Halsted, Chicago. aut10

### FORMULAS

THAXLY FORMULAS FOR SUCCESSFUL PRODUCTS. Accurate Analysis Assured. Resultful Research. Catalog free. THAXLY CO., Washington, D. C. aut10

### FOR SALE—SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES — Guaranteed. Heavy aluminum geared Popcorn Kettles, \$7.50 each. CARROLL KORN EQUIPMENT, 122 S. Halsted, Chicago. aut10

CORN POPPERS, CLARED KETTLES, GRIDDOLES, Slows, Lanterns, Guns, Tanks, Tubing, Repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. aut10

DOUBLE BATEM BASEBALL MACHINES — Patented Baseball Court, slightly used, \$350.00. A. RASMUSSEN, Berja Amusement Co., New Iberia, La. aut10

FIVE SPOT SHORT RANGE SHOOTING Gallery—A-1 condition; 5 Rifles. Real bargain, \$300.00. G. WATERHOUSE, 151 Ashcroft Ave., New Bedford, Mass. aut10

FLOSS CANDY MACHINES — 01,000. SLIGHTLY USED. Also complete Candy-Angle Equipment. Sacrifice for quick sale. SCHLAD, 57 W. 84th St., New York. aut10

FOR SALE — PORTABLE SKATING RINK. Six months old, 45x105. Now operating. CLYDE THOMAS, Aberdeen, Miss. aut10

KOHR CUSTARD MACHINE — 5 GAL. CAPACITY, electrically refrigerated, perfect condition, \$200.00. JACK'S TAVERN, Ithaca, N. Y. aut10

POPCORN MACHINES — FEARLESS PORT-ALON, Greter, Gunbar; Colored Kettles, Chrome Kettles, Furnaces, Bunnies, Tanks. Lowest price. NORTHBEND MFG. CO., Indiana, Iowa. aut10

50c PORTABLE FLOOR TENIS SKATES AND P. A. System, \$1,400. J. O. COOLEY, Troy, Ind. aut10

### FOR SALE—SECOND-HAND PROPERTY

ATTRACTIVE MONEY MAKING FUN SHOW — Reasonable, Fun Show with music. Must sell account lines. J. GEORGE ROY, 202 1st St., Chicago, Ia. aut10

DOUBLE LOOP-O-PLANE — COMPLETE WITH Steel fence and Ticker Box, new Electric Cable, Light Bulbs, etc. Guaranteed mechanically perfect. Looks like new, \$1,000 cash for quick sale. Now operating here in bank. NORTHLAND AMUSEMENT SERVICE, 1012 Oakland, Grand Rapids, Mich. aut10

FOR SALE — TWENTY-FOUR SEAT GRAB Plane complete. Early Wheel, Aero Plane. Wheeler Organ, Style 125. CALVIN CRUICK, Blacksville, Ill. aut10

FOR SALE — FIVE USED CHATEL GASOLINE Cars in good condition; also seven Besson 6 Spot Bowling Alleys. VICTOR SHAYLE, Ravens Beach, Mass. aut10

FOR SALE — A MANOLIS WHIP 12 CAR. IN fair condition, \$500.00 cash. SILVER BEACH AMUSEMENT CO., 34 Joseph, Mich. aut10

KIDDIE AIRPLANE-SWING — SEATS 10, \$175.00; Ball Games, Whozels, Electric Springs, Switches, etc. Cheap. HONOLD, 2419 30th Ave., San Francisco, Cal. aut10

TENT — 24x56 POLES, \$25.00; 3 SECTIONS Circus Sees, \$25.00; One AC Calliope Engine. SHOW, Hanover, Wb. aut10

HELP WANTED

BLACKFACE TEAM, TRIO OR FAMILY—Producers, manage entire show. Take full charge. If testing, mention French outfit and horse car. Week 50-50. No advances or board. BOB BATCHELOR, 1103 Conkey, Hammond, Ind.

ENTERTAINING WAITRESSES, CIGARETTE Club, etc. Summer season. Waiters 2 preferred. Room, Board and Mgr. Write DUDE RANCH, Atlantic City, N. J. au24x

GIRLS FOR POSING SHOW—OPEN AUGUST 12. Good face, figure proportion. Own wardrobe. Office salary 5.00. No talk. Send photos, and return. BOB HANKINS, care Playtime Shows, Edinboro, Pa., week July 27; Marching Mass, week August 5.

VAUDEVILLE ACTS—ALL KINDS, BOOKINGS—South Jersey territory. Puppet Show, Magician, Ventri-loquists, Circus and Novelty Acts, Dialects, Pianists, Sister Troup of Harmony Singers, Small Women who can play Child Parts in Children's Plays. INTER-STATE, 20 E. Collings Ave., Collingswood, N. J.

WANT MAIL AGENT TO TAKE CHARGE OF Mail Store—must furnish 4 Agents. Wife or write all to LEO RIEWGOMB, 300 1/2 N. Washington Ave., Lansing, Mich.

WANT STANDARD VAUDEVILLE ACTS—Single, Double, Sister Teams. Specify wardrobe and time you do. Write FRANK DONAHY'S HORROR CLUB, Peoria, Ill.

WANT FOUR PIECE ALL GIRL ORCHESTRA—Send general information, price and pictures. Write BOX C-331, in care of Billboard, Cincinnati.

WANT GIRL EYES AND CATCHERS—Also Men, Comedy and Straight, for Flying Act. Address BOX 437, Billboard, Chicago.

YOUNG ACTOR—CAPABLE MODERN AND Classic Diction, appearance, ability absolutely essential. One night stand opening September. Tell all including a late card shot photo. L. WERNE SLOUT, Theatre Workshop, Vermontville, N. Y.

MAGICAL APPARATUS

BARCATH MAGICAL SECRETS—MIND-READING, Escapes, Side-Show Illusions, Illustrated Catalogue 20c. GENOVES, General P. O. Box 217, New York, N. Y.

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Budgets, Future Photos, Crystals, Lucky Places, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 20c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. au10x

LARGE PROFESSIONAL MAGIC CATALOGUE—25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. au25x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE OF Tricks, Books, Spells, Ventri-loquists, Figures, etc., 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. au10

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements to be inserted in roadshows will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A BIG TEN PAGE CATALOGUE OF ALL TYPES Roadshow Attractions—35mm, Talkies, Any kind of picture you want. Low prices. BUREAU FILM EXCHANGE, Friendship, O. au10x

ACTION WESTERNS, SERIALS, SENSATIONAL Roadshows, Also Short Subjects. Overnight sale or rental. \$5.00; only. STANDARD FILM SERVICE, Box 782, Charleston, W. Va.

AMBITIOUS—SHOW TALKIES THEATRES COMMUNITIES—Sound Equipment, Weekly Programs rented. Used IGMAL Sound Projectors, \$145.00. ROSEMAN, 741 Steuben Bldg., Chicago, Ill.

AN IDEAL OPPORTUNITY FOR ROADSHOWS TO GO IN WITH OUR 16MM. MOVIES. (Specify rent or sale.) Send for our "Roadshowman's Special" today. INSTITUTIONAL CINEMA SERVICE, INC., 1560 Broadway, New York.

BARCATHS IN 16MM. SILENT AND SOUND Projectors, Film and Accessories. Write for list. KENITH, 308 W. 44th St., New York.

CLEAN-UP SALE—35MM. SOUND FEATURES, \$1.50 up. Grand shows, \$1.00 rent. Sound Features, 15.00; Comedies, 25.00; Cartoons, 52.00. Second, Silent Movies, Free list. JIMPSON, 1213 S. Broad-Away St., Dayton, O.

ROADSHOW AND CIRCUS MANAGER AT lowest prices. Send for info. INDEPENDENT MOTION PICTURE EXHIBITORS, 4326 S. Packard Ave., Clutha, Wis.

EXCHANGING FOR QUICK SALE—35MM. Portable Talkie Projector, DeVey model #2,000-11, \$110.00. Complete Theatre Talkie outfit, \$200.00. CROSBY, Trenton, N. J.

WILL YOU USE SIMPLE SILENT OR SOUND—35mm size, mod. cond. or details. Must be reasonable. Also need Ar. Lamps. Rec'd Here, BOX 825, Sioux Falls, S. D.

Show Family Album



THIS PHOTO of members of the Yankee Robinson Circus, season of 1916, was snapped when the show played Stuttgart, Ark. In the rear, left to right, are Daisy Backman, contortionist; Mona MacDhu, lion-jaw performer; Maud Earl Hickey, trapeze; Kate Smith, who handled trained dogs; Gene MacDhu, lion jaw, and Mrs. Jewell Lloyd, who worked high school horses. Seated, left to right: Ruth Weigle, iron jaw and trapeze; George Elber, Merry-Go-Round operator with the show, and Rena Winger, iron jaw and trapeze.

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, 25-27 Opera place, Cincinnati, O.

SENSATIONAL CLOSURES—16MM. ROADSHOW Features and Shorts, Steffen-Wyndards-Tyler-McCoy, etc., \$1.50 per roll. Program sent daily or week. Projector and accessory bargains. List free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. au31x

MUSICAL INSTRUMENTS, ACCESSORIES

DEAGAN ELECTRIC UNOPHONIS—WITH Gram. like sound. Will sacrifice for \$55.00. Write quick to ALVIN SLOVACER, Waco, Tex.

FOR SALE—1 BAND ORGAN, 1 HAND ORGAN (Street Type), 1 Upright E-Flat Silver, Bass Horn, 1 Set of Albert System Clarinets, 1 Wonderful Trombone (Brazil). Send for prices. Very cheap. FRANK ORGAN SHOP, 4945 Waveland Ave., Chicago, Ill.

HAMMOND ELECTRIC ORGAN—LITTLE USED. 2 Tone Cabinets. Model B Console. GEORGE MCCORMACK, McCormack's Restaurant, 3 Main St., Westport, Conn.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Movies, never before shown in America. Address J. PLAYAU, 1122 Tulane Ave., New Orleans, La.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE COPY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 1/4 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, INC., Dept. 92540, Rochester, N. Y. au31x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. au5

AT LAST!—ALL YOUR SHOTS IN NATURAL COLOR. Roll developed, 8 natural color prints, only 25c. Reprints, 35c. Amazingly beautiful. NATURAL COLOR PHOTO, Jerseyville, Wis. au1x

DOUBLE CAMERA, ONLY \$25.00—MODERNIZE your still Photo Mochba with this Camera. Makes 1 1/2x2 and 2 1/4x3 1/4 inch photos. Used with either one or two lens. OLSON SALES CO., 315 7th, Des Moines, Ia.

FOR SALE—4 FOR DIME STUDIO, PORTABLE, \$58.00, with f.2.9 Lens. Completely equipped. ART HYPER, 12 Section R.6, Cincinnati, O.

ROLLS DEVELOPED—TWO PRINTS EACH and Two Free Enlargement Coupons. 25c. Accounts, 2c each; 100 or more, 1c. SUMMERS STUDIO, Indianapolis, Ind. au10x

1 FOR 10 PHOTO SUPPLIES—WE SELL FOR less. Write for catalog and prices on our new Low Priced Direct Positive Machine for 1 1/2x2 Photos. Daimon Direct Positive Paper, 1 1/2x2 1/4, \$4.75 per roll. All also carried in stock. Glass Frames, Folders, Backgrounds. MANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. au10x

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Canned Tape, Restaurant Necessaries, Saltbooks, Advertising Specialties, Pens, etc. Picture Cards, Straws, Pocket Towels, Napkins, Ice Cards, Lowest prices. 40% commission. Free deals. Sales portfolio free. WILLENS, 2130 Cicely, Dept. AV, Chicago. au10x

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Electrical Panels—Positively no competition. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. au10x

TENTS—SECOND-HAND

SEDEWALL BARCATHS—7.68 OZ. DRILL, Machine Repod, White, good as new, 7 ft. high, \$18.00; 8 ft., \$18.00 per 100 ft. long. Second hand required. Some Used Tools. KERR CO., 1954 Grand, Chicago. au17

SIDEWALL BARCATHS—15.00 FEET slightly used; seven feet high, \$16.00 per 100 feet; eight ft., \$18.00; nine ft., \$20.00; good as new; light tan. MAIN AWNING-TENT CO., 230 Main, Cincinnati, O.

THEATRICAL PRINTING

1,000 LITTEPRINTS, \$2.50. 1,000 ILLUSTRATED 8 1/2x11 Chautau, \$3.00. All-ink-graphing, expert workmanship. Lowest prices. Will gladly estimate anything. EWAN, Wood-Ridge, N. J. au10x

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BILL PRESS, Winton, Penn. au10x

WANTED TO BUY

SEVERAL CLEAN CONCESSIONS AND TWO Portable Rides—Carousel and Ed Wheel preferred. OTTO ERHARD, 807 Rhodes, Akron, O.

WANT QUICK FOR CASH—16 MILLIMETER Sound Projector. State make; lowest price. EDDIE CREIB, 1919 Bradford St., Greensboro, N. C.

At Liberty Advertisements

Be a WORD (Full Line Large Black Type), Be a WORD (Small Line and Name Size Type), Be a WORD (Small Type) Place Total of Words at One Rate Only.

MINIMUM 25c. CASH WITH COPY.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "Word" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of placing your advertisement kindly add 25c for the forwarding of copies.

AT LIBERTY ACROBATS

GIRL AERIALIST—YEAR, IRON JAW, POSE. Weigh 110 lbs. Fair possible high act. Immediately. MARTHA PRINCIPAL, 106 E. Main St., Uniontown, Pa.

AT LIBERTY AGENTS AND MANAGERS

CARNIVAL-CIRCUS AGENT, Publicity Director, Contingent, Booking, Twenty years' experience, theatrical, vaudeville, circuses. Export contracts, touring, high school tours. State Salary. June 26. Write J. HUBBERT SAUL, 180 N. Wacker St., Ardmore, Okla. au17

AT LIBERTY BANDS AND ORCHESTRAS

ATTENTION—MARGARET Hastings and Five Kings of Syncopation, International attractions. Address AL SANDERS, 1261 N. LaSalle St., Chicago, Ill.

HAL HARTMAN'S "MEL-TO-A-RAY" Feature cock-tail-dance entertainment; three men and a girl. Customarily at the Sahara Club. HAL HARTMAN, Box 305, Babcock Beach, Ok.

AT LIBERTY—THE ANDREWS STRING TRIO, Father and Sons. Now playing over WMRO. All electric silver instruments, uniforms, neat appearance. Big Cash. Complete musical act or background for anything. Can take special charges. Band of orchestra. Do own arranging. Will go anywhere. Low rates if sure. 2948 Jackson Blvd., Chicago, Ill.

ROCKERS, PROMOTERS—11-String Orchestra now open. Monthly fees, 50c. Cash, 40 cent. Evening band. Leader (hotel) arranged for all parties. FRANKIE DISTON, 4104 80th Ave., Rossmore, Wis. au5

REQUIRE NATIVE CUBAN Dance Banda Band—4000 words known. Now playing World Fair. A complete orchestra, entertaining. Occasional work. U.S.A. Cuba Opera, 657 Fifth Ave., New York City. au10x

MODERN FIVE PIECE UNIT Available Sept 2—Well-known, stamp, entertainment stars. Youth revolution. Have played Long Beach Blvd., Cape Can. Theatrical Club, Boston, etc. For a discussion country club. Will give complete. MAIL ORDERED, 15 1/2 Roosevelt Ave., Glenview, Ill.

THREE TOWNSEND BROTHERS—Deluxe Swing Dance Band—Play 10 different arrangements. Also 10 individual specialties. For Five (Five) Ladies, etc. Circular mailed. \$500.00. Chicago. au17

AT LIBERTY CIRCUS AND CARNIVAL

TALKING AND SINGING Clown or Boss Conventual. Nothing too big or small. BOB RUSSELL, 250 Holliday St., Suffolk, Va.

LADY—EXPERIENCED IN ALL KINDS OF CONVENTUAL, would like to travel from parties having Celebrations and Fairs. No ball games. MARIÉ ROCKWELL, Lowell, Mass. au10

AT LIBERTY COLORED PEOPLE

AROUND JACKSON'S ORCHESTRA—Just over a photo road show, (local) shows, bass Ballrooms, Chicago. Also theatre and band from 10 to 1000. Address after August 1. ALBION JACKSON'S ORCHESTRA, 210 E. 22d St., Chicago, Ill.

COLORADO ORCHESTRA—Six Piece Orchestra, featuring four high class colored soloists and five other, bass or hotel, Kansas preferred. 3141 BOWLING GREEN STREET, 3224 Terrace Ave., Chicago, Ill.



# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The 1940 edition of Club Members of New York, a 420-page volume listing 30,000 individual memberships in 43 clubs in New York and the metropolitan area, has just been released. Now what has that got to do with salesboard operators? Well, this volume has come to be regarded as an index of the financial condition of the country and as this year the edition shows an increase in memberships perhaps we are in for a little loosening of the public purse strings and extra dividends on card and board deals. According to the editors, the lowest ebb in memberships occurred after 1932, while from 1937 on there has been a steady increase. From this it would be in order to assume that club and organization memberships in other cities throughout the nation are also on the increase, which if true would be good news to the boys who are playing around with the idea of going back to promoting fund-raising campaigns.

Some years ago fund-raising drives were gold mines for operators, and should club and organization activities perk up again there is every reason to believe that gold can still be found there. When conditions are right there is nothing sweeter than a fund-raising promotion to line the pockets of an operator, especially when he has the whole-hearted support of the members to guarantee completions. The tie-up is a natural and it would be well to see this type of operation make a comeback. In any event it wouldn't hurt to drop in on some of your old organization acquaintances and possibly develop some new contacts as well.

An operator has a powerful selling whip in the salesboard. But he can nullify this advantage if his sales presentation does not follow a planned sequence. In most cases the operator should play up his item to a prospect before showing him a card or mentioning the deal. He should first excite the prospect's interest in the item and then when the potential worker's appetite has been whetted knock him over by telling him how he can obtain the item without paying for it. Coming right out with a solicitation for a card placement, especially in large offices, will more often than not be met with a cold turn-down.

Are you getting your full share of the summer do-re-mi? We hear that many of the boys working resorts are taking plenty of folding money and having a good time to boot. There are still some good weeks left to the season, including the big Labor Day week-end, and there's still time for a quickie. Go to it.

HAPPY LANDING.

## Frisco Gift Show Is Set

NEW YORK, July 27.—Immediately upon conclusion of the three merchandise fairs in Chicago, the San Francisco Gift Show at the Palace Hotel, August 31 to 15, opens an important series of new exhibitions to be staged during August and early September.

With each season these affairs are taking on increasing importance to salesboard workers and bingo operators, as well as other prize buyers, as a means of (See FRISCO GIFT SHOW on page 58)

## Fair Workers Stocking Up As Busy Season Looms

Red-white-blue political items claim attention on eve of what is predicted as banner year—staples to be used in quantities—candy sales gain

NEW YORK, July 27.—With the fair season embarking on what is predicted will be a banner year, wholesale merchandise supply houses report that red, white and blue items will figure big in the line-up. While large quantities of the old stand-bys have been shipped, the demand for new items is a problem which to some degree will be offset by the patriotic trend. The fair season in the East opened this past week at Harrington, Del., and, anticipating one of the biggest seasons in recent years, large quantities of caps, whips, candy and Hawaiian leis were purchased for guess-your-weight and guess-your-age stands. Also on hand were badgeboard novelties, balloons, balloons and souvenir items, in addition to a complete patriotic line of the God Bless America theme.

### Political Item Rush

Items scheduled for later in the season, prediction has it, will include political items, and the supply houses are busy shipping the numbers. Fair workers always scout around for hot numbers and this line is believed to be the answer to that search.

Among stand-bys, flying flags, whips and caps are clicking for weight and age guessers, ball down, penny pitch and pop gun concessioners who offer a prize with each try. Candy is expected to figure in this field in the largest capacity in recent years. Assorted jellies and cranial kisses, shipments indicate, will be among the leaders.

Those who offer patriotic items will find no shortage already the line consists of many items. There are lapel pins, brooches, buckles and rings of the American flag either in enamel or with rhinestone stars and stripes. The banner line starts "God Bless America" slogans on different sized shields, with "We're Proud To Be Americans" as an added one. Pennants are available in sizes ranging upward from 1 1/2 by 2 1/2 inches. They are of suede cloth and are worn on the lapel. Balloons with red, white and blue circular stripes in the round models and 40 inches long with the slogan, "The Flag I Love" written between unfurled flags are two of the many types available. Hats in cap, yacht and sailor styles are also on the market. The sales volume on these lines has skyrocketed during recent weeks, making it possible for supply houses to offer good prices to fair workers.

Souvenir and novelty workers are banking on such numbers as tie slides, shell flowers, bluebird brooches and heart pins to run up their takes.

### Concession Numbers

In the concession field, pipes, the new models making them definite fair items, are looking so big sellers. The new air-conditioned models are seen as likely leaders. New designs of pick-up-and-go radios, offering a set no larger than a box camera and within the price range necessary for this field, are being supplied in large numbers. Nation-wide picture contents have spurred the demand for candid cameras. They are set to give the amateur good pictures from strips made under average conditions. The lens speed and focus are factory set, eliminating the necessity of experience to get good shots. Compactness of the outfits has eliminated the carrying of a heavy box, which in turn makes a smaller and cheaper item necessary—a point which is most important to fair workers. Since fair-goers can get a good camera at a low price and have a chance to win cash with photos, this field is now on a veritable mint.

### Headlines To Sell

Names in headlines are seen figuring in the revenue of fair concessioners. Idea of halving arrivals at various affairs has proved itself to be a money-maker. This year it is being introduced

at more fairs than ever, and last year's set-ups are reported increasing facilities to take care of the additional business. Several types sizes are available, which make it possible to work into headlines any length of reasonable length.

Wireworkers are eyeing the fair season as a money-maker by virtue of a proper name against a mother of pearl or wooden-plate pin. Hearts, small oak leaves and other shapes have been reduced in price, allowing larger profits. Also seen as top-fighters are sweet-heart pins and sweetheart bracelets, available in two sizes.

### Dry Shaver Demand

Demand for dry shavers is expected to manifest itself in large proportions. Since razors are available individually packed, they make an exceptionally flashy display that is sure to lure almost any man.

## Red-White-Blue Trend Hits Coney

CONY ISLAND, N. Y., July 27.—Demand for red, white and blue items has extended to Coney Island, souvenir and novelty workers and prize users report.

Souvenir dealers have stocked heavily on enamel flag pins, God Bless America banners, rhinestone flag pins, red, white and blue eagle pins, etc., to take care of the growing demand. Among customers for the items are game concessioners, who buy God Bless America banners to hang on their stands.

Concessioners have felt the trend and are awarding patriotic pins and other similar items. Lapel flag pins and buttons are showing indications of being top-flight numbers. God Bless America buttons are being used with satisfactory results as concession awards.

## Bingo Builds Camp In Canadian Woods

ST. JOHN'S, N. B., July 27.—A housewarming for the "house that bingo built" was recently held at Chapel Grove, N. B., with about 1,500 participating.

Mary's Camp is the name of a new retreat on the shore of the Kennebecasis River for underprivileged children of St. Peter's Catholic parish in North St. John's. Financing was done almost wholly by a weekly bingo party in the parish recreational center. In addition to housing facilities for the children, there are accommodations for men and women who are on the committee. For July 25 girls are to camp and in August there will be about the same number of boys. There are also a wharf, lockers, playground, dining hall and kitchen.

The weekly bingo also covers the cost of maintaining the children and the committee in charge.

## R-W-B Trend Calls For Items Made By U. S. Workmen

BOSTON, July 27.—A heretofore unthought of angle in the current craze for patriotic emblems erupted up this week during a contest between pitchers.

There has been a great deal of comment, particularly in New England, regarding the practice of members of the VFW and similar organizations selling emblems and flags on the streets. The squawk has not been in regard to the actual sales, but rather because these amateur pitchers, who supposedly are 100 per cent American, have specialized in the sale of buttonhole flags made in Japan.

The new demand for patriotic emblems apparently has ended all this. The greater part of these novelty items are manufactured in the U. S. A. Jobbers report the most popular items are lapel pins reading "God Bless America," which are finished either in red, white and blue or in solid white. Runners-up in popularity include flags and banners for coats or for home or automobile use reading "Isn't It Great To Be An American?"

Recent spells of warm weather have attracted a number of pitchers to beach resorts around Boston. At these places the patriotic emblems get good play, but the greatest demand still is for novelties and dolls.



THIS IS THE SEASON for events sponsored by organizations, and these have taken on added importance because of the European situation, with an added patronage expected because of the need of money for the many causes. And there is an added enthusiasm to help the group reach its monetary goal. All of this boils down to the fact that bingos for such causes will receive more co-operation from municipal officials than ever before.

IN CHECKING OVER the past issue of The Billboard we noted an ad that is of interest to operators. Ernest E. Smith, of the Francesville (Ind.) Fair, is seeking a bingo concession. True, there is nothing startling about this, but it is typical of fair secretaries who are in a ditch at this time of the year to get attractions that are worth while. Secretaries realize the pulling power of a good bingo game and they want the best. Each week in The Billboard's Sponsored Events Department there are ads for bingo. Many operators follow this section closely.

ONE THING that is worthy of mention in connection with bingo at sponsored events is that the cause has a great deal to do with the reception the game receives. Everyone is conscious of the devastation and desolation that have befallen Europe in the past months. Americans have always been generous to such drives. If a bingo is for this cause and given the proper promotion, it will be a big success. When effective exploitation is followed up the results are tremendous.

HIGHWOOD, ILL., city council recently authorized the Highwood Lions Club to sponsor public outdoor bingo games for the benefit of its sight-saving fund and other activities.

IN CINCINNATI report on bingo filed by Col. William C. Adams with City Manager C. O. Sherrill showed that (See BINGO BUSINESS on page 57)






















COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## Census — Shows how fast the population trends are beginning to bring decline of big cities

The 1940 census reports have caused a lot of discussion in business circles relating to the decline in population of many cities. A report of 125 cities showed that in the last 10 years the population in these cities had increased 4.9 per cent. While in the previous 10 years the increase had been 23.6 per cent.

Of the list, 27 cities had actually lost in population. A population decline in such a large city as St. Louis began to arouse business speculations as to what general decreases would mean to the large cities.

Business Week, an important business news weekly, published a lengthy article, "Rebuilding the Cities," in its issue of July 8, 1940. Many other publications catering to business interests have published articles on the subject, indicating how serious the popular question is to business. "Every American city of 5,000,000 or 6,000 population shows symptoms of dry rot at its core," said one publication.

It is easy to see that many lines of business will be directly affected by declines in city population, for many businesses depend on crowds or a constant passing of people. The coin machine business is essentially a business that profits most as the traffic increases. It has been said that the coin machine business is essentially confined to cities. Hence, the industry will be one of those affected by declines or shifts in city populations.

It has been increasingly evident during the past year or so, however, that the national success of the coin machine industry is not dependent on the larger cities. Many of the larger cities, considered the big markets for coin machines, have presented legal or tax difficulties of one kind and another. So that sales of machines to the large cities have been discouraged. Yet the total volume of sales has been encouraging in many respects even when the recent uneasiness about war began to disturb business generally.

A survey of coin machine trade conditions in various parts of the country soon begins to reveal what a large volume of coin-operated machines is needed to supply the thousands of locations in the many, many cities and towns over the country that definitely are not in the group of the first 10 or 20 cities.

The coin machine industry can view the shifts or declines in city populations without alarm. In some respects the trade as a whole will gain by declines in big cities, which, in most cases, mean that suburban towns and centers are gaining.

The "decentralization" trend can easily be seen in Chicago. That it would affect business was shown by the way in which the big downtown department stores began to call for a subway. The idea back of the Chicago subway is that it may help to hold the crowds in the downtown area. But census and business surveys indicate that slowly and surely the "decentralizing" goes on—and the suburban towns and areas gain.

In all of these outlying districts new business enterprises, new locations spring up. They are smaller locations

and enterprises but most of them can accommodate one or more types of coin machines. The big stores in the downtown centers of most cities never accommodate coin machines in a real sense.

There are some thinkers today who advocate that the whole country needs to "decentralize." There are many pros and cons on the question, and big business is definitely undertaking a program to try to prevent the decline of the big cities. Big business is chiefly concerned in the situation, for it is big business that will lose most in the decline of the big cities. There are some signs that the heyday of big business is about to begin its decline anyway.

The European war and its reactions may serve to turn this country and many others toward smaller cities and towns and smaller business enterprises. Large cities are too much a target for bombers, and large industrial plants also make good targets. Henry Ford, as determined as he was in refusing to make planes, may have done the country a favor. A plant like the Ford plant would be an immediate target for enemy planes.

While big industrial plants may be considered ideal for some types of coin machines, yet hundreds of small industrial plants in all parts of the country would probably provide more locations for machines, and certainly a wider distribution of plants over the country would help to maintain the spending power of greater numbers of people.

Automobiles have had much to do with the "decentralizing" trends in recent years, and other speedy forms of transportation are also helping the movement. The trends are likely to continue, and while the coin machine trade may not become crusaders for "decentralization," yet the industry has nothing to fear from the movement.

The spread of electric power in many areas has also helped the smaller cities and towns and will continue to help them. It is unfortunate that the federal government's great program in spreading electric power has been subjected to so much partisan obstruction. The spread of electricity to all parts of the nation will do more to promote the establishment of new locations and small business enterprises than any other movement in the country. While many types of coin machines are not electric in themselves, yet universal cheap electric current is a necessity for the thriving of small business establishments. It is the flourishing of these small business establishments by the thousands and thousands that means increasing business for the coin machine trade as a whole.

Many issues are involved in the population trends—some of them bitter partisan, economic, social and even religious issues—but the census tells a story that the population shifts are going on and that the whole structure of the nation may be changed in time. War problems may hasten all the movements so that our civilization will take on new aspects in a few years. If our country remains free and progressive the coin machine trade will gain by the trends which the census now shows to be taking place.



# TAKE YOUR CHOICE



Nickels or Dollars

# from THE SAME LOCATION

## YOU CAN COUNT ON THE ANTI-AIRCRAFT MACHINE GUN

To bring you dollars with the Keeney gun where former equipment brought in nickels. It's a top money-maker because it's tops in amusement tops in diversion . . . tops in instruction . . . order today.

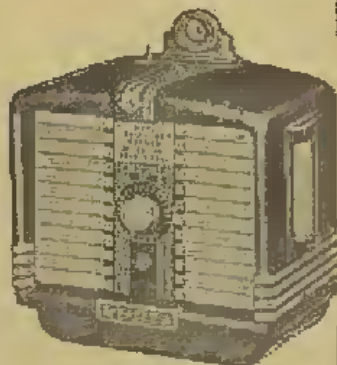


MULTIPLY YOUR MUSIC REVENUE BY THE NUMBER OF KEENEY

## WALL BOXES

YOU HAVE ON THE LOCATION Nickels or dollars

—take your choice! If you want five times the revenue just add 5 boxes—10 times the revenue add 10 boxes. It's just a simple case of arithmetic. Easy, quick and inexpensive to install. No bothersome servicing either—they're absolutely fool-proof in operation. Make money, make big money operating Keeney Wall Boxes. See your Keeney distributor today.



**J. H. KEENEY & CO.** Inc.

"The House that Jack Built" • 2001 CALUMET, CHICAGO

### Canadian Gates Open to Yankees

OTTAWA, Ont., July 27.—It is now easier for United States citizens to cross the border into Canada than it is for Canadians to journey over to south. When on July 1 Washington put into effect a new passport regulation for Americans entering the country it hit United States travel organizations and shops that had a Canadian tourist business.

In 1939 no fewer than 10,578,110 American citizens visited Canada, Canadian tourists, the greatest individual spenders in the world when they take a holiday, have been leaving \$100,000,000 annually in the neighboring republic. For the duration of the war it will be difficult to a mere trickle.

Canada Encourages Whiners  
Canadians hope this will not discourage Americans from coming in their millions to Canadian playgrounds this year. The dominion government and its travel bureau are going to considerable trouble to assure prospective United States tourists that, notwithstanding the country's participation in the war, it is just as easy for the vacationist to come in as ever was, and he will have no trouble getting out when his holiday is over. There appears to have been some alarm about this, for the number of incoming Americans took a sharp drop in June from the corresponding figures in

other years. This applied only in cases of visitors spending a week or two here. Americans who come for the whole summer are arriving in larger numbers than in other years. Permits to remain more than 80 days were up nearly 50 per cent for the first three weeks in June. Prime Minister W. O. Mackenzie King recently promised that visitors to Canada will see a nation at war, but also one in which life and liberty run on as usual, with few restrictions. Tourist agencies also have a strong talking point in the 10 per cent premium on United States dollars.

### Ops Enthuse on Groetchen's Zoom

CHICAGO, July 27.—"According to reports received, operators are very en-

thusiastic about the playing appeal and earning power of one of our latest counter game releases, the new Zoom," report Groetchen officials.

"One of the large operators on a visit to the Groetchen plant this week stated: 'Zoom has a unique playing appeal. It has been our experience that the players enjoy trying to out-score one another in making hits. Stimulating a competitive spirit is one of the finest assets a counter machine can have as it is naturally reflected in the cash receipts.'

"Then, too, Zoom is a free-play machine. When a player is successful in shooting the ball into a hit pocket he receives three balls for additional play, plus the return of his own penny, which is automatically dispensed thru the taken payout tube. The combination of the free-play feature and unusual playing appeal makes Zoom outstanding," according to company officials; Zoom,

as well as Liberty, taken payout bet, and 1940 Deluxe Mercury are now available for immediate delivery."

### 10,000,000 B. C.

Even in prehistoric times people wore fancy leopard skins . . . because of vanity. And today, for the same reason, EVERYONE takes PHOTOMATIC pictures. PHOTOMATIC is one of the most solid, substantial coin machine investments!

INVESTIGATE International Microscope Roof Co., Inc. 44-01 11th St., Long Island City, N.Y.



### Coming Events

- Ohio Cigaret Vendors' Association meeting, Columbus, O., Wednesday, August 13.
- Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September
- Thirteenth annual convention of the National Food Distributors' Association, Chicago, August 21 to 24.

### BARGAINS FROM DAVE MARION

Columbia Star 40 C. G. A. 4 Line New	692.50	Ten Sells	85.00
Blue Ball 100	507.00	Busy Allie	54.00
Enduroop	87.00	Onion 500	82.00
China 500, F.E.	42.00	Challenger	122.00
Wardens 100	44.00	Robbins, P.P.	17.00
Q.T. to Div.	126.00	High Stand	2.50
Wardens 50, Left Model	100.00	Liberty 500	100.00
Liberty 500	100.00	Mercury	100.00
August 3, 1940	Out	Mary Margaret	100.00

173 Demos. Required — Delivered Every Week

### Fort Worth

FORT WORTH, Tex., July 27.—Gooch's Liberty Bell and Daval's American Eagle are two promising counter games for this section, according to the opinion of operators. Counter games are being operated right along with very little trouble.

Those ray guns are beginning to show up here and there and are receiving good play. The war idea gives stimulation to play and causes the customers to stay with the machine and keep playing. This idea is bringing back ray gun interest.

F. C. Ewing Co. has just finished a large addition to its place on East Lancaster avenue. The new brick addition will house the firm's huge daylight roasting plant, where peanuts, almonds, cashews and other nuts are roasted daily.

Joe Shaburn, local salesboard distributor, reports nice business on boards through his territory. Joe says he expects a bumper board business this fall and winter when the big candy season gets under way.

Music operators are talking freely about the new phonorion and other types of sound-on-film musical devices. Commenting upon the phonograph-movie machines in his column recently, Jack Gordon, columnist on The Fort Worth Press, said: "Jimmy Roosevelt's

### Five Greatest

To the Editor:  
I consider The Billboard to be among the five greatest magazines of any kind published today. The whole bunch of your staff must work like beavers to get out a whole new world of copy each week. In spite of the tremendous volume you knock out, I have never seen any of you lie down on the job with sleepy or inaccurate work.

Any student of writing or any professional writer has to tip his hat, clap his hands for the superb work being done by the entire staff of The Billboard.

You are an inspiration to every finger that ever touched a typewriter. Congratulations!  
JAMES T. MANGAN,  
Mills Novelty Co.,  
Chicago, Ill.

Globe Productions of Hollywood announces filming of the first eight 'soundies' or 1 1/2-minute shorts for the new movie machines soon to make their appearance in restaurants, taverns, hamburger joints, etc. Roosevelt estimates 10,000 'panoram' projectors, manufactured and distributed by the Mills Novelty Co., Chicago, will be showing 'soundies' in six months.

### SPECIALS

Every Machine Remanufactured—Guaranteed

AUTOMATIC 4 BALLS	
4 Ball Sport Kings	\$139.50
3 Ball Grandstands	87.50
4 Ball Sport Kings	87.50
3 Ball Sport Kings	87.50
3 Ball Sport Kings	87.50
3 Ball Sport Kings	87.50
3 Ball Sport Kings	87.50
3 Ball Sport Kings	87.50
3 Ball Sport Kings	87.50

### COIN-OPERATED

10 1000 Pace Rattles	80.00
2 1000 Pace Rattles	80.00
1 Pace Rattle, Black Cab	87.50
1 Pace Rattle (Track Model)	55.00
1 Track Time (Red Head)	45.00
2 Baby Army Pans	110.00
1 1937 Gunning Device	45.00
1 1938 Gunning Device	45.00
2 Healey Triple Entry	50.00
1 Looches	32.50
1 Jennings Good Luck	45.00
1 Garry Day (First Top)	22.50
1 Hazy Track	42.50

### COUNTER-GAMES

Royal Flush 3850	1 1/2 a Pack \$17.50
Hot Birds 7.50	High Stakes 7.50
Jacky Wild 9.00	Lucky Pack 0.00
23 Vendor 9.00	Real 21 0.00
Zipper 12.50	Whisper 17.50
Tally 5.50	Real 2001 0.00
First Nip 14.50	Real II 3.50
10 U 3.50	3-Way Clippers 8.50
Memory 18.50	Clubhouse 7.50

Terms 1/3 Certified Deposit, Bal. C.O.D.  
**Automatic Amusement Co.**  
1008 Pennsylvania St., Kansasville, Mo.

### CORRECTION

Western Baseball, F.P. Brown  
Machine, Colgate Model ..... \$92.50  
Western Baseball, Continental F.P.  
A Project, D. H. Co., Deluxe Mod. \$102.50

**MONARCH COIN MACHINE CO.**  
1731 DELMONT AVE., CHICAGO, ILL.

**LOOK AT THESE SENSATIONAL BARGAINS**

LEGAL EQUIPMENT

BILLY ALLEY	.....\$25.00
BOOKOLA TEN PIN	..... 40.00
BOOKOLA DEER (Unreel)	..... 42.50
BOOKOLA WORLD SERIES	..... 42.50
POKERINO	..... 17.00
KENNEY BOWLETTE (Unreel)	..... 28.50
18 STEWART-McGUIRE 10-50	
PERNUT MACHINE	.....\$5.00 Each
26 1/2-1 PEANUT MACH. 5.75 Each	
Terminal 1/3 Deposit, Balance C. O. D.	

**IDEAL NOVELTY CO.**

THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

## FIRST ANNUAL PICNIC — COIN MACHINE INDUSTRY — RIVERVIEW PARK



THE MEMORABLE FIRST ANNUAL PICNIC OF THE COIN MACHINE INDUSTRY held at Riverview Park, Chicago, Saturday, July 20, will long be remembered by those who attended. The affair was sponsored by the Coin Machine Industries, Inc., national association of coinmen. Above are scenes from the picnic, capturing the good time had by all. (1) Queen of the Picnic, Virginia Clary, 7, daughter of T. F. Clary, Advertising Posters artist. (2) Dave Gotlibed welcomes picnicers. (3) Homer E. Copeland, guest speaker, tells of skilled workmen of the industry. (4) A group enjoys a basket lunch. (5) Industry leaders enjoy rounds of refreshment booth, left to right (front), Bill Ruppert, Honorable James T. Igoe, Dave Gotlibed, Homer E. Copeland, (back), Jim Gilmore, Harold Baker, and Leo J. Kelly. (6) All set for the gun in the girls' races. (7) Coinman gang up. Left to right, George Moloney, Leo Kelly, Jimmy Johnson, Ray T. Moloney and George Jenkins. (8) The boys show speed in one of the children's races. (9) What! No south-paw! Women's ball-driving contest. (10) Sixty-five thousand drinks were served at refreshment stands. Here is crowd at soft-drink counter.

**Two New Coin Firms Incorporated in N. Y.**

ALBANY, N. Y., July 27.—Two newly organized vending machine companies were issued charters of incorporation today by the secretary of state. They are:

Star Self Service Co., Inc., Manhattan, Capital, 200 shares of stock, \$10000.00. Officers: Henry E. Wackins, Forest Hills, N. Y., and Hyatt H. Lyon, Great Neck, N. Y., are the stockholders.

Western Distributors, Inc., Manhattan, coin machines and music machines. Capital, 80 shares preferred stock at \$100 and 100 shares common no par. Stockholders: Lillian Brown, Bernard M. Kaufman and Anthony Gasparro, Bronx, N. Y.



HARRY HURVICH, Birmingham Vending Co., Birmingham, Ala., and his son, Mac, bicycle on the boardwalk at Atlantic City, where they recently spent their vacation.

**WANTED FOR CASH**

100 Late Mills Slot Machines, S, 10 and 25c models. Advise serial numbers and lowest cash price.

**L. H. Hooker Novelty Co.**  
ARNOLDS PARK, IOWA

**ADVERTISERS ARE NOW GETTING BETTER RESULTS FROM THE BILLBOARD THAN EVER BEFORE BECAUSE MORE COIN MACHINE OPERATORS ARE NOW SUBSCRIBING TO THE BILLBOARD THAN EVER BEFORE**

PAY OUT TABLES		CONSOLES		COUNTER GAMES (NEW)	
Franklin	\$25.00	Paul Time, P.S.	\$40.00	Yoni Pocket Bell	\$475.00
Franklin	\$25.00	1040 Face Reels	\$10.00	Chrono, D. 10 for	\$275.00
Thalisco	\$25.00	1030 C. Domino	\$5.00	Mercery, 10 for	\$25.00
Dash Heat	\$25.00	1040 Face Reels	\$5.00	American Kales, Ea.	\$2.00
Man of War	\$5.00	1008 Face Reels	\$5.00	10 for	\$75.00
Howland	\$5.00	1030 Face Reels	\$5.00	10 for	\$75.00
Sport Page	\$7.50	1027 G. Domino	\$5.00	COUNTER GAMES (USED)	
Western Horseshoe	\$4.50	Patrol Mace (5-000)	\$5.00	Ginger, 10 for	\$12.50
Howland	\$5.00	Lucky Star	\$5.00	Jilly	\$2.50
Dash Heat	\$5.00	Track Time, Day Head	\$5.00	Patrol Mace	\$2.50
Sport Page	\$5.00	Bill Time	\$5.00	Omé a Pak	\$5.00
Feed Bag	\$5.00	Journal Good Luck	\$5.00	Imce	\$5.00
Man of War	\$5.00	Journal Mill. Reels	\$5.00	Patrol Mace	\$5.00
Dash Heat	\$5.00	Journal	\$5.00	Tilly	\$5.00
Sport Page	\$5.00	Journal Pick Em	\$5.00	Spir o Page	\$5.00
Man of War	\$5.00	Journal Padlock Club	\$5.00	Omélic Dipper	\$5.00
Dash Heat	\$5.00	Track Time, Day Head	\$5.00	Rial Book	\$5.00
Sport Page	\$5.00	Mills 10	\$5.00	Rial 21	\$5.00
Man of War	\$5.00	Tasman	\$5.00	Buckskin	\$5.00
Dash Heat	\$5.00	Club House	\$5.00	PHONOGRAPHS	
Sport Page	\$5.00	1950 G. Domino	\$5.00	Wellton 800	\$109.50
Man of War	\$5.00	Neop	\$5.00	Wellton 800 Light	\$109.50
Dash Heat	\$5.00			Up Down & Grills	\$10.50
Sport Page	\$5.00			Wellton 800	\$109.50
Man of War	\$5.00			Wellton 800	\$109.50
Dash Heat	\$5.00			Wellton 800	\$109.50
Sport Page	\$5.00			Wellton 800	\$109.50
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Man of War	\$5.00			Wellton 800	\$109.50
Dash Heat	\$5.00			Wellton 800	\$109.50

# VICTOR'S SMASHING NEW SUCCESS

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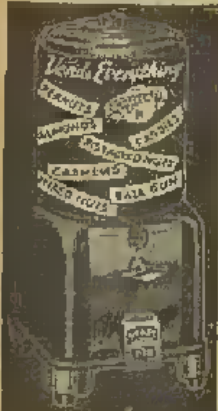


SIZE  
11" x 21" x 15"

An Outstanding Ball-Game Vendor, with a fascinating Amusement feature. (It's real fun!) HOME RUN has a brand new and very clever balling mechanism that is operated by a lever which hits the ball through the net. HOME RUN vendors have been in location for several weeks and have proven to be very successful. Their superior casting power has exceeded that of any outstanding amusement game. HOME RUN will be a vendor that will stay in location permanently because it offers the same appeal as ordinary ballgame vendors plus its brand, attractive design, unique amusement feature and the extra award for ball. Don't delay, try HOME RUN today! IT'S A HIT!

**ESQUIRE** MEDICAL INSTRUMENTS OFFERS SAMPLES: HOME RUN — and others \$24.50 (30-day trial) A.L.S. 2007

HOME RUN without ball game in lots of 10 or more, extra \$19.50. All orders require 1/3 cash. Balance C. O. D.



## ESQUIRE

The last word in vending perfection. Try a 30-day trial — it's free! — and you'll see all types of ballgame machines including ball game and extra award for ball. Don't delay, try HOME RUN today! IT'S A HIT!

Sample Esquire only \$6.95 each. Parcel Post 50c Extra

## SPECIAL DE LUXE

Parcel Post \$1.25  
only \$5.25 ea.

In lots of 24 or 50 or 100. Sample, \$2.00; 24 in 1, \$5.00; 50 in 1, \$8.00; 100 in 1, \$12.00. Parcel Post 50c Extra. All orders require 1/3 cash. Balance C. O. D.



ORDERERS, ORDER THIS COIN COUNTER

Victor's new combination slot and counter, finished stainless. Mottled stainless. Only \$1.00 each. Parcel Post with order. No C. O. D. Write for quantity prices. All orders require 1/3 cash. Balance C. O. D.

**VICTOR VENDING CORP.**  
3711 W. GRAND AVENUE, CHICAGO



# MERCHANDISE MACHINES

## No Drop Expected In Cigaret Sales; Okeh Price Hike

WASHINGTON, July 27.—There will not in all probability be any reduction in the consumption of cigarettes because of the national defense taxes on them, is the opinion of the officials of the Bureau of Internal Revenue. Altho it is still too early to define the effect of the tax on sales, it would be a distinct surprise should there be any drop in public consumption. It is said,

Revenue officials declare that in the past it has been found that slight increases in tobacco taxes have no effect in lessening the demand on the part of the smoking public. In this case they believe the increase is so slight that it will not be noticed at all.

Some complaints have been received by the bureau that prices are being raised out of proportion to the tax. The position taken in this respect is that the bureau has no direct control over the price charged by retailers since the tax is assessed on the manufacturer. In fact, it is believed perfectly proper for a retailer to increase the price by 1 cent on a single package because it would be impossible to collect the exact amount of the tax increase, or half a cent per package. There is a law with stiff penalties which requires the retailer to take steps against a manufacturer on whom the tax is imposed who makes false statements as to the effect of the levy on the selling price.

While this law has never been stretched to apply to retailers who are not directly involved in the payment of the tax, there is some thought that this broader interpretation could be taken. However, there is no apparent intention on the part of bureau officials to make such an attempt to expand the penalty provision.

If States attempt to follow suit and hike their taxes on cigarettes, the opinion is held by federal officials that the combined taxes may become so burdensome that more people would turn to rolling their own cigarettes.

## Tobacco Growers Vote On Crop Restrictions

ATHENS, Ga., July 27.—Growers of cigar-type tobacco have voted at the rate of about four to one in a six-State referendum to restrict their production for the next three years to a government-established maximum. It was announced their objective in the first long-range

test of crop control was to bolster prices by growing less tobacco than is consumed each year and dispose of a surplus now hampering the market.

Agricultural adjustment administration officials reported that 89.4 per cent—well above the required two-thirds majority—of 80,300 growers voted for the three-year plan. The tabulation showed \$9,421 for the three-year plan; 17,938 for the one-year plan; and 9,142 against quotas.

Voting was held in Alabama, Florida, Georgia, North Carolina, South Carolina and Virginia.

## Kansas Cigaret Use Increases

KANSAS CITY, Kan., July 27.—Cigaret taxes in the State of Kansas gained over the preceding year, figures released here this week showed. The figures point to an increased cigarette consumption, much of which may be traced to the increased number of vending machines. The recent-a-pack collections totaled \$1,288,223 for the last fiscal year, an increase of \$160,838 over the previous 12-month period, the State revenue and taxation commission reported from Topeka.

Cosmides receive 338,465 of the collections, or 30 per cent. The remainder is divided 65 per cent in the State general fund and 5 per cent to the department for administration.

Sedawick County (Wichita), while not the most heavily populated county, was first with \$32,163. Wraydette County (Kansas City), by far the largest in point of population, was only third with \$20,701.

These figures show that cigarette sales vary according to the prosperity of the section.

Commission Director Bert Mitchell said the increased collections were made despite the new 3 per cent discount to wholesalers for affixing the tax stamps.

## Another King Cigaret

NEW YORK, July 27.—Wings cigarettes in the King size have made their appearance in New York to join the grow-

## Preparedness Candy

It is reported that candy manufacturers will have to launch a "preparedness drive" of their own if they want to please the juvenile market. Since the intensification of the conflict the children have shown a marked partiality for confections in the form of tanks, battleships, guns and bombers, according to the reports of several penny goods manufacturers.

Candies of this type have been on the market for some time, but only recently have they become popular.



VICTOR VENDING CO. PRODUCTION LINE devoted to the production of Home Run, new counter game being manufactured by the Chicago firm. Harold Schaefer, president of the firm, reports that the new modern factory is meeting a heavy demand for Home Run and making immediate shipments.

ing number of King-size cigarettes. The new King size is packaged in the regular cup package of 20 with a new label in red and brown on white. The regular-sized Wings are listed at 25 cents less per thousand and come in the brown package.

## Ice Cream in Cans

SAN FRANCISCO, July 27.—Ice cream in cans is one of the most recent patented products to be placed on the market here. The product is called Prize. It is designed for home freezing, in a combination case, one part containing milk and cream in fluid form, the other sugar and flavoring ingredients processed to give the mix whipping properties.

It is said that the innovation will not injure the sale of commercial ice cream, but will instead stimulate the general use of frozen desserts.

## IF YOU WANT THE BEST IN BULK VENDING—BUY

### Northwestern



More than ever Northwestern leads the bulk vending field. High quality machines for every purpose and purpose. Built for years of dependable, carefree service. Write today for complete details!

**THE NORTHWESTERN CORPORATION**  
205 E. Armstrong St., MORTON, ILLINOIS



CASH IN "King Jr."  
5 LB. "SILVER KING" \$3.95 each  
\$6.50  
10 at \$5.50  
FREE O.L. & Express-Insured. Write today for terms.

**TORR** 3047A-50. 68 PHILA., PA.

## TWO NEW VENDORS BRING PROFITS DAY-NIGHT

No Selling  
30c returns \$4.50  
Operate "King Jr." Vendors, \$3.95. Wins beach balls, ball game nuts, etc. FREE pay stations, boards, etc. FREE instructions and catalog.  
AUTOMATED GAMES, 2425X Fulton, Chicago, Ill.

## CENT-A-TUNE 1c Selective Phonograph

A 12-Record Machine Suitable for Locations Where Patrons Are More Particular Than Usual. Dealer's price—\$10.00. Write or Wire at Once!  
**D. ROBBINS & CO.** 5416 D-24th Ave. BROOKLYN, N. Y.



**Northwestern**  
Model 40 — \$4.95  
IN 100 Lots  
SAMPLE \$5.45

Send for Descriptive Literature and Price List of Complete Line.  
**RAKE**, R. R. 22nd St. PHILA., PA.



## 1c SKILL GAMES

Recommended Like New!  
10 Totalizer 1c Game \$12.00  
5 "Penny-Pack" Ball Game  
5 "Penny-Pack" Ball Game  
5 "Penny-Pack" Ball Game  
Write for Complete Catalog of New and Used 1c Skill Games, Vending Machines, Phones and More.

**D. ROBBINS & CO.** 5416 D-24th Ave. BROOKLYN, N. Y.

New-Type Cigaret Package Developed By N. Y. Inventor

NEW YORK, July 27.—A cigarette package which diminishes in size as its contents are used has been patented by A. Weisbura, New York inventor and patent attorney. Featured purpose of the new package is that its contents are only gradually exposed during the process of using them.

Various problems in connection with the package, such as costs and machinery adjustments, are still being studied, it was admitted this week, and so far plans for marketing the package are only in the earliest stages. But the inventor is confident that his improvement has several very definite advantages from the consumer's standpoint.

While the "4-in-1" package is so designed that it becomes progressively smaller as the cigarettes are consumed, it maintains at the same time a solid sealed wrapping over most of the unused cigarettes. This is accomplished by driving the cigarettes into four separate compartments groups of five cigarettes each.

The first five cigarettes are wrapped in a single package, which package is contained in the wrapping with the first five cigarettes, making this second wrapping a 10-cigaret cigarette package.

This 10-cigaret cigarette package is in turn contained in the third wrapping carrying five more cigarettes which in turn is carried within the fourth and outer wrapper including the final five cigarettes. When the cigarette smoker opens the new Weisbura cigarette package only the outer five-cigaret cigarette compartment is exposed. When these five cigarettes are used up the outer wrapping is thrown away—the second smaller package remaining and taking up less room in the pocket than the full package did. The second wrapping seal is then broken for use of the next five cigarettes, the last 10 still remaining tightly sealed in the third and fourth compartments, which are opened in turn as required, the final package being one-fourth the size of the original package.

In addition to providing a diminished-size package as the cigarettes are used up, the new packaging does away with most of the crumpling of cigarettes and also keeps constantly fresh most of the unused cigarettes because only one of the four packages is open at a time, the others remaining intact.



NEW YORK WORLD'S FAIR, SPORLAND, owned and operated by Bill Beasley, is completely equipped by the International Amusement Reel Co., Inc., of New York. Beasley is well known for his large operations in Canada.

ment machine Sportland by Alex Berger and Marvin Kessler.

And speaking of resorts and vacation spots, including the outdoor amusement parks, the target gun machines are proving the greatest business hype to the industry this summer. The airplane simulators get the biggest play and how some are taking a tip from the war news and have put up a new target in the form of a parachuting fifth columnist. Even the women are taking to the machines.

Bill Hopkins, coin machine biggie who turned night club impresario last month by taking over the management of Duitkin's Ratskeller, is fast becoming a big figure in local history circles. The organization of a State-wide coin owners' association finds Hopkins delegated to serve as temporary chairman of the group until a regular set of officers are elected.

Charles J. Scullin has organized the International Automatic Coin Machine Co., with offices in the Commercial Trust Building.

B. Klein and Jerome Lichtman have joined forces to start the Elite Amusement Machine Co. at 1043 No. Franklin street.

A liquor license route list will be released by the Evening Public Ledger, local daily newspaper, it was announced by William Winger, advertising manager. The list will cover licensees operating in Philadelphia, Delaware, Chester, Bucks and Montgomery counties, which makes it a list machine operators having always been looking for, each name a prospective location.

The heat wave proved a boon to the drink vending machines, operators reporting that it was all they could do to replenish the stocks.

Joe Weniger pulled off the streets by the Columbia Record Co. distributors here into the office. Gives up his salesman assignment to serve as sales and promotion manager, and reports that special attention will be given to the music machine operators.

When it comes around to the business of detecting counterfeit money, Philadelphians are about the tops. Frank H. Arnold, acting supervisor agent of the Secret Service here, says that circulation of bogus currency dropped 37 per cent in the Philadelphia area for the year ended June 30, from \$130,000 to \$83,700.

Martin A. Lewis was granted permission by the Court of Common Pleas to cancel his registration for the Keystone Vending Co. and the Keystone Automatic Music Co. His future connection has not been announced as yet.

Fred Cohen and Sam Alkholz have organized the Fairmount Sales Co. at 2813 Fairmount avenue, featuring merchandising machines.

Molly Jacobs, secretary of the Pennsylvania Novelty Co., and Donald J. Pres-

man, a machine executive, will make it a marital/marital merger comes September 15.

New England Has Heavy Summer Biz

BOSTON, July 27.—The outlook for New England's summer recreation industry, considered early this year to be excellent, has proved to be just that. Coin machine men also note improvement, it is said. Europe might as well be off the planet so far as American tourists are concerned, according to the resort people, and the exploitation of the slogan "Travel America" seems doubly justified this year.

The season was slow in starting because of adverse weather conditions, but in spite of all drawbacks a more than average business has been enjoyed. That average is huge. On the basis of the best statistics obtainable it is estimated to be worth a half billion dollars a year.

Early Reached Vacation Spots The first run of the "East Wind," the new Boston and Maine train, was made just a few weeks ago. Its capacity has been practically sold out every day since. The two trains so named run daily between Washington and Northern Maine and New Hampshire over the Pennsylvania, the New Haven, the Boston and Maine and the Maine Central railroads.

About every section of New England is

now made readily accessible by railroads and highways.

Camp Season Starts

The camping season is well under way. The annual migration of boys and girls to the summer schools and pleasure camps is now at its height. The estimate of the expenditures of the non-resident students alone is \$27,000,000 a season.

The hotels and tourist camps are yearning for a truly hot spell. The summer theaters which dot three States from the Cape to the Berkshires and from the Green Mountains to the Maine coast are having a profitable summer. New enterprises of the kind continue to multiply.

Advertisement for GORRETTAS cigarette machine. Features: 7 Column, 220 Pack Capacity with stands, \$15. Includes image of the machine and contact information for Universal Distributing Co., 5800 Superior Ave., CLEVELAND, O.

Advertisement for HOME RUN cigarette machine. Features: The new colorizing High Gun Vending with a fascinating amusement feature. Includes image of the machine and contact information for RAYNE & SONS, PHILADELPHIA, PA.

Hot Weather Balks C. M. A. Attendance

NEWARK, July 27.—Hot weather was held responsible for the lack of a quorum at the regular meeting of the Cigarette Merchants' Association of New Jersey Tuesday. With only a few present, an informal session was held which was highlighted by the voting into membership of Joseph Fireman, of the Exhibit Novelty Co., Camden.

James V. Cherry, manager, reported to the installation of a new filing system in his office. While summer is considered a quiet season in CMA work, this office force has been kept busy making out new cards, of which the new set-up has required approximately 20,000.

Philadelphia

PHILADELPHIA, July 27.—Sam Lerner, head of the Stanley Music and Amusement Co., is making the most of the seaside resort business. His Stanley Sportland in the Wildwood Arcades, Wildwood, N. J., is breaking all previous records. Lerner attributes this rapid increase to attractive equipment and to his capable management of the amuse-

Patriotic Candy

BROOKLYN, July 27.—Now comes patriotic candy, a new penny novelty which is called God Bless America. Leader Novelty Candy Co., Brooklyn, has announced the addition of this new item during the past week.

The item comes with a profusely illustrated wrapper depicting American historical scenes. It is felt that in view of the current wave of patriotic emotion which is sweeping the country, particularly among the juvenile population, this name should have strong pulling power.

Advertisement for STEWART & MCGUIRE RECONDITIONED DUALWAY CIGARETTE MACHINES. Features: COMPLETELY REBUILT — BETTER THAN EVER, FORMER PRICE \$91.50, \$65. Includes image of a man operating a machine and contact information for Vending Machine Exchange, 33 W. 60th St., New York.

Advertisement for WHILE THEY LAST! USED CIGARETTE MACHINES — LOW PRICES. Features: MASTERS—5 COLUMNS—CHROMIUM FRONT (With Metal Stand) \$19.50, NATIONAL 6-26 (With Enclosed Stand) 19.50, NATIONAL 9-30 (With Enclosed Stand) 49.50. Includes contact information for BABE KAUFMAN, 250 W. 54th St., N. Y. C.

# MUSIC MERCHANDISING

## Mexico Enforces Warning Against Phono Loudness

Operators and locations join in legal steps to continue machines

MEXICO CITY, July 27.—Phonograph operators and an association of location owners met here July 10 to discuss the situation and the future prospects for phonographs. The money exchange rate is now favorable to trade and also American tourists are coming into Mexico in large numbers. However, the phonograph business here received what is expected to be a temporary setback when the government began putting a halt on phonographs in bars, restaurants, hotels and places selling mercantile products. This decree came at the aftermath of a probationary permit given to operators about six months ago, giving them this time period to effectively control the tone volume of their machines on location.

The immediate problem facing operators is to raise the funds for legal steps to get an injunction which will permit the phonographs to run. Consensus of opinion among operators is that the injunction will be granted and that the machines will remain on location.

Altho this recent ruling directly affects only the Federal District and the 3,000 or more automatic phonographs in it, it is considered highly probable that similar government action may be taken in other sections of Mexico, with ensuing injunctions following, since the Federal District is more or less of a barometer for other sections of the country on this type of regulation. At this writing, however, no similar action has been taken elsewhere.

Strongest effect that this ruling will have, despite the certainty of obtaining the injunction, will be a temporary slowing up of phonograph imports into Mexico. In other words, until the cost of the injunction is absorbed by normal operations. Sale of machines, according to distributors, will show a slackening up, too, until operators feel sure ground under their feet.

However, distributors, too, point to the fact that the harm done will not be as detrimental as it might have been, due to the recent change in the value of the Mexican peso, which is now selling at 4.80 to the dollar, instead of the 6 to 1 ratio of a couple of months ago. This change has considerably dropped the price of phonographs imported for Mexican distributors and operators, accordingly.

Another factor on the credit side of the situation is the national political status, following the recent elections.

## Tell of Phono Revamp Features

CHICAGO, July 27.—"One of music's greatest merchandisers, recently offered to music men, is the Heads-Up Selector," declares Max Glass, Gerber & Glass official.

"It is always the intention of music men to make music operating more profitable and an easier job. In the past there have been many improvements that have helped toward this goal, among them our changeover equipment. Now the Heads-Up Selector goes even a step further to make more patrons play more music. It's a keyboard selector that adds to the appeal of the 16-record phonograph and only takes a few minutes to install.

"The Heads-Up Selector has beautiful red and white, extra heavy, plastic keys, solidly mounted with no moving parts to receive wear. It's brilliantly lighted with additional lighted front panels and extra large cancellation button. To finish off its dazzling beauty, the Heads-Up Selector is housed in chrome. It's the most beautiful selector ever made for any phonograph and it's passing the real test of any product manufactured for operation,"

which did not materialize into the revolution so widely propagandized in the United States. Result is that a large influx of American tourists has started into Mexico the past few weeks, many of the travelers being persons who had either previously canceled their trip, or who had wanted to see what would happen here.

Other than the expense entailed by the operators' injunction, persons connected with the automatic phonograph business down here do not look for any other influencing changes before next December, when the new president takes office, and even then it is anticipated that business generally in Mexico will be much better, due to the policy the United States is now shaping up thru the present Havana conference.

## Miraben Features Phono Selector

CHICAGO, July 27.—Ben Lutsko, head of the Miraben Co., Chicago, reports that his firm is now featuring the Heads-Up Selector manufactured by the Packard Mfg. Co. Miraben was recently authorized to act as a distributor, Lutsko reports.

"This is one of the greatest items to benefit phonograph operators we have ever featured," said Lutsko. "In order to feature the item we are completing arrangements whereby we will furnish a completely remodeled 16-record machine with the Miraben modernizing parts plus the Heads-Up Selector.

"We are also making arrangements to install for operators the selector on their present machines. Operators may also buy any of our modernizing parts, plus the Heads-Up Selector. Operators may obtain from Miraben either the lead-

visual selector or the glamorized revamp Miraben parts separately.

"We now have on display a completely remodeled 16-record phonograph with Miraben modernizing parts plus the new selector. Everyone is invited to visit our factory and see this completely remodeled phonograph."

## Detroiters Hit Naughty Disks

DETROIT, July 27.—To keep naughty recordings out of automatic phonographs, the United Electrical, Radio and Machine Workers of America, Local 737, has established a modified censorship, the controls council, was informed Monday.

Roy Small, business representative of the union, said in a letter to the council that his organization had found one record slightly "suggestive." Small advised the council that, in co-operation with distributors, his organization had had the record eliminated from machines supplied by a Detroit operating firm.

"We want to keep these machines acceptable to the public," Small said, "and we are doing our part to keep objectionable records out of the machines."

## Patriotic Disk Gets Good Play

SPOKANE, Wash., July 27.—At least one patriotic record is a best nickel seller with at least one music machine operator. The disk is God Bless America.

Mr. E. M. Perry, who helps her husband manage Interstate Novelty Co. and Pacific Distributors, says: "I've had this number—both Bing Crosby and Kate Smith recordings—on our machines for a couple of months. After a heavy play at first it fell off, but in past two weeks has ranked as one of the five best money-makers. It's heartening to watch the faces grow tense when God Bless America goes on."

## Portable Roadside Dance Floors New Field for Music Machines

DETROIT, July 27.—A new type of location for music machines has made its debut here. It is the small, portable open-air dance floor that is being installed next to roadside refreshment stands to attract additional business. Operators view this move as a method of creating more spots for automatic phonographs.

Idea seems to be catching. Installation is a simple matter, as the floors are approximately 20x30 feet and the application of a coat of wax at intervals seems to be the top upkeep expense. Dance floors must often be exempt from municipal ballroom taxes by virtue of their location beyond city limits.

Many stand-owners are going for the idea in a big way, operators contend. No admission is charged and the only outlay of money on the customer's part is

the nickels used to keep the music machine going. The location owner figures in the picture because the music and dancing accommodations draw more people to the stand, get them to stay longer and eat and drink more. The size of the floor also eliminates that psychological dread of dancing on a practically empty floor. Spots with dance floors appeal especially to the literatures who heretofore danced in front of the stand on the gravel.

While this idea is getting a tryout here with stands near the city limits, it has possibilities of spreading far and wide. It will be the niceties, some ops say, of bringing name bands to the crossroads and opening a number of profitable paying locations as such spots seem especially designed for music machine operation.



OSBORN MUSIC CO., WURLITZER DISTRIBUTOR, is located in both San Francisco and Los Angeles and both centers of operation have been keeping the organization busy supplying automatic phonographs. Above is Osborn's Los Angeles showroom in which are, left to right, Bernard Kolda, Wurlitzer music merchant; A. Galloher, Osborn secretary; D. R. Osborn; H. L. Stauter, Osborn salesman, and A. D. Osborn.

## Indiana Distrib Hails Mel-o-Tone

TERRE HAUTE, Ind., July 27.—Automatic Distributing Co. here is enthusiastic over the new Mel-o-Tone phonograph," according to Frank Merkle, sales director of the Herbert Corp. "Automatic has placed another substantial order for Mel-o-Tones," says Merkle.

"Not only is the Mel-o-Tone phonograph proving immensely popular with operators in this territory, but they are reporting increased operating earnings from their locations," he continued. "Automatic Distributing says that operators have been reporting to them that Mel-o-Tone's simplified mechanism has reduced service requirements to the minimum. Other features of the phonograph, such as its beauty, magnificent tone, full-face support of records to prevent warping, positive plug selector and intriguing selection keyboard, have all had their full share of praise.

"All in all," Merkle says, "Mel-o-Tone's popularity is increasing rapidly day by day and the enthusiasm expressed by Automatic is indicative of the reaction we are receiving from all parts of the country."

## Eye Appeal Motif Of Baker Selector

CHICAGO, July 27.—"Eye appeal is sales appeal—that is what the engineers of the Baker Novelty Co. had in mind when they designed the Baby Grand light-up selector, which is now being delivered," reports an official of the Baker firm.

"The unit is the last word in beauty. The case is of molded transparent plastic, lighted from within. The piano keys are of like material in harmonious, attractive and contrasting shades. The unit not only adds color and life to old equipment, but it is a practical, inexpensive accessory which affords ease and quickness in making selections.

"Eye appeal and ease of operation of the Baby Grand Selector invites the public to play, which is reflected in increased collections. Another important feature is that the unit can be installed by a few seconds on location by anyone. The Baker Novelty Co. offers this unit under its usual guarantee of satisfaction."

## Music Trades Show Meets in Chi

CHICAGO, July 27.—Over 4,000 retail music merchants are expected to attend the 39th annual convention and music trade show of the National Association of Music Merchants, Inc., at the Sierra Hotel here July 30 to August 1.

An opening-day luncheon and get-together will be held in the grand ballroom July 30. The event will be followed by numerous meetings of various groups within the association.

Speakers who will appear during the convention include Col. Frank Knox, secretary of the navy; D. P. McCormack, Gen. DeWegen, Samuel D. Harris and other prominent music men.

Exhibitors known to coin machine men include Columbia Recording Corp., Decca Records, Pfanzschl Chemical Co. and RCA-Victor Mfg. Co.

## Use Phono Disks For Sales Talk

NEW YORK, July 27.—Add uses of phonograph records—the organization of Merrill Lynch, E. A. Pierce & Co., Inc., dealing in investment securities, has made a series of phonograph records for salesmen to carry when meeting prospective customers. Officials declared that it was more effective than printed portfolios, because the spoken word will hard to ignore, while the printed word could be easily skipped over.

The firm is also using records to train new salesmen. Imaginary prospects are interviewed and logical sales arguments are recorded on disks. Salesmen, they have found, can be more quickly trained using this method.

# Letter Recalls Edison's Movie Machine of 1893

To the Editors:  
Now that we movie patrons of America have recently viewed with full accord two great epics about Edison, the boy and Edison, the man, it would be timely to give second thought to the credit that this great genius of another decade took in development of the coin machine industry. For the invention of electricity and the bulbs that flicker and give us light and reason for playing of all coin-operated devices are not the only things we must give homage to Edison for in creation of the modern device.

Looking in a recent issue of *The Billboard*, you note ads in the amusement machine section telling of the plans for only coin-operated demonstrations of movie machines. Electricity will operate the machine and there will be electric bulbs to furnish necessary light. But let's take a step back into the pages that are bound in a copy of a leading newspaper of the South printed in the City of New Orleans.

The *New Orleans Daily Picayune* of July 11, 1893, tells of Thomas A. Edison's invention of a new kinetograph, which was ready to be put on the market at that time and was the latest of a number of nickel-in-the-slot-machines, invented by the Wizard of Menlo Park.

This machine consists of 1,000 in-

flight, a horse race, a diver under water, a yacht race, etc.

"Mr. Edison was asked if he had been to the Chicago World's Fair as yet, but he said he may go later and anyway he didn't see where anything could be gained by his going."—PHIL MUTH.

## Denver

DENVER, July 27.—Gibson Bradshaw, of the Denver Distributing Co., is scheduling a business trip that will take him thru Southern Colorado, New Mexico and Juarez, Old Mexico.

P. E. (Morris) Morrison, an old-time operator of Greeley, Colo., has converted to music-box operations and made his first remote-control purchase recently.

Jim Gaddis, territorial salesman for Modern Music, reports a fine upswing in business in the Southern Colorado and New Mexico territory, with Albuquerque, N. M., particularly good.

Recent Denver visitors looking over the offerings of the various distributors included Mr. and Mrs. Henry Chipp, of Rock Springs, Wyo.; Vernon Scott, of

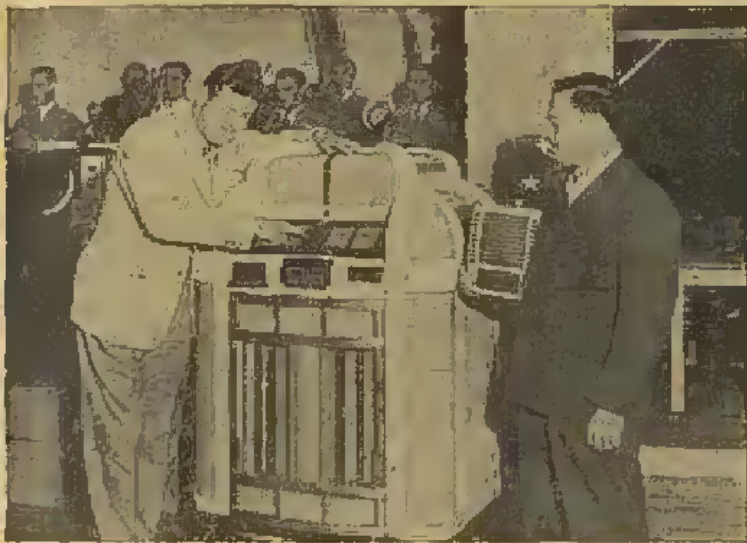
# EASTERN HEADQUARTERS OF THE BUCKLEY MUSIC SYSTEM



FOR OPERATORS IN  
NEW HAMPSHIRE  
VERMONT  
RHODE ISLAND  
MASSACHUSETTS  
CONNECTICUT  
NEW YORK  
NEW JERSEY  
AND  
PHILADELPHIA

THE BUCKLEY MUSIC SYSTEM has been acclaimed by operators "The World's Finest!" It utilizes any old equipment! It gives POSITIVE ACTION! Engineered by factory experts who are now in New York from Chicago to help all Eastern phone operators to the BIGGEST PROFITS IN MUSIC HISTORY!! Write, Wire or Phone—Our factory experts will instantly contact you!

**BUCKLEY MUSIC SYSTEM INC.**  
680 BROADWAY - BROOKLYN - N. Y.



A SEEBURG SYMPHONOLA COLONEL and Seeburg Wall-a-Matics provide patrons of the Blue Moon night club, Wichita, Kan., with music when the orchestra is not playing. Herbie Katz, whose orchestra is now filling an engagement there, selects a favorite recording while Walter Bein, of the Wichita office of the Music Service Corp., stands by with a Wall-a-Matic.

phantoms photographs of one scene flashed rapidly before an electric light. The pictures fly so fast that they all merge into one.

"The scene represents three men at a large hammering a piece of red-hot iron. The picture is so perfect in action, perspective and proportion that it was exactly the same as if the scene was looked at thru a camera-obscure. Every action of the men was shown.

"One suddenly threw down his hammer and motioned toward a bottle of lager beer on the ground. This was handed to him by one of the men. He lifted it to his mouth and took a long drink and, after handing it to a second man, spit on his hands and grabbed his hammer, beginning to pound the iron on the anvil with renewed strength. The smoke from the forge rose steadily into the air in curls and circles, and the sparks from the anvil flew in all directions.

"Mr. Edison said that the photographs of this scene were taken at the rate of 4 1/2 seconds by a series of cameras and that there were 1,000 of them in the machine, which will operate only when a nickel is put into the slot. When a photograph is attached, he said, the sounds of the hammering are heard as well as the talk of the men. When this photograph is attached the instrument is operated to be called a kinetograph, but when it is shown without the sound or music it is called a Kinetoscope.

"Mr. Edison calls the machine a sure winner and says that any kind of scene can be represented, including a prize

fight, a horse race, a diver under water, a yacht race, etc.

Medicine Bow, Wyo.; Morris Avery, of Greybull, Wyo., and George E. Parsons, who recently entered the operating field in Rawlins, Wyo.

Modern Music has just completed the installation of an 18-wall-box Seeburg remote-control unit at Murphy's, one of Denver's top dining spots. Murphy says the boxes add to the beauty of his dining room and cocktail lounge.

Jack Shuman, of Wyoming Vending Co., Cheyenne, has just placed an order for five remote-control units.

D. E. Burns, of Grand Junction, Colo., reports that remote-control operations have tripled his usual earnings with ordinary music boxes.

J. I. McClelland, Seeburg factory representative, who has been working in the Colorado territory, is transferring operations to Kansas and Nebraska.

John Hubbard, operator of Del Norte, Colo., when in Denver last week placed an order for two new phonographs and a Christie-Chatter play gram.

L. N. Shuman, of Modern Music Co., is incorporating a collection of 20 photos of remote-control installations into a sales manual he is compiling.

Denver Sales Co. has been appointed Keeney distributor for Colorado, Wyoming and New Mexico. A school is to be

## PHONOGRAPHS FOR QUICK SALE WURLITZERS SEEBURGS

412 LIGHT-UP GRILLE.....	\$ 22.50	A — LIGHT-UP GRILLE.....	\$ 22.50
412 LIGHT-UP GRILLE.....	32.50	A — UNIVERSAL CAB.....	45.00
412 UNIVERSAL CAB.....	45.00	J — LIGHT-UP GRILLE.....	25.00
616 LIGHT-UP GRILLE.....	54.50	C.....	25.00
24.....	105.00	ROYAL.....	24.50
600A.....	150.00	CASINO.....	140.00
61 — COUNTER MODEL.....	85.00	GLE.....	125.00
		MAYFAIR.....	135.00

**ROCK-OLAS** 22 Record Universal Cab., \$43.00 Imperial 20 \$55.00 De Luxe \$125.00  
Every Phone Guaranteed Regardless of Price. Ready for Operation. Enclose 1/2 Deposit. We Ship Balance C. O. D., F. O. B. Philadelphia, Pa.

**KEYSTONE VENDING COMPANY** 1423-25 Spring Garden St. PHILADELPHIA, PA.

Being Released Right Now!  
Hoagy Carmichael's latest song hit . . .

**"CAN'T GET INDIANA OFF MY MIND"**

for Decca	for Columbia	for Columbia
<b>BING CROSBY</b>	<b>KATE SMITH</b>	<b>HORACE HEIDT</b>
for Decca	for Vocalion	for Victor
<b>BOBBY BYRNE</b>	<b>RAY HERBECK</b>	<b>HAL KEMP</b>
for Bluebird	for Varsity	for Bluebird
<b>DICK TODD</b>	<b>JOHNNY MESSNER</b>	<b>GRAY GORDON</b>

**SANTLY-JOY-SELECT, INC.**  
1519 Broadway New York, N. Y.

conducted in the near future for operators and servicemen, at which time factory men will discuss Keeney's wall box and anti-aircraft guns.

The tourist season is not only a boon to coin-operated phonographs but to individually owned phonographs, too, according to Henry Yohanan, of the Record Shops, who reports a fine spurt in business, with last week running third in sales volume since the shop opened.



America's Smash Hit

# "I'LL NEVER SMILE AGAIN"

by Gene Krupa

#5643—I'LL NEVER SMILE AGAIN

Vocal Chorus by  
Howard Du Lang  
MAYBE

Vocal Chorus by Irene Day

ON THE NEW

## Oké RECORD

OKÉ IS THE NEW NAME FOR VOCALION RECORDS.

INSTEAD OF VOCALION

... JUST SAY Oké



ORDER FROM YOUR DISTRIBUTOR TODAY!

## Oké RECORDS

### Detroit

DETROIT, July 27.—M. T. Blum, of the Ajax Novelty Co., reports a lively and favorable reaction among Up-State operators to the new Baldy Eggid Five Gith. Ajax Novelty Co. also has taken over distribution for the new Target Pistol made by the A. B. T. Co.

Detroit Gola Machine Exchange, jobbing house operated by Al Shifrin, has moved from Grand River avenue to a new downtown location at 496 West Columbia street.

Raymond St. Onge, who used to operate routes of both music and cigar vendors under his own name, has withdrawn from the music field to concentrate exclusively on cigar vendors. He has taken the firm name of Smoking Vending Machine Service and established operating headquarters on Crane avenue, on the east side.

Concentrating on summer reboil locations at present, St. Onge told The Billboard that business has been low the last two weeks due solely to the unfavorable weather conditions, which have hurt all outdoor business in this territory, but that the distinct change for warmer weather, with decreased rainfall, of the current week indicates a decided pick-up ahead.

August English, who is operating the penny arcade at Edgewater Amusement Park, Detroit, is being assisted by Mrs. Paschall in the business now.

Lora Quakenbush, one of the few women operators in the business, is manager of the new Detroit Automatic Hoosier Co., which operates the new wired music service manufactured by Automatic Musical Instruments Co., of Grand Rapids.

Nelson Amusement Co., Detroit operating organization, has been enlarged by the addition of Harry Nelson to partnership. Harry is a nephew of (See DETROIT on page 74)

# Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators



## GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**I'll Never Smile Again.** When some songs make this top section, it's a surprise. But in the case of this fine blend of commercialism and beauty of melody there never was much doubt as to its ability to head for the top in a direct line and reach it in short order. Now that it's up here it looks good to remain for a good many weeks. **TOMMY DORSEY**, of course, has the record that made the song—one of the best to be turned out by a name artist in months. You'll be needing this disk for a long time now.

**The Woodchopper Song.** (18th week) **GLENN MILLER**, **ANDREWS SISTERS**, **WILL GLAHE**, **KATE SMITH**.

**Playmates.** (11th week) **KAY KYSER**, **MITCHELL AYRES**, **Make Believe Island.** (7th week) **MITCHELL AYRES**, **DICK TODD**, **HICK JURGENSEN**.

**Imagination.** (5th week) **GLENN MILLER**, **TOMMY DORSEY**, **ELLA FITZGERALD**, **KATE SMITH**.

**Where Was I?** (4th week) **CHARLIE BARNET**, **JAN SAVITT**, **The Bronze and I.** (3d week) **JIMMY DORSEY**, **CHARLIE BARNET**, **FRANKIE MASTERS**.

**Sierra Sue.** (2d week) **RING CROSBY**, **GLENN MILLER**.

## COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**I Can't Love You Any More Than I Do.** Pointing for top honors in this one, not with the same definite assurance that *Smile Again* had when it was climbing, but showing enough indications that it will make it. **BENNY GOODMAN** and **MITCHELL AYRES** are the standard-bearers here.

**Fools Rush In.** Also a strong number that is displaying signs of growing even stronger in this ballad, which in its music and lyrics is superior to most. Although last week it seemed to be a little bit lost in the shuffle, it made enough strides forward the past seven days to put it in one of the best positions among rising songs. **GLENN MILLER** and **TOMMY DORSEY** split up the honors on it.

**Here My Song, Violetta.** Climbing nicely in this foreign importation, and this week finds the **WILL GLAHE** record added to those already clicking in the machines, the two biggest of which are **GLENN MILLER** and **FRANKIE MASTERS**. This gives every sign of continuing to grow in popularity and it's one that operators cannot overlook.

**Pennsylvania 6-5000.** With **GLENN MILLER'S Slow Freight** ending off considerably, this Miller disk is coming into its own and attracting more and more attention every day. It's in the familiar *Fascino* junction and in the blood Miller vein, and while it may not be as big as those two (after all, *Freight* was in the same vein and not too much happened), a great many ops are playing it profitably now, and there's every reason to believe that a great many more will be doing the same thing before it's thru.

**When the Swallows Come Back to Capistrano.** Catching on well enough in this song whose title has a special meaning for every true Californian, inasmuch as the annual one-day return of the swallows to the Capistrano Mission in Southern California is practically a religious festival. A number of recording artists are getting a play on it in the boxes, among them the **INK SPOTS**, **GLENN MILLER**, **LARRY CLINTON**, **KAYSER CUGAT**, **JACK LEONARD** and **DICK TODD**.

**Six Lessons From Madame La Zonga.** Showing much more life this week is this clever novelty number, which deserves a better fate than it has had the past couple of weeks, when its progress was anything but in proportion to its real merit. The past few days, however, have brought about a noticeable increase in its phone popularity, particularly in the **JIMMY DORSEY** version. **CHARLIE BARNET'S** remains in the music machine picture, but not as strongly this week.

**God Bless America.** The great amount of publicity this Irving Berlin patriotic song has received lately, plus the general patriotic wave sweeping over the country, is accounting for some increasingly heavy plays in the machines for the **KATE SMITH** version.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

**Blue Lovebird.** (6th week) Not much life. **MITCHELL AYRES**, **KAY KYSER**.

**Slow Freight.** (5th week) Going downhill again. **GLENN MILLER**.

**Shake Down the Stars.** (4th week) Slipping. **GLENN MILLER**, **ELLA FITZGERALD**.

## POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for such machine success among new record releases. These suggestions are based upon radio performance, their music files, 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.

**Tennessee Fish Fry.** Gaining a bit of popularity in certain locations that may bring general favor for this rhythmic number from the American Jubilee show at the New York World's Fair.

**I'm Stepping Out With a Memory Tonight.** A sentimental ballad that is starting to attract attention. A likely looking bet for the phones.

**I'm Waiting for Ships That Never Come In.** The latest **RING CROSBY** recording, and the song is not the best **CROSBY** ever recorded by far. **Who's Yehoodi?** If the **KAY KYSER** records of *Three Little Fishes* and *Playmates* were successful (and they definitely were), this should be equally so, if not more so. It happens to be a better job than either of those, and it's perfect machine fodder.

**Devil May Care.** A bit of attention is going to this ballad, altho it doesn't stand out as the most promising bet for the boxes among the newest record crop. It has a chance, however.

\* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

# The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 302

LIST PRICE, 75c

26887 "Whisper Happened to You" The Rhythma-Gods—Harold Xavier Chant and His Wedding—Astoria Orchestra

26888 "Only Forever" Tommy Dorsey

26887 "A Million Dreams Ago" Wayne King

26888 "Mary Had a Little Lamb (A musical caricature)" Alton Templeton

26888 "Body and Soul" Alton Templeton

26887 "One Look at You" Wayne King

26888 "Mary Had a Little Lamb (A musical caricature)" Alton Templeton

26888 "Body and Soul" Alton Templeton

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Praise From Canada

**D**UE to the war, which is demanding the services of many musicians and entertainers, the music box is playing a greater role than ever before in Canada in supplying music and entertainment. Operators report that music box locations in some towns are as plentiful as the local movie theaters and the latest tunes are eagerly played as soon as placed on the machines. Some night clubs have been unable to obtain musicians, but report that the machines are doing a better-than-expected job of substitution.

Summer Theaters Use Them

**S**UMMER theaters in New York, New Jersey, New Hampshire and Maine are finding the music box a great help in supplying dance tones after the nightly performances. Neighboring operators look upon these spots not only as excellent locations but as a means of gaining favorable publicity for the industry.

News Notes

**B**UDDY ROGERS is leaving his band Thursday (1) to return to the terrain. He was given a contract by 20th Century Fox Pictures. Johnny Morris, drummer with the band, took over the leader's job. . . . Peggy Mann, former vocalist with Epoch Light's band and who has made many records with that outfit, has joined Dave Dennis and his Orchestra. Light, recuperating from a recent auto accident, will resume on records as soon as he regains his health. . . . Paul Mason, sax man with Tommy Dorsey's band, is his new comedy singer and will soon be heard on Tommy's new releases. . . . Ray Kluney has just recorded his first four sides for Victor, all featuring Hawaiian tunes. . . . Virginia O'Brien, comedy singer who was first discovered in a musical revue, Meet the People, in Hollywood, and later appeared on Broadway in *Keep Off the Grass*, has signed a contract with Columbia. Her first two recorded tunes are *Clear Out of This World* and *Pico in a Tux*. Both songs were published in the Broadway show.

Vocals Still in Demand

**T**HE weekly batch of mail brought an increased number of letters from operators in the Boston area insisting that vocals make or break a record. Regardless how catchy a song may be, they maintain, a good vocal really adds the type of appeal that induces customers to part with their nickels. And to back up their belief, they inform that a recent survey indicated that all leading music box records have had vocals.

Stunts

**R**ECORDING orchestras using some of their success to long-term engagements in leading hotels or nightclubs have been writing special dedicatory compositions, using either the name of the place or some symbol in the title. And the recorded versions have been meeting with some measure of success on music box locations, too. A current leader is Glenn Miller's Pennsylvania 6-8000, the telephone number of New York's Pennsylvania Hotel, where the maestro developed a tremendous following. A new release is John Kirby's *Jumpy* in the Pump Room, which musically describes the leader's record

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

engagement at Ambassador East's fashionable Pump Room in Chicago.

This and That

**S**HERILA BARNETT and Carol Bruce, Broadway comedienne and singer, respectively, have recorded their most famous specialties for Schirmer-Records. They should find a market in the clearer locations. Miss Barnett recorded *Make Like Garbo* and *The Socialite Singer*, while Miss Bruce, now appearing in *Louise's Purchase*, recorded the title song and *The Lord Done Fixed Up My Spool*. . . . Sammy Kaye will make his second record for Varsity in the middle of August. . . . Jack Freedman, of Philadelphia, is urging his college students to promote good will among the students thru publicity and advertising in college newspapers.

Territorial Favorites

**F**OLLOWING is a list of reports from operators located in various sections of the country, who have noted locally favorite artists and records. These favorites are listed in addition to the national leaders listed weekly in the Record Buying Guide.

NEW YORK:

Wedding Bells, Sammy Kaye.

This is the first record Kaye made for Varsity and the reaction in the East is favorable. Operators like the arrangement of this old tune and feel that a revived interest will be shown in it on a majority of locations.

CHICAGO:

Five Foot Two, Eyes of Blue, Tiny Hill.

A corny record, well played, and liked in Midwestern locations. Hill has been around Chicago for years and boasts of a large following. No entry is attempted, and operators serving locations catering to the masses say that this one is climbing fast.

ST. PAUL:

It's All Over Now, Art Kessel, Dick Todd.

Both of these personalities have been making rapid gains among music box fans. While Kessel's interest record activity is of comparatively recent origin, his personal appearance engagements thruout this area and his remote broadcasts have boosted his popularity on music boxes.

BOSTON:

I Am an American, Gray Gordon.

This timely record has been given plenty of publicity. Also, a special promotional campaign has been started by Gordon in New York, where he is appearing at the Edison Hotel. It is a patriotic record that doesn't go overboard on flag-waving.

CHARLESTON:

Louiana Purchase, Ray Noble.

West Virginia operators have been playing many copies of this record lately due to the popularity of the musical by the same name in New York and due to the good-box-office name Noble has around these parts.

The tune also is being played frequently over the air.

Radio's Leading Songs

**T**HE following is a comparative list of 30 songs broadcast most often during the week ended July 28 (this week) and the week before, ended July 19. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1. I'm Nobody's Baby	1
2. IT Never Smiles Again	3
3. Feet's Rush In	5
4. The Brerax and I	4
5. Sierra Sue	2
6. You're Lonely and I'm Lonely	7
7. Happiness of You	6
8. Madame La Zonga	8
9. I'm Stepping Out With a Memory	9
10. When the Swallows Come Back	10

## Buckley Opens Eastern Quarters

**NEW YORK, July 27.**—Buckley Music System, Inc., has opened offices for Eastern music ops at 800 Broadway, Brooklyn, De Witt (Doc) Eaton is in charge, with factory engineers and experts on hand to help the Eastern trade to get going with the Buckley Music System, it is reported. "The Buckley Music System has already proved itself the world's finest," said Eaton. "Music operators who already have installed it in their locations here report that it is the best that they have ever seen. Our offices here will be in position to give operators thruout the zone instant service. "We have engineers here now from our Chicago factory who are ready to travel to any city in our territory to show the operator just how easy it is to install the Buckley Music System. We feel sure that the operator himself will admit that this is the most simple of all music systems as well as the best."

## DETROIT

(Continued from page 73)  
Maury Nelson, the founder, and Henry Nelson, his brother, who latter joined the firm.

Garrett A. Smith and Stanley Szumski are among the new operators attracted to the music business here in recent weeks.

Albert B. Coomer, Dearborn, Mich., operator, has moved headquarters to a new location on Ferns avenue. He is a specialist in amusement machines.

Arthur Slacht, who formerly operated in his own name, has changed his headquarters over to the Glats Vending Co. with headquarters on Main avenue.

Frank O. Hanosh, manager of the De Music Co., has re-established headquarters on Elmwood avenue.

M. C. Olson, assistant to Jack Nelson of the Rock-Ola Co., was a Detroit visitor this week, contacting local distributors and operators.

Al Freundlich, pioneer in the record field in Detroit, with Al's Record Mart on Broadway, reports plenty of activity in the record buying field among operators lately.

Ashley Farr has entered the music operating business here, with headquarters in Highland Park.

Holly Mfg. Co. is rushed with orders for its new grip scale. Manager Stuart A. Howard reports. The company has designed a new stand for the machine.

Louis Berman, back from New York, has formed the Capital Amusement Co. with Philip Schacht as a partner.

Normie Burns, one of the oldest active operators here in years of service, has moved back to his old headquarters on Field avenue. His specialty is the patent vending field.

Garrett A. Smith, who has the Laid Confectionery on Merchants avenue, is now active in the music machine business as well. He is adding the new Seeburg Wabomatic equipment to his route.

Ben Letkowitz, of the Auto City Candy Co., is specializing in major neighborhood theater locations.

## An Unusual Phonograph Article

Human-interest stories about coin-operated phonographs for the Sunday newspaper supplements can be written so as to not portray the phonographs in an unfavorable light. Such an article appeared in The St. Louis Post-Dispatch July 7 in the Sunday magazine section.

The article is signed by Clarissa Start. The secondary heading of the article says, "Don't Call Them 'Juke' Boxes."

The article estimates there are 3,000 phonographs in St. Louis and that the total play per week on these machines reaches \$21,000. "The operators get about \$11,000 of this total weekly play," the article states. It reports there are 65 or 70 music operators in St. Louis.

Phonograph association officials are quoted to advantage and the article also gives some operators' ideas on phonograph records.



COUNTER OF VALENTINE'S RESTAURANT, Medford, Ore., has been equipped with Kenney Wall Boxes. The boxes enable patrons to enjoy their food with music and make the time waiting for food pass much faster—to the advantage of both location and operator.

Up your TAKE with these LATEST HITS by

# WOODY HERMAN

AND HIS ORCHESTRA

The band that plays the blues

Herman at the Sherman No. 3272

You Think of Everything Mr. Headliner No. 3247

ON DECCA RECORDS

# EASTERN FLASHES

NEW YORK, July 27.—This could well be described as "rumor week" here. Town is full of them and they concerned everything from revolutionary new machines down to switches in routes.

### AROUND THE TOWN

Some of the columnists found here are becoming regular air commuters to Chicago these days. Nat Cohn flew there this week to get more Jennings' Roll in the barrel machines for the Modern Vending offices. . . . George Panser came twice to CHI via the air route last week to look over the new products being showed by the manufacturers. . . . Jack Mizelick left on a motor trip last the South. . . . Back to his desk in Newark, L. E. came Keris Backe brown as a nut after a vacation of tennis. . . . In two weeks Stewart Sales Machine Co. will have the first samples of its new tender and cigar machine on display. Julius A. Levy, sales manager, reports. . . . Walter Reed and Bill Bolten of Wurlitzer, soon at the New Yorker with some of the town's leading music men. . . . Rudy Greenbaum of Inland Corp. is back from a trip thru New York State and Pennsylvania in behalf of Heads-Up Selector.

### BROOKLYN BITS

"Up, up, up"—that's the way sales on Chicago Cohn's Polo are going," report Jack Semel and Al Blason from the Savoy Vending offices. "Polo's a game we think will be a money-maker for a long time to come," they maintain. . . . John Green, of Exhibits, spent some time with Bill Alberg and Charley Aronson, of Brooklyn Amusement. He reports business well. . . . DeWitt (Doc) Eaton, of Buckley Music System, Inc., Brooklyn, is hitting New England ops to write in for the expert advice of factory engineers on Buckley wall boxes. Fitzgibbon is now at Doc's offices to help the boys.

### OPS AND MACHINES

National's unusual credit plan is sticking with ops everywhere, according to Bill C. Backe, president. "The 10 per cent down and 10 per cent-a-week idea seems to be just what the merchant" he says. "We feel that the plan is helping plenty of ops back on their feet, as we apply this plan to both new and used equipment." . . . Down at Modern Vending the other day Harry Rosen, Max Karkoff and Joe Darwin, Wurlitzer representatives, checked the sales figures for June and found sales of new phones ahead of any year since 1936. "Schoney" Schenberger, of Modern's record department, also claims to have had one of the busiest months of the year. . . . "With Genco putting out one hit after another, it looks like I won't be able to take time out for any real vacation this year," states Bert Leno, of Seaboard Sales. Bert, however, commutes daily from the mountains, where he has a summer cottage. . . . George Panser believes there will be a definite pick-up in all parts of the music machine business very soon. He and Jack Mizelick were seen rushing around town, closing deals on Mills Emprints and wall boxes all week.

### COIN SHOTS

At the International, Mutoscope iscoy men are working harder than ever trying to get enough Sky Fighters to meet the demand. "We're also going at top speed on Photomaths, our postcard tender and our complete line of arcade equipment," reports President Bill Rabkin. . . . Dave Simon says it looks like the demand for Kenney's machine gun and wall boxes will never let up. Over at Simon Sales, Dave, along with Murray Bender, Jimmy Hunt and Marty Rosen, are busier than ever. . . . The new Bally game, Vacation, is capturing a lot of attention, reports Jack Fitzgibbon. "The game is actually based on suggestions of one of the local ops and is sure to go over big here." . . . Lou Cantor, of L. H. Cantor Co., distributors for National elgaret machines, says it's not the weather that's giving him a headache but his inability to get deliveries fast enough. Walter Strauss, his Boston, mate, also has the same trouble. Lou says, "In fact," he stated, "Boston ops won't even let Strauss keep a sample in his show-room." . . . Alvin Irving Mitchell, has been operating the S. L. Mitchell & Co. for little over a year, he's been selling machines for many more. Mitch says this has been the best summer for many years.



TED BUSH, president of Acme Novelty Co., Minneapolis, is a live wire who has surrounded himself with a smart selling organization, according to Wurlitzer officials. Acme boasts of a splendid display room in its large, modern building.

### JERSEY GOINGS

Action is getting speedier every day in Newark. . . . In addition to reporting a big demand for Chicago Cohn's Polo and Gottlieb's Trappers, Irving Morris, of the George Panser office, is in the midst of his annual summer sale in which he reports he's slashed prices to introduce his firm to ops all over the country. . . . Jack Kay, of Ace Distrib, reports he's selling more and more Genco games. . . . Dave Stern plunges into the remodeled phone market and offers machines featuring Heads-Up Selector. . . . Lew Orenstein is going too fast these days even to pay attention to the heat. . . . Jack Berger is back from that fishing trip all smiles and happy. . . . Al S. Cohen, of Acme, getting ready to move into his own building at 410 Astor street, Newark. Al reports he intends tossing a big party for the trade to celebrate the opening. . . . Sylvia Mack, secretary of the New Jersey Cigaret Operators' Association, has left on her vacation. . . . Barney Sugarman, of Royal Sales, still lays claim to being the champ commander of Jersey coinmen.

### PHILLY FLASHES

I. H. Rothstein is all enthused over the new products being unveiled and believes big things are in store for the industry. . . . Wheels are humming faster than ever at the Joe Ash Active Amusement offices. . . . Alho one of the newest jobs in the city, Al Rodstein, of Arco Sales, is reported doing a bang-up business. . . . Sam Stern, of Kaynote Vending, Rock-Ola distrib, has shown some that are really something to see. The business systems used by the firm are also top. . . . Roy Torr is going strong for counter games, all the working many other kinds of lines, too. . . . Bill Gross, of Lehigh Specialty, offered to bet Bill Garsh, of New York, 10 to 1 that "it'll be a boy." . . . Plenty action reported by Joe Eisen, of Penn Coin-Matic, Wurlitzer distrib. . . . Big item

## EFFECTIVE TODAY AS LONG AS THEY LAST AT THESE NEW LOW PRICES

WURLITZER 500	\$159.50	SEEBURG, 1935 Selectaphone	\$ 15.00
WURLITZER 600	149.50	SEEBURG, 1934 Selectaphone	10.00
WURLITZER 24	79.50	ROCKOLA DELUXE, 1939	149.50
WURLITZER 616, in Illuminated Cabinet	69.50	ROCKOLA STANDARD, 1939	139.50
WURLITZER 616	49.50	ROCKOLA MOHARCH	79.50
WURLITZER 412, in Illuminated Cabinet	49.50	ROCKOLA IMPERIAL, 20	45.00
WURLITZER 412	30.00	ROCKOLA, 16-Record	39.50
SEEBURG CLASSIC	179.50	ROCKOLA, 12-Record	22.50
SEEBURG VOGUE	169.50	HILLS STUDIO	35.00
SEEBURG MAYEAR	139.50	HILLS DO RE MI	25.00
SEEBURG PLAZA	125.00	HILLS ZEPHYR	25.00
SEEBURG CASINO	119.50	HILLS SWING KINGS	25.00
SEEBURG CONCERT GRAND	125.00	HILLS DELUXE DANCE MASTER	15.00
SEEBURG REGAL	125.00	HILLS Regular DANCE MASTER	10.00
SEEBURG GEM	119.50	CINEMATONE, Penny Phonograph	39.50
SEEBURG, MODEL B or C	25.00	EVANS TEN STRIKES	69.50
SEEBURG, MODEL A	22.50	BALLY ALLEY	39.50
SEEBURG, 1936 Selectaphone	17.50	EXHIBITS BOWLING ALLEY	39.50
		GOTTLIEB SKEE-BALL-ETTE	79.50

ALL ABOVE EQUIPMENT IN A-1 CONDITION READY FOR SHIPMENT  
IN ORDERING STATE SECOND CHOICE TERMS: 1-3 DEPOSIT WITH ORDER  
**SOUTHERN AUTOMATIC MUSIC CO.**  
620 Massachusetts Ave., Indianapolis, Ind. 312 W. Seventh, Cincinnati, Ohio 542 S. 2nd, Louisville Ky. 425 Broad St., Nashville, Tenn.

at Block Marble Co. is the Guardian 221, Harry Black reports.

### FROM BALTIMORE WAY

Business at top speed all day long on Kenney wall boxes is the report from Roy McGinnis. . . . Art Nyberg is all pepped up over the new machines he saw in Chicago. Says he's telling all the boys happy days are here again—and how. . . . Eddie Ross makes a trip to New York to see "what's new." . . . Irv Blumenthal, of General, looks forward to one of the biggest fall seasons in years.

## Boston

BOSTON, July 27.—Supreme Amusement Co. has taken on another man to handle wall box installations, according to Ben Palmstrom. Installations are

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c. See Your Distributor or Write

THE ELDEEN CO. 1200-178 W. Wisconsin, Milwaukee, Wis.

**MUST SELL**

Monthly Income \$1,000, valued at \$11,500, priced at \$5,500. Phonograph route located in the best spots in the big oil section of west Texas. Half cash, balance monthly. Good reason for selling. SOX 946, Odessa, Texas

keeping office busy, with all operators definitely pleased with results, he reports. Palmstrom is now getting set for a mass installation of 25 selector wall boxes for a Chinese restaurant.

Operator Bert Pinberg, who has over 50 locations, has opened an arcade at Nantasket Beach for the summer. Spot is located near boat landing and should prove profitable.

Joe E. Levine is off for a few days' vacation at the New York Fair.

Louis Blash, of Atlas Coin Machine Co., reports surge in calls for remate equipment and few target machines. Calls on target stuff coming faster than supply, he says.

### Missoula To Try Meters

MISSOULA, Mont., July 27.—A motion to liberal parking meters in the business district of Missoula on a six-month trial period was passed recently by the city council upon recommendation of the Chamber of Commerce.



A GAY GROUP GATHERS AROUND a Mills Emprint gold model phonograph in Chick Barth's Tavern, Wauconda, Ill. Operator Sam Melton picked a place alongside the young lady in shorts. Chick and Grace Barth are seated to the right.

New Orleans

NEW ORLEANS, July 27.—The return of the thermometer to the gay 90's tends to steadily increase patronage for vending machines in the Crescent City area following the coolest and wettest early summer in the history of this old city. Beverage dispensers are gaining in popularity for the first time and resort points profit from the absence of rains that have fallen persistently since early in June.

Like wine, these scores of Gottlieb's Lot-o-Funs grow mellow with the months. Dozens of the best downtown locations continue to place these Lot-o-Funs in most advantage places and patronage is as good as any time in the two years or so most of these machines have been operated in this section. There is not a single second-handed Lot-o-Fun lying around anywhere here.

Ernie Oertle, manager of the Southern Music Sales Co., looks for growing sales for Columbia's Okeh records. With this popular line of disks back in circulation only a short time, volume of sales is mounting steadily, most popular of the Okeh artists, Oertle says, is Otis Ault.

The Great Southern Novelty Co. has found a good sales indication for second-hand disk business thru an offer of a package of phonograph needles with each purchase of 25 cents in old records. The pack costs about 2 1/2 cents and is a cheap sales bait. The firm is enjoying a slow but steady climb in music operations since the first of July, Romeo Vicknair, manager, reports.

Jack Senne has entered the music and pin-game operating business thru organization of the Variety Amusement Co. Offices have been opened at 514 Dryades street. Senne is now operating a small line of Seeburg phonographs, Ray-o-Lites and Ball pins.

Carlos Dighes is to join the staff of the Pleasure Music Co. Sidney Wasserman, office manager of the Pleasure Co., left Monday for a fortnight vacation in New York and Detroit. He goes to Gotham for the fair, but for another reason insists on returning via Detroit.

J. W. Smalley, salesman of the Electro Bell Co., Dallas, will spend the entire week in New Orleans and then tour much of the State working in the interest of Seeburg's new Shoot-the-Chutes and Jennings' Roll-in-the-Barrel. Smalley reports that operators in Texas have taken to these games in no small way and predicts a successful sales tour of Louisiana.

Several new pin games have put in their initial appearance at local locations this week, including Bally's Record Time and Vacation. Exhibit's Lane Star, Baker's On Deck and Chicago Coin's Polo Rural operators have placed some good-sized orders with the Dixie Coin Machine Co. here for Bally's new automatic pin game, Santa Anita, showing high regard for the two-jackpot feature.

One of the largest individual purchases of coin photographs in this section is reported this week by the J. H. Perce Amusement Co., Wurlitzer distributor, which received a carload of 75 machines. Jake Perce, head of the firm, reports that the entire shipment has already been disposed of and plans are under way to receive a second carload before the month is gone. Perce also reports a brisk demand for Wurlitzer auxiliary equipment.

Consoles and bells are in better demand at the Dixie Coin Machine Co., largest local coin machine distributing house. Better weather has brought in a pent-up demand for the machines where operations are open. Nick Carhaji, general manager of Dixie company, reports Bally's vacation in and already placed at a half dozen locations. Bally's Lancelign, Gottlieb's Border Town, Baker's On Deck and Exhibit's Pylon are reported holding the spotlight during the week in the pin table field.

Sam Gentilich, of the Dixie Music Co., Mills Express and Throne of Music distributors, reports a good demand for the combo of Mills and Keeney's wall-box systems.

O & N Sales Co. reports a sharp pick-up in machine distribution since the beginning of the current week, and Fred King, manager, looks for a good late summer. King particularly notices



DAVAL'S MISS AMERICAN EAGLE, credited "Queen of Counter Games," demonstrates the counter game American Eagle, which is said to be the smallest bill with free play taken award and gum tender, as it appears on the counter in the location.

that some of the old-timers are coming back for new equipment of late and takes this as a good sign. The firm has a new secretary in the person of pretty Pat Donnelly.

George Brennan, proxy of the New Orleans music ops, has given in at last and has set middle August for his first big barbecue of the season. Brennan

won't name the exact date but says it will depend upon the time his new swimming pool at his lakeside estate is completed. Why Brennan wants to build a 9 by 10-foot pool along side a lake 30 miles long leaves the local industry folk perplexed. Some say he will entertain with some fancy dives when the time arrives.

The Ed Rodriguez' back from a month's honeymoon in the Republic of Cuba. He is head of the American Coin Machine Co. and is known as the Cuban Ambassador along Coin Machine Row.

While 8 out of 10 New Orleans music operators report no special demand for patriotic disks on locations and a fair to good request for them on resorts, especially around the holiday periods and weekends, and two remaining ops report they have nary a machine without at least one of these selections. Andy Monte, of the A. M. Amusement Co., reports that all his machines, location or rental, contain Kate Smith's recording of God Bless America and says that the disks show plenty of wear and tear.

Small vending machine operators benefited from signing of a State law this week by Governor Sam Jones, eliminating the \$5 a year permit for cigar dealers doing less than \$5,000 a year business. Soft drink dispensers are also exempted under the same provisions of the bill.

Back from a trip to Dallas, Houston and Memphis, R. N. McCosnick, Southern sales manager for the Decca Distributing Corp., finds no summer lull in record sales and credits some very good recordings for the sustenance of business. Bing Crosby's Stormy Sea is a current big seller, Mac reports.



BAKER'S PACERS

Aristocrat of Counters!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled! 7-Coin Play! Equipped with Flashing Odds.

THE BAKER NOVELTY CO., Inc. 2626 Washington Blvd., Chicago.

**HORN OF PLENTY**

DOZEN — Monarch, Dixie, Novel, Fairchild, Popular in parks, resorts, taverns, clubs and shops. Big flashy display. 25" high, 14" wide and 7 1/2" deep. Contains 80 pulls. Last one has extra package frank. Biggest 7-Coin, fastest selling Deal. Takes 25.00, sells for 54.00. Each \$2.00.

**\$2.75** Each in lots of 10

225 DePaul Balance Co. O. O. Prices P. O. B., Chicago

JOSEPH HAGN COMPANY Distributors 217 & 223 W. Madison Street, Chicago, Ill.

**IMP**

The Revolutionary New Gum Vender

- Your Choice of Fruit Flavors
- Cigarette Flavors
- Starburst Flavors

**\$1250 Each**  
**6 for \$67.50**

Large stock on hand. Immediate shipments.

**IDEAL NOVELTY CO.**  
1018 MARKET ST. ST. LOUIS, MO.

**LATE MODEL GAMES . . . BARGAINS**

FREE PLAY	Miscellaneous	355.00
Big Show	Big Boy	25.00
Woolly	O'Boy	22.00
Home Run	Easy Prince	22.00
Big Boy	Scotty	22.00
H. B. Young	Thruway	22.00
Bowling Alley	Up & Up	12.00
O. O. D.		
Conquerors		
Drum Major		
Pentagon		
Home Run		
Lots of Fun		
Lucky Strike		

80.00 EACH: Speedy, Dribble, H. H. Reiner, Royalist, Exposition, Baiter Up, All Stars.

1/3 Cash Deposit, Under \$100.00 Full Cash.

For Latest Catalog "Delinquin" P. O. B.

**MARC MUEVES, INC.** 835 West 107th St. New York, N. Y.

**THE GAME FOR PROFITS!**  
**THAT'S DAVAL'S**  
**AMERICAN EAGLE**

**10 For \$275**  
Sample \$32.50  
Ball Gum Mod. \$2 Extra

**10 DAYS' FREE TRIAL**

**ATLAS NOVELTY COMPANY**  
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DAVAL BUILDS AMERICA'S FINEST COUNTER GAMES

**Keeney's ANTI-AIRCRAFT MACHINE GUN**

"IS 'MOWIN' 'EM DOWN"

Compulsory Training is resulting in increased play everywhere.

Operators are cashing in—It's 100% legal

Keeney Positive performance Wall Box for all Phonographs

**DENVER SALES CO.** 1437 Blake St. Denver, Colo.

Exclusive Distributors for Colorado, Wyoming and New Mexico for Mills Phonographs and J. H. Keeney & Co.

# Denver Ops Get Cut in Phono Fees

DENVER, July 27.—After a lengthy fight in the courts, attorneys representing the music machine operators of Denver have won a reduction in the license fees charged them by the city.

The ordinance licensing the boxes had been declared confiscatory and illegal several weeks before any action was taken by council; this action consisted only of a reduction of the graduated operator's license fee. The fee of \$10 per machine per year was then attacked by Bert J. Keating, attorney for the operators, on the ground that it was this provision which made the bill illegal. At last council session the members passed an amended reading a motion to lower this fee from \$10 per year per machine to \$5. In commenting on this action, several councilmen stated that they are now considering regulations of operating of the machines. Various suggestions have been made, some favoring a curfew for the machines.

# Claim Bally Baby Record

CHICAGO, July 27.—Pointing out that the Bally Baby counter game is now in its fourth year, Ray Moloney, president of Bally Mfg. Co., expressed his belief that the tiny machine has established a record for continuous demand.

"This week," Moloney stated, "we are celebrating Bally Baby's fourth year on the market. The birthday party will take place not in the factory and the celebration will consist of increasing production in order to take care of the increased demand which warm weather has created. I don't know of any game which has lasted so long. Counter games have come and gone, but Bally Baby keeps right on hustling those pennies, and the operators keep right on ordering more." Commenting on sales and the weather, George Jenkins, general sales manager, said: "When I look at the sales sheet and see how real summer weather is boosting sales on Bally's Royal Draw Poker console, I can take it as hot as it comes. The hot wave has boomed business in all types of summer spots and operators are making in with Royal Draw."

"During the past week we have shipped more Royal Draws than in any other week since production began. And the interesting fact is that the majority of these orders are repeats, which means that samples have convinced operators that Royal Draw is a real high-speed money-maker."

# Daval Counter Game Sales Up

CHICAGO, July 27.—The Daval Co. reports that it is speeding up its production schedules on both American Eagle and Marvel to meet the demand which, it is claimed, has grown at a rapid pace in recent weeks.

Al S. Douglas, president of the firm, declared: "We realize that many ops are somewhat upset over the fact that we cannot fill their orders completely or as rapidly as both they and we would like. For the past few weeks we have been forced to wire our distributors that we cannot guarantee delivery before 10 days."

"But we realized that American Eagle and Marvel were gaining momentum day by day, it was impossible to train our mechanics to speed along with the growth of our orders for these machines."

"But we feel that within a few weeks we shall be ready to take care of all the orders which we have been receiving. D. D. Laine Co., whose headquarters are in Pittsburgh with a branch office in Philadelphia, reports that it is boosting American Eagle. "We are strongly in favor of the world's smallest bell with play token award" and gum vendor for all of our customers," they report. Operators have found that this sensational counter game is putting real profits into their bank accounts."

"Daval's American Eagle," said Ben Lazar, is without doubt the greatest profit-making counter game we have ever handled. Not only is it the finest from a mechanical standpoint, but most important to every operator, it is the greatest for profits. And you can take it



A PICTORIAL SHOT OF THE OFFICE STAFF of the National Novelty Co., Marriok, L. I., N. Y. Boris Becker, head of the firm, is seated at the right.

from me that Daval has always produced real profit-making counter games."

# York, Pa., Gets Meters

YORK, Pa., July 27.—City council on July 19 awarded a contract to the Daval Parking Meter Co., of Oklahoma City, on its base bid of \$58.50 per meter, for approximately 225 parking meters to be installed in this city. Six meter distributors, with base bids ranging from \$41 to \$68 per unit, bid on the contract. William Buhl is representing the successful bidder in making arrangements for installation of the meters here.

# Dallas

DALLAS, July 27.—George Prock was host Sunday, July 14, to many local and out-of-town operators at a preview showing of the new Tels-Tone wired music equipment, which is being manufactured by K. P. Wilkinson, of San Antonio.

Headquarters for Dallas' second new distributing firm were established here recently. The Pioneer Sales Co., 1801 Young Street, is the new Texas, Oklahoma and New Mexico distributor for Keesey Mfg. Co.'s remote control and Anti-Airport Gun equipment, as well as the complete line of Keesey equipment. The new firm is composed of G. E. Wambles, C. G. (Buddy) Drollinger and G. A. Pawkett. All have had a number of years' experience in the coin machine business.

A. C. Hughes, manager of phonograph sales for Electro-Ball Co., recently returned from a two weeks' trip to Louisiana. He reports business good in the Louisiana cities he visited.

Harry Drollinger, of the Keesey Mfg. Co., Chicago, was a visitor in Dallas recently. Harry was here to help with the opening of the offices of Pioneer Sales Co. Drollinger was accompanied by his wife, who will go with him on an extended business trip to New Orleans, St. Louis and Chicago. Harry's son, Buddy, is a member of the new distributing firm.

W. H. (Pop) Newell, of Wichita Falls, was in Dallas this week buying new radio equipment. Mr. and Mrs. Newell have just returned from a two weeks' visit to New York. Newell was in the Eastern metropolis on business, while Mrs. Newell attended the New York World's Fair.

Earl Reynolds, new distributor for Packard Manufacturing Corp.'s Heads-Up Selector, made a tour of South Texas cities this week. Reynolds reports that orders for the new selector are coming in from all sections of the state.

Electro-Ball Co., Inc., has recently installed new trailer equipment for demonstrating the Beechum remote control music system. Anderson Sage is in charge of the new music system demonstrations. A. C. Hughes, of the Electro-Ball firm, says that carrying the music system direct to the owners of the places of amusement has met with splendid success.

S. L. Mayo, chief clerk in the district office of W. A. Thomas, internal revenue collector for Dallas, reports that the tax-paying public is approving and willingly paying the new national defense taxes which became effective July 1. More than \$60,000 tax returns will be handled by the Dallas internal revenue office during July, covering the new national defense taxes on floor stocks of

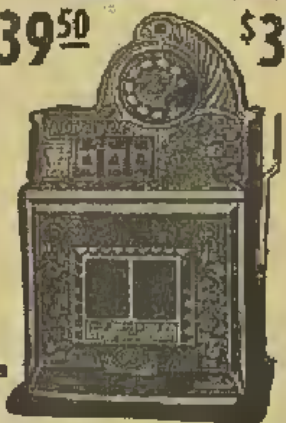
cigaretts, beer and distilled liquors. Local dealers in vendid cigarette have increased prices 1 cent per package to meet the additional tax. Operators say that the new levy is not affecting the sales volume of vendid cigarette. Local beer manufacturers are absorbing the increased beer tax, but increases in retail liquor prices have been made to meet the additional federal liquor tax which became effective July 1.

Arthur Plake returned here this week after a business trip to Chicago, where he went to confer with factory officials of the Mills Novelty Co. Arthur brought back the first sample to reach Dallas of D. Gottlieb & Co.'s new game, Border Town. Plake reports that orders for the new Gottlieb game are coming in fast.

Doc Christians, coin machine service man, has been passing out cigars recently on coin machine row to celebrate the arrival of a daughter July 6. Doc was formerly service manager for Walcox Sales Co., Dallas, and is now associated with W. R. Cox, music dealer of Mineral Wells, Tex.

Joe Williams, of the Commercial Music Co., is all smiles these days. Joe's good humor is due to the fact that plenty of the new Wurdlitzer wall boxes are coming in from the factory. Joe reports that excellent sales are being made on bar boxes in both models. Also the Wurdlitzer two-wire model and the Wurdlitzer wireless speakers are moving fast.

# NEW LOW PRICE ON REBUILT MACHINES \$39.50



# A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

# 15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

We will be closed on Saturdays during July, August and September.

# WATLING MFG. CO. 4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1880—Tele. COLUMBIA 2770 Cable address "WATLINGITE," Chicago.



Groetchen's sensational new Bell with familiar Fruit Symbols; pays out automatically FREE PLAY Tokens on customary combinations. Large winning power on all locations. Completely safeguarded by certified token payout system originated by Groetchen master craftsmen. Available in straight penny and straight nickel play.

# Groetchen Tool Company

\$32.50 130 N. Union St. Chicago, Ill.

# LIBERTY BELL

PRICE \$32.50  
Liberal Trade In on Counter Games  
National Distributor

## TORR 2047 A - 50. 68. PHILA. PA.

FREE PLAY		QUALITY SPEAKS FOR ITSELF		FREE PLAY	
Billie Beauty	\$22.00	Cherry	\$22.00	Grand National, F.W.	\$41.00
Triumph	\$4.00	Tulips	17.50	Starburst	17.50
Red Hot	\$7.50	Conquest	17.50	Thalidomera	17.50
Pleasant	21.50	Follow Up	17.50	Realistic	17.50
Valley	21.50	Assault	17.50	Keep Time	32.50
Jump	21.50	Big Line	17.50	Across the Board	24.00
Reverend	22.50	Cherry	17.50	Big Race	22.00
Golden Gate	20.00	Hold Your	17.50	1938 Kentucky Derby	47.50
Up & Up	20.00	All Stars	17.50	Dark Moon	17.50
Spring Stamp	22.00	Major	17.50	Game System	17.50
Pyramid	20.00	Red Star	22.00	Mill. Slot Row	12.00

1/2 Dozen With Order—Balance C. O. D.  
MODERN AUTOMATIC EXCHANGE, INC.  
2816 CARNEGIE AVE., CLEVELAND, OHIO

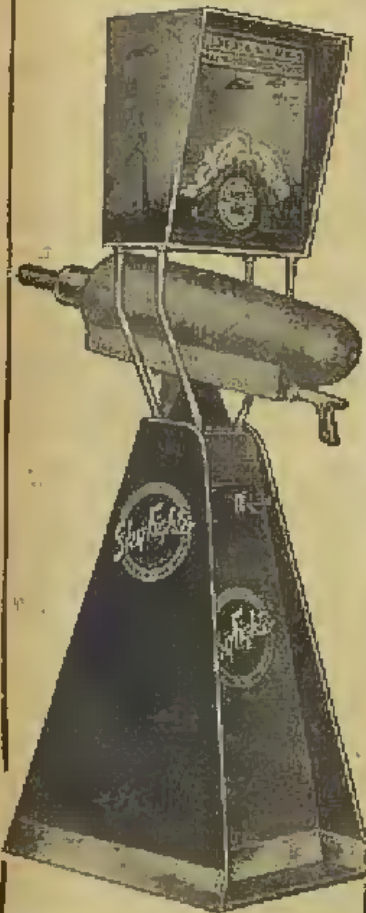
AS WELL BUILT  
AS A FINE  
CAR



MUTOSCOPE'S  
Anti-Aircraft Machine Gun

SKY  
FIGHTER

Trade Mark



"BUILT FOR A LIFETIME  
OF SERVICE"

INTERNATIONAL  
MUTOSCOPE REEL CO., INC.  
44-01 116th St.  
Long Island City, New York  
Established 1928

# CMI Picnic Big Success

13,000 coin machine folk  
meet at Riverview Park  
in Chicago

CHICAGO, July 27.—The Coin Machine Industry's first annual picnic, July 20, was an absolute success, approximately 13,000 people enjoying the facilities of Riverview Park.

Speaker of the day was Horace Capchar, of Fort Wayne, Ind., who stressed the willingness of the coin machine industry to aid in national preparedness. He declared that the coin machine industry with its skilled workmen, developed along with the most scientific mass production methods, was ready to render the utmost co-operation to the government.

### Entertainment Provided

Following Capchar's serious talk, the crowds were entertained from the raised stage in the center of the picnic grounds. Others dispersed to their respective groups for picnic lunches and discussions, while others twined into the adjoining park to enjoy the amusements offered.

Association officials (CMI) expressed complete satisfaction in the first annual affair and expressed their gratitude to Herb Jones, chairman of the picnic committee, as well as to hundreds of others who combined to make the picnic a success.

### Offer Services to U. S.

Following the picnic, in reference to Capchar's speech, the picnic committee addressed a letter to Edward R. Stettinius, chairman of the National Re-armament Advisory Board in Washington, informing him of the gathering of coin machine men and advising him that the industry was pledging its fullest co-operation in the intricate task of speedy mass production.

Gift prizes were given, with the following being lucky enough to win a fine portable radio: Lorraine Yates, Bally Mfg. Co.; Tom Johnson, Genco, Inc.; Tom Means, Grotzchen Tool Co.; John LaMont, Advance Aluminum Co.; Ed Zager, Grotzchen Tool Co.; Joseph O'gan, Advertising Posters Co.; Abner Small, Exhibit Supply Co.; Lillian Brankin, Rock-Ola Mfg. Corp., and W. Smerlin.

## Trace Ice Cream Origin to Paris

Is ice cream a mere development of water ices or sherbet of ancient origin or was it an independent American invention just after the Civil War and first called "frozen custard" here, and in London "honey-jockey"? The majority of writers participating in a controversy on the subject in letters to *The Times* and *The Observer*, of London, agreed to honor America, but reckoned without A. H. T. Robb-Smith, of Oxford University, who denies in *The Times* the American origin of the delicacy. It is believed that the proofs of his thesis have never, hitherto, been assembled:

### Frozen Fruit Waters

"In 1606 Prospepe Corneille, a Frenchman limonadier working in Paris, first thought of freezing fruit waters and achieved immediate popularity. His successor, Dubuisson, devised the real ice cream—that is to say, a frozen custard, suitably flavored—in 1779, but by the beginning of the 19th century Urismod de la Reunione considered that Dubuisson had been eclipsed by Mme. Le Noir, at the Cafe du Roy, for water ices, and St. Compe, of the Vache Noire, for ice cream: both the glaciers and creamers sold less to private houses either ready in glasses or in blocks.

### Poem Mentions Cream

"Charles II copied the French custom, and there is a poem of Waller's which praises the new ice-house in St. James' Park. In the fifth edition of Mrs. Glasse's *Art of Cookery* (1753) there is the first recipe in English foriced fruit cream, and subsequent cookery books describe both water ices and iced fruit cream."

"By the beginning of the 19th century water ices were sold at most confectioners, and enormous amounts of ice were imported every year, the best being



AL SIMON, of Savoy Vending Co., Brookline, is reported to be doing a fine job in distributing Chicago coin games, as well as other items which he handles.

obtained from Wrenham Lake, Massachusetts.

"The real vanilla ice cream was introduced to London by M. Javrin, a French refugee who opened a confectioner's shop at 123 New Bond street in 1812 and wrote the *Italian Confectioner* in 1820."

## Gottlieb Suggests "Winning Ticket"

CHICAGO, July 27.—"The winning ticket for coin machine property is Score-a-Line and Trapeze," said Dan Gottlieb, president of D. Gottlieb & Co., today. "These two games are the finest machines we've ever turned out, leaders in their respective fields, and present something entirely different to the playing public."

"Score-a-Line is a five-ball free play novelty game that literally overflows with winning possibilities. There are eight separate ways to win and no less than 34 additional combinations by which a player can win. The playing field presents the smoothest, liveliest action any game ever had, with winning possibilities popping up in so many places that the player is almost on top of a big winner all of the time. The "come-on" inducement to play can hardly be imagined. Many other new ideas have been embodied in the game that add further to its appeal."

"Trapeze, our new three-coin multiple free play, is in a class by itself," Gottlieb continued. "It combines the appeal and features of Old Johnny with the new three-coin multiple idea, and so actually makes it three times as great as that old favorite. Player can insert up to three coins at start, as he chooses. Two coins automatically double all winners, three coins triple them, with a top of up to 60 free games possible on the first ball. A new backboard animation, in addition, adds to the game's keen attractiveness."

# TOT

The World's Smallest  
Yet Greatest  
TOKEN PAYOUT COUNTER MACHINE

**\$24.50**  
F. O. B. CHICAGO

**WESTERN PRODUCTS, INC.**  
925 W. NORTH AVENUE, CHICAGO, ILLINOIS

Guaranteed  
Reconditioned  
Like New

1939  
Western's  
BASEBALL  
Only...\$

**10950**

1/2 Report  
Balance C. D. D.

**LATEST MODEL  
Braun Walnut Cabinet  
FREE PLAY-PAYOUT  
COMBINATION**

**ATLAS NOVELTY COMPANY**  
The House of Friendly Personal Service  
2200 N. WESTERN AVE., CHICAGO — America's Largest Distributor

Chicken Bath (100's), 9,000 Series		Rock-Ola Ten Pins	
..... \$20.00		FREE PLAY GAMES	
Mason Blue	..... \$25.00	Green Park	..... \$25.00
Shedds	..... 50.00	Royal	..... 25.00
Mill. P.P. 1-2-3-4	..... 50.00	Rower E. D.	..... 25.00
Star-40-Road	..... 50.00	Lucky Birds	..... 25.00
Jolly	..... 44.00	Beep	..... 25.00
Schwarzwald	..... 44.00	Super Changer	..... 25.00
Score Champ	..... 44.00	Dandy	..... 25.00
Thrupe	..... 30.50	Champion	..... 25.00
Score Gard	..... 28.50	Vander	..... 25.00
Ray	..... 27.50	U-S-A	..... 25.00
Big Show	..... 25.00	Les of Fun	..... 25.00
Sells of 1-2-3-4	..... 25.00	Trotter	..... 25.00
Swing Alley	..... 23.00	Cowboy	..... 25.00
Big Town	..... 23.00	Lat of Socks	..... 15.00
Cosmopolitan	..... 22.50	Rebound	..... 12.50
Super Six	..... 22.50	Star Free Balls	..... 12.50
Lucky	..... 22.00	Fifth Inning	..... 12.50
K. O. PRODUCTS CO.		240 MARKET ST., PHILADELPHIA, PA.	

### Open Ocean Park Pier Sportland

OCEAN PARK, CALIF., July 27.—June visitors, child movie star, will be the honored guest at the gala opening of the Sportland Arcade on Ocean Park Pier Tuesday evening, July 30. The new Sportland is the development of a deluxe location by Paul Gerber and Max Glines, proprietors of the Gerber & Glines Distributing Co., Chicago.

Barney Fishman has been appointed general manager of the new and modern arcade. The owners have definite ideas regarding the placement of machines, believing that certain types offer more "pay-off" than others and therefore should be placed in positions most attractive.

Paul Gerber is billing the new Sportland as the biggest in the country.

### Lone Star Keeps Exhibit Busy

CHICAGO, July 27.—"Demand for our latest and finest game, Lone Star, continues at a fast pace," reports BUI DeSelle, official of the Exhibit Supply Co., Chicago. "The quickening of the summer tempo with hotter weather has meant increased playing of games," he declares, "and this is reflected in our sales. When it gets hot as it has all over the country in the past week the public flecks to places where it may cool off. Smart operators are seeing that their game is in these locations—and smart operators are using Lone Star."

"Operators report that receipts from Lone Star increase sharply after the game has been on location for a short time. They attribute the boost in profit to the increase in player-appeal and interest as the players learn the wide variety of skill and luck shots the game presents."

"The Exhibit factory is going full blast because of the heavy demand for Lone Star, as well as a record demand for our complete line of arcade machines, arcade supplies, our new table line, diggers and counter games."

### A-A Gun Pies in Washington Paper

WASHINGTON, July 27.—Washington's Times-Herald carries a picture in its July 27 issue showing a coin-operated anti-aircraft machine gun in action. Picture was taken at a carnival sponsored by St. Gabriel's Church. In the picture a group of youngsters watch a man fire imaginary bullets at a miniature plane. Ira T. Byram, Jr., head of the Silent Sales System, distributor in Washington, reports that his firm placed the machines and that they were very successful from a standpoint of popularity and from the proceeds taken from the cash box. Seven of the guns were placed in operation at the affair and, according to Byram, they were the center of attraction of the carnival midway.

"We are plenty busy down here with things bucking right along while we are shipping hundreds of excellent reconditioned machines," reports Byram. "We must dispose of a good portion of our stock in order to provide space for a new line which we will begin to handle shortly."

### E. H. Maytag Dies

NEWTON, Ia., July 27.—E. H. Maytag, 66, chairman of the board of directors and president of the Maytag Co., died last Sunday (21) at his summer home in Lake Geneva, Wis. The washing machine manufacturer had been ill for 10 days, altho his condition had not been considered serious. The Maytag Co. has produced a coin-controlled washing machine.



SAM TARAN, head of St. Paul's Stationery Novelty Co., enters Western Product's Records to sing a song for the folk's back tonic. He is reported to have placed his order for a number of the machines.



Beautyfy, Modernize and Increase Collections of Your Old Phonograph Equipment!

"BABY GRAND" NOW READY FOR 616 MODEL!

Others Ready Soon for 10, 12 and 24-Record Machines

PRICED RIGHT!  
Write Quick!

INVESTIGATE AT ONCE FOR TERRITORY

**BAKER NOVELTY COMPANY INC.**  
2626-32 Washington Boul. Chicago

### AUGUST SPECIALS

The machines listed below are slightly used and covered subject to prior sale. 5% certain deposit with order, balance C. O. D. Prices shown are effective August 3, 1940.

- ONE-BALL FREE PLAY**
- 1 Baby O. O. O. \$24.50
  - 1 Baby Vegas \$24.50
  - 1 Baby Comedian \$16.50
  - 1 Circus Coin Money Run \$22.50
  - 1 Keweenaw Super Six \$22.50
  - 1 Exhibit Super \$22.50
  - 1 Brown's Gambol \$27.00
  - 1 Keweenaw Chubbie \$17.00
  - 1 Baby Gold Cup, Coinless Model \$24.50
  - 1 Baby Gold Cup, Tangle Model \$24.50
  - 1 Mini 1-2-3, Fruit Model \$27.00
- ONE-BALL AND AUTOMATIC PAY**
- 1 Mini Spinning Reels \$22.50
  - 1 Mini 1-2-3 Fruit Reels \$27.00
  - 1 Baby Grand National \$22.50
  - 1 Baby Grand 25c, 20-3 Cash \$22.50
  - 1 Baby Grand 25c, 20-3 Cash \$22.50
  - 1 Keweenaw Fruit Time \$20.00
- MISCELLANEOUS**
- 1 Texas Ten \$25.00
  - 1 Jackson Cigarette 5c, Model 71c \$7.50
  - 1 2201 \$7.50
  - 1 Columbia 1A, 2A, 3A \$47.50
  - 1 Payoff \$5.00
  - 1 Keweenaw Conical \$107.50
  - 1 Exhibit Visitor \$17.50
  - 1 Memory, Little Model \$17.50

Write us for your price on any brand new coin-operated machine that has been released by the respective manufacturer, as we guarantee to meet any dealer's competitive price. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX. INC.**  
60 BRADY ST., RICHMOND, VA.  
Day Phone 3-4511 - Night Phone 2-5223.

### CLOSE OUT Brand New Games

WRITE OR WIRE FOR PRICES AT ONCE!!  
**GEORGE PONSER CO.**  
11-15 E. RUMYON ST., NEWARK, N. J.

SEE OUR AD'ON PAGE 85

### ART NAGEL'S Weekly Specials

BUY WITH CONFIDENCE AT AVON NOVELTY

THE BEST BUYS ARE ALWAYS FOUND IN OUR LISTS. GET YOUR NAME ON OUR MAILING SCHEDULE AND SAVE S S S. WRITE TODAY!

### AVON Novelty SALES CO.

2023 PROSPECT AVE. CLEVELAND, OHIO.

AMERICA'S SWEETEST MONEYMAKERS

DAVAL'S AMERICAN EAGLE

DAVAL'S MARVEL

10 FOR \$275

Sample \$32.50 • Ball Gum Model \$2 Extra

**B. D. LAZAR CO.**  
1635 FIFTH AVENUE, PITTSBURGH, PA.  
1425 N. BROAD ST., PHILADELPHIA, PA.

"The House of Proven Winners"

NOVELTY GAMES	FREE GAMES	FREE GAMES
Baby Pickem \$7.50	Baby Reel Derby \$29.50	Exhibit Congo #1 or 5 Balls \$41.50
Exhibit AirKear \$7.50	Baby Pickem \$19.50	Keweenaw Super Six \$17.50
Baby Champion \$10.00	Baby Soccer \$29.50	Exhibit Aisoy \$9.50
Exhibit Golden Gate \$7.50	Exhibit Golden Gate \$17.50	Keweenaw Super Six \$17.50
Baby Variety \$7.50	Baby Dandy \$13.50	Exhibit Conquest \$17.50
Baby Chevron \$5.00	Baby Topnotcher \$24.50	Keweenaw Thriller \$24.50
Exhibit Avalon \$7.50	Baby White Sails \$24.50	Baby Triumph \$49.50
Baby 5th inning \$10.00	Baby Vegas \$24.50	
Baby Alley \$29.50	Exhibit Flagship \$47.50	

One-third Cash With Order, Balance C. O. D. Write or Mail Us Your Orders.

**J. and J. NOVELTY COMPANY**  
4840 MT. ELLIOTT AVE. (Phone 1432) DETROIT, MICHIGAN

IF IT'S COIN OPERATED • WE HAVE IT • NEW OR USED

10 Deluxe Whelan Baseballs, F.P. \$18.00	10 Exhibit Marchant \$20.00
10 10-20 Evans Ten Cents \$7.00	2 Keweenaw Thriller \$24.50
10 Bull Rites \$49.50	2 Tom Mix Guns \$20.00
1 Range-0-6, with Ammunition \$5.00	4 Mills McLean Piz. Machine, 20 Ball \$120.00
1 Duckler Diggers \$5.00	8 Johnson XV Model Cigarettes \$79.00

Write for our Latest Brochure. Price List on 31. New and Used. Complete.

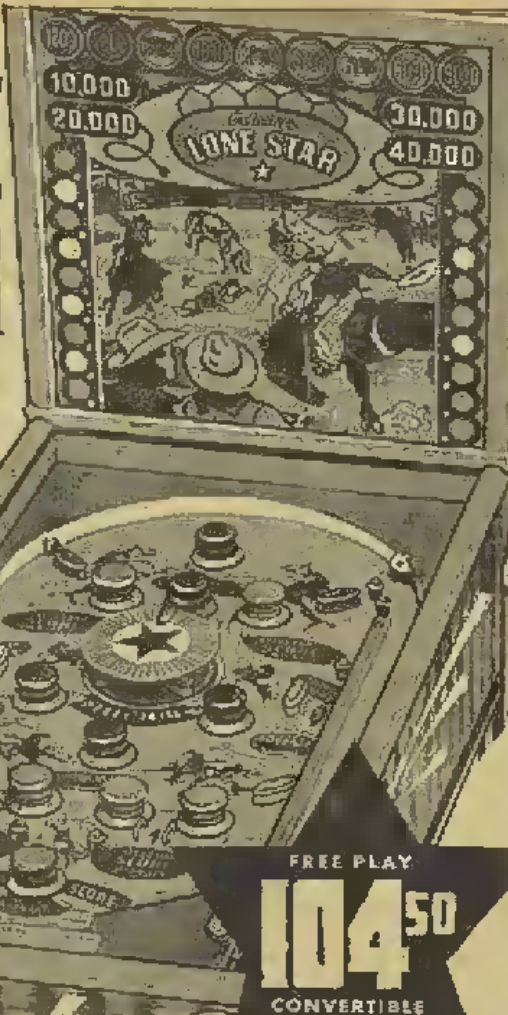
We Take Trade of All Kinds.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 PROSPECT AVE. CLEVELAND, O.

# EXHIBIT'S LONE STAR

3 WAYS to WIN  
HIT THE STAR!

See What  
Happens!



FREE PLAY  
**104<sup>50</sup>**  
CONVERTIBLE

Get it NOW from Your Distributor  
EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

## Western Busy On New Tot

CHICAGO, July 27.—Dan Anderson, sales manager of Western Products, Inc., is reported to be one of the busiest men in the entire coin machine industry these days.

"The reason for the heavy activity is the release of Western's newest coin machine, Tot," declared Anderson. "Tot is reported to have captured the country over all ages."

"Since the day we gave out our inkling about Tot we have been swamped with orders," Anderson continued. Tot is the world's smallest token payout counter game. Operators who have seen it desire it to be the one game operators have been waiting for to increase earnings from counter operation. It takes a very minimum amount of space on a counter, thus may be operated in all types of locations, small and large, everywhere.

"Every Tot operator is protected against loss of revenue by the game's airtight coin chute. Coins on strings, slugs and shims will not work. A further assurance that an operator will always collect maximum earnings is the fact that Tot has positive locking rods that prevent a player from winning by shaking the machine.

"Tot, thru and thru, is sturdily built. It has a jarproof safety catch on the token payout slide, a sturdy handle with a knob, a large cash box capacity and two-tone hammerhead finish."

## Monarch Reports Sales Activity

CHICAGO, July 27.—"I've come to the conclusion that coinmen are the quickest acting business people I've ever come across," states Al Stern, of Monarch Coin Machine Co.

"Thru The Billboard last week we made it known that our stock of reconditioned and new equipment was at one of the highest points in Monarch's history. Immediately coinmen went to work to try to reduce that stock for us by placing large volume orders for all types of machines.

"They've found that Monarch values are among the best in the coin machine business, that Monarch machines are 100 per cent dependable, that they make more money with Monarch machines and that they can operate them longer and at greater distances from their centers of operation.

"All these factors have added up to satisfied Monarch customers and a longer customer list for Monarch. Today, more than at any time in the past, it is our intention to do even more to satisfy all operators by making it even more advisable for them to buy from Monarch."

## Pitt Coinmen Put 40¢ in City Kitty

PITTSBURGH, July 27.—The city treasurer's office reports that \$39,825 was paid to the city during the first six months of this year on pinball games.

## ALLIED BARGAINS

FREE-PLAY GAMES	
Mith 1-2-3 \$60.00	Commodore \$41.00
Happy Spot 66.00	Pollux 42.00
Happy Beauty 68.00	Castile 43.00
Triumph 68.00	Big City 34.00
Red Hot 44.00	Mr. Quiz 34.00
Super Six 47.00	Supercharger 34.00
Score Card 44.00	Parade 32.00
Happy's Day 42.00	Big Six 32.00
Ball 42.00	Thriller 32.00
Big Town 42.00	File 24.00
Big Show 42.00	Cherish 24.00

AUTOMATIC PAYTABLES	
Gold Medal \$34.00	Spot Page \$50.00
Grandstand 32.00	Derby Time 42.00
Thriftless 32.00	400 Revolt 42.00
Hamboone 37.00	Monkey 37.00
	Prizefighter 37.00

PHONOGRAPHS	
Seaberg Royal 25 Record	\$19.00
Seaburg Royal 20 Record	\$22.00
Seaburg Rex 20 Record	\$22.00
Parade 1000 Deluxe	\$35.00
Parade 3000 Deluxe	\$32.00
Wurlitzer General Model D1	\$45.00
Wurlitzer 800	\$45.00
Wurlitzer 810	\$45.00
Wurlitzer 812	\$45.00

LEGAL EQUIPMENT	
Seaburg Ignition (25 Buck Model)	\$50.00
Tom Ales Rifle	\$25.00
Goodyear Safety Grenade	\$5.00
A.B.T. Target Model F	\$2.50
Erwin Toy Rifle	\$2.50
"Golden Sam" Rifle	\$7.00

TERMS: 1/3 Deposit, Balance C. O. D.  
F. C. O. Chicago

# Allied

NOVELTY COMPANY

Phone Central 4747  
5220 W. FULLERTON AVE., CHICAGO

## LIBERTY TOKEN PAYOUT BELL

LIBERTY TOKEN PAYOUT BELL, \$32.50  
Will Allow \$5.00 in Trade on Your Old Coinstar Game.

### O'BRIEN

45 THAMES ST. NEWPORT, R. I.

### THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in nickels per minute—new double speed, two barrel coin packer, Penny, nickel and dime sizes. Price \$4.00.

Blackstone Coin Packer Co.  
205 King St., Madison, Wis.

## HERE'S HONEY!

DAVAL'S  
**AMERICAN  
EAGLE**

10 FOR \$275

Sample \$32.50 Half Com Mod. \$2 Extra

### SILENT SALES COMPANY

SILENT SALES BLDG., MINNEAPOLIS, MINN.

## MID-SUMMER SPECIALS

Get Our Prices Before Buying. Write Today...

FREE PLAY PIN GAMES—NEW

Game's FORMATION	COUNTRY MACHINES—NEW
Collins' BORDER TOWN	Dank's MARVEL—40 Years
Sears' ROYALTY	Dank's PENNY PAN—2 Models
Waco's ON DECK (SHUFFLE)	Greenleaf's IMP—3 Models
Mutecopp's BRY FIGHTER	Bill's NEW VEST POCKET BELL—Chicago Pin
	WYNN'S 202—Dip, Vign.
	A.B.T.'s CHALLENGER—Bill Target

Also a Nice Selection of Used Games Priced Right

### A. P. SAUVE COMPANY

3002-04 GRAND RIVER AVE., DETROIT, MICH.

## KY. SPRINGLESS SCALE CO.

516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.



BAT STEEBS, former National League baseball player, operates the above location known as the Purple Cow Cafe. In the picture, left to right, are Louis Alphonse, Rock-Ola operator; Bat Steebs, and Les Wood, Badger Novelty Co.







"SCARCE AS HEN'S TEETH" That's what they say about used Bally games. Because Bally games remain longer on top locations . . . earning top money! And, when they are finally shuffled into second-string spots, Bally games command highest trade-in and re-sale prices!

VACATION 5-ball high-score convertible free-play or novelty . . . SANTA ANITA multiple one-shot . . . RECORD TIME multiple free play . . . RAPID FIRE machine-gun with diving submarine target . . . ROYAL DRAW poker console . . . BALLY BABY penny cigarette counter game.

Write for descriptive folders

**BALLY MFG. COMPANY**  
2610 BELMONT AVE., CHICAGO, ILL.

**2200 NORTH WESTERN COINMEN'S FAMOUS DOOR TO GREATER BARGAINS**

**BEST BARGAINS of the WEEK!**  
 BALLY'S DANDY, 5-Ball Free Play, Drive Near, Only . . . \$24.50  
 WURLITZER'S 800-A, 24 Records, Bug Proof . . . 104.50  
 ROCK-O-LA'S 1533 LUXURY LIGHTUP, 20 Records . . . 149.50  
 WURLITZER'S 81, Illustrated De Luxe Counter Model . . . 87.50  
 OH! JOHNNY (Free Play) . . . 53.50

**FROM OUR GENERAL STOCK!**  
 Jennings' Olympia Model XV . . . 86.50  
 Evans Ten Balls . . . 52.50  
 Electroball . . . 62.50  
 50 O.T. (Cabinet Model) . . . 84.50  
 Grainger's Columbia (Concealed Papers) . . . 54.50  
 Mills De Futurer . . . 28.50  
 Jernigan De Chief . . . 28.50  
 De Ginger, with Dice . . . 14.50

**1000 Free Play Games! Write For Prices!**  
**Rebuilt—PHONOGRAPHS—Guaranteed**  
**WURLITZER**  
 8-30—12 Records . . . \$24.50  
 9-12—12 Records . . . 32.50  
 3-12—12 Records . . . 37.50  
 4-12—12 Records . . . 55.50  
 019—10 Records . . . 64.50  
 110—16 Records . . . 61.50  
**ROCK-O-LA**  
 STANDARD—20 Rec. \$144.50  
 LATEST MODEL COUNTER PHONOGRAPH . . . 104.50  
**SEEBURG**  
 MODEL A—12 Records \$ 29.50  
 MODEL B—12 Records . 32.50  
 X-20—20 Records . . . 17.50  
 GEM (1833)—20 Rec. 148.50  
 GRIND (230)—20 Rec. 148.50  
 PLAZA (780)—20 Rec. 144.50  
 CLASSIC Recording—20 Records . . . 132.50  
**MILLS**  
 DANCEMATIC—12 Records . . . 22.50  
 TITAN SCRIPPS 140 . . . 22.50  
 ILLUMINATED GRILLS 1400

**ATLAS NOVELTY CO.**  
 The House of Friendly Personal Service  
 2200 N. Western Ave., Chicago—America's Largest Distributor  
 (MILLS, WURLITZER, SEEBURG, ROCK-O-LA, GRAINGER'S, JENNINGS, JERNIGAN, DE GINGER, OH! JOHNNY, BALLY, VACATION, RECORD TIME, SANTA ANITA, RAPID FIRE, ROYAL DRAW, BALLY BABY, FREE PLAY, YACHT CLUB, CHICAGO, CHICAGO OFFICIALS, CHICAGO TELL RISE OF FIRM, CHICAGO BIG NEW SPORTLAND AT BRADY LAKE PARK)

**Allied Novelty Extends Invitation**

CHICAGO, July 27.—"Probably more coin machine people visit Chicago in summer than during any other season of the year," said Sam Kleinman, official of Allied Novelty Co.  
 "Our company invites all its friends, customers, and future customers, as well as all operators of coin-controlled machines, to come in and make the Allied Novelty Co. their headquarters while in Chicago.  
 "Our facilities and personnel are at their disposal, and we want all to feel that we desire not only their business but their friendship too. So if you're planning to come to Chicago accept our invitation to drop in and feel at home while you're in town."

lating fine Chicago reputation. Operators everywhere know that Chicago games are good games, that Chicago games are built of quality materials and that they have the most appealing play.  
 "It is knowledge such as this that has helped operators select the top games for their locations. They realize that they always get more for their money in Chicago games, because Chicago games make more money in operation and always bring more money in trade-ins.  
 "Yacht Club was released several months ago and still we have a production line busy night and day. Polo, introduced but a few weeks ago, is well on its way to setting new sales records for free-play games and all because it's making so much money for operators on location. We've said it before and again we say Chicago games are your best buy."

**Chicago Officials Tell Rise of Firm**

CHICAGO, July 27.—Executives Sam Wolberg and Sam Genaburg, of the Chicago Coin Machine Mfg. Co., in discussing their latest and biggest selling free-play game, Polo and Yacht Club, declared: "It seems that the longer we continue to build games the more of each we sell."  
 "In the past few years Chicago has built a large number of hit games, with each successive game adding to the ex-

**Big New Sportland At Brady Lake Park**

RAVENNA, O., July 27.—A new sportland, one of the largest in Eastern Ohio amusement parks, has been installed at Brady Lake Park here, Don Wilson, general manager, has announced.  
 Alterations have been made to one of the park's midway buildings, and more than 60 machines, many of them the newest type, have been installed. A score of the older machines remain in the line-up.  
 New attraction is proving one of the top money-getters on the midway, Wilson said.

**PHONOGRAPH—FINGAME BARGAINS**  
**AUTOMATIC PHONOGRAPHS:**  
 Wurlitzer 412 . . . \$25.50  
 Wurlitzer 816 . . . 43.00  
 Wurlitzer 816A . . . 54.00  
 Wurlitzer 808 . . . 44.00  
 Wurlitzer 800R . . . 101.00  
 Rock-O-La Windsor . . . 71.00  
 Seeburg Royal . . . 22.00  
 Seeburg RM . . . 70.00  
 Seeburg Royal . . . 142.00  
 Seeburg Crown . . . 140.00  
 Seeburg Velvet . . . 159.00  
 And Many Others to Select. Send for Price List. 472 East, Balmain, Q. D.  
**ROXY SALES COMPANY** 4 Amsterdam Ave., NEW YORK CITY  
 Tel: Circle 8-7513.


**MISCELLANEOUS LEGAL GAMES:**  
 Chicago Game . . . \$75.00  
 Evans Ten Balls . . . 75.00  
 Galibier's 9x9x10mm . . . 95.00  
 Game's Lucky Strike . . . 27.50  
**FREE PLAY A NOVELTY**  
 Commodore, F.P. . . . \$32.50  
 Big Tent, F.P. . . . 37.50  
 Big League, F.P. . . . 42.50  
 O. Rev. F.P. . . . 37.50  
 Triumph (Quality) . . . \$25.00  
 Topper, F.P. . . . 22.50  
 Kings, F.P. . . . 21.50  
 Fender, F.P. . . . 22.50  
 Ice, Chile . . . 22.50  
 Showdown, F.P. . . . 45.00  
 Hero (EMF) . . . 9.50  
 4-40-Fox . . . 9.50  
 Lucky . . . 14.50  
 Master, F.P. . . . 25.00  
 Yacht . . . 22.00  
 Spot Em . . . 6.50

**NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!**  
 When a Used Game Leaves Without You KNOW it's O.K.  
 WRITE FOR "NATIONAL'S NEWSLETTE," PACKED WITH GREAT BUYS SUCH AS:  
 Big Show (F.P.) . . . \$41.50  
 Lancer (F.P.) . . . 28.50  
 Pick 'Em (F.P.) . . . 25.75  
 Mr. Capt (M.V.) . . . 25.75  
 Beauty Symbolize—Medals.  
 N. N. Co. \$20.75 Cash 6% OFF FOR CASH WITH ORDER.  
 NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

**SEND COUPON TO Joe Calcuff TODAY FOR "The Cream of Counter Games"**

Joe Calcuff, THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA  
 Dear Joe: Okay! Send me Free your "Cream of Counter Games" Booklet.  
 Name . . . . .  
 Address . . . . .  
 City . . . . . State . . . . .

**SPIN-O GETS ATTENTION** from this crowd at a Minneapolis tavern. Spin-O wins more than anything they have at hand—spitball, pen, pencil, match or anything which will scratch a mark and enable them to keep score.



**HERE'S THE DOUBLE HIT TO DOUBLE YOUR PROFITS**

1. MILLS EMPRESS
2. PLUS OUR REMOTE CONTROL WALL AND BAR BOX

**GEORGE PONSER**  
519 W. 47TH ST., NEW YORK

**Sol Gottlieb Gets Hearty Reception**

CHICAGO, July 27.—Eastern distributors hailed with enthusiasm the appointment of Sol Gottlieb to the post of factory territorial representative for the East, say officials of D. Gottlieb & Co.

In his new capacity, Gottlieb is making direct personal contact with all distributors of the coin machine industry in the East, establishing definite policies throughout the territory and dealing with distributors. He reports a hearty welcome extended to him everywhere on his trip.

"I don't know which is most responsible for their enthusiasm," he said, "the closer co-operation now possible between the factory and the trade, or the Gottlieb games, which are meeting with such tremendous success. The fact remains, however, that they are happy over the whole idea, and I believe this new arrangement will be of great benefit, especially to Gottlieb's distributors."

**Ginsburg Happy Over Midwest Trip**

CHICAGO, July 27.—Eddie Ginsburg, Atlas Novelty Co. official, returning to Chicago Atlas headquarters from a three-week trip thru the Middle West, reports a fine reception at all stopovers on his trip. Enthusiasm reigns with practically all operators, according to Ginsburg. "Especially," he declares, "as regards Royal's new counter game, American Eagle."

"It was a pleasure to visit the host of Atlas friends in the Midwest," he continued. "It was doubly a pleasure because coin machine operators seem to be on the upgrade as regards earnings. Proof of this is in the flock of orders which capped this successful trip."

Morris Ginsburg, brother of Eddie and co-executive, is now visiting the various branches of the Atlas Novelty Co. at Detroit, Buffalo and Pittsburgh.



**torrid goodyears**

Keep rapping out on the maple a jive beat that will keep the ride beating out of this box! Rye bread, rye!

\*Mills Novelty Company's

**EMPRESS**

"Excels in Tone!"



**J. H. WINFIELD CO.**  
1022 Main St. BUFFALO, N. Y.

**BUFFALO'S**  
Distributor of  
**Wurlitzer Phonographs**  
and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and secondhand Novelty and Free Play Machines on hand at all times.

**MILLS** PHONOGRAPHS CONSOLES BELLS TABLES  
Distributor:

**KEYSTONE NOVELTY & MFG. CO.**  
218 & Huntington Bldg., Philadelphia, Pa.  
116 Cathedral St., Baltimore, Md.

**MUTOSCOPE CRANES**  
(Used)  
CORRUGATED FRONTS ..... \$ 00.00  
FAN FRONTS ..... 100.00  
FACTORY RED TOPS ..... 140.00  
All in Excellent Condition—Ready to Operate.  
Key. Quantity—P. O. B. Oakland.

**Mills Sales Company, Ltd.**  
1640 18th Street, Oakland, California.

**FOR SALE**  
Used Amusement Machine Parts. All the latest parts including Axel-Almagat and Key-O-Lite. Cash. Must have \$12,000 cash. Price does not include license. Apply to

**NATHAN GREEN**  
Barbier & Estefor  
454 Roy Building, Dallas, N. S. Can.



"HE'S A CRIP off the old block," says George A. Miller, head of Northern Distributing Co., Rock-Oto distributor in Oakland, Calif. George A. Miller Jr. says not a word, but seems to approve of this dad's sentiments.

**QUEEN OF ALL!**

2000 HOLES

**QUEEN OF ALL!**  
F-5480 — 2000 Hole — Takes in \$92.00  
Pays Out \$57.00 — Profit \$35.00

**PRICE \$3.90 EACH**

**OTHER NEW ATTRACTIONS:**  
600 hole F-5485 Delta at.....\$1.14  
1530 hole F-5440 Brownie Barrel of Winners ..... \$2.27  
2000 hole F-5370 Sugar Bones at.....\$4.62  
2000 hole F-5405 far-O-win at.....\$2.51  
2052 hole F-5340 Pippins at.....\$4.37

**CHAS. A. BREWER & SONS**  
Largest Board and Card House in the World  
6320 Harvard Ave., CHICAGO, U. S. A.

**When in St. Louis, Visit Our New Headquarters!**  
We have a display of 50 Pin Games hooked up and ready to play for your convenience.

**DISTRIBUTORS FOR MILLS PHONOS, GAMES AND SLOTS**  
Don't fail to come in and see the new Mills Empress and Throne of Music Phonographs in our New Display Room. We carry a complete line of Mills Bells, also a complete line of New Counter Games, Free Play Games and Parquet Machines. Write for Prices on all these items.

**This Week's Bargains in Reconditioned Equipment**

<b>FREE PLAY GAMES</b>	PARAMOUNT ..... 30.00	<b>COUNTER GAMES</b>
CHAMPION ..... 30.00	RED HOT ..... 32.50	REEL RACER ..... 50.00
DIQUETTY ..... 27.50	SPOTTER ..... 37.50	REEL "11" ..... 30.00
FIFTH INNING ..... 20.50	STONER DREDBALL 42.50	POWER PAGE ..... 50.00
FOLLOW UP ..... 22.50	THRILLER ..... 20.00	POWER WILD ..... 50.00
GOLDEN GATE ..... 27.50	WHITE SAILS ..... 32.50	ZEPHYR (Free Play) 5.00
GUN CLUB ..... 17.50	VOGUE ..... 32.50	ON HAND FOR 15% DISCOUNT DELIVERY: David American Equip., Greenlee, Iowa, Mills Vert. Parquet Balls, Export, Wallace C. G. D.
HEADLINER ..... 25.00		

Every Machine Thoroughly Cleaned and Checked. Terms 1/3 Deposit, Balance C. O. D.

2425 LOCUST AVE., **OLIVE NOVELTY CO.** ST. LOUIS, MO.

**WURLITZER 500s**  
WITH PIANO KEYBOARDS  
GUARANTEED—LIKE NEW

**27 TO SELL AT 159.50 ONLY**

1/3 DEPOSIT WITH ORDER

**GERBER & GLASS** 914 DIVERSEY BLVD. CHICAGO

**EXTRA SPECIAL**

Free Play Super Sixes and Triumphs, guaranteed like new, Each ..... \$35.00

Oh Johannes ..... 65.00  
Cigarettes, 5c or 5c and 10c play ..... 69.50

Write for complete list of Free Play Games, Counter Games, Slots and Legal Equipment.

**AUTOMATIC SALES CO.**  
416-A BROAD STREET, NASHVILLE, TENN.

# WHAM! THIS IS IT! SCORE-A-LINE



**GREATEST HIT SINCE BIG SHOW—THE BEST GAME OF THE YEAR!**

- ALIVE WITH WINNERS!
- 8 WAYS TO WIN!
- TWO DOZEN WINNING COMBINATIONS!
- PLAYER COMES CLOSE TO A WINNER IN EVERY GAME!

NEW High Award Rollovers! NEW Supersensitive Bumpers! A Score of Brand-New Features!

## \$99.50

IMMEDIATE DELIVERY

## TRAPEZE

MULTIPLE 3-COIN FREE PLAY  
Leader in Its Field!

A terrific new money-maker with Oh, Johnny features and THREE TIMES the "Oomph" of that Great favorite!

60 FREE GAMES POSSIBLE ON FIRST BALL!

**D. GOTTLIEB & CO.**

2736-42 N. PAULINA ST. CHICAGO

**WATCH GOTTLIEB!**  
Among the Leaders and Going Strong!

You Can Always Depend on **JOE ASH** — ALL WAYS Sensational Sale of **FREE PLAY** Games!!

PRICES SLASHED! STARTLING BARGAINS!

Bang .....	\$14.50	Mr. Chips .....	\$24.50	Score Champ .....	\$44.50
Big Town .....	34.50	Ocean Park .....	17.50	Super Charger .....	22.50
Jolly .....	44.50	Red Hot .....	39.50	Super Six .....	27.50
Major .....	14.50	Roxy .....	34.50	Thriller .....	15.00

1/3 DEPOSIT WITH ORDER. BALANCE, C. O. D.

**ACTIVE AMUSEMENT MACHINES CORP.**

100 North Franklin Street, Philadelphia, Pa. Phone: Market 2556.

## Budin's Opens Long Island Branch

FREEPORT, L. I., July 27.—Norman S. Budin, of Budin's, Inc., Brooklyn, has opened a branch office here for the Long Island operators at 28 East Merrick road.

Hyman Budin will be in personal charge of the new office, while his partner, Benny Guber, will be in charge of the Brooklyn offices. Budin reports that they long have been asked by the operators in this area to open offices here for their convenience.

"The offices," he said, "will handle new and used machines. They will be just as well equipped for parts and supplies and repairs as our Brooklyn offices. We will also have arrangements for direct shipments of machines so that the Long Island operators will get their equipment here in Freeport just as rapidly as they are now getting machines in our Brooklyn offices.

"As usual, we want every Long Island operator to know that not only will he find us equipped to handle his repairs and his needs, but he will also find us, as always, willing to co-operate with him on any of his problems and to work closely with him to bring him greater income from his machines."



**PROFITABLE . . .**  
operation is possible in a great many territories.

## COLUMBIA GOLDWARD CIGARETTE BELL

with direct non-puffet No wonder it's so popular with progressive operators. 110 or 20 stop means conversion; plus profits, ticks, dimes or quarters. Write for special contractor's price today.

**GROETCHEN TOOL CO.**  
150 N. UNION ST. CHICAGO

## GRAND NATIONAL SPECIALS

We Have Them—THOROLY RECONDITIONED—Ready to Go

Grand Blasts	Tracklines	Big Blasts	Follies	Ginger	Ten Bibles
Grand Blasts	Del. Coronets	Scotch Blast	D. O. D.	Blue Fronts	Ten Pins
Scott Kings	Wals. Drums	Del. Blast	Lit. & Cards	Face Cards	Rolls Eye
Scott Kings	Blaze Blast	Quilting	Refracting	Columbian	Rolls Eye
Walthams	Berry Blast	Score Cards	Scopes	Japs. Chiefs	3-Wheelers

ROCKOLA IMPERIALS—20 RECORDS—\$49.50 EACH

SEEBURG HOCKEYS. \$24.50 WESTERN BASEBALLS NOV. \$49.50

Mills Vest Pockets. \$27.50 Seeburg Chicken Sam. \$74.50

Immediate Delivery on All New Games. Year Used Equipment Accepted to Trade.

Grand National Sales Co., 2300-08 Armitage Ave., Chicago

## SUMMER SPECIALS!

Del. 1937	\$70.50
Del. 1938	72.50
Del. 1939	74.50
Del. 1940	76.50
Del. 1941	78.50
Del. 1942	80.50
Del. 1943	82.50
Del. 1944	84.50
Del. 1945	86.50
Del. 1946	88.50
Del. 1947	90.50
Del. 1948	92.50
Del. 1949	94.50
Del. 1950	96.50
Del. 1951	98.50
Del. 1952	100.50

**MILWAUKEE COIN MACHINE CO.**  
1455 W. Fond du Lac Avenue MILWAUKEE, WIS.

## LIBERTY-TOKEN

PAYOUT SELL

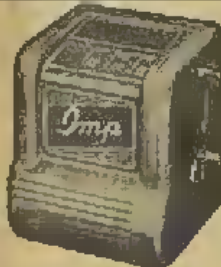
AMERICA'S FINEST

1 YEAR GUARANTEE

\$32.50



914 Diversy Blvd. Chicago, Ill.



1c  
5c  
10c  
**CIG. FRUIT NUMBER**  
\$12.50

6 FOR \$67.50

**Gerber & Glass**

## LOUDON & CO.

MOVING AUGUST 1

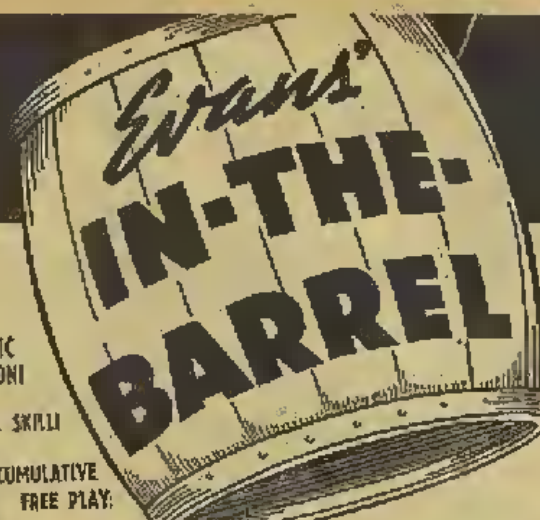
To New and Better Quarters at  
125 ELIZABETH ST.  
NEWARK, NEW JERSEY

Complete Stock of New and Used Equipment Always on Hand.

IMMEDIATE DELIVERY

**BARRELS of Fun!**  
**BARRELS of Profits!**

REVOLVING BARRELS!  
AUTOMATIC ACTION!  
ALL SKILL!  
CUMULATIVE FREE PLAY!



**Evans' IN-THE-BARREL**

**Greatest Hit Since Ten Strike!**

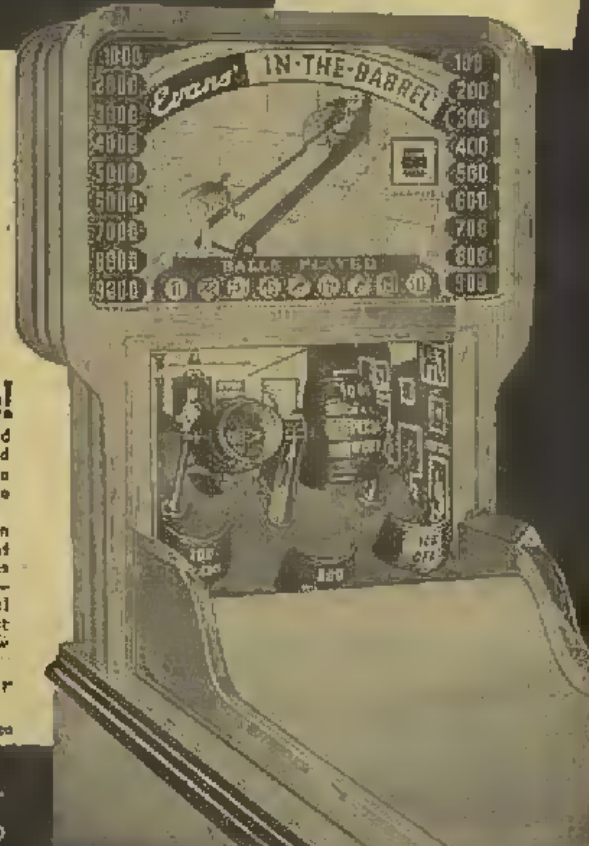
The industry's amazing hit creation by Evans! Brand new, absolutely different, 100% legal science and skill... with revolving barrels and the same Automatic Action that made Ten Strike the Gold Strike of the industry!

IN-THE-BARREL has features no other game even pretends to have! Evans' straight-shooting, shock-proof manikin is under player's control at all times! Has Evans' famous Automatic Ball Return and Ball Lift—precision-built bug-free mechanism! 9 Balls for 5¢! Played as fast as player's speed will permit! Perfect for every type of location—it's the hit that brings new prosperity! Rush your order quick!

Eastern Distributor Chicago Distributor  
Brooklyn Amusement Mach. Co. Atlas Novelty Co.  
600 Broadway, Brooklyn, N. Y. 2200 N. Western Ave., Chicago

**H. C. EVANS & CO.**  
1520-1530 W ADAMS ST CHICAGO

**FAST PLAY!**  
**100% LEGAL**



**SEND US YOUR ORDER For the GAME YOU WANT Our Price Is Right**

We have on hand **RIGHT NOW** the largest clearance and best stock of exceptionally fine mechanical machines of every kind in our history! Whatever machine you want—SEND US YOUR ORDER!—OUR PRICE IS RIGHT! YOU'LL BE SATISFIED! You can depend on George Ponser Company EVERY TIME to give you just what you want at the RIGHT PRICE! ACT QUICK while we have this big and varied stock on hand! These are the greatest BUYS of all times! A REALLY GREAT OPPORTUNITY FOR YOU!

**GEORGE PONSER CO.**  
12-35 E. RUXTON ST., NEWARK, N. J.

**SEE OUR AD ON PAGE 79**

✦ A percentage of all our sales goes ✦ to the American Red Cross.

**Calcutt Features Counter Games**

PAYETTEVILLE, N. C., July 27.—Joe Calcutt, head of the Vending Machine Co., reports that his firm has inaugurated a special advertising campaign designed to acquaint every Vemco customer with the line of counter machines in stock at the Fayetteville showrooms.

"We are not only making a special effort to give them the names of the games," said Calcutt, "but we are also making sure that they understand the play action and other pertinent data about each counter game."

"Our reason for conducting this campaign is because we believe counter games to be one of the finest products for greater profits. The tremendous impetus given to manufacture of these small devices in the past few years has come because operators have found them to be ideal for catching the change of patrons, particularly when located at the cashier's counter."

**A PROFIT WALLOP IN SPINNING WHEEL ACTION**

**HARLICH'S NEW SENSATIONAL BOARD WITH ACTUAL BUILT-IN MECHANICAL UNIT**

Get going with "Wheel of Fortune" now! Nothing like it before. Everything a punch-board has plus SPINNING ACTION! Popular slot symbol tickets.

**BIG PROFITS—FAST PLAY**

No. 11319—1000 Holes. Takes In \$50.00 Average Payout \$26.03

**HARLICH MFG. CO.** 1413 JACKSON BLVD. CHICAGO, ILL.

**GUY NOEL Says—**

"It's Like To Tell You About a Real Money-Maker"

**BINGO**

A 1000 Coupon Game That is One of Today's Fastest Repeating Deals. Write Me for Complete Information."

SOLE MANUFACTURER OF 100% UNION-MADE GAMES WITH ALLIED UNION LABEL

Manufacturers of the Largest Variety Line of Bally, Gandy, Jax Games, Whirling Derry, Gypsy, Baseball, Daily and Weekly Beller, Zip and Jack Pot Games.

WRITE US YOUR REQUIREMENTS.

**GAY GAMES, INC.**  
Dept. B-64, MUNCIE, INDIANA



**BILL FIELDING**, Canadian Distributor, and Leo Kelly, of Bally Mfg. Co., discuss arrangements for large shipment of Bally's double-deck machines.

**IMP** \$1250

6 for \$67.50

**MOST SUCCESSFUL GUM VENDER IN A DECADE**  
Cigarette or Cherry Reels.

Biggest Stock in South—We Ship Same Day.  
Send Your Trial Order.

**H. G. PAYNE CO.** 312 Broadway NASHVILLE, TENN.

**MUST CLEAR! SACRIFICE SALE!**

**NEWARK COINO, 107 MURRAY ST., NEWARK, N. J.**

**ALL FREE PLAYS**

6-oz Champ .. \$42.00	Drum Made .. \$44.00
Big G .. 14.00	Thiller .. 12.00
C. O. D. .. 11.00	Super G .. 10.00
Comedore .. 27.00	Jolly .. 24.00
Triumph .. 20.00	Flagship .. 18.00
Lucky Strike (2 Ball) .. 10.00	Supercharger .. 18.00
	Brandy .. 44.00

123 With Order, Balance C. O. D.

# GENCO

**BUILDS GREAT GAMES**

## 3 GENCO GAMES TO 1

OF THE OTHERS, ON LEADING OPERATORS' ROUTES (AS SHOWN IN RECENT SURVEY)

### WATCH FOR DUDE RANCH

#### Population Shifts Brings Problems In Merchandising

NEW YORK, July 27.—The census reports disclosing decreases in population in a number of the larger cities have direct significance to producers in consumer goods industries, both from the standpoint of selling activities and types of merchandise manufactured, according to Samuel Klein, executive director of the Industrial Council of Cloak, Suit and Skirt Manufacturers, Inc.

He cited the following factors as deserving thought:

1. An increase in road selling and the possible establishment of regional selling offices in various sections of the country.
2. Adoption of policies by individual firms for limiting sale of goods either to independents or chains. Service to the former would be on general rather than specialized lines and would require a selling organization capable of broad coverage as compared with central selling in the case of the chains.
3. Departure from the widespread tendency in recent years to concentrate on the more metropolitan fashions.
4. Revision of the industry's seasonal calendar to consider sectional, as well as other marketing requirements.

#### AMERICAN EAGLE



World's Smallest Fruit Striped Bar With Automatic Teller Award.

ON 10 DAYS' FREE TRIAL  
Samples \$32.50

10 for \$275  
Ball Gum Mod. \$2 Extra  
GALL GUM  
15 Cops Per 100 Pieces  
Case of 100 Boxes  
\$32.50

773 Dem. Bldg. C. O. O.

**SICKING, INC.**

1481 Central Bldg.  
CINCINNATI, O.



SEEBURG WALL-O-MATICS ON THE BAR AT JENSEN'S, a top location on the Chicago Southwest Side. Easy selection and perfect reception are guaranteed patrons with a complete Seeburg Wireless Remote Control music system.



**BERT LANE Says:**

**3 TO 1 YOU'LL AGREE**

Genco's

**DUDE RANCH**

WAS SURE WORTH WAITING FOR

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

Liberal Trade-In Allowance

On Your Old Counter  
Come Toward's  
Purchase of

**AMERICAN EAGLE** 10 for \$275

Sample \$32.50. Ball Gum Mod. \$2 Extra  
**O'BRIEN** 89 THAMES ST. NEWPORT, R. I.



**WILL BUY**  
SEEBURG MACHINE GAMES - Any Quarter  
PRICE MUST BE RIGHT.  
**Lake Cook Distributors**  
7200 N. HARLEM, CHICAGO  
Phone: New Call 0038

# AN APOLOGY WE ARE PROUD TO MAKE

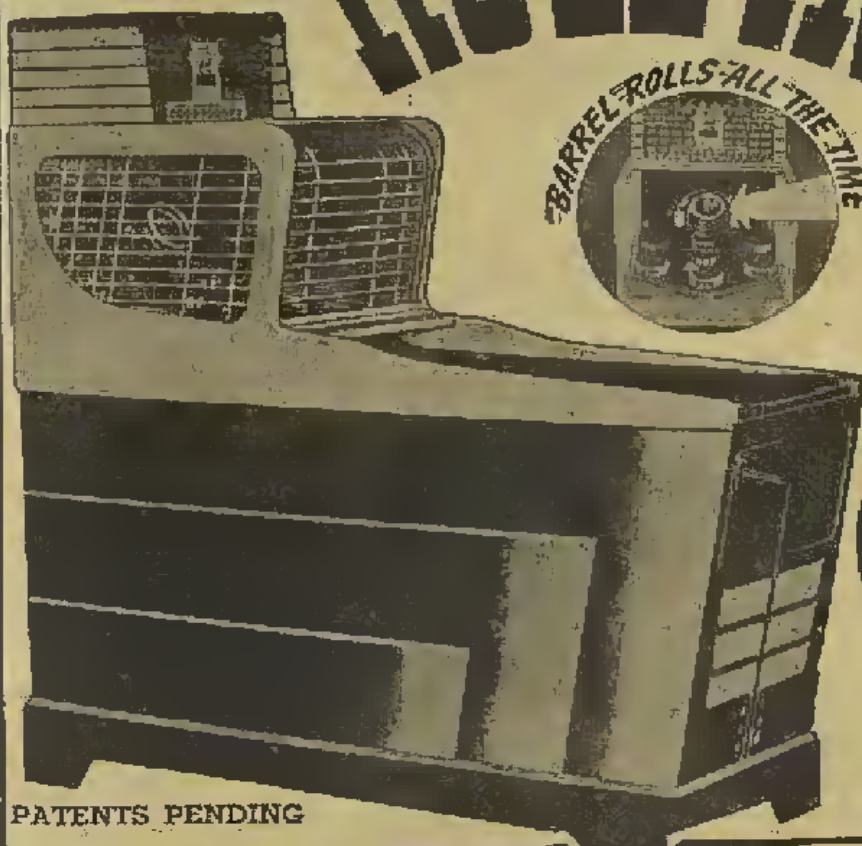
We anticipated a large demand for ROLL-IN-THE-BARREL . . . but, the demand has been so much larger than even we had hoped for, that we have had to disappoint many of our good friends in deliveries.

Production has now been substantially increased but we still urge prompt placement of orders because re-orders from enthusiastic operators are already pouring in.

# ROLL IN THE BARREL



**IT'S  
LEGAL**



PATENTS PENDING

**MODERN VENDING CO.**  
656 BROADWAY, NEW YORK  
822 5th St., MIAMI BEACH, FLA.  
*Regional Distributors for . . .*  
Maine, N. H., Vermont, Mass., R. I.,  
Conn., N. Y., N. J., Pennsylvania, Dela-  
ware, Maryland, Dist. of Columbia, Vir-  
ginia, W. Va., N. C., S. C., Florida.

**GERBER & GLASS**  
914 DIVERSEY BLVD.,  
CHICAGO, ILL.  
*Regional Distributors for . . .*  
Alabama, Illinois, Indiana, Iowa, Kansas,  
Kentucky, Michigan, Minnesota, Mis-  
sour, Nebraska, North Dakota, Ohio,  
South Dakota, Wisconsin.

**ELECTRO-BALL CO.**  
1200 Camp St., DALLAS, TEX.  
1706 Fannin St., HOUSTON, TEX.  
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*Regional Distributors for . . .*  
Arizona, California, Colorado, Idaho,  
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MANUFACTURED BY O. D. JENNINGS & CO. CHICAGO, ILLINOIS

5 Weeks now and we can't make 'em fast enough!

# POLO

## YACHT CLUB

The GAME OF THRILLS!  
GET YOURS TODAY!

The game with the "POINTS BUILD-UP" feature!

Best CAUSE ITS MAKING MORE MONEY FOR OPERATORS  
It MUST be a good game!

### CHICAGO COIN

1725 DIVERSEY BLVD. CHICAGO

#### FREE PLAY GAMES

- Cambridge ..... \$34.50
- Zolly ..... 00.50
- Roger C ..... 24.50
- Thriller ..... 32.50
- Triumph ..... 20.50
- Wentling Ruler ..... 20.50
- Musical ..... 25.00
- Ships Ship ..... 24.50
- O'Day ..... 20.50
- W.S. ..... 17.50
- Pallas ..... 21.50
- Big Show ..... 27.50
- Rock ..... 43.50

173 Wick Street, Baltimore Shipped C. O. D.

#### 1c BASEBALL 1c GUM VENDOR

Can be LEGALLY operated anywhere a lot of gum for each coin! A perfect machine from any angle!



ORDER QUICK FOR BIG PROFITS!

#### SPECIAL

- SCORE CHAMP ... \$35.50
- SPORTY ..... 54.50
- BIG TOWN:.... 39.50
- SUPER CHARGER. 21.50

### SAVOY VENDING CO.

651 ATLANTIC AVE. BROOKLYN, N. Y.

Exclusive Distributors for New York, New Jersey, Connecticut

#### KEENEY'S ANTI-AIRCRAFT MACHINE GUN

#### KEENEY'S REMOTE SELECTOR WALL BOX

SIMON SALES, 437 West 42nd Street, N. Y. C.

CHICAGO LINCOLN TUNNEL

#### Real Reconditioning on Real Bargains!

##### Money Back Guarantee

- Wipe Entry ..... \$12.50
- Mills Base ..... 11.00
- Chicken Skin with Std. 20.00
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- Happy Hand ..... 44.50
- Darts ..... 12.00
- Big Six ..... 13.50
- Big Town ..... 42.50
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- Coast ..... 22.00
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- Conquest ..... 21.50
- Go Luck ..... 18.00

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- Fish Fishing ..... 17.50
- Flash ..... 14.50
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- Red Hot ..... 20.50
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TRADES ACCEPTED

F. C. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Fred W. Werts Says: "LOOK..."

"Hundreds of money can be made with our jar games, daily and weekly baseball series, tip books, jack pot games."

100 PER CENT UNION MADE

Quick Deliveries—Prices Right



#### 123 RECONDITIONED GAMES

- | FREE PLAY                    | NOVELTY                | NOVELTY                   |
|------------------------------|------------------------|---------------------------|
| Keeneys Supercharger \$48.50 | Lot of Fun ..... 39.50 | Fifth Ending ..... \$3.50 |
| Line-a-Card ..... 42.50      | Variety ..... 34.50    | St. George ..... 7.50     |
| Bally Vogue ..... 21.50      | Mac-Lin ..... 7.50     | Top Hat ..... 6.00        |
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| Compass ..... 19.50          | Odd Ball ..... 7.50    | Experte ..... 6.50        |
| Compass ..... 34.50          | Obstacle ..... 6.00    | Yvonia ..... 6.50         |
| Eye, Open, 1-8 Ball 25.50    | Pepp ..... 8.00        | Atlan ..... 7.50          |
| Arslin ..... 18.50           | Double ..... 8.50      | Double Feature ..... 7.50 |
| Korea ..... 27.50            | Alpen ..... 6.50       | Color ..... 7.50          |

All Machines Have Been Cleaned and Checked and Are Ready for Localities. Terms: 1/3 Deposit. 4707 Woodward Avenue at Forest St. DETROIT, MICHIGAN



#### I. L. MITCHELL & CO.

OUR GAMES ARE PERFECT!  
GOLD CUP (F. P.) ..... \$65.00 C. O. D. (F. P.) ..... \$22.00  
SUPER SIX (F. P.) ..... 33.00 EVANS' TEN STRIKE ..... 85.00  
AND MANY MORE EXCELLENT BUYS!  
Write for Complete List! PHONE: GLENMONT 2840  
MACHINE AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

#### LOOK AT THIS CALCUTT CLOSEOUT!

### 63 BALLY TRIUMPHS 10 FOR \$250

Less Than Ten, \$29.50 Ea.  
GUARANTEED PERFECT CONDITIONS! Terms: 1/3 Cash Deposit, We Ship Bal. C. O. D.  
ACT NOW! PHONE OR WIRE YOUR ORDER!

#### THE VENDING MACHINE COMPANY

20515 FRANKLIN STREET FAYETTEVILLE, N. C. Co. No. 100001 10001005



1940 PAGES PRICE CENTS

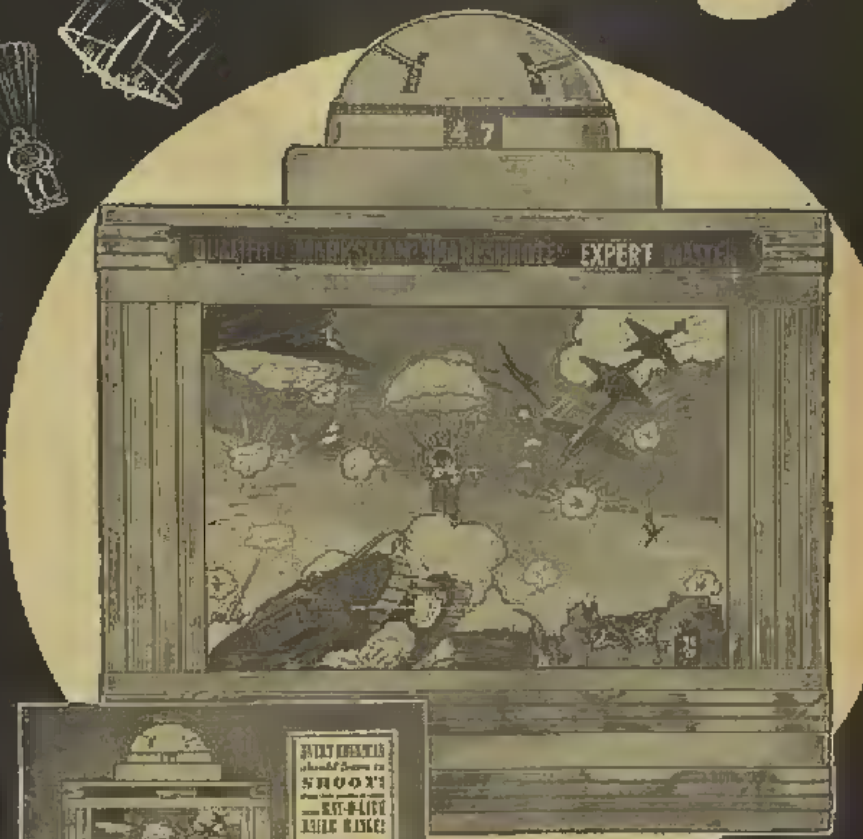
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SEEBURG'S *Ray-O-Lite*

# Shoot the Chutes

The Thrilling New  
Action Game that makes  
EVERY LOCATION  
A BOMBSHELL  
OF PROFITS!

What a thrill players get when Shoot the 'Chutes goes into action. They're excited when they see parachutists drop from the sky! They're entranced when they see bombs burst in air! They're amazed as shells explode! And their skill at hitting the parachutist-target may give them up to 100 shots! That's the thrilling, realistic war action that has made Shoot the 'Chutes the first really new game in years—the first choice of operators for consistently higher profits on locations everywhere!



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SEEBURG DISTRIBUTOR

J.P. Seeburg CORPORATION

1500 DAYTON STREET, CHICAGO, ILL.

# BEYOND EXPECTATIONS!

## PHENOMENAL LOCATION SUCCESSES STAMP IT THE GREATEST BOON TO OPERATORS IN YEARS!

**HAILED THE CURE FOR CLOSED TERRITORY!**

# POOL BOWLING

### Most Sensational Creation in Game History!

100% SCIENCE AND SKILL!  
NO MAKE-BELIEVE!  
NO IMITATION PLAY!

Absolutely 100% Legal Everywhere!

TAPS SOURCES OF INCOME NEVER BEFORE REACHED!

### MAKING OPERATORS' DREAM COME TRUE!

A landslide of letters, telegrams and phone calls, beyond anything we ever expected, greeted our announcement of Pool Bowling! Smart operators grabbed every available game, and were astounded by the instant public acceptance and enormous collections! Their reports are like dreams come true: collections boomed; closed territory opened; approval gained in new territory; legal involvements saved; rich NEW fields of profits opened which were never before available to operators!

Pool Bowling is the proven answer to the industry's problem! It is without competition, without flaw, without trouble, without grief! Investigate this sensational new gold-mine of legitimate profits at once—learn what it can do to put your business back in the money, free from all headaches!



Patents Pending

### FOLKS GO WILD OVER THIS PLAY!

POOL BOWLING is as scientific as billiards, as skill-testing as bowling, because it is actually a combination of both. Men and women rave about it... players flock to it. Its glamorous look! folks never tire of its fascinating appeal. Day by day its sensational earnings grow larger! Uses regulation billiard balls, regulation billiard cues. Every shot must be banked against opposite cushion before entering alley, which requires science and skill. Pin action and scoring are exactly the same as in bowling. May be played by 1 to 4 players at a time. Average playing time for 2 is 17 minutes. Full game of 10 frames at 10c a line earns up to \$1.20 an hour. (5c play optional.) Occupies the space of an average pin game.

**OPERATORS:** Ask your Distributor or Write Direct Today!  
**DISTRIBUTORS:** Territory Going Fast! Write or Air Mail Immediately!

Perfect For Every Type of Location!

Length 68"  
Width 36"  
Height 24" Front, 39" Rear

A LOW-PRICE ACHIEVEMENT!

# \$99.50

POOL BOWLING is priced so low you can operate it in quantity!

POOL BOWLING MFG. CORP. is a subsidiary of the STEGER FURNITURE MFG. CO., operating one of the largest plants of its kind in the Middle West.

## POOL BOWLING MFG. CORP., STEGER, ILL.

Chicago Phone: InterOcean 9760 (Direct to Factory)



*THE EASIEST WAY*

# Boost

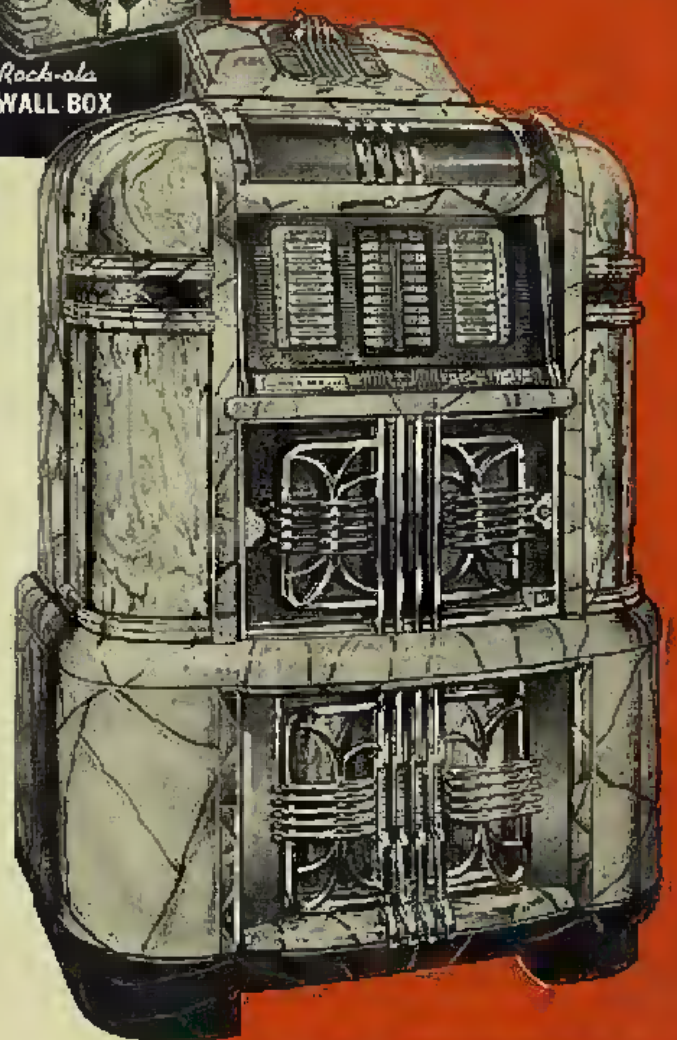
YOUR  
MUSIC EARNINGS  
WITH ROCK-OLA'S  
*perfected*  
**DIAL-A-TUNE**  
REMOTE CONTROL



Rock-ola  
WALL BOX



Rock-ola BAR BOX



*Rock-ola Super Model in Rockolite Finish*

*Now*

## Customers Will Buy More Music if You Make it Easy for Them to Play

**MAKE IT EASY**—Remove resistance. Let your customers' musical desires have full sway. Make it easy for them to play. Within easy reach put a silent salesman . . . richly attractive . . . creating desire . . . moving patrons to act—to spend their nickels for music. Install the only Remote Control with the handy Dial Selector. Everybody knows how to dial a number. **DIAL-A-TUNE** makes it easy for your patrons to play their favorite music. Rock-Ola Dial-A-Tune is modern—the newest and latest. Don't spend good money for obsolete "Push Button" or "Knob Turning" equipment. Secure greater musical earnings and increased patronage with Dial-A-Tune. Watch the nickels roll in with every twirl of the dial. It's the easiest and surest way to boost your music earnings!

\* ROCK-OLA SELLS TO OPERATORS ONLY

# ROCK-OLA

MANUFACTURING CORPORATION

800 N. KEDZIE AVE.  
CHICAGO, ILLINOIS



# GET THESE EXTRA PROFITS WITH WURLITZER WIRELESS REMOTE CONTROL EQUIPMENT

• Extra phonograph profits stand at every back-seat in every booth in every location where you have a Wurlitzer.

Get them coming your way with Wurlitzer Wireless Remote Control Bar Boxes, Wall Boxes and Stroller units. Multiply your earnings twice . . . three times . . . five times in some locations!

## ONLY WURLITZER MAKES A FULL LINE OF REMOTE CONTROL EQUIPMENT

Wireless? Two-Wire? Thirty-Wire Remote Control Systems? Wurlitzer makes them all—each designed for inter-use with the others and with previous Wurlitzer Remote Control equipment on any 24 record Wurlitzer Phonograph.

See your Wurlitzer Distributor for details and demonstrations. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC  
FOR OVER TWO HUNDRED YEARS**

**The Only  
WIRELESS  
SELECTORS  
THAT PLAY EVERY  
RECORD ON THE  
PHONOGRAPH  
and are  
ESPECIALLY  
DESIGNED  
FOR BARS**

**INSTALL ONE OR MORE WURLITZER WIRELESS  
REMOTE CONTROL BAR BOXES IN EVERY  
PHONOGRAPH LOCATION THAT HAS A BAR**



**WURLITZER WIRELESS  
WALL BOX MODEL 320**

Beautiful color-etched polished metal case. Red lacquer trim. Illuminated dial, coin entry and 24 record program holder.



**WURLITZER WIRELESS BAR BOX MODEL 330**

A big money maker. Has coin entry and 24 record program selector at each end. Gets the nickels from all directions.



**WURLITZER WIRELESS BAR BOX MODEL 332**

Smallest complete Bar Box model, yet it enables patrons to select every one of the 24 records on the Wurlitzer Phonograph.



**WURLITZER WIRELESS BAR BOX MODEL 331**

Smart looking one with single illuminated record selection entry in center program on each side.

**Order Now For Immediate Delivery . . . Sold Only To Music Merchants**