

RADIO — STAGE — NIGHT SPOTS — MUSIC — OUTDOOR

AUGUST 20, 1938

*15 Cents*

# The Billboard

The World's Foremost Amusement Weekly



JOAN FONTAINE

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"I, as night club manager and proprietor, use The Billboard for advance information that is nowhere else obtainable and I can really say that it has been a great help to me in the following of acts, the various revues on night clubs, theaters, etc. It is my opinion that any night club man should be very grateful for the many services rendered by The Billboard." — JIMMY BRINK, New Lookout House, Covington, Ky.

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"We are producers of radio productions and station representatives, therefore we read The Billboard to get the most complete outline of the radio field." — GORDON H. BRYANT, Managing Director, Bryant Publicity Service.

"The Billboard keeps us in touch with the outside world. A successful night club operator must keep up with his music both in orchestra and mechanical music, and take it from me you can not successfully run your business without an encyclopaedia, and we find The Billboard the best." — D. O. KIRKLAND, Sweet Home Pike, Little Rock, Ark.

"... no man, however original he may be, can spin everything out of himself like a spider. He has to know what the other fellow is doing sometimes if he wants a creative springboard from which to dive into his own activities. Any magazine that offers concrete help to station executives, program men, writers, executives and other personnel is well worth the time and money spent on it. The Billboard is a good investment." — DAVID NOWINSON, Iowa Broadcasting Co., Des Moines, Ia.

"My Billboard costs me 23 or 24 cents each week by sending it on to Australia.

"They can not purchase The Billboard there, so I send it for the friends of ours and others who read it as it gradually is looked to pieces with 60 or more trying to see something about home." — ORVILLE D. DEARTH, Dayton, O.

"Naturally, being a ballroom operator makes me most interested in items dealing with ballroom operation, review of bands, air briefs and band routings. It has proved very helpful to me in buying and promoting name bands." — R. H. PAULEY, Manager Turnpike Casino, Lincoln, Neb.

"For many musicians the weekly reading of The Billboard is profitable in keeping them informed on standing of popular instrumental and vocal music; reports on bands and their whereabouts." — FRED ASHBY, Secy., Musicians' Pro. Assn., Kankakee, Ill.

# The Billboard

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1938

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## RADIO BOOMS RURAL VAUDE

### Great Falls Fair Again Tops Gate Records, This Time With 234,435

GREAT FALLS, Mont., Aug. 13.—For the eighth successive year attendance records were shattered at North Montana State Fair here on August 1-6 with 234,435 admissions as compared with 211,112 in 1937. Closing day broke all records with 50,441, more than for any previous day in the fair's eight-year history. Aiding in making the record was a bumper wheat crop, larger than in any year since the annual first opened. Weather was ideal.

Keeping pace with the record of the fair was that of Hennies Bros.' Shows, which played to increasing crowds, climaxing on Saturday when total receipts were greater than reported by any midway show here in past years. Exhibits were topped by the National Hereford Show, with herds from all over the nation competing for \$10,000 in cash awards. R. J. Kinzer, secretary of American Hereford Association, announced that the fair would again be host to the show in 1939, marking the fifth successive year the event has been held here. As in past years, a major factor in keeping up attendance was a pari-mutuels track program with 46 races and entertainment probably surpassing that of any outdoor show in the Northwest this year.

A majority of acts on afternoon programs and specialty acts at night were booked by Barnes-Carruthers, which also supplied the night show, *Star Parade*. Fred H. Kressman, of Barnes-Carruthers, was program director. Acts included the Cimse Troupe, the Paroffs, Evers and Dolores, Valentine Vox and Co., Carl Freed's Band, Monroe and Adams Sisters, Shanghai Wing Troupe, Shorty Flemm, the Juvellys, the Redingtons, the Romeros, Albert Powell, Les Safyrs, Max and His Gang, Fortunello and Cirillino; Daisy, the Horse; Ed and

Tillie Bowman, Bell's high-jumping horses and Lethbridge Pipers' Band.

Art Briese, of Thearle-Duffield Co., was in charge of nightly fireworks. Added entertainment on three of the six nights included championship wrestling. Before the record Saturday crowd was a series of Thrill Day features, including double parachute jump from an airplane by Birdie and John Drapes and a brick wall crash by Miss Drapes in which she was slightly injured.

A scheduled head-on airplane crash, to have been performed for the first (See GREAT FALLS FAIR on page 53)

### Legit Gets Break In New Tax Rule; Sale Price Basis

WASHINGTON, Aug. 13.—The much-contested admissions tax, which during the last session of Congress stirred so much opposition from theater people, has been revised according to new schedules ordered by Internal Revenue Commissioner Guy T. Helvering.

The legitimate stage appears to be the chief beneficiary, but there is some indication that interpretations may be carried over to other types of entertainment. Mainly, the new rulings permit the federal tax to be based on the actual selling price of tickets and not upon the printed price, as has been held heretofore. This is believed to be the first time that this interpretation has been placed upon the revenue tax.

Taking up another contested section of the admission tax, the Bureau of In- (See LEGIT GETS on page 19)

### P.-A. Dates for Small-Town Air Acts Bringing Plenty Potatoes

By JERRY FRANKEN

NEW YORK, Aug. 13. — Sustaining radio acts, working for nothing outside of the major-program-originating cities such as Chicago, Los Angeles and New York, are making up for the gratis radio work by all sorts of personal-appearance bookings brought about by the radio time. It's an ironic twist that while the acts broadcast for nothing in many cases, this same free work is responsible for bringing them a lot of potatoes. The dates can't be called vaudeville or small-time vaudeville, altho to a considerable extent the dates are vaude with variations. Extent of these personal appearances, of which New York never hears, is really amazing, with some performers grabbing off \$500 a week. This is not oats.

Bookings are secured by announcements at the start, during and at the end of these acts' broadcasts. Of course, not all of the turns work sustaining, since a goodly number have commercial sponsors. Bookings may call for theater appearances, fairs, high schools, kaffee klatches and auditoriums. Acts have been known also to play in barns such as dairy-farm barns. These are cleaner than just plain barns.

Even tho the stations may not pay the act for its sustaining stint, broadcasters take commission. Basis for this is twofold. First, its time built the act and, second, announcement on the station brought the booking. Among the larger centers of such dates are stations in Des Moines, Schenectady, Nashville, Cincinnati, St. Louis, Hartford and many smaller cities or towns. Radius in which the acts can play is largely dominated, of course, by the station's coverage area.

Most of the dates are booked on percentage. Acts are now wised up to taking guarantees whenever they can get them. Weather may ruin a straight-percentage date. Also, when an organization guarantees an act money it usually makes sure enough tickets are sold to cover not only the guarantee but to bring in a profit.

#### Hoke

Acts which are homey and hokey, such as two-acts with plenty of chatter and business, in addition to singing and dancing, are the favorite type. A straight singing act often dies. Customers want mugging and hoke and plenty of it. Acts working out of New York on the networks seldom do forte unless they have previously worked on a smaller station. Network sustaining time out of New York is so irregular that for this kind of booking it is less advantageous

### Country-Wide Pact Between IABBD and AFA Is Aim

PITTSBURGH, Aug. 13. — Current dickering between the American Federation of Actors and International Alliance of Billposters, Billers and Distributors may soon wind up a country-wide pact between the two AFL unions, IABBD President Leo Abernathy informed today.

Lauding the co-operative spirit shown his organization by Cole Bros.' Circus, Abernathy also stated that despite various show closings business for his 16,000 members is not far under last year due to work for industrial firms.

Abernathy, who is also president of the Pittsburgh Central Labor Union, will be chairman of a nationally broadcast radio program here Labor Day featuring Frank Morrison, secretary-treasurer of AFL.

than a steady spot on a Squeedunk outlet.

According to acts doing this kind of work, a vaudeville background helps, with only radio experience making it tough to handle or get the crowds right. It's always better to work a school date than a small-town theater date, the acts

(See RADIO BOOMS on page 8)

### Sanford Showboat In Quick Fold-Up; N. Y. Clubs Quiet

NEW YORK, Aug. 13.—Bobby Sanford's Showboat did a quick fold-up after only one week Thursday. From the start Sanford had tough luck. The opening was postponed a few times and when he finally opened he was picketed by the AFA.

Sanford's idea was to attract stay-out-late crowds that wanted something to do after midnight. Boat was docked from midnight until 4 a.m., and then took a two-hour sail. Liquor was sold all night and there was a dance band and a floor show. When this failed to draw Sanford changed to two short sailings a night, with the show going on each time. Even this didn't help.

The Sanford fold-up follows the recent brodie of the Rheingold-Irwin show on the Sanders showboat. Kay Parsons' showboat continues to do the top local showboat business.

Recent closings for the summer are the Village Nut Club and Cerutti's Le Mirage. Several new clubs are slated for fall openings. Meanwhile most night clubs are just holding on. The Surfside, Long Beach, which is running a Cotton Club show, recently cut chorus girl salaries.

The International Casino is considering a tie-up with a sports store to enable patrons to skate on the stage ice during intermissions between shows and dance sets.

### In This Issue

	Pages
Air Briefs.....	8
Broadway Beat, The.....	5
Burlesque Notes.....	22
Carnivals.....	38-48
Circus and Corral.....	28-31
Classified Advertisements.....	50-52
Coin Machines.....	64-84
Endurance Shows.....	22
Fairs-Expositions.....	35-36
Final Curtain.....	25
General News.....	3-5
General Outdoor.....	60-63
Hartmann's Broadcast.....	27
Legitimate.....	14-15
Letter List.....	26 and 52-53
Magic.....	22
Minstrelsy.....	22
Music.....	10-13
Night Clubs-Vaudeville.....	16-21
Notes From the Crossroads.....	27
Orchestra Notes.....	12
Out in the Open.....	27
Parks-Pools.....	32-34
Pipes.....	57-58
Possibilities.....	4
Radio.....	6-9
Repertoire-Tent Shows.....	23
Rinks-Skaters.....	37
ROUTES: Orchestra, page 10. Acts, Units and Attractions, 24 and 60. Dramatic and Musical, 60. Repertoire, 60. Carnival, 60. Circus and Wild West, 61. Miscellaneous, 61.	
Show Family Album.....	51
Sponsored Events.....	49
Thru Sugar's Domino.....	4
Wholesale Merchandise-Pipes.....	54-58

## AFA Readies Wage Scale as Part of Agency License System

To license agencies only in strong AFA centers—agents become responsible for observing AFA rules—must use standard contract—may revoke without explanation

NEW YORK, Aug. 13.—The agency licensing system that the American Federation of Actors is working out will probably become operative January 1, but will be applied only to those key cities where the AFA feels it is strong enough to police. Locally, the AFA is calling a membership meeting next month to ratify a wage scale for local night clubs, theaters, private entertainments, circus and other outdoor shows. When the minimum scale is okehed by the membership it will be sent out to all agents applying for AFA licenses, as the minimum scale will become

the AFA as proof that the union minimum salary for that particular club has been observed.

The AFA license is subject to the following conditions:

"First: The licensee shall comply with all of the laws, ordinances and requirements of the different localities applying to such agencies.

"Second: Within the limitations above mentioned, this license shall cover every phase of entertainment employment, permanent or otherwise in the jurisdiction of the Federation.

"Third: The licensee shall not act for any artist, including or involving any performance, who is not a member in good standing of the Federation.

"Fourth: This license (which is not (See AFA READIES on page 8)

the license provides that all contracts must be in writing and on the standard contract approved by AFA. The AFA now supplies to acts, agents and employers an AFA Artists' Contract form in triplicate (one for the employer or agent, one for the act and one for the AFA). In many night clubs where the AFA has a closed shop the AFA standard contract is used and a carbon copy is filed with

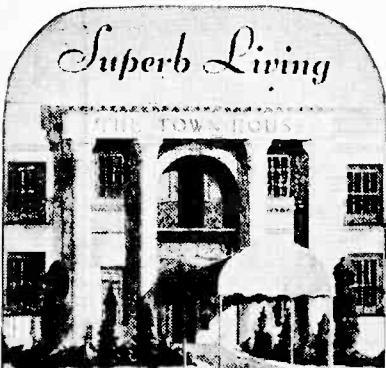
## JOAN FONTAINE

(This Week's Cover Subject)

**J**OAN FONTAINE, fast-rising RKO player, was born in the International Settlement of Tokyo, Japan, and spent part of her childhood there and in San Francisco. She was educated in the latter city and in Saratoga, and the American School of Tokyo served as her finishing school. Technically a British subject, she has never been in England.

Amateur theatricals occupied much of Miss Fontaine's time in Japan, and her training in many Shakespearean roles there prepared her for her first acting part in San Francisco, in the Henry Duffy production of "Call It a Day." She wasn't in the play for more than two weeks when Jesse Lasky saw her and placed her under a personal long-term contract. Another week found her cast with Katharine Hepburn in "Quality Street," and since then it has been a steady succession of RKO pictures, among them "The Man Who Found Himself," "You Can't Beat Love," "Music for Madame," "A Damsel in Distress," "Maid's Night Out," "Blond Cheat," the recently released "Sky Giant" and the large scale picturization of "Gunga Din."

Miss Fontaine's artistic talents lie not only in the direction of acting but of painting as well. She is quite adept at water color work, and is studying art as a pupil of Frank Ingerson and George Dennis. Altho she is a sister of Olivia de Havilland, she prefers to play down the relationship, relying upon her own ability to get to the top.



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## THOMAS J. COOPER

Formerly of Washington, D. C.  
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ELLIOTT TICKET CO. (400 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago 615 CHESTNUT ST., Phila.)			ONE ROLL \$ .50 TEN ROLLS 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH Double Coupons, Double Price No C. O. D. Orders Accepted

## Pittsburgh Acts May Join AFA, Forced by Other AFL Outfits; Philly Given Autonomy by AFA

**PITTSBURGH, Aug. 13.**—Aiming to bolster the AFA drive for members that he hopes will culminate September 11 with a mass meeting where officers will be elected under the new semi-autonomous union set-up, AFA Organizer Dan Hurley today appealed to Director Cliff Ryan of the Allegheny County Sesquicentennial Fair to sign professional talent, protesting that since paid stagehands, musicians and electricians were being hired for the pageant, play and water ballet that will use 1,000 performers the talent should not be completely amateur, as called for by present plans. Ryan promised to "co-operate."

In district night clubs entertainers today were crystallizing into the opinion that they must eventually join AFA or be blacklisted from jobs, because of pressure being exerted by the American Federation of Musicians, the bartenders' union and other AFL sympathizers. Altho only 30 of 300 members of the Entertainers' Federation of America attended a meeting this week with AFA Secretary Ralph Whitehead and Hurley to discuss possibilities of amalgamation and then left the sessions without arriving at a decision, 30 other entertainers who belong to AFA attended another meeting, formed a volunteer membership committee and named 10 deputy organizers.

After the September 11 elections Hurley and local AFA representative George LaRay expect to start a drive for closed shop in the more important niteries around town. They will reportedly be aided by AFM Local 60 and the office of the Central Labor Union that is headed by Leo Abernathy, president of the International Alliance of Billposters, Billers and Distributors.

Differences between EFA members and the AFA still hinge on the financial autonomy, with EFA, thru President James Loster, asking that part of the dues be kept in Pittsburgh, and Whitehead insisting that all go to New York. Peppered by threats brought up again that EFA might affiliate with the Committee for Industrial Organization, the AFA heads wanted to know whether local acts were more interested in keeping dues in Pittsburgh or getting higher wages for themselves. Asked then by EFA about what the AFA could do for the locals that was not already being done, Hurley referred to wage increases and legal guardianship secured in other cities. One entertainer replied they didn't want higher wages because they feared nitery proprietors would prefer out-of-town talent if they had to pay top prices.

Noncommittal were members of the Entertainment Managers' Association, who said they have not been approached in the past 10 days by either entertainers or AFA representatives. Last week a scheduled meeting of the EMA and Whitehead failed to jell.

Accused of chiseling by some of the performers, the EMA and eight other unorganized bookers were sought for a tie-up by Hurley when he came to Pittsburgh two weeks ago. Nettled by their failure to hold an official meeting as promised, he commented, "We'll take care of them later."

In Pittsburgh today was Guy Magley, last here on the circus tussles with Hagenbeck and Ringling, on his way to Chicago, finally set to resume management of the Windy City AFA office.

**PHILADELPHIA, Aug. 13.**—Negotiations have been virtually completed for the affiliation of the United Entertainers' Association with the AFA. Tom Kelly, UEA business agent, announced this week.

The only hitch is the fact that many of the UEA members are out of town and are unable to ratify this move, Kelly said. All of the difficulties be-

tween the two groups have been ironed out, and the UEA has been granted local autonomy by Ralph Whitehead.

Kelly yesterday took action against the Vincent & Fields agency for alleged breaking of contract with Betsy Bain, dancer, booked into the 15 Club here.

Kelly accused the 10-percenters of signing up the hooper without an order from the management of the night club, which he charged was a violation of the new State Booking Law. The hearing was scheduled before Magistrate Elias Myers.

**NEW YORK, Aug. 13.**—Ralph Whitehead is back after a tour of Pittsburgh, Philadelphia and Atlantic City. He says prospects for a branch in Pittsburgh are good and that Philly will probably come in next month. An A. C. branch is in the works also, he claims.

The AFA has okeed another organizer for Los Angeles, where the branch is arranging to license MCA, the only big L. A. agency that had not yet taken out a license.

The AFA plans to send organizers to the Boston branch.

As each branch intrenches itself the AFA's new licensing system will go into effect for that territory until the entire nation is covered.

## Chicago Club Bookers Elect

**CHICAGO, Aug. 13.**—Entertainment Managers' Association, recently formed indie club date bookers' org, elected the following officers at its regular Wednesday meeting: David P. O'Malley, president; George W. Konchar, vice-pres; Lyman E. Goss Jr., secretary-treasurer; George M. Hillman and James K. Thompson, trustees.

Bookers have organized to eliminate chiseling, non-licensed competitors and other chiseling practices prevalent. Membership, held exclusively to club date bookers, now totals 20 of the craft.

## 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 VAUDE

**WOODY HERMAN**—and his band not only appeal strongly for dancing but give evidence of capabilities for those who would sit-relax-listen to be entertained. Band has never had a big play at air time to carry its name, but once inside the house the stub-holders will spread the word around. Forte is the Deep South blues, with Herman strong on their singing. Apart from jitterbug fodder for matinee moppets, the band has plenty of musical novelties to round out a presentation. It's a clean-cut good-looking ensemble that knows its showmanship.

## For FILMS

**HAROLD WILLARD**—baritone soloist at Bill's Gay Nineties Club, New York City. He's a tall and good-looking fellow with a smooth, modulated and trained baritone with a tenor range. Delivers operetta, popular and semi-classic stuff with great persuasion. Looks like a real comer and rates a screen test and a crack at radio.

## Thru Sugar's Domino

While the conductor of this column is on his vacation the pillar will be devoted to chit chat and general impressions gleaned in Hollywood by Sam Honigberg, of The Billboard's Chicago staff. Honigberg has been with The Billboard more than five years. He started as correspondent in Pittsburgh, was promoted to an executive post on the Chicago office editorial staff and is now on a special mission to the Coast. The regular column resumes with the August 27 issue.

**HOLLYWOOD, Aug. 13.**—Don't believe most Easterners who tell you that they don't miss the Great White Way or Michigan Boulevard. They are plenty homesick, but the fields for those holding the right positions are too lucrative to be deserted. A good many of them hang out in eateries operated by popular New Yorkers who retain as homelike an atmosphere as possible. Among the more prosperous food dispensers here is Bob Murphy, whose House of Murphy in Beverly Hills is crowded with notables almost any night you drop in. Bob is still proud to double as table singer and to personally greet all his customers at the door.

A Hollywood preview is a major event here both for the movie lights and house operators who, respectively, engage in the much-liked diversion of autographing and tilting of box-office prices. The usual crowds lined Hollywood boulevard this week when Warners "secretly" previewed *Four Daughters* at their Hollywood Theater. The Lane Sisters, who are three of the daughters in Fannie Hurst's tale, came in in slacks, while Gale Page, the fourth daughter, who not so long ago was just another NBC sustaining artist in Chicago, appeared "dressed to kill." Many Broadwayites turned out, among them Hugh Herbert, Jack Benny and Mary, Ed Sullivan, Joy Hodges, Phil Regan, Hedda Hopper, Lee Patrick (whose father once was on the advertising staff of *The Billboard*), Lucille Ball and Maureen O'Sullivan. A preview invariably packs the house.

Plenty of typewritten matter on flickerdom leaves these shores daily when you consider there are over 150 Hays-accredited correspondents and some 300 free-lancers living in and around Hollywood. They feed hundreds of American and foreign publications.

The other day such veterans as John Halliday, Irene Rich and Melvyn Douglas worked all afternoon on one scene in Universal's *That Certain Age* when the star, Deanna Durbin, continually muffed the same line. It was a breakfast table set and the players were required to eat a meal lustily at every take. While not so in this case, philanthropic-hearted stars are known to stall on sets purposely in order to make more work for all others connected with the picture. They will suddenly become tired or continue to have trouble with the dialog and the company will be required to work overtime.

Sally Rand is a business woman first and always. While aware that she was wanted to do a quickie she readily affixed her John Hancock to a picture contract that called for a salary of \$10,000 under a six-day shooting schedule. The result is a thriller labeled *Murder on Sunset Boulevard*, produced by George Hirliman. They will screen it any day now and if it's any good at all Sally will make personal appearances wherever the picture is shown.

The most short-lived ventures in Hollywood are night clubs. The few that remain open longer than a year are the exceptions. Most of them come and go, for the after-dark patrons here tire of a spot after a visit or two and are out to explore new hideouts. Consequently, operators open clubs with the plan to close them just as soon as those streamlined limousines start whizzing by them. As one leading night club impresario expressed himself the other night, "I plan to open my new cafe on the Sunset boulevard strip for a limited engagement of four weeks."

The three-dot dash department: Oswald, who split with Ken Murray, is operating a beauty shop on Wilshire boulevard. Murray will have a prominent role in Laurence Schwab's *Once Upon a Night* on Broadway this fall. . . . Sunnie O'Dea will be in the opening show at the Drake Hotel, Chicago, October 8. . . . George White, Bing Crosby, Pat O'Brien, Oliver Hardy, Fred McMurray, Elizabeth Patterson, Claire Dodd, Robert Cummings, John Hamilton, Frank Lloyd, the producer, (See SUGAR'S DOMINO opposite page)

# Broadway Beat

(George Spelvin, who takes his vacation with a vengeance, has skipped town for eight weeks, insinuating this column can't be conducted without him. Staff members will pinch-hit until his return.)

By DANIEL RICHMAN

AS A RESULT of Ethel Merman's signaling the New York Central's crack 20th Century Limited in New York a week or so ago the lady has been admitted to the BRT, which is not a merger of the Brooklyn and Interboro Transit lines but an organization known as the Brotherhood of Railroad Trainmen. Seems that Alexander Whitney, president, and 100 representatives attending a wage conference in Chicago at time, heard about La Merman's railroad proclivities and immediately wired her an offer of an "honorarium" but nonetheless bona fide membership. Publicity being what it is, chanteuse accepted with alacrity and now enjoys the distinction of being the first female railroad brakeman in the world and a member in good standing of the trainmen's organization. . . . There appeared to be a bit of uncertainty in several of the printed reports last week inent the exact proportions of the Morton Downey family. Barbara Bennett Downey presented the tenor with another child, and the recapitulation of the total progeny in a couple of metropolitan dailies must have left readers a little bewildered. *Mirror* subscribers in particular were subjected to some confusion when Winchell reported that the new arrival was the sixth addition to the family, and a news story in the same edition labeled it No. 5. The *News* complicated things further by crediting the Downeys with only four. The *Billboard* refuses to go on record with any guess of its own but refers its readers to the Bureau of Vital Statistics.

Of All Things Dept.: 'Tis bruited about that District Attorney Thomas E. Dewey is taking singing lessons from Alfredo Salmaggl. . . . Speaking of singers, Ruth Altman, hitherto associated with the operetta stage, is having a fling at straight dramatics this week at the Rockridge Theater in Carmel, N. Y., altho she'll warble an aria or two during the proceedings. Play is a new one, *Milan in May*. . . . Dick Rodgers and Larry Hart, who write a pretty fair musical themselves, were profuse in their congratulations to Florence Wickham, former Metropolitan Opera star, upon the Rockridge premiere of her opera, *Rosalind*, last week. . . . The Palace Theater Building stone steps are being replaced—worn thin after 25 years of service carrying actors to and from bookers' and agents' offices. . . . Several of the 15-cent movie emporiums lining 42d street are under the same management, but to audiences ignorant of this fact a trailer shown in one of them recently proved unintentionally uproarious. The hodgepodge of scenes and superdossal wordage was exhibited on behalf of *The Toy Wife*, which was being shown in one of the management's other houses, and the trailer was so much worse than trailers usually are

that the patrons greeted with a howl the announcement that the picture was now playing at the theater across the street. They evidently figured, that the blurb was dirty work on the part of the house they were in to keep them out of a rival establishment.

For what seems to be the first time within memory, a band leader used the classified ad columns of a newspaper to get recruits for a singing ensemble. The maestro was Fred Waring, the paper was *The New York Times* of Sunday a week ago, and the call was for male chorus singers, young, for Waring's A Cappella Choir. . . . Bert Adler, erstwhile theatrical press agent, is now deputy commissioner of the Department of Public Works of New York. And he gets mail addressed to the Hon. Adler. . . . Observed in front of the Palace Theater box office: a small, breathless woman rushing excitedly up to the cashier's cage, inquiring, "Have you a floor show?" and dashing away just as excitedly when answered with a withering "No." . . . Perfect example of simplicity and directness, despite the size of the letters, is the sign on the Astor Theater for its forthcoming attraction. Three-line wording reads simply: "Norma Shearer, Tyrone Power, Marie Antoinette." . . . Judy Starr, petite vocalist with Hal Kemp's Band, turned down an offer from Max Gordon for a part in his new musical, *Sing Out the News*. . . . Harry Quinn, expert dispenser of the various joy waters in Gus and Andy's, comes

forth with the observation that when Lincoln freed the black slaves he forgot all about the white ones. . . . And Mrs. Jimmy Dorsey quips, "I made Jimmy a good wife while making him a good husband."

Amazing is the only word to describe the complete lack of a foreign accent in the speech of Mrs. Harold Warner, wife of the Buffalo correspondent of *The Billboard*, considering that she was born in Germany, lived there all her life and came to this country only four years ago. In that short time she has lost all trace of a German accent, and her speech is as American as Bob Burns'. . . . Idle reflection while gazing at the Times Building's electric sign with its condensation of the day's news: Why the different color bulbs, white on the north side and yellow the rest of the way around? . . . A headline reader at the Edison Green Room notes that "Dodgers Draw Record Crowds at Night Games" and soliloquizes that maybe slapstick is still the U. S. A.'s most beloved style—or possibly the Dodger fans like the night games because they can fade out of the park unnoticed. . . . An imposing-looking envelope, all of a dozen inches long, with corresponding grandeur in height, addressed expansively and emblazoned with heavy lettering declaring that it bore "News from the New York World's Fair, Administration Building, World's Fair, New York" arrived at *The Billboard* office one morning last week and contained—nothing.

## Morris' \$5,000,000 Gross Billings Leads Radio Agent Field in 1937

NEW YORK, Aug. 13.—William Morris Agency topped all radio agents in gross billings for 1937 by a wide margin, according to reliable info. Morris office had radio talent deals totaling \$5,000,000, exclusive of sales in other fields. No data is available as to radio sales of network artists' bureaus, but neither NBC nor Columbia, or for that matter any other talent peddler in the business, approached the Morris total. Lyons & Lyons claim a gross radio total of about \$3,000,000 for the year. Music Corp. of America, with bands as its principal radio booking angle, is figured for a similar amount and possibly a bit more.

Rockwell-O'Keefe's radio sales for 1937 just topped the million mark, scoring \$1,000,503. Understood that for 1938 Rockwell-O'Keefe is considerably ahead of last year's biz all around.

A comparatively new agency, Wilson, Powell & Hayward, is figured for almost as much as Rockwell-O'Keefe, with Nelson Hesse and Bill McCaffrey fairly close, too. James L. Saphier had about \$500,000 for 1937 and is due to nearly double that amount in 1938. Wolf Associates is calculated to have handled a fairly similar amount, with Doug Storer having his really big year in 1938.

Sam Lyons, of Lyons & Lyons, points to \$800,000, \$600,000, \$400,000 and two \$80,000 deals with Jack Benny, Phil Baker, Jack Haley and Johnny Green and Kitt Carlisle.

It is reported very possible that for

1938 the Hollywood Myron Selznick agency may set a new record in radio billings. Selznick's flesh mart has been doing a land-office business on guest star appearances for pix names. Agency manages the majority of Hollywood's film nabobs.

Only two vaude biggies have carried over from the lush variety days, these being the Morris and Lyons outfits. About 10 or a dozen radio agents handle the bulk of all chain placements. Networks themselves do not figure very importantly in this branch of the business.

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### A Stone's Throw From Times Square.

Modern homelike apartments from 1 to 4 rooms, with kitchenettes and kitchens furnished or unfurnished.

• One of the few apartment hotels in the neighborhood offering so comprehensive a service in housekeeping apartments.

Equipped for housekeeping, with free gas and automatic refrigeration. Maid attendance, linen, valet and laundry service optional. 24-hour switchboard and elevator service.

On Lease or Transient at Moderate Rentals.

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325 WEST 45TH STREET  
NEW YORK CITY

## THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, OPERA CHAIRS, SPOTLIGHTS, STEREOSCOPES, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, RECTIFIERS, REFLECTING AND LAMP, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

WRITE FOR FREE CATALOG "B"  
**MOVIE SUPPLY CO., Ltd.**  
1318 S. WABASH AVE. CHICAGO, ILL.

## HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT  
848 NO. DEARBORN ST., CHICAGO.  
Single Rooms, \$5.00—Double, \$7.00 per Week.  
Unit Headquarters. 5 minute walk to Loop.  
Theatrical Booking Agencies located in hotel.



## HOTEL FOUNTAIN SQUARE

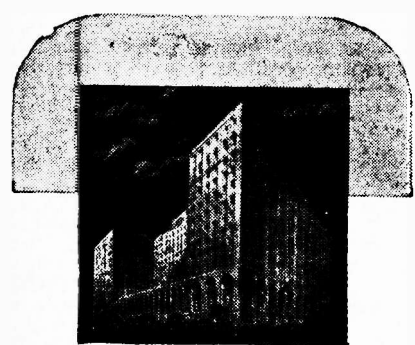
250 MODERN OUTSIDE ROOMS WITH BATH FROM \$2.50

You will be right there—when you register at the Fountain Square Hotel. Facing all "fronts" in Cincinnati—center of the shopping district and office building area. The food and service are the best to be had in Southern Ohio. In the air-cooled Moorish Grill you'll meet the leading men of Cincinnati, while the Olympic Cafe and Bar (also air-cooled) is Cincinnati's scintillating center of night life. The rooms are exceptionally pleasant. All have full tiled baths.

M. J. DEININGER, Manager

## CINCINNATI

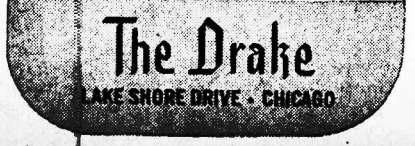
<p><b>STOCK TICKETS</b></p> <p>ONE ROLL... \$ .50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 100 ROLLS... 29.00 ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1 1/2"</p>	<p><b>TICKETS</b></p> <p>Correct In Every Detail From <b>THE TOLEDO TICKET COMPANY</b> (Specialists for nearly one-half century) TOLEDO, OHIO.</p>	<p><b>SPECIAL PRINTED</b></p> <p>Roll or Machine.</p> <p>10,000... \$ 6.95 30,000... 9.85 50,000... 12.75 100,000... 20.90 1,000,000... 150.50</p> <p>Double Coupons, Double Price.</p>
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## Distinguished

The Drake offers every luxury and convenience of fine living on Chicago's Gold Coast, overlooking Lake Michigan.

A. S. Kirkeby, Managing Director



# Identifying the Sponsors

**PORTSMOUTH, N. H., SURVEY REVEALS MANY BIG SHOWS WEAK ON SPONSOR IDENTIFICATION --- SPLIT IDENTIFICATION ALSO A FACTOR --- SHOWS MAY DRAW LARGE AUDIENCES BUT SALES TALKS DON'T HOLD**

By PAUL ACKERMAN

Third section of The Billboard's radio survey of Portsmouth, N. H., indicates strongly that some expensive nighttime programs are lacking in putting across their commercial announcements. This is indicated by answers to the new question used in the survey, namely, What product is advertised by your favorite program? In order that respondents may in no way be conditioned, this question is asked only of those who stated they did NOT listen to the radio on the day or night in question, but who nevertheless had a favorite program. Facts and indications presented herewith, dealing with nighttime programs, represent the answers of 796 people, 760 of whom said they listened to the radio evenings.

Survey shows that some programs with large listening audiences may be very weak in their sales appeal. In other words, programs which are strong from the entertainment angle are often weak from the standpoint of servicing the sponsor in the way he wants to be serviced—sales. The apparent low sales value of some of these expensive shows also contrasts markedly with their high listening ratings.

Insofar as results from advertising are often intangible and cannot be traced directly to any particular advertising medium used by the sponsor, such statistics are of concrete significance. They may be interpreted as indicating the desirability of the commercial sales talk.

One example will suffice to show what kind of run for their money some sponsors are getting in Portsmouth, N. H. Of the people queried, 27 said "Hollywood Hotel" was their favorite program. But in answer to the question, "What product is advertised?" the 27 were buffaloed. Sixteen answered "Luckies," one answered "Cigaretts," two answered "Soap" and eight said they did not know. Luckies sponsored "Your Hollywood Parade." "Hotel" is off the air for revisions.

Not one correctly identified the sponsor.

**Contrast**

Contrasting with the poor sponsor identification on "Hollywood Hotel," Benny Goodman's "Camel Caravan" and Ford's "Watch the Fun Go By" came thru the survey with 100 per cent sponsor identification. "Fun" is also off the air now. "Caravan" was named 30 times as a favorite and the entire 30 correctly identified the sponsor. It is interesting to note that in this case the name of the product is a part of the show's title.

In the case of "Watch the Fun Go By," 29 named it as favorite and 29 correctly identified the sponsor. It may be noted as a conditioning factor that the program's title is very similar to the catch phrase used in other advertising media, namely, "Watch the Fords Go By."

Ford Sunday night program, with three mentions as a favorite show, scores 100 per cent in sponsor identification.

"Chesterfield Presents Andre Kostelanetz" scores exactly as Ford's Sunday night show, and it is again interesting to note that the name of the sponsor is used in the immediate program announcement.

Philip Morris program, "Johnny Presents," with Russ Morgan's Orchestra, also scored three favorite mentions and 100 per cent in identification.

"Hit Parade" did very well, gathering 39 favorite mentions and 36 identifications. Two gave "Don't Know" answers and one said "Cigaretts."

"Lux Radio Theater" is evidently doing an ace job for its sponsor, gathering 23 favorite mentions and 22 identifications. Here again name of sponsor is written into the program title.

Al Jolson, for Lifebuoy, scored 18 favorite mentions and 16 identifications. Jello show came in handily with 22 mentions, 19 identifications and three "Don't Knows."

**Many Weak**

Great amount of non-identification in some of the better-known evening programs is worth special consideration.

Statistics on the Eddie Cantor show suggest a new twist for the "We Want Cantor" theme. Comic was mentioned five times as a favorite, but his sponsor might just as well be Aristotle. There were no sponsor identifications for Cantor.

"Town Hall Tonight," "Vox Pop," Ben Bernie, "Professor Quiz," Lowell Thomas, Jimmy Fidler, "We the People," "True and False," "First Nighter" received between one and three favorite mentions. Not one was credited with a single sponsor identification.

"Easy Aces" comes thru as a curio. Program received 18 favorite mentions. In answer to sponsor identification, 17 said "Don't Know." One said Anacin. Kay Kayser received four favorite mentions, but had only one correct identification.

"Amos 'n' Andy" joins the exhibit A class. Program took 10 favorite mentions. Three of the people queried named the old sponsor, Pepsodent, and seven said "Don't Know." Guy Lombardo, with six mentions, was credited with only two correct identifications and four "Don't Knows." "March of Time" had four "Don't Knows" out of six mentions.

**Split Identification**

According to the Portsmouth survey, some of the large variety shows are getting good identification, some fair and others are laying eggs all over the landscape. One of the commonest manifestations, however, is split—or partial—identification. Chase & Sanborn, for instance, received 63 mentions, 26 complete identifications, 28 partial identifications and four "Don't Knows." The answers listed as partial identification (See IDENTIFYING on page 9)

## Sponsor Identification Table

Table below lists those evening programs heard in Portsmouth, N. H., and identified by listeners as their favorite programs. Not all the programs named are broadcast during the summer; others, such as "Watch the Fun Go By" (Ford Autos), are now off the air for the particular sponsor last bank-rolling the show.

Telephone calls in The Billboard surveys are made with respect to evening and daytime programs. This table is compiled by asking only those who had "not" listened the evening before what their favorites are. In this way these listeners are not conditioned in favor of any particular program.

The table lists the program titles and immediately on the same line the number of listeners stating this to be their favorite program. In parenthesis under the show's title is the sponsored product. Below this the various identifications made by listeners are recorded, together with the percentage of the favorite mention total these various answers represent. Programs with less than 10 favorite mentions do not show the percentage breakdowns.

No Particular Favorite....	185	—	Amos 'n' Andy .....	10	—
Chase & Sanborn Program	63	—	(Campbell's Soups)	3	30
(Chase & Sanborn Coffee)			Pepsodent .....	7	70
Chase & Sanborn .....	26	41	Don't Know .....	6	
Coffee .....	33	53	Guy Lombardo .....	6	
Don't Know .....	4	6	(Bond Bread)	2	
Kraft Music Hall .....	63	—	Bond Bread .....	4	
(Kraft Cheese)			Don't Know .....	6	
Kraft Cheese .....	28	44	March of Time .....	6	
Cheese .....	28	44	(Time, Life)	1	
Don't Know .....	7	12	Time and Life Magazines	1	
Major Bowes .....	59	—	Time Magazine .....	4	
(Chrysler-Plymouth Autos)			Don't Know .....	5	
Chryslers .....	44	74	Eddie Cantor .....	5	
Cars .....	11	19	(Camel Cigaretts)	5	
Don't Know .....	4	4	Don't Know .....	4	
Rudy Vallee Variety Hour.	46	—	Kay Kyser .....	4	
(Royal Gelatin)			(Lucky Strike Cigaretts)	1	
Gelatin .....	17	37	Luckies .....	3	
Royal Gelatin .....	3	7	Don't Know .....	3	
Yeast .....	3	7	Ford Sunday Night Pro-	3	
Jelly .....	1	2	gram .....	3	
Don't Know .....	22	47	(Ford and Lincoln Autos)	3	
Your Hit Parade .....	39	—	Ford .....	3	
(Lucky Strike Cigaretts)			Jimmie Fidler .....	3	
Luckies .....	36	92	(Drone)	3	
Cigaretts .....	1	3	Don't Know .....	3	
Don't Know .....	2	5	Andre Kostelanetz .....	3	
One Man's Family .....	37	—	(Chesterfield Cigaretts)	3	
(Tenderleaf Tea)			Chesterfields .....	3	
Tenderleaf Tea .....	24	65	Johnny Presents .....	3	
Tea .....	10	27	(Philip Morris Cigaretts)	3	
Don't Know .....	3	8	Phillip Morris .....	3	
Boake Carter .....	33	—	(Huskies)	3	
(Huskies)			Huskies .....	3	
Huskies .....	20	61	Town Hall Tonight .....	3	
Post Toasties .....	1	3	(Ipana-Sal Hepatica)	3	
Philco .....	5	15	Don't Know .....	3	
Don't Know .....	7	21	Vox Pop .....	3	
Camel Caravan — Benny			(Molle)	3	
Goodman .....	30	—	Don't Know .....	2	
(Camel Cigaretts)			Ben Bernie .....	2	
Camels .....	30	100	(U. S. Tires)	2	
Watch the Fun Go By....	29	—	Don't Know .....	2	
(Ford Autos)			Hour of Charm .....	2	
Fords .....	29	100	(General Electric Products)	1	
Hollywood Hotel .....	27	—	General Electric Bulbs..	1	
(Campbell's Soup, Tomato			Mazda Lamps .....	2	
Juice)			Professor Quiz .....	2	
Luckies .....	16	59	(Nash Autos)	2	
Cigaretts .....	1	4	Don't Know .....	2	
Lux Soap .....	2	7	Lowell Thomas .....	2	
Don't Know .....	8	30	(Sunoco Gas)	2	
Uncle Ezra .....	25	—	Don't Know .....	2	
(Alka-Seltzer)			Walter Winchell .....	1	
Alka-Seltzer .....	19	76	(Jergens' Lotion)	1	
Tenderleaf Tea .....	1	4	Jergens' Lotion .....	1	
Don't Know .....	5	20	Big Town .....	1	
Lux Radio Theater .....	23	—	(Rinso)	1	
(Lux Soap)			Rinso .....	1	
Lux .....	22	96	We, the People .....	1	
Soap .....	1	4	(Sanka Coffee)	1	
Jello Program .....	22	—	Don't Know .....	1	
(Jello)			True and False .....	1	
Jello .....	19	86	(Williams' Shaving Cream)	1	
Don't Know .....	3	14	Don't Know .....	1	
Al Jolson Show .....	18	—	First Nighter .....	1	
(Lifebuoy Soap)			(Campagna's Italian Balm)	1	
Lifebuoy .....	16	89	Don't Know .....	1	
Don't Know .....	2	11	Lullaby Lady .....	1	
Easy Aces .....	18	—	(Carnation Milk)	1	
(Anacin)			Contented Milk .....	1	
Anacin .....	1	6	Good News Program .....	1	
Don't Know .....	17	94	(Maxwell House Program)	1	
Kate Smith Hour .....	13	—	Maxwell House Coffee..	1	
(Calumet Baking Powder)			Coffee .....	1	
Calumet Baking Powder	7	54			
Baking Powder .....	3	23			
Don't Know .....	3	23			

**Look for**

**This Feature:**

**Analyzing  
Radio's  
Program Trends**

By AL SIMON  
(Station WHN)

**How Much Does  
Radio Cost?**

By WALTER J. NEFF

**in the  
Fall Special of  
The Billboard**

**Dated August 27**

## Title Tiff Over "For Men Only"

CINCINNATI, Aug. 13.—Problem of whether station or sponsor owns a program is likely to be aired in court, following tiff between WLW here and WIP, Philadelphia, over *For Men Only* programs on each station. Programs are alike only in title, but WLW sent letter to Ben Gimbel, of WIP, asking that the Philly station change the moniker.

Situation at this point became involved when P. B. White firm, which sponsors the Philly program, ordered WIP to lay off any contemplated change on the ground that it owned the show. In the event WLW obtains an injunction against performance of WIP's *For Men Only*, P. B. White will attempt to get a restraining order against WLW.

Social Security Bureau has ruled that, as far as collection of SS tax is concerned, the sponsor is the employer. Problem may have further clarification during negotiations between American Federation of Radio Artists and networks preparatory to contract agreement on commercial shows.

## Talking Shop

By JERRY FRANKEN

### Butting In

Lately I have become considerably irritated by the buttinsky proclivities of a radio columnist who, it appears, has adopted a steady policy of telling people how to run their businesses.

Now this is more or less accepted as one of the liberties of the newspaper business. In many cases it is quite fitting, especially when the writer is more or less a veteran, but it certainly can be overdone. It is overdone, too, when it is done officiously; it is overdone when the writer speaks with a lack of knowledge; it is certainly overdone when it is done habitually. It is not only overdone but it is done in poor taste when such trivia is written with the idea not of constructive criticism, but with the idea of "Look at me and see how smart I am."

So I am going to do it.

But, of course, I'm going to do it differently. I'm going to write along the lines, "If I were a columnist."

### If I Were a Columnist

I would try and try awfully hard to mind my own business.

I would try to write straight news or straight criticism, and, if I were a radio columnist, I'd write about radio and radio's people.

I wouldn't write about songs, their authors or their pluggers, nor would I plug songs, one way or another.

I'd try to realize that a newspaper man, with truly rare exceptions, is just a newspaper man, not an actor, commentator of public figure. And that those exceptions are exceptions, but I'm not—at least not yet.

I'd would try and try awfully hard to mind my own business.

I'd try not to write about the same people every day, or nearly every day, or what seems to be every day.

I'd try not to swoon in print when a big shot, alleged actual or otherwise, recognized me in one way or another.

I'd try to realize that being funny is a tough job and that if I couldn't be funny I'd remember it and not try to be.

I would try to remember that the exclamation point was created for a specific purpose and that it should be used not in lieu of a comma, question mark or, most of all, a period. I'd try also to remember that constant use of the exclamation point is like crying wolf.

And before I forget, I'd try harder than that to mind my own business.

Arthur R. Mooge, Inc., Chicago, has been elected to membership in the American Association of Advertising Agencies.

### No Free Dishes?

PITTSBURGH, Aug. 13.—And now it's double features on the air. Evidently cued by twin bills in cinema palaces, KDKA will co-feature Maurice Spitalny's studio band and Jan Savitt's Top-Hatters, currently on Stanley stage, in 55-minute show to be fed Monday night to NBC-Blue.

### Man Bites Mike

DETROIT, Aug. 13.—When an interviewer bites the Inquiring Reporter—it's news. A Detroit station, anonymous by request, got a surprise kickback the other day when its sidewalk announcer asked an apparently Innocent Bystander, "Young man, tell us your name and your occupation and the outstanding feature about your business."

Back came the answer, "My name is Bob Longwell, and I'm an announcer at WJBK; we specialize in 14 newscasts a day." The boys are trying to figure out if it was a plant.

## NBC Competing Against Toscy

NEW YORK, Aug. 13.—National Broadcasting Co. has decided to sell time against its greatest attraction, the Arturo Toscanini symphony program. Maestro will go on the air over a curtailed hook-up. On the Red, for instance, broadcast will go over the supplementary outlets, leaving available for commercial time the basic, mountain and Coast loops.

Move is in line with sharp pick-up in sale of Saturday night commercial time. Last year the Saturday night NBC-Red had only one hour sold—the Ripley and Jack Haley programs for General Foods. This year there are three and one-half hours in the works, amounting to an increase of 250 per cent.

Saturday night NBC-Red commercial line-up includes Chesterfield, at 6:30-6:45 p.m.; Quaker Oats, starting October 1, 8-8:30 p.m., with Tommy Riggs and Betty Lou; Bromo Quinine (Grove Laboratories), starting October 8, 8:30-9 p.m., with Fred Waring's Pennsylvanians; Penn Tobacco, with Vox Pop, goes on October 1, 9-9:30 p.m.

Time from 9:30-10 p.m. and 10-10:30 p.m. is definitely in the bag and 7-7:30 will be sold shortly. Probably to Pall Mall and Noxema.

CBS line-up for Saturday night commercials includes Russ Morgen for Philip Morris, 8:30-9 p.m.; Professor Quiz for Nash Kelvinator, 9-9:30 p.m., and *Your Hit Parade* for American Tobacco, 10-10:45 p.m.

### Wells to Western Post

CINCINNATI, Aug. 13.—Bill Wells, widely known in radio circles here, left for North Platte, Neb., this week to become program director and chief announcer of Station KGNF. Wells, a member of the announcing staff at WCPO here for nine months until last June, was program director and chief announcer for WJNO, West Palm Beach, Fla., before coming to the Queen City.

### Pittsburgh Acts Get Break

PITTSBURGH, Aug. 13.—After years of drought, local entertainers are enjoying a gold strike. Glenn Riggs, of KDKA, was this week moved to New York as a senior announcer with NBC; Nancy Martin resigned from WCAE's staff to go with NBC's Artists' Bureau in Chicago as singer-pianist slated for a debut spot with Roy Shields, and the Sophisticated Ladies, WCAE, vocal trio, were invited recently to Manhattan for an MBS look-over, as well as auditions with a recording company.

## Hock Shop Now N. Y.'s Largest Radio Advertiser; 18 Hrs. Weekly

NEW YORK, Aug. 13.—Madison Personal Loan Co. is now the largest radio advertiser in New York City with more than 18 hours per week on three independent stations. Firm would appear to be almost a radio-built company. First radio was used a little over a year ago and consisted of a small spot-announcement campaign on a limited budget. Since then, however, its hock-shop plugs have become among the most insistent sales talks heard on local radio.

While the firm sponsors a varied type of program schedule, swing shows seem to dominate. Best known among these lines was its sponsorship of the WNEW Sunday morning swing embroglio. Part of the firm's selling is done on a per-

## CBS Move To Lighten 1940 Jam Thru New ASCAP Deal Is Denied

NEW YORK, Aug. 13.—Tho denied by Columbia Broadcasting System, reports persist that the chain is now dickering with American Society of Composers, Authors and Publishers for a renewal of its contract with the music society. Point stressed is that the ASCAP-CBS agreement would be extended thru 1940, the year ASCAP contracts with broadcasters expire.

If true, CBS move has vast implications. It would immediately lift the network out of the embarrassing spot of having to negotiate new contracts with three organizations at once. These are ASCAP, American Federation of Musicians and American Federation of Radio Artists. It would also give CBS a jump on the entire broadcasting industry. ASCAP, in turn, would be placed in a very advantageous position in that NBC, if it wished to bargain over rates, would have to do so without the aid of CBS.

ASCAP has been outspoken in its belief that radio should be made to pay for copyrighted music more money than it does now. Successive attempts to harass the society thru the medium of anti-trust suits, allegedly inspired by the broadcasters, have all been chalked up by the Society for final reckoning. John G. Paine and E. C. Mills, ASCAP execs, recently stated that radio and other

sources should turn over an annual \$12,000,000 to the music industry, as against the approximate current take of \$6,000,000.

Chief instigator of the reported CBS strategy is said to be Ike Levy, WCAU (Philadelphia) mogul who is regarded as ASCAP's greatest friend in radio.

In the event broadcasters were considering a united front to tackle the ASCAP problem when it came due, any defection on the part of CBS might hamper them. Such a move, too, while being possibly favorable to the Society, would weaken any united front the AFM and AFRA might have had in mind. To the unions, tho, ASCAP's okeh on the CBS matter could be unfavorably looked upon only in an unofficial way—because the much-talked-of AFM-ASCAP entente never reached the John Hancock stage.

## Anonymous Chain Letter Asks CBC End Receiver Fee

NEW YORK, Aug. 13.—There is plenty of talk as to the originating point of the chain letter being circulated in favor of reducing the Canadian Broadcasting Corp.'s radio set license. New York radio editors received yesterday a card in the form of a "pledge" on which it was stated the subscriber would boycott CBC advertisers and functions using CBS CBC talent until the license fee was reduced to \$1 if not completely abolished.

Focal point of the attack seems to be Canada's Prime Minister. Bottom of the card states "Note—To make this chain letter effective—copy seven times and mail one to the Prime Minister \* \* \* and six to other radio owners."

Text of the card reads "Until Canadian Radio Licenses are reduced to \$1, or abolished altogether, I will not patronize any function using talent, nor purchase any product featured over CBS CBC stations, nor buy from any merchant advertising in any newspaper printing Canadian Broadcasting Corp. programs. On my honor I promise this."

Printed in Manitoba, there is no indication as to the source of the card, other than a hotel address on the envelope, hotel being in Brandon, Manitoba.

## NBC Signs With AFRA For N. Y. Announcers

NEW YORK, Aug. 13.—American Federation of Radio Artists and National Broadcasting Co. signed a contract affecting announcers on sustaining shows yesterday.

Agreement is for two years, retroactive to July 1, 1938. Scale calls for 10 per cent wage increases, this bringing the figure to \$250 and up to \$396 for senior announcers, and \$110-\$175 for juniors per month. Juniors serve a 30-month apprenticeship, and limitations provision calls for ratio of one junior to four seniors.

Contract includes provisions for sick leave, vacation and arbitration. NBC claims it reserves right to hire and fire, and interprets this as meaning no closed shop, but AFRA points out contract has a four-week dismissal notice provision.

NBC has also agreed not to furnish clients with free staff announcers for commercials, this stipulation going into effect as soon as present contracts between NBC and clients expire.

Contract affects 31 announcers, six of whom are juniors.

### Kate Smith's Two Sponsors

NEW YORK, Aug. 13.—Kate Smith will do a comment program for Diamond Crystal Salt, beginning September 29. Schedule calls for three 15-minute periods a week over Columbia Broadcasting System. Benton & Bowles is the agency.

Program does not affect Miss Smith's variety show for Calumet Baking Powder.

### Slater Spiels Yale Games

NEW HAVEN, Aug. 13.—Eleven Yankee network stations will carry Bill Slater's descriptions of the entire 1938 Yale home game schedule. Slater will also cover the out-of-town Penn-Yale, Cornell-Dartmouth and Duke-Pitt games. Sponsor is Atlantic Refining.

### Baldwin Heads WFIL Program Divvy

PHILADELPHIA, Aug. 13.—E. Palmer Baldwin, former Buffalo advertising executive, has been appointed program coordinator at WFIL by station manager Don Withycomb.

Baldwin was associated with the firm of Baldwin, Urquhart Co., of Niagara Falls, and the Addison Vars Advertising Co., Buffalo. In his new post he will work closely with the sales and program departments in an effort to interweave the functions of the two.

### Mono Renews Nasologists

DES MOINES, Aug. 13.—Monogram Pictures have signed the Iowa network's hillbilly unit, the Northwesterners, for another film chore following their work in *Starlight Over Texas*. Now in Hollywood with Ranny Daly, program director for KSO-KRNT, the Northwesterners will delay their return a few weeks, meanwhile broadcasting their Mutual network show, *Tall Corn Time*, from KHJ, Los Angeles.

### Another for P. & G.

NEW YORK, Aug. 13.—*Life Can Be Beautiful*, new serial for Ivory Soap, debuts as a five-day-a-week 15-minute program September 5. Will be heard over the NBC Basic Red network. Program produced by Transamerican, scripted by Carl Bixby and Don Beckman and set by Compton Advertising Agency.

### Wheatie's Cowboy

LINCOLN, Neb., Aug. 13.—Buck Owens, movie cowboy playing personal appearance dates in the Midwest, said he was headed eastward. Will broadcast this year under Wheaties sponsorship, he added.

## WNYC Hops From 8th to 4th Spot in N. Y. Publicity Breaks

NEW YORK, Aug. 13.—In the latest compilation of publicity breaks for New York City's radio stations, WNYC, municipally operated non-commercial outlet, hops to the fore with a startling jump to fourth place. City's station takes this position, displacing WOR, and is topped only by WABC, WJZ and WEAF, network broadcasters ranking in that order. Since the start of these compilations no other station has so suddenly highlighted itself. Nearest to come to any gain of this nature is WQXR, high-fidelity station, which improved its publicity standing considerably in the past year.

Last year WNYC, which underwent a change of management a few months ago with Morris Novik now manager, was in eighth position, trailed only by WQXR, WEVD, KBNX and WINS. Position in this publicity breakdown was gained to a great extent by best bet box mentions in the dailies, with the station getting a total of 337 highlight mentions. In column breaks station did not, comparatively speaking, do as well.

While WNYC, WQXR, WNEW, WEVD and WMCA all show improvement over last year's totals in the face of fewer dailies published in New York, WMCA has made the most noticeable pick-up. Total column and highlight mentions for WMCA is 345 against 248 for last year. Since the last compilation was published WHN and WNEW have swapped positions.

This analysis covers the period starting July 10 and ending August 6. Eight New York dailies and one Brooklyn daily constitute the sources of the breaks; no news desk or picture breaks are tabulated.

Stations	1938			1937		
	F.	C.	GT.	F.	C.	GT.
WABC	724	176	900	815	250	1,065
WJZ	590	123	713	799	246	1,045
WEAF	539	93	632	650	217	867
WNYC	337	49	386	65	33	98
WOR	287	84	371	294	142	436
WMCA	261	84	345	150	98	248
WQXR	239	10	249	55	28	83
WHN	115	18	133	127	38	165
WNEW	103	15	118	87	25	112
WEVD	93	7	100	50	10	60
WINS	65	17	82	33	64	87
WBNX	6	—	6	—	4	4
Totals	3,359	676	4,035	3,125	1,145	4,270

## Chi ABT Members Meet With CIO; Hold Affiliation Vote This Week

CHICAGO, Aug. 13.—Meetings between the CIO's American Communications Association and the Associate Broadcast Technicians, independent radio engineers' union in CBS, were held here Friday after being postponed from Tuesday. Powwows were called by Louis E. Goyette, head of ACA's radio division, prior to ABT's affiliation election which is being conducted Monday on a national basis. All local engineers regardless of where employed were invited by Goyette to attend, but special stress was laid on the ABT boys and their Monday polling date.

In his talk Goyette pointed out that ACA had made more rapid strides in the field than IBEW (AFL electrical union), which is also making a play for the ABT membership, but whose name will not appear on the present ballot. Election is to determine if ABT joins CIO or remains independent.

Goyette also said that investigations had proved to ACA that the ABT union

did not have sufficient funds to further itself toward a strong national position, but with the help of ACA this could be accomplished.

Remainder of the morning meeting was taken up with an outline of what ACA hoped to do in the radio technician field. A closed shop will be insisted upon in all future contracts, he stated, and uniform wage scales would be the rule regardless of the size of the station. Goyette said this latter stipulation was to prevent engineers from flocking to big outlets and also to nip any attempts by the chains at wage cuts.

ACA claims the ABT election will be an overwhelming victory for the former and expects to go right ahead with the other chains as soon as the CBS-ABT org is absorbed. Returns on the vote casting will not be made public until September 6, Goyette announced, since it would take that time to get returns from the various locals and engineers on vacation.

## Radio Politics Blasted After FCC Ruling Against Tulsa Trib

WASHINGTON, Aug. 13.—Politically sensitive Washington this week was aroused over charges that Senator Elmer Thomas, of Oklahoma, had been instrumental in causing an adverse Federal Communications Commission decision on *The Tulsa Tribune's* radio application.

Editor and Publisher, newspaper trade magazine, took up the incident editorially in today's issue, which blasted politics in radio and urging a Congressional investigation to air the "smell of unwholesomeness in the radio atmosphere." *The Tulsa Tribune*, however, was said to be satisfied, because its ideas had been changed about the advisability of entering radio. *The Tribune* was reported as convinced that the "whole radio setup needs a thoro going-over and revision, and we are of the opinion that anyone who invests much money in starting a new station is in for trouble."

Bitterly contested primary elections are producing many stories of political reprisals and have made the New Deal a battle ground for conservatives and liberals of both parties. *The Tulsa Tribune's* application had been pending

for more than a year, and it was said to have the support of Senator Thomas. During this year's primary in Oklahoma *The Tribune* did not support Thomas and statements credited to the senator are to the effect that he secured disapproval of the station.

Most of the F. C. Commissioners were out of the city obtaining a few days' rest, and comment from them was impossible to get. However, other officials adopted the attitude of "sticks and stones may break my bones," with the new accusations rolling off the FCC like water on a duck's back.

Observers believe that this is one of the strongest charges to be made against the FCC and they are confident that the Tulsa incident will be one important factor in gathering Congressional sentiment for investigation.

### RADIO BOOMS

(Continued from page 3)  
say, for several reasons. School groups can get a higher admish than a theater, and this counts when it's a percentage date. Furthermore the schools have, invariably, better stage equipment. Many

WHEN President Roosevelt barges into Hyde Park August 27 Carson Robinson and his Buckaroos will provide the chief entertainment, including, of course, *Home on the Range*. Schedule is being engineered by FDR's neighbors. Robinson, incidentally, goes over NBC in October for Musterole. . . . Richard Brooks, of WNEW, will cover the Jimmy Hines trial. . . . George Fisher publishes a small four-page gossip tab which he mails cuff to "club members" of his Mutual broadcasts. . . . Bill Jones and Ernie Hare, erstwhile "Happiness Boys," back on the air via WMCA, beginning Wednesday (17). . . . Grace and Scotty, NBC artists, picked seven losers out of eight races at Saratoga last week. . . . Marshall Montgomery, ventriloquist, will appear over television in about nine weeks. Claims to have been first vent act on radio, too, with a 1923 performance over WOR.

Feverish vacation-going continues. Jim Dillingham, of Benton & Bowles, on a busman's holiday up-State. Writing for mags. Dillingham goes into B&B research department on his return. . . . Arthur Sinshelmer, of Peck Advertising, cleared out on his first vacation in three years. Fishing and motoring around Canada. . . . Reuben Peterson, Erwin Wasey, now off on the second leg of a tripartite vacash. . . . Chester Lauck, of Lum and Abner, arrived

on the *New Amsterdam Friday (12)*. . . . Fred Gropper, of Compton, off to Lake George. . . . B., B., D. & O. has a lot of new radio biz in the works. . . . When rain caused cancellation of *Radio Night* at the Lewisohn Stadium last week stadium reportedly lost \$8,000. About 15,000 people were expected for the show, featuring Mark Warnow, Frank Black, Raymond Patge, Jessica Dragonette, Morton Gould and the Revellers. Understood that Black balked at conducting *Miss Dragonette*, with Warnow asked to step in instead.

TITO and his Swingtet, new sustainer over WEA, landed the job as a result of his recent guest appearance on the Vallee show. . . . Marjorie Norton-Lillian Okun Associates are preparing a fall campaign for Miss Dean's Health and Reducing Studio. . . . Nan Wynn is recording for Vocalion with her own band. Also making disks with Teddy Wilson's music men. . . . Lennen & Mitchell renewed their Sensation Cigaret account on the Don Lee net. . . . Same agency recently bought spot announcements for Ruppert Brewing Co. on WSAI, Cincinnati, and KCMO, Kansas City. . . . Jane Froman will give concert of pop and standard tunes in Grant Park, Chicago, September 26. . . . Jimmy Brerly started last week with George Olsen's Orchestra on the Tim and Irene show.

## Chicago By HAROLD HUMPHREY

MAREK WEBER is forming his own band now and may go into a local hostelry in the fall. . . . Truman Bradley, ex-Chi announcer, has been cast for his first Hollywood pic. . . . Radio head Frank Ferrin, of Herni, Hurst & McDonald, and Smilin' Ed McConnell left for Cincy to preview the new Ballard & Ballard show set for September. . . . Actor Harold Peary is back at NBC after a month's Coast holiday. . . . Jay Franklin, the newspaper pillarist, airs his stint from here Tuesday before continuing across the country. . . . It's rumored that Loop hotel managers are again in secret huddles to determine what to do about remote wires when the fall shows are lined up. The nets are still pat on the \$100-a-week service charge.

Both Franklyn MacCormick and Don Hancock are being considered by Henry Ford to announce his *Ford Sunday Hour* coming back to the air next month. . . . The Bob Crosby ork has had two sponsor offers for its "Candid Camera" sus-

tainer aired from the *Blackhawk* but can't accept because a clause in its MBS contract prevents the show from being broadcast over any but the Mutual wires. . . . Alec Templeton, the blind ivory pounder, will be featured in the *Chicago and Music Festival Saturday*. . . . Les Paul, WJJD guitarist, is another local off for Hollywood to appear in a Republic film. . . . Most of the WBBM execs left this week with Manager Leslie Atlas for some heavy fishing on the latter's yacht.

LOU COWAN, local p. a., is grooming a crime quiz show for a sponsored fall shot. . . . Henry Klein, producer of the *It Can Be Done* show, is kept busy lining up interview subjects for Eddie Guest. He's on the trail of Mabel Stark, the lion tamer, now. . . . Actor Phil Lord is chairman on the Chi New Century's committee which is handling the radio "regatta" set for this month. . . . Hal Burnett, of WBBM, left Sunday for a 10-day pack trip in the wilds of Wyoming.

small-town theaters are creep joints. If they have played vaude it's been so long ago that dressing rooms are now used as mop closets.

Season runs all year round actually, but from March to October is best for outside functions since the weather hazard is removed. School dates come mostly around graduation times when the senior class wants to raise enough scratch to take a trip to Washington. Summer also is good for dates in which the function is held in dance halls or ballrooms taken over for the occasion. Many of these dates were noticeable on a recent trip thru New England.

Among acts playing such dates are Grace and Scotty, Ann Mix and her Cow-boys, Hank Keen, Bradley Kincaid, Hi Boys, Polly Jenkins and others. Billing, especially advance billing, always mentions the radio angle.

Acts say it's tough work. Jumps have to be made in automobiles and are often plenty long. Worse than that, tho, is that a straight 10 or 15 minutes is never enough; acts may work from an hour to a full evening.

### AFA READIES

(Continued from page 3)  
exclusive) is personal to the licensee, shall not be transferable, and no person, firm or corporation other than the one named therein shall be entitled to any advantage therefrom.

"Fifth: All contracts between the licensee and members must, at all times,

be in writing and on the standard form of contract approved by the Federation and shall be subject to, and bound by, the present and future provisions of the constitution, by-laws, rules, regulations and resolutions of the Federation and of all branches thereof, affected thereby.

"Sixth: The obligations of members to the Federation and to its branches are in no wise to be changed or affected by this license or by any contract or engagement, and such members shall, at all times, remain subject and be amenable to such Federation and its branches, the constitution, by-laws, rules, orders, resolutions and regulations thereof.

"Seventh: The licensee will not solicit or permit any engagement or employment of members, except strictly in conformity with the rules and wage scales of the Federation and its branches.

"Eighth: The license is not to receive, or be entitled to, any commission or compensation, in any form, in advance and no commission or compensation is to become due or be paid, in any form, at any time before the members concerned receive in full, payment for their services.

"Ninth: The Federation will not countenance any breach by the licensee or members of any contract conforming to the Federation and local laws and rules; and will use its best efforts to enforce valid claims by licensees against members.

"Tenth: The licensee will keep the (See AFA READIES on page 19)





ORCHESTRA ROUTES

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

ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

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

A
Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
Alberto, Don: (El Chico) NYC, nc.
Anderson, Al: (Merry-Go-Round) Newark, N. J., nc.

B
Baer, Billy: (Bear Mountain Inn) Bear Mountain Park, N. Y., nc.
Baker, Fred: (Kaiser's) Buffalo, re.

C
Campbells Trio: (McGuire's) Champaign, Ill., c.

D
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.

E
Eichler, Fran: (Westview Park) Pittsburgh, b.
Eldridge, Roy: (Savoy) NYC, b.

F
Farber, Bert: (Netherland Plaza) Cincinnati, h.
Farmer, Willie: (Promenade) Rockefeller Center, NYC, re.

G
Garvin, Val: (Half Moon Club) Steubenville, O., nc.
Gendron, Henri: (Colosimo's) Chi., nc.

Goho, Billy: (Bedell House) Grand Island, N. Y., h.
Golly, Cecil: (Euclid Beach Park) Cleveland, b.

H
Hall, Jay: (Montclair) Montclair, N. J., h.
Hall, George: (Tybee Beach) Savannah, Ga.

I
Irish, Mace: (Chanticleer) Millburn, N. J., nc.

J
Jones, Isham: (Claridge) Memphis, Tenn., h.

K
Katz, Al: (Ocean View) Ocean View, Va., nc.

L
La Combe, Buddy: (Meadowbrook) Saratoga, N. Y., nc.

M
McCune, Will: (Bossert) Brooklyn, h.

N
Naylor, Oliver: (Club Rex) Birmingham, nc.

O
Owens, Harry: (Biltmore) NYC, h.

P
Palmer, William: (Place Elegante) NYC, nc.

R
Raiser, Freddy: (Danstetter's) Buffalo, nc.

S
Sabin, Paul: (Syracuse) Syracuse, N. Y., h.

T
Trotter, Tom: (Buckeye Lake Park) Buckeye Lake, O., b.

Hicks, Earl: (Elmwood Park) Oklahoma City, b.
Himber, Richard: (Essex House) NYC, h.
Hines, Earl: (Grand Terrace) Chi., nc.

Holland, Peanuts: (Grandview) Angola, N. Y., b.
Hollander Will: (Lincoln) NYC, h.
Holmes, Herby: (Cabannas Club) Urbana, O., nc.

Jones, Isham: (Claridge) Memphis, Tenn., h.
Joy, Jimmy: (Bill Green's Casino) Pittsburgh, nc.

K
Katz, Al: (Ocean View) Ocean View, Va., nc.

L
La Combe, Buddy: (Meadowbrook) Saratoga, N. Y., nc.

M
McCune, Will: (Bossert) Brooklyn, h.

N
Naylor, Oliver: (Club Rex) Birmingham, nc.

O
Owens, Harry: (Biltmore) NYC, h.

P
Palmer, William: (Place Elegante) NYC, nc.

R
Raiser, Freddy: (Danstetter's) Buffalo, nc.

S
Sabin, Paul: (Syracuse) Syracuse, N. Y., h.

T
Trotter, Tom: (Buckeye Lake Park) Buckeye Lake, O., b.

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

Songs With Most Radio Plugs

"A Tisket, A Tasket" Still On Top; "Head" Is Second

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, August 11. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Table with 5 columns: Position, Title, Publisher, Plugs Net, Plugs Ind. Lists songs like 'A Tisket, A Tasket', 'You Go to My Head', etc.

K
Katz, Al: (Ocean View) Ocean View, Va., nc.
Keib, Bill: (Navy Pier) Chi., b.

L
La Combe, Buddy: (Meadowbrook) Saratoga, N. Y., nc.
Lamb, Drexel: (Wonder Bar) Grand Rapids, Mich., nc.

M
McCune, Will: (Bossert) Brooklyn, h.
McFarlane, Frank: (Chateau Moderne) NYC, nc.

N
Naylor, Oliver: (Club Rex) Birmingham, nc.
Nelson, Harold: (Rotisserie) Vicksburg, Miss., nc.

O
Owens, Harry: (Biltmore) NYC, h.
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P
Palmer, William: (Place Elegante) NYC, nc.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.

R
Raiser, Freddy: (Danstetter's) Buffalo, nc.
Rapp, Barney: (Enna Jettick) Auburn, N. Y., p.

S
Sabin, Paul: (Syracuse) Syracuse, N. Y., h.
Salle, Lou: (Beverly Wilshire) Beverly Hills, Calif., h.

(See ROUTES on page 13)

# FAIR FIELD FOR BANDS

## CRA Flirts With Colored Band Biz

NEW YORK, Aug. 13.—Enthused by its success in booking Billy Hicks into the snooty St. Regis Hotel here and the continued lack of sales resistance in routing the other colored bands on its roster for the one-night gallops, Consolidated Radio Artists is mulling the possibilities of setting up a colored dance department. Deal is on fire to make a tie with Joe Glaser, bringing into the office a string of sepias capped by Louie Armstrong. In fact, Armstrong has already been offered by CRA to dance promoters, leading to the belief that pact is at the signature-signing stage.

CRA has seven colored bands on the roster, but only Hicks is under its direct management, others solely for booking purposes. Chick Webb and Erskine Hawkins bookings are in arrangement with Moe Gale; Stuff Smith has Johnny Gluskin for personal rep; Earl Hines and Fletcher Henderson belong to Ed Fox of Chicago, and Roy Eldridge bookings are in arrangement with Mike Falk, Detroit booker. Agency claims there's a possibility of getting Duke Ellington on the books, but Irving Mills poo-poos the thought as being fantastic.

Music Corp. of America has been mulling in mind the plan for a colored band division for some time. Unattended by bally, MCA has signed quite a number of colored bands and entertainers, and it is expected that V-P. Willard Alexander will shortly leave on a talent quest thruout the country's Harlem quarters.

## Bernie Holds High At Detroit Gardens

DETROIT, Aug. 13.—The business this summer is reported as 75 per cent off from last season, Eastwood Gardens amusement park has still been able to keep out of the red ledger in spotting name bands for weekly stands in the ballroom. Gate is only 50 cents per head, and the best attendance mark to date was chalked up by Ben Bernie with 4,000 dancers to make it the biggest night of the season. However, much of the revenue to meet the band nut is coming from the bar, which has developed into an important adjunct, considerably so since the Eastwood Coconut Palms shuttered this week.

Manager Max Kerner has Artie Shaw this week as a follow for Eddy Duchin and sees the season thru with week stands for Tommy Dorsey, Will Osborne and Bunny Berigan, latter closing the season September 10. Berigan is expected to provide a sock finish following his top box-office rating at the Fox Theater here.

## Paine Plugs Modern Music

SEATTLE, Wash., Aug. 13.—John G. Paine, ASCAP general manager, making his first visit to the Pacific Northwest region, took time out to point out that there is a big demand for novelty musical compositions and that this country has a new music that is well worth the playing and listening. He hailed the late George Gershwin as a great master of the new music, writing in the American manner. Feels convinced that the symphony orchestras will soon take to American music on a larger scale. Holding great encouragement for American composers, Paine revealed that Concert Manager Arthur Judson came to him recently and asked that ASCAP evolve a licensing plan to enable concert and symphony groups to play such American compos.

## Henderson Fetches \$750

LINCOLN, Neb., Aug. 13.—Fletcher Henderson made his stand last Saturday at Turnpike Casino a profitable one in drawing 1,000 dancers for a \$750 gate. There was no advance sale, ducats going at a straight \$1.50 per couple. Dick Jurgens and Noble Sissle in line for August dates and Shep Fields comes in around September 1 to get some of the State fair trade.

Look for

These Features:

### *This Ballroom Business*

By WILL H. WITTIG

### *Hitch Your Wagon to A--Style*

By SHEP FIELDS

### *On Publicizing the Dance Band*

By IRVING LEHRER

### *Going Great Guns*

By PAUL WHITEMAN

in the

### *Fall Special of The Billboard*

*Dated August 27*

## Union Sets Aside Duerr's Pay Claim Against Mario

NEW YORK, Aug. 13.—Claim of \$942.66 granted Dolph Duerr, Cleveland band leader, against maestro Don Mario was set aside by the AFM exec board this week. Damages on salary sought was outgrowth of a July, 1937, booking at Pittsburgh's Show Boat when Mario refused to front Duerr's Band. Mario faded out of the band picture since that time, going in hiding at the Wurlitzer plant to work on an invention. Has now signed with Lou Irwin, of CRA, and plans to build a band again this fall.

## Kaycee Kids Give Swingsters a Go-by for the Saccharine Side

KANSAS CITY, Mo., Aug. 13.—The season in its last sprint, check on takes at John Tumino's Fairyland Park Ballroom, only one in Kaycee using name bands consistently, finds two "sweet" bands with most profitable grosses. Orrin Tucker hit a fat \$1,175 early in June, that mark standing until late July when Tony Martin jammed 'em in to the tune of \$1,400.

Fairyland figures are puzzling here inasmuch as swing bands proved by far the most successful during the winter and spring months at Will H. Wittig's Pla-Mor Ballroom, shuttering for the summer. Casa Loma did \$3,000 in March at Pla-Mor to hang up a season record. Nobody here has the answer to the sudden reversal of popularity of the two dance styles, unless it is that 100-degree weather slows down the moppets and therefore augurs well for "sweet" rather than the strictly jive tempos.

Ayars LaMarr took in \$900 on his best solo this summer at Fairyland, good for a band without a national rep, Tumino said. Other attractions so far have been Andy Kirk, registering a strong \$1,050 in the home town; Red Nichols, with \$1,700 for four nights, best of the four

## MCA Pioneers With Top Names At Outdoor Fairs-Expositions

Farmer frolics loom as important employment outlet for dance bands—Goodman, Dorsey, Lombardo, Kyser, Whiteman and Casa Loma set for stands

NEW YORK, Aug. 13.—Bumper crop of band bookings engineered by Sonny Werblin, Music Corp. of America exec, is seen as an opening wedge for dance bands at the annual State and county fairs and expositions thruout this country and Canada. True, the season is short. But the number of affairs are many and the money is quite tall. Further, possibility of orkdom cashing in on a September-October fair season would tie together the summer and fall seasons in a most profitable fashion. Success of name bands as outdoor attractions this season will undoubtedly give impetus to a rush next year, with the possibility of territorial names finding an in at the county fairs.

## National Rule Lifts Chi Ban on Waxings

CHICAGO, Aug. 13.—American Federation of Musicians' recording rulings and licenses went into effect nationally Wednesday, thus canceling the musicians' employment ban placed on recording companies in this local by James C. Petrillo as of March, 1937. After the setting up of these rulings on recorded music in his local here Petrillo was largely instrumental in starting the ball rolling for the AFM's adoption of national jurisdiction over recording firms at the 1937 convention.

National AFM licensing of recorders, however, supersedes any rules of AFM locals, so Chi disc makers are again at liberty to wax musical platters if they sign the license. RCA and World Broadcasting have both signed after completing a rush of script shows before deadline time. Up to now they were able to dub in musical finales, but under the existing license live tootlers will have to be employed for these waxes, too.

## Foster Books Casino Park

DALLAS, Aug. 13.—Frank Foster has taken over the Casino Park account, Fort Worth dancant operated by George Smith and formerly serviced by Music Corp. of America. Has Lucky Millinder taking over the band stand this week, with Bill Bardo following on August 18, lingering until the September 5 closing.

WELLS COLONIAL HALL, Milwaukee ballroom operated by Eddie Worth, was destroyed by fire last week with a loss estimated at \$30,000. Dance hall was erected in 1884 as a roller-skating rink and used during the past 50 years for dancing.

## Tucker Aims at Own Mark

PITTSBURGH, Aug. 13.—When Tommy Tucker takes to the stand on Monday (15) for a two-week stretch at Kenywood Park Ballroom, the maestro will aim to crack the all-time high set by himself earlier in the summer when 3,014 dancers made for a record night. Closest mark was made by Ben Bernie in 1929 with 2,900 in attendance and 2,800 admissions for Kay Kyser. A. Brady McSwigan, Kenywood operator, brings in Benny Goodman for a solo on the 22d and Smith Ballew the 28th.

Ozzie Nelson hit \$18,000 for his week just closed at the Stanley Theater. It's several thousand under his last year's gross but above the house average for this season.

## Fireworks and Rogers Boom Gate to \$2,600

SPOKANE, Wash., Aug. 13.—Buddy Rogers and his red-jacketed bandmen drew big at Natatorium Park dance pavilion last Thursday. Band and fireworks display featured the 49th anniversary celebration of the historic fire which wiped out Spokane Falls and Manager Louis Vogel crowded some 7,000 people into his amusement park. About half as many crowded into the ballroom to hit a gate of about \$2,600. Ducats peddled at \$1.10 for gents and 55 cents for the gals. Holiday cut in on Anson Weeks' stand five days later, drawing only a fair crowd and the take below expectations.

## Blake Heads Negro SPA

NEW YORK, Aug. 13.—New organization to protect the work of Negro composers has arisen under the leadership of Eubie Blake. Movement, under the name of Negro Song Writers' Protective Association, has invited every colored composer to join and expects to operate branches thruout the country. Group holds meetings each week and at present is setting up by-laws.





# Managers Protest License Rule and FTP Competition

**Project again hires house in Times Square area—resentment against Shuberts—Labor Stage exempt from license fee, but must live up to all fire regulations**

NEW YORK, Aug. 13.—With peace reigning blissfully in the League of New York Theaters after the signing of the League-Equity agreement, managers found two things to squawk over this week. Most important was a renewed threat of competition in the Broadway area by the local Federal Theater Project. The other was the fact that Mayor La Guardia finally oked Labor Stage's plea for license exemption, classifying it as an auditorium used for educational and cultural purposes. Managers claim with justice that Labor Stage—which produced *Pins and Needles*, one of the season's two most successful musicals—is also competition and should not get special privileges denied to regular commercial managers.

The FTP competition threat came up again when the project announced that it had hired the Ritz Theater on 48th street for a year. Last spring, when the project hired the St. James, the managers howled, claiming unfair competition and reminding the FTP that, at its inception, it had promised to stay out of the Times Square area. No official League action was taken, because Lee Shubert objected, the Shubert interests running more to theatrical real estate transactions than to theatrical productions. A group of producers, led by Brock Pemberton, independently protested, however, and sent their squawk both to Washington and to the local FTP. After several weeks the lease on the St. James was dropped.

The whole thing is to be done over again now, with the FTP again invading the commercial area. FTP, of course, claims that its low admission scale gets new converts for legit. But producers point to the fact that customers trained to see shows at a 40-cent top aren't precisely fish for a \$3.30 scale. In addition, the FTP has started to acquire and produce, instead of its original experimental productions, a series of plays of definite commercial value, including E. P. Conkle's *Prolog to Glory* and G. B. Shaw's *On the Rocks*. *Rocks*, as a matter of fact, is the first Shaw American premiere in many years not presented by the Theater Guild. Also managers point to the fact that the FTP has been making raids on regular commercial players for its productions, in particular for *On the Rocks*. Altho it competes with producers in the acquisition of commercial scripts and for the services of first-line players, the managers point out, the FTP presents its shows, thanks to its government subsidy, at a 40-cent top. That's plenty of competition, they say, without adding insult to injury by putting such 40-cent shows next door to the wares that commercial managers are trying to sell.

Despite the justice of their arguments, the producers feel that there is little hope in approaching either the project or Washington. Most of the current resentment is lavished on the Shuberts, who consummated the deals. Talk of a boycott of Shubert houses is considered merely that—talk—in view of the number of productions announced for the coming season.

As for the Labor Stage kick, the theat-

rical subsidiary of the International Ladies' Garment Workers' Union, which entered the commercial field with *Pins and Needles* (sending out road companies to commercial houses, with its amateur cast forced to join Equity), is still claiming exemption on the license fee. La Guardia, after much consideration granted it, but stated that Labor Stage's home house would have to live up to all fire regulations. There have been various violations charged to it.

SAN FRANCISCO, Aug. 13.—For the first time in a long while three legitimate openings were seen here same night when *Susan and God*, starring Gertrude Lawrence, opened at the Curran; *Pins and Needles* put in at the Geary, and *Milky Way*, FTP comedy, played the Alcazar. All made local debuts Monday.

*Susan*, as was expected, got the nod. *Pins and Needles*, with its International Ladies' Garment Workers' Union backing, drew a good labor hand, while *Milky Way* pulled the usual WPA crowd.

## Stage Whispers

The Mercury Theater, which habitually announces like mad and then stops to count up all the announcements that it can't do, scores another one—this time on *Close Quarters*, the two-character play that Gilbert Lennox adapted from the French of W. O. Somin. The Mercury, early in the summer, placed it confidently on the schedule—but it now appears that the option is held by Lee Shubert. And Mr. Shubert isn't inclined to let it go; at the moment he's energetically engaged in trying to hire Luise Rainer as half the cast. Whether the Mercury just fell victim again to its passion for announcements, or whether it relinquished the script to Mr. Shubert, isn't known at the moment in this corner. . . . Proceeding with announcements, however (and these seem definite enough just now), the Mercury says it will open its repertory season with William Gillette's *Too Much Johnson* and Georg Buchner's *Danton's Death*. Insisting on offering a "Mercury production" of even so successful a farce as *Johnson*, the insistent young artists of 41st street will equip it with a motion picture prolog, to let the audience in on what's happened before the start of the play. That means either that Orson Welles has succumbed again to his passion for chopping scripts to pieces, or else that the Mercury has a pretty mean idea of the intelligence of modern playgoers. The play got along well enough without a motion-picture prolog when it was first presented. . . . The Five Producing Playwrights, who this week won Bill Fields away from a profitable press job with Gilbert Miller, have begun making definite announcements. The first item on the schedule, the Maxwell Anderson-Kurt Weill operetta, *Krickerbocker Holiday*, will try out in Boston starting September 26 and will open at the Ethel Barrymore in New York October 10. Joshua Logan will direct. Next item, Robert E. Sherwood's *Abe Lincoln in Illinois* (not to be confused with the FTP's *Prolog to Glory*), will try out in Washington the week of October 3 and in Baltimore the week of October 10, opening on Broadway at the Plymouth October 17. Erin O'Brien-Moore will be Ann Rutledge, Muriel Kirkland will be Mary Todd, and there will be 40 other players, including an as-yet-undecided-upon Lincoln. Eimer

## "Music at Evening"

(Ridgeway Theater)  
WHITE PLAINS, N. Y.

A comedy by Robert Nathan. Cast: Katharine Alexander, Richard Hale, Edgar Stehli, Ralph MacBane, Alan D. McLean, Ross Matthew and William Watkins. Staged by Edward Massey. Settings by Eleanor Farrington.

In *Music at Evening*, Robert Nathan, novelist and poet, has something. It needs work, of course, but for a first play it is remarkably expert. Nathan's philosophy comes thru in two or three places, and while his views are interesting they are not particularly dramatic. This, however, is quibbling and should not be set down as a serious objection.

*Music at Evening* tells the story of Nikisch, a concert pianist who presumably is meant to be a sort of young Paderewski. The country is modern Bohemia instead of Poland. Nikisch is approached by the chancellor with a plea that he become prime minister, thereby averting a crisis with Germany over some disputed territory. Altho a political career is distasteful, Nikisch agrees to make the sacrifice after considerable urging by Paula, his wife. She believes that Nikisch can save the country, but she also believes that as the wife of the prime minister she will have a great deal more social life than she has had with her piano-playing husband in the past. Nikisch does save Bohemia by playing for rather than listening to the German ambassador, but he almost loses his wife to the ex-prime minister. A streamlined version of an old Al Woods bedroom farce brings the play to a conclusion in a compartment of a train. This set and Nikisch's living room were tastefully designed by Eleanor Farrington, an excellent scenic artist who has

done all the Ridgeway settings this summer.

The acting at the first performance was a trifle spotty, with Katharine Alexander and Richard Hale scoring as Paula and Nikisch. Miss Alexander, recently returned from the Hollywood film factories, looks younger than she did when last caught on Broadway five years ago, and turns in a glowing performance. Hale, who has the longer part, looks and acts like a temperamental musician.

Edgar Stehli is his usual reliable self as Bednikoff, the pianist's friend who becomes minister of education and arts in the new regime, while Alan D. McLean is properly frightening as the German ambassador. Ross Matthew is excellent in the role of Nikisch's servant and philosopher, while Ralph MacBane does a good piece of work in the first act.

Massey's direction kept the play moving nicely, and he rightfully accented the comedy values in the script. More comedy and less talk would make *Music at Evening* a definite Broadway possibility.

C. L. Baker.

## "Let's Never Change"

(Lakewood Players)  
LAKEWOOD, ME.

A drama by Owen Davis. Staged by Melville Burke. Settings by Charles Perkins. Cast: Arthur Byron, George MacReady, Owen Davis Jr., Grant Mills, John Drew Devereaux, Doris Dalton, Susan Fox, Kathryn Givney, Jessamine Newcombe, Dorothy Bernard, Rose Winter, Jane Jonson.

*Let's Never Change* premiered as the 501st performance at this topnotch cow-barn house. While the production went off in unusually good shape for a first-nighter, smacked up by the summer trade, Broadway would have it for about 10 weeks—after a bit of tightening up (See SUMMER THEATER opposite page)

## Week's Announcements

*Gallivanting Lady*, a play by Tom Prideaux. Described as a sophisticated comedy. Was tried out during the summer at Rye Beach, N. H. To be done in the fall, date unannounced. Producer, Ned Wayburn, 625 Madison avenue, Wickersham 2-4300.

*The Best Dressed Woman in the World*, a play by Jock Munro. Was tried out during the summer at Stockbridge, Mass. Producer, Forrest C. Haring, 137 West 48th street, BRyant 9-4046.

*Close Quarters*, a two-character play formerly announced by the Mercury Theater. Was tried out on tour by Philip Merivale and Gladys Cooper. Luise Rainer may be in it. Producer, Lee Shubert, 225 West 44th street, Circle 6-9500.

*Easy Lies the Head*, a musical with book by Aubrey Wisburg and Robert Carlisle, based on an unproduced play by Carlisle. Songs by Eddie Sella and Sol Marcus. Concerns the title-hunt of a wealthy family with an available debutante daughter. Producer, Dr. Saul C. Colin, 30 Rockefeller Plaza, Circle 7-0650.

*Pillow Puncher*, a musical, as yet unfinished, with book and some songs by Harold Orlob. College youngsters working in Yellowstone Park present a show within a show. Cobina Wright and her daughter may be in it. Cast of 60. Producer, Harold Orlob, 630 Fifth avenue, Circle 5-7236.

*The Unusual Three*, a comedy-drama by J. H. Morris. Deals with cafe society on the West Coast. For early fall production. Producer, A. H. Woods, 1270 Sixth avenue, Columbus 5-4161.

*Stop Press*, a play by John D. Stradley. About a newspaper publisher and his son. Formerly held by Irving Cooper. Producer, Anton Bundsmann, 49 Greenwich avenue, CHelsea 3-5810.

*Fledgling*, a play by Eleanor Carroll Chilton and Philip Lewis. Based on the Chilton novel, *Follow the Furies*. Formerly held by Norman and Irving Pincus. For production next season. Producer, Robert F. Cutler, care of Pinker & Morrison, 9 East 46th street, Wickersham 2-0270.

*Armistice*, a play by Fred Norman. The author will also be producer, director and actor.

### Look for

This Feature:

## The One Unorganized Branch of the Theater

By JAMES F. REILLY

(Executive Secretary, League of New York Theaters)

in the

## Fall Special of The Billboard

Dated August 27







Leon & Eddie's, New York

Fifty-second street's best floor show is here. Leon Enken and Eddie Davis have brought in a mixture of novelty, circus, comedy, musical and singing turns that combine into a thoroly entertaining and often hilarious entertainment.

While other spots are cutting this club splurges. And it seems to be the wise policy, judging from the good business.

Davis, of course, dominates the show with his smirks and leers, his deep blue material and his great versatility. Among his new material is a modern version of the Schnitzelbank, *Beauty for Madame* and *You Can't Fool a Clerk in a Swell Hotel*. Some of it is sly and some out-and-out saloon stuff, but always it makes fine entertainment in the hands of Davis. He tops his stuff off with his *Rain* satire teamed with impudent, gurgling Iris Adrian.

Miss Adrian, a redhead tornado, is a hit in her own right, sing-shouting saucy ditties about her frustrations and conquests. Glove-fit for this audience. Woody and Betty, young boy-girl team on roller skates, sock their stuff across, especially the lighting a cigaret while being whirled stunt.

Texas Tommy presents his beautiful brown pony, which wears rubber shoes so as not to scratch the floor, and the customers gasped with delight every time the pony successfully carried out orders. It's a swell novelty for an intimate night club.

Wally Wanger's six girls—a refreshing, young and handsome bunch wearing that new upswept haircomb—pleased the customers with their simple but eye-filling parade rumba. Vernon Rathburn, whose trick saxophone is a standard vaude feature, did his stuff here and is assisted by Pete King and the Lovejoy Sisters. King and the girls also uncork some neat tap dancing, with King's work outstanding.

Carmen, a luscious brunet, undulates in Hawaiian manner—cooch to you—and had no trouble keeping eyes glued on her you-know-what. Joe Kirk is a holdover and emcees nicely, doing mostly the same material as before. He is a likable fellow and a good performer. A surprise item is Ann O'Connor, who offers a comedy strip tease that is really funny. Strips off old-time underwear, aided by lyrics and fancy mugging, into a nifty finish, a toe dance. Looks like a comer.

Another holdover is Helen Wainright and her four swimming champs. The girls, in swim suits, perform stunts in a water tank while the emcee describes their feats. A novelty, and a good one.

Lou Martin (sax) leads a five-piece band, playing the show well and also providing good dance music. Haines, Tate and Simpson, colored trio, provide relief music (two singers and a pianist).

Harry Davies still the p. a.  
Paul Dents.

Lookout House, Covington, Kentucky

Few if any finer attractions have been presented at this spacious and pretentious Northern Kentucky class spot than the new show which Manager Jimmy Brink shooed in here Friday (12). Prevalent unseasonable weather has made the attractive and well-groomed outdoor Terrace Gardens of little use. Despite this and the numerous night-time coun-

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Night Club Reviews

ter-attractions, however, the room and bar continue to click to satisfactory business. At this look-in Bingo, a Tuesday, Friday and Sunday feature and huge business stimulator, in which some \$600 is tossed into the laps of the players, was dispensed with.

Heading this week's fare, which is bell-ringer stuff from beginning to end, is the inimitable and dynamic chanteuse, Sophie Tucker. Long a favorite here, the mere mention of her name brought a long and tremendous ovation from the comfortably filled room. Miss Tucker hit the groove with a batch of her favorite tunes, including *No One Man Ever Worries Me*, *Swinging Annie Laurie*, *Thru the Rhine*, *The Week-End of a Private Secretary*, *Life Begins at 40* and *You've Gotta Be Loved To Be Healthy*. These numbers, however, proved to be only warm-ups for her immortal *Some of These Days*, which she has been singing for, lo, these past 26 years. Reams upon reams have been written about the proficient manner in which she handles this classic, but each additional rendition of the number leaves her listeners with the thrilling realization that they have just witnessed a grand artist at work. Miss Tucker bowed off with a neat curtainer, but as in all other spots where she has appeared she left this clientele begging for more.

First on are the Donn Arden Girls, 10 honeys gorgeously costumed, in an Artists' Models number, with Ork Leader Billy Snyder, who in the absence of Jack Herbert, visiting emcee, handed those reins in capable manner, offering a swell vocal rendition of *Temptation*. Loyanne and Renard, well-dressed and graceful ballroom dance team and now in the third week of their second return engagement here, corralled an abundance of neat mittings for their waltz and dashing rumba offerings and novelty encore to the tune of *Alexander's Rag-time Band*.

Jerry and Turk, comedy dance stylists, grabbed off a huge number of laughs, their trucking and Susie-Q offerings being a decided click. The pair are hard workers and the turn is a pleasant relief from the numerous other hoke dances of its kind. A local news scribe and a young lass added flavor to the pair's offering by responding to instructions in the Susie-Q. They begged off to a sound mitting.

The finale featured Donn Arden's girls in a swell military tap number. Billy Snyder's Ork did a highly competent job of providing the show and dance music. Sally Ann Davis, ork's singer, handled her warblings in her usual pleasing manner. A \$1.50 minimum prevails. Food and drinks are reasonably priced and good. The affable George Rahe is handling the spot's publicity and advertising.  
Bob Doepker.

The Victor Hugo, Beverly Hills, Calif.

One of movieland's classier night spots patronized mostly by the movie crowd between picture assignments or on week-ends. Business on week days, as in most Los Angeles niteries, however, is decidedly off and doesn't pick up before Friday. This room is huge (seating over 800) and is strikingly impressive in its take-off of a beautiful, elaborate garden.

Skinny Ennis and orchestra furnish the only entertainment during the week, and on Sunday the spot follows the Hollywood custom of presenting an impromptu bill of notables who pitch in gratis. It would have to be on the cuff, for no room here or anywhere could afford to pay off such an assemblage of stars.

Ennis is a popular personality in these woods and since parting company with Hal Kemp has gained a reputation as a band leader himself. He leads a versatile aggregation, playing entertainingly, altho somewhat loud in some of the swiny selections. New femme vocalist is Carmine, a tall and luscious blonde who is an appealing decoration on the stand.

Ed Sullivan, the columnist, who can stand the competition of professional emcees when demanded for a straightforward job, was the pilot Sunday and the star-dotted affair was staged in honor of Manager John Steinberg's 35th anniversary as a night club operator.

Specialties were contributed by Bill Robinson; Tamara, of *Roberta* fame; Dixie Dunbar and Tommy Wonder, Fuzzy Knight, Ramon and Renita, Ella Logan, Groucho Marx and Jack Durant. Time-

consuming bows during the show were taken by Chico Marx, Adolphe Menjou, Fannie Brice, Clarence Stroud, George Raft, Benny Fields and Blossom Seeley.

A real hit on the show was Ella Logan, who not only scored with her familiar and contagious delivery of swing tunes, but also revealed herself as an emotional artist with *Little Lady Make Believe*.

Dinner is \$2 and the cover is \$1 after 10 p.m.  
Sam Honigberg.

Savoy Hotel, London

Three new entries at this pop nitery. Bela Krem, Continental comedy juggler, combines smart comedy with slick and unusual juggling skill. Has some dandy tricks, expertly sold.

Karin Zoska, Russian hockstep and trick dancer, presents her intricate dancing with showmanship and compelling personality.

The Rosanoffs (five) have a colorful act, altho there is nothing outstanding in their dancing. Karin Zoska helps plenty when she returns for a peppy solo in this offering.  
Bert Ross.

El Morocco, Hartford

Jack Choolgian has opened his club a month earlier than planned, with Fran Conway producing girl shows that packed 'em in the opening night.

Vince Manney is back for second season as No. 1 crooner and Johnny Nesco and his Connecticut Troubadors are on the stand in place of Duke Martin's men, who are continuing at Choolgian's summer spot, Club El Morocco, Sound View.

With Al Harold, formerly of Bridgeport Coconut Grove, as partner, the local nitery has been brightened and re-decorated. Managerial disputes caused temporary cancellation of the show, but the girls, all uncommonly pretty and with plenty talent, are expected back.

Vince Manney is still a feminine rave and is credited with bringing in many steady customers. His *A-Tisket A-Tasket* with the band is really something. There was also cheering for *House on Lovers' Lane*, a new ballad.

Don Roberts, natty swing vocalist, has guest starred at El Morocco, selling numbers different from Manney's. However, he needs a good band behind him.  
Julian B. Tutthill.

S. S. Roosevelt, Chicago

Making eight trips (two on Saturdays) every week thruout the summer for a two-and-a-half-hour shore line cruise on Lake Michigan at 75 cents per head, is the set-up on the excursioner Theodore Roosevelt.

Cruises lure lower-wage-earning classes mostly, but do a biz on special parties and a small percentage of upper-crust stuff on the slum. Patronage was decidedly off up to first of August, but has assumed capacity proportions during past two weeks, partially explainable by the recent wave of humidity.

Bounding over the main for his fifth consecutive season is Bill Kaage and his Musical Marines, five-piece combo composed of Kaage on sax; Bob LaCarr, trumpet and guitar; Harold D'Agostina, clarinet; Jimmy Campbell, drums, and Leonard Rein on the piano. For a small outfit this band does marvels, and for good straight dance music can stand up with many of its larger brethren. Tip-Top Strollers, Henry and Walter, complete the musical ranks aboard.

Curley Slade, musical mimic, and Ravaye and Margo, dance team, take care of the entertainment bill, doing their turns on a roped-off section of the dance floor. Slade opens with his mouth and voice imitations of a trumpet, slip-horn, etc. Ravaye and Margo each do a single followed by a nautical novelty together. Performances are capable and more than suffice for this type crowd.

Amusement machines are generously sprinkled around the deck and get a steady play from the customers until attendants lock 'em up again just before docking. Two bars and a soda fountain afford relief for parched tonsils.  
Harold Humphrey.

Bal Tabarin, New York

A West 46th street basement club selling French atmosphere and food and French-American entertainment. Handicapped by a small entrance, it nevertheless has managed to hold on the past five

years, due no doubt to its informality, the good food, modest prices and adequate entertainment.

Johnny Hourckle is the manager-emcee-host-singer. A small, friendly fellow, he does much to make the customers feel at home.

Antoine Gray leads the five-piece band thru lively Continental and pop rhythms and also plays for the floor show. He's at the drums and is backed by a piano, violin, sax and accordion.

The floor show goes on at 11 and 1 and is composed of a dance team and two single girl dancers. Too much dancing, but the audience didn't seem to mind. The team is Alfredo and Dolores (comely blonde and a short fellow), who offer three eccentric rumbas that are full of frenzied, sexy, violent movements. Strictly novelty stuff, as the dancing itself is poor. They pleased easily.

Helen Janis is a buxom blonde doing novelty tap and toe numbers. Costumes and looks are okeh; routines are fair. Felicia Shore, a vivacious bruret, contributes interesting acro-contortionistic routines. She works earnestly and displays a lithe body, but contortion stuff rarely clicks in night clubs due to proximity to patrons.

George Godfrey is booker. Capacity around 250. Dinner, \$1.

Max Hecht is the press agent.  
Paul Dents.

Bon Air Country Club, Wheeling, Ill.

Without the usual fanfare this de luxe country spot is putting on one of the most solid and well-balanced entertainment bills with its new show that has been seen around Chicago for some time. Adding to this is Jimmy Dorsey and ork holding up the musical portion with a variety of stuff which fits in perfect harmony with the rest of the doings.

Most of the scores and production numbers are built around Irving Berlin ditties, the current vogue now with the composer celebrating 25 years in the biz. Well-turned-out line of 16 girls opens with a military routine, bringing on Billy and Joy Severin, tap team. Go thru their turns smoothly and, altho the boy is handicapped somewhat on personality, their work hits a high standard.

Corinna Mura is next with her Spanish song repertoire. Her work demands a highly sophisticated audience and would go even better in more intimate surroundings. Sings three numbers in

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Spanish with a high soft soprano range and plays her own guitar accompaniment.

Mignone, control dancer, turns in an amazing job in her line. Her one leg vertical forward bend and body bend while moving on one leg is exceptional as they are done with the upward limb bent forward. Kid's personality and appearance are an asset too. Line returns to a medley of Berlin's tunes, sung by Lee Leighton, new fem Dorsey vocalist, and Bob Eberle, ork singer and doubling here as emcee. It's an *Easter Parade* number, beautifully costumed and well executed.

Moore and Revel stop the show with their dance team burlesques and prove to be the hit act on the bill. Their efforts are far from the slap-stick side, lifting them into the category of satirists. A Latin number and a couple of turns showing comparisons of the dance today and 20 years ago get the big hands. Mary Jane Moore proves herself a versatile comedienne by adding a song, kidding sub-debs who warble at social shindigs. Team's dancing is smooth and done with comparative ease. Both members make a strong appearance.

Clark Denis, local radio tenor, pleases with more songs from the Berlin pen, and show is closed with the line decked out in gayly colored radium-treated costumes, making a nice flash when the lights are doused. Do a number to *Alexander's Ragtime Band* with everyone coming back for a final bow.

Business remains consistently good at this class country spot, where the \$2.50 minimum invested pays out good returns to the customers. *Humphrey.*

### New Penn, Pittsburgh, Pa.

Catering to adult white-collar trade sprinkled with a few collegiates, Lou Passerello's suburban club, covered with a roof but unwallied, offers a three-act show bolstered by the band that usually adds specialties as well as musical background.

Current are Billy and Betty Johnson, long-run youthful dance team; acro-terper Sylvia Hart and tapper Jean Arden. On the maestro's podium is Gray Gordon, leading his "tick-tock rhythm" and the antics of the Gordon Goons, comedy quartet.

One of the few holdouts for a cover, Passerello this week lifted his 50-cent tariff, radically decided to impose no minimum either in his attempt to inject new life into a lethargic summer trade.

His club, one of the largest in the county, will seat more than 600 at

tables spotted four deep around three sides of a floor that raises two feet to become a stage for the two shows nightly, drops for patron dancing. Open all year, it has walls that can be raised for warm nights, dropped for rain or bolted tight for winter.

Shows, booked by Joe Hiller, are usually changed every four weeks. Bands, enjoying additional build-ups thru a KDKA line, are of name caliber just below the top-price bracket. Following Gordon will be Lou Breese for a month's stay. Talent budget averages about \$1,500 weekly, including acts and orchestra.

Best of the present bill are the Johnsons, good-looking youngsters hoping to become another Astaire team. Altho their routines are not dazzling, they show plenty spirit, work hard and flash a pleasing formal wardrobe. In their bag of steps are taps, kicks, twirls and bends. Helpful should be further development of hand miming and more elastic smiles.

The two other acts, almost a plethora of dancing, seemed below the New Penn's winter standard. Clever for their ages, body-bending Hart and toe-clacking Arden are two girls who complete the 45 minutes necessary to round out what must be called a show.

Biggest hand went to the Goons, Gordon's combination of two shorties and two lanky lads from his band who hoke *Ti-Pi-Tin, Heigh-Ho* and *Fanny*.

Gordon's music, to be recorded by Victor after the Pittsburgh showing, is called "tick-tock rhythm" from an idea Gray claims he got while playing in a theater pit band. Other than its name, the rhythm seems little different than many other good music crews'. *Morton Frank.*

### Guido's Sapphire Room, Eatontown, N. J.

Swank night spot of the Jersey Coast again has corralled its share of the summer trade. This season the popular spot in the Monmouth Country Club is offering Michael Ceppos and orchestra and as relief crew Eliseo Grenet and rumba band.

Located just below Red Bank, the Sapphire Room draws its crowd from the socialites residing in Rumson, Sea Bright, Red Bank and from the shore resorts further down the coast. It has one of the most picturesque settings of any night spot. The room is circular in design and is open to the sky via a sliding roof.

Principal entertainment offered is the

music of the two bands. Ceppos' crew furnishes the straight dance music and supper tunes. Instrumentation: Piano, Ross Hall; drum, Arthur Marotti; saxes, Al Wenton, Sid Manishor and William Karr; guitar, Tony Gottuso; bass, William Feist; trumpet, Joe Dale, and violin, Michael Ceppos. The leader's violin dominates the music. As a whole, the band blends sweetly and furnishes the type of dance rhythms popular in this section.

Grenet, known as "Cuba's Foremost Composer," is well liked and fills in the time very acceptably. As the "originator" of the *La Conga*, you can readily imagine the band's specialty.

Not the least of the attractions is the mere presence of Guido. The host is very popular with the crowd and can be credited with the success of the spot.

*Bruno M. Kern.*

### Marie's Crisis, New York

Marie Dumont's intimate club on Sheridan Square is holding on for the summer with just enough entertainment to please.

Bill Colligan is still at the piano doing requests and accompanying the talent. Tall, blond Eleanor Neilson is back and she is entertaining again with soprano warbling of pop and operetta tunes. And brunet Rigmor Mikkelsen is squeezing the accordion for pops and requests. She is an above average musician.

Dinner is \$1.25 and there's no cover or minimum (except \$1 Saturdays) for the summer. With the former head chef from Mori's now bossing the kitchen, the food is especially good. *Paul Dents.*

### Bill's Gay '90s, New York

Everything is authentically old but the air-conditioning here. Even the doorman's handle-bar mustache is the McCoy—and customers find that out when they try to pull his moustache off.

In other words, Bill Hardey continues to make this elegant night club a perfect reconstruction of the Gay '90s. The atmosphere is recreated carefully by flickering "gas lights," old drama bill posters, swinging doors, old prints, programs, photos of old-time stage stars. The entertainment is provided by old-timers who can still entertain and who do not depend on sympathy. Interspersed are a couple of youngsters, just for contrast.

Current is the Gay Nineties Quartet (which worked elsewhere as the Buckaners) and composed of Charles Touchette, director and arranger; John Panter, tenor; John Elliot, second tenor; Don Cortez, baritone, and Jim Phillips, basso. In blazing old-time get-ups, they warble ditties redolent of the not-so-dim "good old days." Then there's tall and gracious Mary Roberts, soprano, whose lovely voice is a delight in operetta numbers, and tall and good looking Harold Willard, baritone whose ingratiating voice is a true delight.

Holdovers are Joseph E. Howard, old-time songwriter-singer now in his fourth year here, whose singing of his own song hits makes the oldsters sentimental, and Bill (Spike) Harrison, in his third year here, whose sing-shouting of saucy lyrics is a comedy highlight. The entertainers work about 15 minutes each and follow each other without a let-down. At the piano are Bernie Grauer, Arthur Behan and Harry Donnelly, who accompany and also solo.

There's no cover and no minimum, but Hardey is at the door to sidetrack undesirables. His presence does much to make visits here pleasant.

As always, this spot is one of the smartly operated night clubs in town. Has a definite personality, which is half the battle in putting over a night club. *Paul Dents.*

### Babette's, Atlantic City, N. J.

Miss Babette, resort's most popular night club hostess, opened her second big show of the season, *Melody Cruise*, this week with an S. R. O. hanging on the door. Earl Lindsay creation surpasses, if possible, the initial show of the season with a pleasing bill of good performers and a cute chorus background.

There are two holdovers, South and Lane, who introduce several new character songs and piano numbers, and Lillian Barnes, who gets over some good novelty numbers, including one that takes the prize on title, *I'm Engaged to Al, But Will Marry Joe to Have a Place to Meet Lou*.

Opening number is a novelty by the chorus, after which Joe Dean, the first

male single dancer to be booked in this club in 12 years, hitting tops with a fast tap. Patrica Lee, who used to warble with Vallee, is a newcomer in the cast with some good throatings.

Highlight of the show is *Street Scene*, the finale with a 42d and Broadway background, giving Joey Dean a chance for a newsboy bit with Miss Barnes putting over a good rendition of *My Man*.

Miss Babette emcees the whole show and in the final number sings *Memories*.

Music for dancing and show is provided by Eric Correa and orchestra. *W. H. McMahon.*

### Sni-a-Bar Gardens, Kansas City, Mo.

City's most swank outdoor club, Sni-a-Bar this week added a smart floor show after operating May to July on a straight orchestra policy. Judging from the size of crowds which greeted the change, Walter Rainey, managing director, has made a wise move.

Show centers around John Hale, handsome and personable young tenor, who serves as emcee to swell advantage. Has a good voice and is an expert when it comes to selling songs. Clicked solidly opening night with *Donkey Serenade, Summertime*, and *Music, Maestro, Please*.

Next was Roberta Jonay, brunet dancer, who gained considerable publicity as a protegee of Mrs. Eleanor Roosevelt. She went over nicely with an unusual bird dance to *Powerhouse*. It was her only turn, altho the audience begged for more.

Maxine and Clayton, dancers, followed with two clever routines to *Say It With Music* and *Minuet*, latter a Mozart composition jazzed up in swing tempo. Two bows.

Ken Moyer, leader of the orchestra, played *Charmaine* as an alto sax solo, and the Frances Allis Dancers, eight shapely gals elegantly costumed, took the spotlight for two colorful numbers to close the show.

Moyer's unit worked well on accompaniment. It's set for the remainder of the season as the house band, a fiddle trio and the singing of Johnnie Randolph featured. Moyer is an accomplished melophone and clarinet artist in addition to being a saxophonist, and he is proving plenty popular with his band, stylized along the schmalz line in contrast to the many swing bands in this section.

Floor-show policy will be continued indefinitely here. Spot is outdoors and is gayly lighted with indirect spots and colored lanterns. Far enough away from the city to be cool, business has been and is excellent. Service good. Two shows nightly.

Bookings thru Tom Drake Agency. Publicity in the capable hands of George Couper. *Dave Dexter Jr.*

### The Oasis, Seattle

Abe Brashen, for six years musical director of KOMO-KJR, Seattle, is the new musical host here and feature of the floor show.

With Brashen is an all-male revue—Danny Brown and his troupe of men. It is almost incredible to customers that Darryl and Gilbert are both men—the "girl" being one of the cleverest impersonators. The team is billed as "the only male ballroom dance team in the United States."

Gita Gilmore is the male Mae West; Pepper Cortez, "the boy with the million-dollar legs"; Jackie Star, "America's most beautiful boy."

The talented revue is presented with gorgeous costumes and the Bernie Stephens' Band. *C. M. Littlejohn.*

### Appleton Show Opens

APPLETON, Wis., Aug. 13. — Lester Schroeder is new proprietor of the Terrace Gardens here. Opening featured music by the Rhythm Masters.

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# Answer to "Will It Come Back?"

By PAUL DENIS

FOR years after vaudeville began disappearing from movie houses, performers, agents, bookers and others kept asking each other, "Do you think vaudeville will come back?"

They asked each other that question day after day, but the question and the thousands of fancy answers have been a waste of time.



PAUL DENIS

While vaudeville gabbers spun elaborate theories on why vaudeville just had to come back, vaudeville kept fading. Each year saw fewer vaudeville houses.

AS AN independent theater entertainment form, vaudeville has disappeared.

As an auxiliary to single or double features, vaudeville still has some life. Vaudeville today is strictly a hypodermic used only when absolutely necessary. When a theater can't get picture product, when its film bookings are mediocre, when competition is especially keen and an operating pool cannot be worked out—then and only then is vaudeville used.

Will theater vaudeville ever come back then, under these circumstances? If we mean to come back to its original glory—no! Then can vaudeville at least recover some strength? We doubt it.

AFTER all, vaudeville is not a free commodity sold in an open market to competitive bidders. An unemployed act is not vaudeville; it must be employed in a theater to become vaudeville. And the theaters (the key to the situation) use vaudeville only as a last resort.

Major circuit theaters must push their own film product first and outside product second. The idea is to make as much money as possible playing the company's own product. Vaudeville, like bingo, amateur nights and giveaways, is brought in only when straight pictures fail to make a profit.

Independent film theaters are not the masters of their souls, either. Thru that master-mind device called block booking, these theaters are usually permitted the dubious privilege of choosing the best of two or three poor pictures. They usually pay a flat rental for rotten pictures and a high percentage on good pictures. Either way, the exhibitor cannot get rich quick; but the film companies get theirs. Indie exhibitors are in a strait-jacket. And don't let the word independent fool you.

Indie exhibitors trying to book vaudeville often find themselves paying a percentage of the entire vaude-film gross to the film companies on percentage pictures. Or they discover that they can only book the worst indie film product while running vaude. It doesn't take long for any indie exhibitor to realize that the sellers of film product don't want vaude to contaminate their high-grade screen entertainment.

ADD to an impossible film booking situation the frequent exorbitant demands of union labor and the inability of patrons to pay higher admission scale, and you get a pretty good idea of the enormous obstacles in the way of a vaudeville revival. And, even then, we are not considering the vaude talent situation.

Vaudeville in theaters appears washed up definitely as a large field. But that doesn't mean vaudeville is dead.

It has only moved into night clubs, hotels, auditoria, private entertainments, radio and pictures.

Watch the night club field, in particular. The so-called "typical night club acts" are on the way out and regulation vaude turns are swarming in. Night club salaries are, generally, low and working conditions are bad—but, let's be grateful, night clubs constitute the only large field left for thousands of acts that have not been able to crack radio and pictures.

## High-Class Stuff

PITTSBURGH, Aug. 13.—Director Cliff Ryan, of Allegheny County Sesquicentennial, scheduled to use 1,000 people in different casts of pageant, drama and aqua ballet from September 2 to 24, received a letter from a showman who informed, "I have a smart five-girl show. Girls will work straight or strip."

Sesqui will be held in conjunction with county fair. Letter was filed in waste basket.

Another agent, evidently highbrow, offered his "collection of animals, none ever seen with any carnival or side show," but he asked exclusive spotting because "we never sit alongside of any girl or gypsies." He hit the w. b., too.

## 2 Vode Visions Plans Dicker for Support of AFA

NEW YORK, Aug. 13.—Vaudophone, a vaude unit idea worked with sound music, is trying to get the backing of the American Federation of Actors before launching a string of units thru the Midwest.

Vaudophone is being represented by Bill Parent, Chicago agent, who informs the AFA here that he is willing to place a union musician and a stagehand with each unit as technical advisers and also to use only AFA acts.

However, both Vaudophone and Vode Visions, a similar plan being pushed here in the East, are being fought by the musicians' union. Vode Visions has appealed to the government claiming the musicians' union was restraining trade and also killing employment opportunities.

## Fox Tower, K. C., Does Well

KANSAS CITY, Mo., Aug. 13.—With the local vaude field to itself, Fox Tower Theater has been doing "very good business" thruout the summer months, Stanley Chambers, house manager, said. Red Norvo-Mildred Bailey Orchestra this week is doing biz which may equal Phil Harris' recent \$20,000 week. It's the first time the band has ever played in this section.

Since the RKO Mainstreet closed doors recently the Newman is only house here which occasionally tries flesh. Fox Tower, on the other hand, is going into its fifth consecutive annum on straight vaude.

## Winnie May for Short

NEW YORK, Aug. 13.—Winnie May, sister of Bobby May, and herself a juggler, has been signed for a Warner short under direction of Roy Mack. She is being handled by the Harry Norwood office here.

Bobby May sailed last night on the Europa to fulfill Continental engagements.

## Francis Renault Held Up

ATLANTIC CITY, Aug. 13.—Francis Renault, playing the Frolics Cafe here, accepted a ride from two men and woman, patrons of the club, Sunday morning and was robbed by them of \$228.

Two men are being held by local police on charges of stealing the automobile and robbing Renault.

## Vaudeville Notes

CHESTER MORRIS leaves the RKO studios in Hollywood for a p. a. tour, opening in Flint, Mich., August 26, followed by Washington, Philadelphia and Kansas City. Returns to Hollywood September 15 for a role in *Pacific Liner*.

HORACE HEIDT'S Midwest theater tour takes him to the Lyric, Indianapolis, August 26; Palace, Milwaukee, September 2; Orpheum, Minneapolis, the 9th; Orpheum, Des Moines, the 16th; Orpheum, Omaha, the 23d, and the Tower in Kansas City September 30.

ROSEMARY DERING is appearing with the Ted Flo-Rito outfit. Booked thru MCA. . . . JOE TOBIN, former New York radio announcer, sailed for London this week, where he will announce the badminton games between Ken Davidson and Hugh Fogle at the Palladium, starting September 24. . . . DUVAL SISTERS have been signed by Mentone for shorts.

## Amateur Nights Slip in New York; Bookers Complain

NEW YORK, Aug. 13.—There has been a sharp decline in bookings of amateur nights, plantation nights, radio contests, new talent contests, etc., in movie houses in this area.

According to bookers specializing in these shows, this past season was about 50 per cent off compared with the season before. It seems the edge has worn off the amateur idea in theaters, altho a few big theaters, such as the Harlem Apollo and the Fox in Brooklyn, are still running amateur night once a week.

The ams don't draw them any more and movie houses have been dropping them in preference to bank night and merchandise give-aways.

David Stern, Irving Barrett and Harry Lee book most of the am shows here.

## Toby Wing Unit Hypos Omaha Gross

OMAHA, Aug. 13.—Toby Wing and *Movieland Revels of 1938* did \$14,500 in seven days at the Orpheum Theater, exactly double house's average of dual film bill. *Professor, Beware*, was on the screen.

Toby's gross was assisted by one-night appearance of Nick Lucas, now playing *Chez Paree* here. Toby reciprocated by making personal appearance at *Chez Paree*.

Also on bill were Jack Gwynne, Joe Griffin, Fritz and Jean Hubert, Milton Douglas and Twelve Aristocrats.

Tri-States is well satisfied with week and success may be opening wedge towards weekly vaude in Omaha this winter. In any event stage shows are going to be more frequent in this city during winter season.

## No Capitol Vaude; Palace Rumor False

NEW YORK, Aug. 13.—Despite rumors, the Capitol Theater will not switch to band presentations or vaude. House is getting by with MGM first runs. Only possibility is that large World Fair tourist trade later in the season may induce MGM and the Major Bowes real estate interests, which control the theater, to change policy.

Persistent reports that the RKO Palace may revert to a combo policy are also denied by RKO. House has been doing all right with double features.

Harry Young's vaude and concert at the Randall's Stadium Wednesday was postponed a week due to rain.

No date set yet on the Olsen and Johnson unit's run at the 46th Street Theater.

## LEGIT GETS

(Continued from page 3)

ternal Revenue added: "A bona fide employee of the management of the place, a municipal officer who is acting in his official capacity, or a child under 12 years of age, is not liable to tax if admitted free, and if admitted at a reduced rate is liable to tax on the reduced price, provided such price is 41 cents or more."

No tax attaches to free admissions to a spoken play (not a mechanical reproduction), whether or not set to music or with musical parts or accompaniments, which is a consecutive narrative interpreted by a single set of characters, all necessary to the development of the plot, in two or more acts, the performance consuming more than one hour and 45 minutes of time. In case tickets or cards of admission to such spoken play are sold at the ticket office of theaters at reduced rates for more than 40 cents on and after July 1, 1938, the tax shall be based upon the price for which tickets are sold."

Plot and not price appears to be the factor which determines what the tax shall be based upon, for the new ruling makes it impossible to affect anything but a legitimate stage production in which a plot is unfolded, either in drama or music. Revues apparently are not affected by the new order, and neither circus, vaudeville nor burlesque appears to benefit. However, the parts of the order applying to children, employees, policemen and firemen seem adaptable for tax purposes by any amusement.

## Give Them a Break

While New York State is having its headaches with the gambling ban at its resorts, across the river in New Jersey the sin spots are doing a thriving business.

For the first time in quite a spell roulette wheels, dice and other games are flourishing and no official action is being taken at any of the spots. Reason advanced by one official off the record is "the weather has been so bad this year that we have to allow the boys to make their money some way . . . after all they have taxes to pay!"

## AFA READIES

(Continued from page 8)

Federation informed and advised of all contracts, made by or for members; will submit, upon demand, any and all written contracts to the Federation for its inspection and examination.

"Eleventh: This license may be terminated by either party, at any time. Such termination shall not affect any then existing contracts or obligations properly created thereunder, during the existence hereof, except that no such obligation or contract shall have the effect of continuing the agency or other such license. Such right of termination of this license shall be absolute at all times, without cause or reason. In the event of the termination of this license, at any time, for any reason, such license represented by this certificate shall be returned to the Federation, and canceled.

"Twelfth: The provisions hereof shall be deemed included in, and part of any and all agreements between the licensee and Federation members; and acceptance of this license shall constitute a modification of all existing agreements between the licensee and such members, to accord with the terms hereof.

"Thirteenth: All members are entitled to equal rights and recognition by employers and licensees, and no discrimination, of any kind or nature, shall be permitted against members. No bonuses, rebates, concessions, favors or inducements, of any kind or nature, to any licensee or employer or anyone else shall directly or indirectly be given, offered or permitted by anyone, in any form or manner, with the intention or effect of preferring any one member, or group of members, over others. The purpose hereof is to enable all members to compete with one another, on equal terms.

"Fourteenth: Any default, dispute, controversy or difference arising between the licensee and the Federation, any branch or any member or members of the Federation, shall be submitted to, and determined by the Executive Board of the Federation and its branches, and the determination of said board concerning the matters enumerated above shall be conclusive, final and binding on all connected therewith.

"Fifteenth: In the event of any violation of the terms hereof by the licensee, and the Federation shall have determined that such violation occurred, each and every member of the Federation shall thereby and thereupon be deemed released and discharged of and from any and all engagements and contracts with the licensee, and of and from any and all claims, of every kind and nature, by the licensee, against any member of the Federation.

"Sixteenth: This license is the property of the American Federation of Actors and unless renewed or previously canceled expires December 31st, 1939. Application for renewal can be made from December 1st, 1939, on.

"Seventeenth: On all single engagements where it appears that the sponsor or employer is not regularly engaged in the business of employing artists the representative or booking agent shall be required to warrant or guarantee the price of the engagement, which must never be less than the wage scale established by the Federation or its branches."

The AFA license is, from the legal angle, a privilege extended to agencies permitting them to represent AFA members. This is a counterpart of the AFM license, which was issued only after exhaustive study of legal angles by the AFM's legal counsel. The AFM believes its license is foolproof and has often said it would welcome a test case from any agent. No agent has yet challenged legally the AFM license system, altho many threats to do so were made when the license system was launched three years ago.

The AFA will push licensing at the present time only in New York, Detroit, Los Angeles and San Francisco.

## State-Lake, Chicago

(Reviewed Friday Afternoon, Aug. 12)

Show this week is tagged as a revue called *She's From Paree*, featuring Valerie Deslys (Betta Dodd), a nude working under a cellophane cape. Outside of the name, however, it's still a straight vaude show and much too long (75 minutes) and top-heavy.

Parade of gaudily bedecked showgirls and the line open the proceedings, to be followed by Everett Sanderson & Co., novelty musical act. Sanderson's stuff on the bass sax and his triple clarinet playing net a hand. Gal in the act bats quips with the musical gent and turns in a neat tap number.

Charles Kemper, heavyweight comedian, and his stooge, Ken Nichols, are next. Go into a crossfire of gags, with Nichols taking the part of an insurance salesman. Altho the b. o. has a "no kiddie" shingle, Kemper's material is still pretty rough for the adult clientele.

Toni Lane is third and puts some real umph into her cleverly arranged songs. Her *Week-End of a Private Secretary* number clicked big. Called back several times. Line girls come back for a well-executed equestrian routine here.

Grace Drysdale, doubling this week between here and a local nitery, does her usual good job with the hand puppets. Her miniature stage might be brought closer to the footlights, tho, since some

of the intricacies of the little figures are lost at this distance until Miss Drysdale comes from behind her booth to divulge her work to the audience.

Samuels Brothers, with Edith Fleming and Katherine Harris follow, with the two boys and Edith handing in some presentable tap turns. Miss Harris goes over with a good tap-toe number. Kemper and Nichols return, with the latter doing some ad lib. work on a piano while Kemper hits his stride with a couple of songs which border more on the poolroom type than anything that could be called risqué.

Showgirls return to usher on Miss Deslys, whose dance with the transparent cape is a little tame to a crowd that was brought up on Sally Rand with fans, bubbles, etc. Lower floor was packed at first show opening day. Screen has a quickie — *Delinquent Parents*.  
Harold Humphrey.

## State, New York

(Reviewed Thursday Evening, Aug. 11)

Back for the seventeenth time, NTG has once more on parade a typical cabaret revue aggregation, topheavy with novelty and comedy and with no

## Vaudeville Reviews

slight emphasis on the presentation of the beauty of the female form.

In this one respect NTG remains the rightful heir to that one phase of the business once so thoroly and bountifully exploited by the Messrs. Zeigfeld, White, Carroll et al. His presentations, of course, have their particular color. They have come to be known as the last word in intimate, even rowdy, communion of purposes between performers and audience—to entertain and be entertained. He may be termed ribald, witty, cracked, smart or smutty, but whatever he is, he is the best one of them, for the name will pack a house the man will make nearly everyone in it join in a riot of fun—and that's showmanship. His motto—Anything for a laugh. No attack is past him if it only serve as kindling to his laughs.

Name attractions he has few, lead-off being the Three Slate Brothers. Eileen Wenzel, Caperton and Columbus, Geraldine Ross, Violeta and Rosita, Faye Carroll, Beehee Rubayiat Troupe and the Three Speeds making up the remaining standouts. Eileen Wenzel helps out NTG with the Intros when he's too busy heckling, handing out noisemakers or selling peanuts.

Slate Brothers are responsible for the brunt of the comedy with their songs, dancing, imitations, knockabout and general hokum. Geraldine Ross, described by NTG as "the big horse from Chicago," is a tall, masculine looking blonde in acro-control work, looks impressive and effective because of her size and the manner of playing up her rough-and-tumble carriage. Caperton and Columbus, in a Cavalcade of Dance, establish a clever and versatile round of routines, deftly tinged with mockery.

Most legit applause getter is the turn of Violeta and Rosita, also known as the Veler Sisters, a pair of comely senioritas whose voices blend in beautiful contralto harmony in *Siboney*. Girls are costumed and disport themselves with fetching color and sauciness. Faye Carroll, a delicious platinum blonde, vindicates a build-up by NTG with her torch balladeering of *My Heart Is an Open Book*.

The Beehee Troupe work a short but (See STATE, NEW YORK, on page 23)

and with humor surprisingly displayed in the ballet department, the fascination of Cardini's magic, and a really excellent turn labeled The Biltmorettes, the session has an effervescent quality too often lacking on this stage.

Things get off to a good start with Erno Rapee and the orchestra doing a job on a George Gershwin medley that was a revelation coming from a symphony group. Ten-minute overture, due to Grade A arranging, contained more of the spirit and vitality of the late composer than several recent two-hour Gershwin concerts.

Production is called *Aces High*, built around Cardini's card tricks, with the four scenes designated as spades, diamonds, clubs and hearts. Hilda Eckler, Carlos Peterson, Leon Fokine and the Corps de Ballet have an amusing comedy routine in the first part, the humor of which made it seem only half as long as it actually was. Robert Weede and the Glee Club carry out the diamond motif with a special song about Diamond Jim Brady which began to bore beautifully after the first minute, due mostly to lackluster music by Maurice Baron and inane lyrics by Al Stillman. The number worked itself around somehow to *My Gal Sal*, and interest revived with the excellent harmonizing of the group on an old familiar favorite.

Working against a beautiful backdrop with a club theme, Cardini is the height of polished showmanship. Despite the fact that his stunts are a bit lost in the vast reaches of the Music Hall, the sleight-of-hand card and cigaret routine had them blinking in wonderment and laughing at his apparent surprise every time another lit cigaret appeared in his mouth.

Finale has a tricky setting of movable cards and offers the Rockettes in another of their amazing precision dances. Biltmorettes, girl tumblers, follow and display a highly effective assortment of somersaults, back flips, etc. Redhead, blonde and brunet are attractively gowned, and smart appearance coupled with superior stunts stamp this as one of the best acts of its kind.

Production by Leonidoff, with settings by Albert Johnson, costumes by Willa Van and Marco Montedoro and executed by H. Rogge. Eugene Braun credited with the lighting. Daniel Richman.

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## Palace, Chicago

(Reviewed Friday Evening, August 12)

Current show is a second-week hold-over due to the much-heralded Universal pic, *Letter of Introduction*. Flesh bill is patterned after the old tried-and-true vaude formula without any of the musical comedy embellishments and as such turns out to be good entertainment.

Opener is Jack Gwynne, the magician, who besides being a good showman is also a topnotcher in the magic field. His fishbowl series and vanishing miniature radio are real bafflers. Works smooth, and the bits on supposedly divulging a couple of tricks, but instead revealing a further complication, score big with the crowd.

The Cappy Barra Harmonica Ensemble is missing a bet by not sticking to the harmonicas exclusively. Boys have injected comedy and too much song work which doesn't hit the mark. When they swing out on the mouth harp, however, they go over to a good hand.

Al Trahan and his blond partner, Sandra Lynde, had the customers exercising their belly muscles for nearly 20 minutes of nonsensical horseplay. Al's slapstick stuff on the piano and his tobacco auctioneer carbon are good comedy.

Sylvia Manon and Co., adagio act, close the bill with a series of spectacular posed catches by three males and the high tossing spins of Miss Manon. Men are decked out in devil's costumes of bright red, and scenic drops present a scene of fire and deep caverns, making an effective flash for the difficult well-executed routines.

Bliz off here second week despite blow-ups in the dailies on the screen's feature.  
Harold Humphrey.

## Radio City Music Hall, New York

(Reviewed Thursday Evening, August 11)

A longer-than-average film, *Four's a Crowd*, and a new *March of Time* release have knocked some minutes off the usual running time of the stage show this week. Thirty-five minute entertainment is less ponderous than normally,

## Tower, Kansas City

(Reviewed Friday Afternoon, August 12)

Few attractions at this house in the last year have presented a bill more spectacular than the current one featuring Red Norvo, Mildred Bailey and their orchestra. Aided by two thoroly enjoyable acts, the Mr. and Mrs. of Swing click solidly thruout the 45-minute program, only possible flaw being the limited appearance of Miss Bailey (Mrs. Norvo) on the stage at the mike.

Hot arrangement of *Alexander's Ragtime Band* starts the show moving. Red doubling as emcee and master of the xylophone when not leading the band. Team of Phillips and Kohl, shaggers, moves on next to demonstrate an unusual terp style to good applause. Terry

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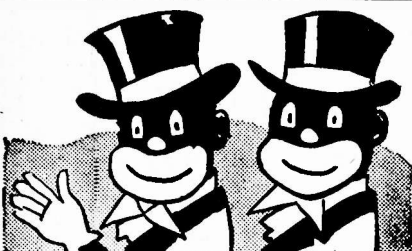


# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**JACK GWYNNE**, top-notch magish, is now in his second week at the Palace Theater, Chicago, where he is featuring his fish-bowl series and vanishing miniature radio bafflers. . . . **LIPPINCOTT**, after a two-week vacation at Virginia Beach and points of interest along the Virginia Coast, is now playing park, celebration and fair dates in Pennsylvania. He's presenting his animal side show along with his mystery show. . . . **HOFFMAN**, "think-a-drink" magiker, goes into Coconut Grove, Ambassador Hotel, Los Angeles, for a week's stand September 6. He recently concluded a widely publicized and highly successful engagement at the Orpheum Theater there. . . . **KENNETH SPENCER**, vent ace, has returned to Minneapolis to play dates and carve figures in the Flower City. "Just caught Bob Neller's vent act on Rudy Vallee's program at the Orpheum here. He's very clever," letters Ken. . . . **OTIS MANNING** last week concluded a two-week engagement at the Dutch Village, Toledo, where he successfully introduced his new act. Doan Troendle is assisting Manning. The boys shoved off immediately for the East to fulfill a string of engagements in that territory. . . . **BRANDINO**, after winding up a successful stand at Lake Lansing, Mich., last week, headed for home and a vacation. He plans to rest until September. . . . **FRANK KINI** is now in the third week of an indefinite engagement at the Royatt Club, Niagara Falls, N. Y. He's played the spot on two other occasions in the last six months. . . . **E. M. CALVERT**, while en route from Hawaii and the West Coast to his home in Harrison, O., last week, visited the magic desk. He will present his mammoth magic show at several Cincinnati spots before embarking for Australia and a world tour.

**MARVELO** (Lester Lake) has been contracted to present his "Burned Alive" thriller at the Knox (Ind.) Fair August 31-September 3. At the conclusion of the date he'll attend the Abbott Conclave at Colon, Mich. . . . **MARQUIS**, the Magician, is really going to town playing theaters in Utah. His recent appearance in Provo netted him a swell front-page story in *The Provo Herald*. He's been booked into Salt Lake (See *MAGIC* on page 59)



## AMERICA'S SNAPPIEST Minstrel Shows

Unrivaled selection of Complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Catalog.

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CHORUS GIRLS FOR SEASON OF STOCK BURLESQUE.

No traveling. Must be young and experienced. State age, height, experience in letter or wire. Rehearsals Monday, August 29. Season opens Friday, September 2. Top salary for good working, reliable girls.

**GEORGE YOUNG**  
ROXY THEATRE, Cleveland, Ohio.

## WANTED ADVANCE AGENT

For Best MIND ACT. Must have car. State reference, past experience, salary expected. Wire or write **KIRMA**, Care Novo Theatre, Cumberland, Ky.

# Burlesque

(Communications to New York Office)

### New York:

**IZZY HIRST** has signed for his 1938-'39 circuit the Pickens (Garrick) house in St. Louis and the Jaffe (Casino) in Pittsile. Another and one of vital importance is the Triboro in Harlem, controlled by Harry Palmer and Ed Rowland, which will be a new spoke in the wheel and gives the Hirst shows their first New York entry since the Republic's brief try early last season. Triboro due to reopen September 4. First show of the circuit to start the season opens at the Howard, Boston, August 27, with Bobby Morris featured. . . . **DAVE FRIEDMAN**, Ward Graves and Jack Weiner are Oscar Markovich's concession men at the Globe, Atlantic City. . . . **DORIS WESTON** to be promoted from show girl to strip-tease principal. Signed and opens Labor Day with the Hirst shows. . . . **PAT EVANS**, chorus captain, returned to the Columbia, Boston, will celebrate a birthday back stage September 3.

**SALLY KEITH**, featured at the Nomad, Atlantic City, slated to startle World's Fair customers via a contract now in negotiation. . . . **LEONE THUS-TON**, Kay Johnson and Buddy Orlando replaced Maxine DuShon, Jai Leta and Chet Atland August 12 at the Republic. . . . **NED WELSH**, dancer who recently closed at the Globe, Atlantic City, headed for one of the Hirst circuit shows. . . . **COLUMBIA, BOSTON**, reopens with stock September 5 and with the following principals: Harry Evanson, Floyd Hallicy, Loye Astrid, Connie Fanslau, Steve Mills, Pinto and Della, Pat Evans and Jai Leta. . . . **ELEANOR COOK** is producing at the Troc, Philly, with Beverly Carr now centering entire attention on the Globe, Atlantic City.

**THE HERTZIGS**, with Dave and Ben Weinstock, brothers of Joe of the Republic, completed an even dozen in their chain of movie houses upon the acquisition of the Colony, a 600-seater, in Bensonhurst, Brooklyn. House opened under the new ownership August 9. . . . **RUTH ARNOLD**, in Atlantic City, has joined the morning bike riders on the Boardwalk for weight reducing. . . . **MAXINE DUSHON** (Maxie Lou) left the Republic August 11 for Canada, where she opened at the Casino, Toronto, for two weeks. Thence to the Rialto, Chi., for four months. . . . **SUNNY O'DAY** and Frankie Fay doubled in an acro

dance specialty and in the front line at the Republic last week to re-enforce a Joyce Kelly novelty number. . . . **MARGIE KELLY** doubling between the Nomad nitery and the Globe burly house, Atlantic City.

**JEAN MODE** signed for one of the opening cast at the Gayety when that Broadway house is ready to start the 1938-'39 season early in September. Ditto Chet Atland, tenor-juvenile. . . . **JERRY ROSE**, back from a Coast stay, writes from the U. S. Vets Facility in Bath, N. Y., that he plans to spend the rest of his days on a Texas ranch. . . . **BILLY HAGAN**, Sherry Britton and Jean Carroll are new principals at the Globe, Atlantic City. . . . **JAI LETA**, after two weeks at the Troc, Philly, opens Labor Day at the Columbia, Boston. . . . **BUSTER HEWITT** is emceeding now at the Progress Club, Atlantic City. . . . **HELEN TROY**, now vacationing with the folks in Atlantic City, slated for a Hirst show. . . . **LEONE THUS-TON**, whose uncle was Thurston, the magician, planning to remove from storage all of her late relative's tricks and blossom out as another female prestidigitator.

UNO.

### Chicago:

**ADA LEONARD** is recuperating in a local hospital after refusing to submit to an appendicitis operation because of the scar it would leave. . . . **LEO STEVENS** is also on the mend in Brooklyn Hospital, Brooklyn, N. Y. . . . **FRANK AND WINNIE SMITH** are spending a vacation in Claypool, Ind., where George and Leona Lewis are also residing. . . . **HAL WHITE** and Charles Schultz opened the Casino, Toronto, Friday. . . . **N. S. BARGER**, operator of the Rialto, Chicago, gave leave to Valerie Parks for three days while she played the Orpheum, Davenport, Ia.

### Here and There:

Att (Skinny) Candler back at the Mutual in Indianapolis after six weeks on Bert Melville's Girl Revue with the Blue Ribbon Shows. . . .

### Two More Close in Seattle

**SEATTLE**, Aug. 13.—Closing of the Rialto, burly house, following closing of the Palm, leaves only the State Theater flourishing. Rialto may resume shows at an early date.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

WE HAVE HAD inquiries recently on Johnny Agrella, W. E. Tebbetts, Ducky Naccarato, Jack Bruno, Al Godar, Vina Walker, Johnny Crowder, Harry Lester, Ed and Pat Brannigan, Fred Allen, Tony Lewis, Joe Palmer, Carl W. Raabe, Harry H. Cowl, Billy Steele, Delores Engelhart, Charlie Tauruso, John Winston, Ken Kerren, Frances Jones, Mario Allesandro, Johnny Martin, Millie Sweet, Joe Purcell and Roy Meyers. Shoot in a line, folks, and let your friends know where you are and what you're doing.

"THE ZEKE YOUNGBLOOD show in Vincennes, Ind., under a good tent setup, with Gil Dickerson's orchestra furnishing the music, is still packing them in," postals Daniel Boone. Show's regular staff is still intact, with Ernie Young, emcee; Harry Smyth, heat judge; Lou Barnett, day judge; and Wiggles Royce and Eddie Leonard, stooges.

**BILLY AND MARIE** (Pa and Ma) Harris, former walkie contestants, letter from Los Angeles that they would like to read a line on Marge Sheffield, Eddy Moore, Ronnie Reed, Pa and Ma Roberts, Red Brewer, Boots Cole and Red Nichols.

**LOU DEVINE**, temporarily out of the endurance field, is now working as emcee in night clubs thru the South. Lou writes from New Orleans that it has been so long since he has heard of Peggy Thomas, Louis (Pee Wee) Ellis, Charlie Baldwin, Billy Willis, Mr. and Mrs. Billie Curtis, Porky Jacobs, White Maddox,

Pat Lowery and Pee Wee Collins that he wonders what has happened to them. Come on, boys and girls, give us the dope on your activities.

"I HAVEN'T BEEN in a show for some time but still enjoy reading the endurance column," writes Jimmy Richey, who at present is singing at Kelley's, one of Cincinnati's West End niteries.

IN ALMOST EVERY LETTER this column receives—the writers want their friends to write them. We have repeatedly explained that if you want to communicate with your friends you should write them in care of *The Billboard*, 25 Opera place, Cincinnati. Your letter will be advertised in the Letter List and forwarded when an address is received. This service is rendered free.

**AL ZUKERMAN** postals from St. Louis, where he is in the Lakeside Park Walkathon, that he recently soloed for eight days and went 17 hours without a stop, and queries as to what the record non-stop run is. The column would like some figures on the question. He also infoes that there are 17 couples remaining in the Lakeside show.

**JIMMIE HORAN** postals that he had to leave the Joplin, Mo., Walkathon recently due to the fact that his mother had to undergo a serious operation. Since her condition is much improved, however, he adds that he will return to the next show.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

"I READ THE minstrel column weekly, have done so for years and get a great buzz out of it," pencils Fred Sloop, of Steubenville, O. "In 1898 and '99 I printed programs for the Marvin Theater, Findlay, O. The house ran its own printery, and I met all the minstrel men who played there. The Nashville Students was one of the outfits; Clifton & Hurlburt's was another. Norman the Frog Man was with the latter. Nankeville's Minstrels also played the house, and Duncan Clark's Lady Minstrels was another to show the house around that time. I believe the Cherry Sisters were with the Clark opry. The foregoing are shows I have never seen mentioned in the minstrel column. Findlay was a great minstrel town. The following professionals came from there and all got their start in the Elks' Minstrels, which was a yearly event: The Four Grandi Brothers, Bob, Harry, Art and Carl; Caro Miller; Tell Taylor, tenor, who wrote *Down by the Old Mill Stream*; Carl Byal, Frenchy Barthaume, Jack Parsons, Larry Comer and Ray Phinney's Manikins."

**LOOKING BACK** with Walter Brown Leonard: "Remember when George Primrose and George Wilson assembled the famous 100—Count 'Em—100 Minstrels and the two Georges led the 11:45 riding in a barouche carriage drawn by a tandem of milk-white horses? When Harry Greves and Eddie Coe directed the two parade bands? When Lew Dockstader did his *Back Again* monolog during season of 1898? When Milt Barlow did Uncle Tom with a popular U. T. C. company? When J. Lester Haberkorn sang *Rocked in the Cradle of the Deep* with Neil O'Brien Minstrels season of 1922? When Eddie Connard and J. E. Hatfield sponsored the tour of Al G. Field Minstrels? When Charley Fales Jr. sang *A Letter From Her Boy* with Joe Gorton outfit season of 1896? When William Henry Rice was considered incomparable in female roles?"

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## GREEN BAY DERBY SHOW

OPENING AUGUST 25,

Columbus Auditorium, Heart of the City.  
Entertaining Sprint Teams communicate quick. Address

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Northland Hotel. Green Bay, Wis.

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A WINNER WITH POP"

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AFTER PRESENT SHOW CLOSES.

Large City — Contact At Once.

"POP" DUNLAP

Care AMERICAN LEGION WALKATHON,  
Silver Spring, Maryland.

## LAST CALL WALKATHON

STARTING AUGUST 18.

Teams wanted. Come at once

**BIG RICH**

211 E. Main Street, Olney, Ill.

## Boyes No. 2 Unit Begins Fair Dates

LINCOLN, Neb., Aug. 13.—Chick Boyes No. 1 company broke in its new members last week, and the No. 2 company, which had been here, hit the road for its string of county fairs and picnics. New company has Florence Gallant (Boyes) retained from the old one; Bob Bayley, leads; Octavia Powell, leads; Jimmy Parsons, Jewell Parsons, Charles Archer, and Billy Remick, general business. Replacing Florence Boyes with the other company is Vida Lorraine. Business was good.

General Agent Palmer of Billroy's Comedians, set here for August 24, visited the show.



ADVANCE ADVERTISING CREW with the Lasses White All-Star Minstrels, the Milt Tolbert organization. Left to right: Raymond Malory, William Ritchie and Smith Hamilton, the last named in charge of the crew.

## Terrells' Tattlings

NEWHOPE, Ark., Aug. 13.—Billy Terrells' Comedians marked up the first loser of the season last week. Show had a revival meeting and stormy weather for opposition. The revival was slated to close on a Saturday prior to our Monday opening, but it decided to hold over. Last half of the week found the weather plenty stormy and we blowed Saturday completely.

Show will continue to play three-day stands for the remainder of the season if conditions hold up, otherwise it may evolve into a one-nighter about September 1.

After hearing about a number of shows closing, reorganizing and rehearsing during those hot days, we're glad we're with this organization. Billy recently canceled a town because he couldn't find enough shade on the lot for the housecars. So we're hunting towns with lots affording plenty of shade.

We have our fish fries about every two weeks, the expenses of which are paid by the management. Everything about them are wonderful except the ruling Billy made that all members, including himself, cut high cards to see who fries the fish. Thus far neither he nor Brooks has fried as much as one minnow. Is everybody happy? I say we do.

TEX LORRAINE.

## Heffner-Vinson Hi-Lites

COOKERVILLE, Tenn., Aug. 13.—Show is back in Tennessee for a week of one-night stands. No one seems to mind, however, for as the natives say, "You fellows must see a lot of the country."

Pennington Gap, Va., reminded me of the Britt Shows when Nell Schaffner asked a local boy how they liked stock companies and the lad replied: "Oh, they don't mind 'em." The last two dances the Rhythm Boys played were more of a success socially than financially. Hoxie Tucker, who carried on in true trouper style despite gun-shot wounds, closed at Rockwood, Tenn., and went home for a rest under doctor's orders. We hope for his early return.

Rockwood, Tenn., will long be remembered for the two nights the troupe spent in night clubbing it there. We had quite a party and some members are still recovering from it, excepting Joe Unick, who is used to a liquid diet. Calvin Grulu is unusually quiet on parade next day. Repeat dates at Crossville and Rockwood held up well. Jamestown, a new one for the show, also was good despite a radio show at a movie house as opposition. Jack Mathers, stage manager, has been suffering from a badly infected hand. Manager Jim Heffner says he can't afford to be without *The Billboard*. It seems as if a recent long jump on Sunday had something to do with it.

Al Pitcaithley.

## Tolbert Tattles

BURLINGTON, N. C., Aug. 13.—Favored with ideal weather, the show's softball team is clicking, and almost all of the players' batting averages have taken a big jump. Mr. and Mrs. John Brown, of Winston-Salem, N. C., have been frequent visitors here.

Lasses and Norma White were guests of Ralph and Kitty McCoy during our stay in Charlotte, N. C. Bob and Gretcher, Norris and Ervine and Lois Behmer were tendered a swell dinner by Jimmy and Peggy O'Hara while the unit played Albermarle, N. C. Jimmy still plays plenty of trumpet.

Business has been holding up well and we're heading for the coast, where the boys hope to catch up on their fishing.

LOIS MASON.

# Rep Ripples

LODEMA COREY, formerly with L Hatcher's Comedians, is sojourning in Mason City, Ia. . . . HARRY DUNBAR'S COMEDIANS, who have been circling in Grand Forks, N. D., all summer, report satisfactory business. . . . THE VUL-TURE, by Neil Schaffner, was presented by the Monroe Hopkins Players last week in Dallas. . . . AILEEN GIBBS, after several weeks in an Iowa spot, joined the Ray Bash Players in Kansas last week. . . . CHICK BOYES' second unit began its string of fair dates last week. . . . EDNA MARIE WILSON is taking a two-week vacation after a three-month run at the Chesterfield Club, Kansas City, Mo. . . . MAURICE BAUDRY, formerly with Midwest reps, is now assistant manager of the Regent Theater, Kansas City, Mo. . . . RONALD MCBURNEY joined the James Todd Players in Nebraska last week. . . . CLIFF SWOR is playing several Kansas City, Mo., niteries. . . . TOBY NEVIUS, former rep comic, now with Station KVOO, Tulsa, Okla., last week guested at WHB, Kansas City, Mo. . . . MAE MCKINNIS joined Fontinelle Stock Co. in Eastern Missouri last week. . . . GILL AND HOWELL have been booked into Kansas City night spots for several weeks. . . . OLLIE HAMILTON'S REVELERS opened in Moultrie, Ga., August 2 to good crowd despite rain. Show included Red Fletcher, George Kirk, Letty Lowe, Dalous Franz, Bob Penison, Frances Stanley, Cecil Kristal, Jack and Rene Keating, Duke Dunaway, Virgil Chauvin, Jean Harrell, Alice Lyn and Ginger Franz. . . . POLLY JENKINS' Plowboys played the new race track in Hornby, N. Y., July 24,

following their return from Hollywood, where they made a picture with Gene Autry, who manages them. Polly and her boys played Rolling Green Park week of July 25. . . . PHILIP DAKIN for past month a member of cast of Al Jackson Players, has joined the Summer Theater group at Charlevoix, Mich.

RAY AND LAURINA DYSON, well-known in the rep and stock fields, are conducting a tearoom and gift shop in White Mountains, N. H. . . . MAGRUM MAGIC SHOW, now in Massachusetts, has been experiencing a noticeable increase in its box-office take. . . . GATES FAMILY SHOW has moved into Ontario territory. . . . DAVE COSTA reports that due to the excessive heat in Canada his five-people unit is playing to only fair business. . . . HARRY BERRY'S Sunkist Vanities opened its 10th consecutive season in Keene, N. H., August 5. Unit is routed thru New England and Canada for the next six weeks. . . . A. J. (SKEETS) CLARK is playing to fair business in Western Texas. . . . McNALLY'S VARIETY SHOW is clicking in New York State. . . . OLLIE HAMILTON played Tifton, Ga., August 4 to capacity business, according to Lucius Jenkins, who visited the show there. Show is co-owned by Hamilton and Frank (Red) Fletcher and carries 35 people, including a seven-piece band. Hamilton has charge of the front gate and Fletcher is stage director. Jenkins reports that the unit will play the tobacco markets in South Georgia before entering Florida for the winter. . . . DIONNE VAUDEVILLE AND PICTURE SHOW recently stopped over in Tifton, Ga., and spent the night at Lucius Jenkins' trailer camp there. . . . BRYANT'S SHOWBOAT is now in its sixth week of its eight summer season in Cincinnati in the last nine years. Craft's business continues to show improvement.

## Billroy's Briefs

WILLMAR, Minn., Aug. 13.—We are rolling along smoothly, despite inclement weather battering at our door. All in all, the season has been a pleasant one.

A certain drummer and his wife on here are keeping us in the dark as to when they expect their heavenly bundle.

Marie (Wahoo) Coleman has packed her tepee and tomahawks and returned to her home in Louisville for a stay prior to hying herself off to college in the fall. Advance billing had us day and dating Cole Bros.' Circus in Mankato, Minn., Tuesday past; but by the time of our arrival Tuesday circus was back in quarters at Rochester, Ind.

In Albert Lea, Tennyson's Cafe proved to be one of the nicer spots along the route. Dad Tennyson and son, Gus, extend at all times a hearty welcome to all members of the profession.

Among recent visitors were King Cole, Mr. and Mrs. Tilton and Mr. and Mrs. Guthrie, of the Tilton-Guthrie Co., currently playing thruout Iowa; also Dick

Caldwell, Evelyn Easter and Mason Wilkes, all of Christy Obrecht Show.

JOHN D. FINCH.

## Tolbert Tattles

RALEIGH, N. C., Aug. 13.—Buddy Hale Jr. and Beverly Privalee celebrated their fourth birthday anniversary with a double birthday party given by their parents. Entire show was invited.

The soft ball session got under way immediately after the party but was soon stopped when Frances Privalee, mother of one of the tots, sustained a leg injury which necessitated a doctor. She will have to lay off a week or two for the torn ligament to heal.

Mr. and Mrs. John Rae, who have built up a splendid following over Station WPTF here with their dramatic offerings, were guests of the show.

Weather is hot and business good.

LOIS MASON.

## McOwen Mutterings

OAKLAND, Neb., Aug. 13.—Combined McOwen Players and the McOwen Sisters' show began its first fair date here this week. Show officials report that the crop conditions in this territory are the best they have seen anywhere. York, Neb., proved a good date, and the opening in Albion, Neb., was highly satisfactory. York is the home of Harry Ballard, boss canvasman, who was kept busy every day renewing acquaintances with old friends. Several big feeds took place at the old home-stead.

Harry Palmer, general agent for Billroy's Comedians, visited Sunday. His show is in this territory playing one-night stands.

## STATE, NEW YORK

(Continued from page 20)

flashy bit of standard tumbling and mounting, then engage in some tomfoolery, ably hampered by the Slate Trio. The "original" Big Apple Dancers from Carolina, three pairs of gawky but loose-jointed youngsters, give their exhibition of St. Vitus' dance, 1938. The Speed Trio, roller skaters, close the specialty offerings with novelty of lighted-up skates, and the request spinning of a couple of stooges, one of them a very hefty and very touchy young woman, brings out some ludicrous results.

Naturally, thruout the whole proceedings and very much in evidence are NTG's (and our) estimation of feminine appeal. Among the gorgeous creatures are Collette Francis, Virginia Biddle, Sylvia McKay, Betty Lorraine, Natalie Wynn, Della Brennan and many more.

On the screen, *Shopworn Angel* (MGM). House jammed last show.

George Colton.

# COLORED PERFORMERS

and Musicians wanted on all instruments. Band Leader, Chorus Girls, Novelty Acts, Singers, Dancers, Comedians to feature. Want to buy large Dancing Mat, also Public Address outfit for car. Show now in rehearsal at Port Gibson, Miss. Address all mail and wires

F. S. WOLCOTT  
Rabbit Foot Show, Port Gibson, Miss.

## TOBY'S COMEDIANS — WANT —

Young General Business Team and Ingenue. All must do Specialties. Those doubling Orchestra given preference. Leo Lacy, Don Null and Jimmie Colley and Rosalie wire quick.

BILLY TOBY YOUNG, Mgr., Luttsville, Mo.

# WANTED

TO JOIN AT ONCE—A-1 Leading Man with good Specialties. Preference given man doubling Orchestra. Sobriety and Reliability essential. State all and lowest salary to join immediately. Address

FRANK SMITH PLAYERS, Festus, Mo.

## HILA MORGAN WANTS

REPertoire PIANO PLAYER—To play Vaudeville and Orchestra. Must fake a little. Good reader. Show operates indefinitely. Sobriety absolutely essential. Also other Musicians and Actors who double and are useful. Lisbon, Ia., week Aug. 15; Grinnell to follow.

# THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally  
Conducted by MARTIN C. BRENNAN.  
198 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

## "Harley" Comes Thru

Harley Sadler's show has just left Littlefield after spending three days and nights in our city. Harley's coming is always an event that fills us with rejoicing and his going leaves us with treasured memories of this Prince of Showmen.

Harley Sadler is a product of West Texas and he has spent most of his years entertaining the folks of the Panhandle. Only a long-missed brother could have received quite so warm a welcome as did Harley when he arrived here with his troupe.

Perhaps some idea of his popularity may be gained from this incident that occurred the night before his local engagement started: One of the prominent Littlefield citizens was getting into his car and hailed the writer with, "Come on; go to Amherst with me. I just can't wait until Harley gets here."

Harley Sadler is one of the very, very few old-time showmen who have survived movies and the depression. The reason is not difficult to find—he has always given the people clean, wholesome entertainment and surrounded himself with fine troupers who are as welcome as their chief.

As a very young man Harley had many opportunities to become a Broadway star. He is an exceptionally fine actor and received numberless offers to join the big metropolitan casts. He preferred to offer his talents to the people of his beloved Texas.

Many people go thru life just gathering gold; thousands of men and women achieve celebrity in politics, science, the arts, industry, invention, education or social endeavors; only a few dedicate their entire lives to MAKING PEOPLE HAPPY. Harley Sadler is a shining example of the rare few who devote themselves to spreading joy and harvesting love and respect.

Some few years ago Mr. Sadler took a flyer in the circus business. It was right at the start of the depression and he lost heavily. For the past few years he has labored incessantly and paid off practically all the obligations he incurred as a circus owner.

Harley Sadler is a great artist; a lovable fellow and an honorable gentleman. It won't be necessary for him to placard the town; just let him whisper to any 7 or 70-year-old that he'll be here and we will all be there, you bet.—DAVE SCHEIN (in *The Lamb County Leader*, Littlefield, Tex.)









# Out in the Open



Roger Littleford Jr.

(Leonard Traube this week pinch-hits for the conductor of this column, who is on vacation.)

## Little Big Shot

ATLANTIC CITY.—The smallest man in the world is the biggest attraction in Atlantic City. He is, of course, Paul Del Rio, modern counterpart of Charles S. Stratton. Oh, so you don't know Charles S. Stratton! The professional name was Tom Thumb and his mentor was Phineas T. Barnum. You probably don't know Paul Del Rio either. His trade tag is Peter the Great and his mentor is Eugene J. Murphy, with the assistance of George A. Hamid and Sam Gumpertz, who look after the destinies of Hamid's Million-Dollar Pier.

General Tom Thumb happened before my time, and all I know is what I read in history. It appears that a frozen river caused Mr. Barnum to discover the vest-pocket personality. In November, 1842, while in Albany on business, Barnum returned to New York by way of the Housatonic Railroad because the Hudson was frozen over. He therefore stopped for a night in Bridgeport, Conn., with his brother, Philo F. Barnum, who at that time operated the Franklin Hotel.

Barnum had heard, he says, of a remarkable Lilliputian in Bridgeport and at Barnum's request his brother brought him to the hotel. "He was not two feet high; he weighed less than 16 pounds and was the smallest I ever saw that could walk alone; but he was a perfectly formed, bright-eyed little fellow, with light hair and ruddy cheeks, and he enjoyed the best of health. He was exceedingly bashful, but after some coaxing he was induced to talk with me. After seeing him and talking with him I at once determined to secure his services from his parents and to exhibit him in public."

The rest is history.

In June of this year of grace *Life* magazine, with amazing astuteness, caused Paul (Peter the Great) Del Rio to become the world's most famous curiosity by publishing a life-size photograph of the "World's Smallest Grown-Up." This was accomplished by printing sideways over two pages. The exact height of the reproduction, from head to heels, was 19 inches.

A few days later the New York newspapers and virtually every major news and picture service in the country leaped upon the band wagon. *The New York Sun* became the first newspaper to publish a life-size portrait. Bob Ripley cartooned the little man. *Wide World* sent out scores of pictures in various poses. *Fox Movietone News*, with John J. Gordon in charge and Lew Lehr narrating, sent out a national release on pint-size Paul-Peter, showing his daily activities on the pier and at the shore. Most of the nation's major newspapers have had stories and pictures of the prodigy. Hundreds of small towns know him thru the provincial press. He has appeared on several radio broadcasts. He inaugurated the midget auto races in Atlantic City with a bottle of champagne. Elwood Hughes, general manager of the Canadian National Exhibition in Toronto, helped him celebrate his birthday at the pier. It was a legitimate birthday.

During the Elks' national convention here Dr. Edward J. McCormick, of Toledo, new Grand Exalted Ruler, conferred on Paul-Peter the title of World's Smallest Elk. Frederic Haskins' Washington information bureau featured the mite in its nationally distributed question-answer column. King Features Syndicate devoted a page to the bottle-high oddity.

*The Philadelphia Bulletin* published a scientific analysis of the Del Rio sensation, followed by a discussion of his career. *The New York Daily News* devoted its full back page of a recent Sunday issue to the miniature man. *The London Sunday Chronicle* came thru with a life-size photo on its page one. Peter-Paul is a good-looking ruddy-cheeked bantam with a terrific sense of

humor and an amazing sense of box-office values. His stage presence is perfect, as is his body. He is clothes-crazy, appears exceedingly well in formal get-up. He is exceptionally adept at repartee and is a constant delight to his managers, his guardian, his dietitian and his tutors.

Because Paul is so tiny his diminutive sisters, Dolores and Trinidad, have been all but overshadowed despite their talents. Dolores, a little older and a little taller, possesses a "Miss America" figure and one of the most charmingly demure smiles you are ever likely to come across. Trinidad, a little older and a little taller than Dolores, goes for smart gowns which set off her form strikingly. She's the hotcha singer of the family and a regular devil at conversation exchange.

Mrs. Ramona Chaney, guardian, treats them with loving care. Her daughter, Amy, is their able instructress and dietitian. Bill Meikle emcees the show with great effectiveness, while the adult Al Flosso gives the program its expert comedy, magic and Punch and Judy. It's one of the most pleasing and entertaining units in all America.

I don't know what all this adds up to, but the guy who coined the phrase "Good things come in small packages" certainly knew his stuff. The Del Rio Lilliputian Theater at Hamid's Million-Dollar Pier has been and is playing to standing room only nine times daily.

Little people are still big box office and always will be.

Thanks for furnishing the soap box Rog.

# Hartmann's Broadcast

SOME show owners and managers might take a lesson from the editorial we are reprinting from *The Rockwood* (Tenn.) *Times* (August 4), of which Harry M. Seward is editor. It is headed *If I Were Managing a Tent Show*, and clipping was sent to us by Seward, who thought it might be of interest to our readers.



A. C. HARTMANN

is by obtaining the good will of the editor or manager.

"Therefore, if I were managing a tent show or any kind of amusement attraction, when my advance man went into a town I would have him contact the newspaper and give them a sufficient number of passes to my attraction. This would make the editor feel good toward the show and encourage him to give me a good space on the front page of his paper for my story. I wouldn't wait until the show arrives in town and then let the editor hunt me up with his bill before presenting the passes, because the paper will already be out, and naturally I may not have received as good a space or write-up as I could have had had I been a little more thoughtful.

"Then when I presented the passes I would honor them for everything they called for instead of having the door-man say, 'Sorry, the passes are not good for this,' and thereby cause the editor embarrassment by having it look as if he were a cheap skate trying to crash the gate. If I didn't like to honor the passes I would pay the newspaper for my write-up at the regular commercial rate and let the editor pay for my entertainment.

"It is true I would run an ad in the paper, but this would not obligate the editor to turn his editorial columns over to me, for after all he is giving me the space I pay for. And then, too, the price of the press passes usually amounts to far less than the space the editor gives my story when figured at the regular rate.

"Then when the show arrived in town I would not wait for the editor or manager of the newspaper to quit his work and waste his time hunting me up to

present his bill and get his money. I would immediately go to the newspaper office and pay my bill. This would only take a few minutes, and I would build up a lot of good will with the editor and thereby get more free publicity.

"You can't expect the press to 'play ball' if you don't play the game too."

V. W. TATE, who has the White Owl Medicine Show, has asked us to pass on to readers a little information he picked up at Bloomington and Martinsville, both in Indiana.

At Martinsville he was informed by a city official that if he had any trucks he would be stopped at the city limits by union officials, also that a carnival couldn't show there on account of having no union truck drivers—and local ones at that.

Tate got into Martinsville all right, but at Bloomington the motion picture operators' union sent a man to him with the information that the union was going to picket him if he didn't hire a union operator and assistant to turn his p.-a. system on and off for \$10. Up to July 30 he said there had been no picketing, but he is sure union officials are laying for carnivals and circuses coming to town.

"I don't see where it would do any good to picket a free show like mine," says Tate, "but I understand there are 4,000 union men in Bloomington, so shows playing this territory had better watch out for union trouble. And I have been told that city officials are siding with them."

MEBBE you think we didn't laugh when we read in the August 1 issue of *The Funnel*, "The Digest of Selling," published semi-monthly during the summer by Educational Service Bureau, Chicago, the satirical article, *How To Handle Pass Problem*, by "Sawn Heard" (a nom de plume), reprinted from *The Billboard* of July 16.

And, in addition, we had a reader of *The Billboard*, who also considered the article seriously, write us objecting to some of the methods outlined for handling passes.

WITH general business conditions as uncertain as they are, it has been very difficult this year for circus and carnival showmen to figure even in the morning of show day what the "take" might be in cities and towns on their routes. In no small number of instances stands where business ordinarily would be least expected provided good gates. In other cases the situation was the opposite.

THOSE who read this column regularly will recall the trouble Morris Miller had with shows and concessions on Miller Bros.' Shows in Omaha several weeks ago. Morris evidently has had his fill of such trouble, as word now comes from him that "we have discontinued all joints and girl shows."

# Notes From the Crossroads

By NAT GREEN

EDITORS, like other humans, have the reprehensible habit of paying too little attention to information they receive and so garbling the facts. Last week we were interviewed by an Associated Press man who saw a good story in the circus situation. Among other things we called the A. P. man's attention to the good work that was done by the Circus Fans' Association at its 13th annual convention in Madison. Also the "save-the-circus" move inaugurated by the advertising clubs of the country. The story was sent out over the A. P. wires, was widely published, and may do some good. But some of the editors evidently read the story carelessly. For instance, an editorial in the



NAT GREEN

August 9 issue of *The Cleveland Plain Dealer*, after detailing the troubles circuses have encountered, said: "This sad state of affairs called forth the Circus Fans' Association. It was born at Madison, Wis., last week." Far from having just been born, the fans' association has been admirably functioning for many years. It was not until this season,

# The Billboard

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Vol. L AUGUST 20, 1938. No. 34

when a crisis confronted the circus world, that its work was brought into the limelight. *The Plain Dealer* editorial was well meant, but more care should have been exercised in getting the facts straight.

ON THE MAGIC CARPET: With several of the major shows playing territory adjacent to Chicago, scores of showmen have been dropping in at the offices of *The Billboard* and on the Magic Carpet, giving the appearance of convention time. . . . Mrs. Johnny J. Jones and her sister, Mrs. Buddy Paddock, in town on business. . . . J. C. (Tommy) Thomas, of the same show, was in to start advance work at Bloomington, Ill., where show is playing this week. . . . B. S. Gerety, of the Beckmann & Gerety Shows, confabbing with General Agent J. C. McCaffery. . . . Joe Rogers back from New York with Mrs. Rogers and working on World's Fair plans. . . . Ken Warfield back from the West Coast arranging details of the Lottie Mayer fair route. . . . Jimmy Morrissey, of Baker-Lockwood, spending a month's vacation at a Northern Illinois lake, taking time out to run into Chi on biz. . . . Clyde and Harriet Beatty shopping before leaving to join Robbins Bros.' Circus. . . . Clyde probably will make some pictures this fall.

Rubin Gruberg and Mrs. Gruberg were Magic Carpeters for a couple of days. . . . Frank D. Shean in from New York, joining his wife in Chi. . . . He's off for Kansas City on Jubilesta business. . . . Jack Murray, of Beckmann & Gerety Shows, says he's doing nicely with diggers. . . . Mrs. Ernie Young all smiles over the way Ernie's revue is clicking in Canada. . . . Harrison B. Waite off for Waco, Tex., after a week on the Barnes circus and in Chi. . . . W. H. (Bill) Rice regaling the luncheon club with stories of his early show days when he joined a show with a *Youth's Companion* magic outfit. . . . G. Cornwall Spencer debating whether to stick to show biz or return to newspaper work. . . . Arthur Hopper off for St. Louis and points west. . . . Allen Lester returning to his home in Ohio. . . . Dan DeBaugh wishing he could move his office to his summer home in Wisconsin. . . . Others fore-gathering on the carpet were L. Clifton Kelley, R. L. Lohmar, Jimmy Simpson, Ray Dean, Tommy Hart, Bob Parker, Al Martin, George Cutshall, J. D. Newman, Jack Tavlin and Floyd King.

Brandt Sisters, stars of the ice show at College Inn, have formed Ice Show Productions in association with their uncle, Dr. Arthur Brandt, and Harold Steinman, producer of the show, and will produce ice revues.

## Former Ringling Troupers Give Florida One-Ring Circus of Real Acts, Sans Big Top and Staff

WINTER HAVEN, Fla., Aug. 13.—For the first time in the history of even the "oldest resident," Florida is getting a summer-time taste of real circus attractions. According to the interest shown, the show, known as Florida's Own One-Ring Circus Supreme, will have a nice run until it closes a four-day engagement at Quincy, in the Florida tobacco section, August 27.

Traveling in trucks and trailers and with its own sound truck, the aggregation, with Al Snyder as manager and booking agent; Justino Loyal, of the Loyal Repenskis, and Fred Bradna, ringmaster, acting as personnel and show directors, respectively, the show ran smoothly when it gave two performances here Tuesday.

Manager Snyder said he would take his troupe to Lakeland the next day, then to Orlando and De Land, hopping into Daytona Beach for Sunday and Monday and then on up thru the State, closing at Gadsden County tobacco festival for four days—with a flat guarantee.

Booked Monday at Wauchula under the Lions' Club; here, in Lakeland and Orlando by the Junior Chamber of Commerce and in Daytona Beach by the University Club, the performers have perfected a fast-moving two-hour routine that has not a dull spot.

Carrying only two grooms and two laborers, the performers, including the girls, put on working clothes and help

## Russell Returning To Kan.; Business Shows Improvement

COFFEYVILLE, Kan., Aug. 13.—After a week and a half in Eastern Kansas Russell Bros.' Circus will dip into Northern Oklahoma for a few stands and then return to Kansas at Arkansas City. The show first entered Kansas after four days in Nebraska, following nearly a month in Iowa interspersed by three stands in Northern Missouri.

While business as a whole has shown some improvement, unpredictable slumps continue to cut down the average and the best business seems to come from where it ordinarily would be least expected. Walthill, Neb., with a population of 1,100 and the smallest town played by the show in recent years, gave a very satisfactory day on a Sunday. (See RUSSELL RETURNING on page 31)

## H-W Show Headed For West Coast

LOS ANGELES, Aug. 13.—Dan Dix, of the Hagenbeck-Wallace Circus, has been in town for several days doing special work. Stated the show was coming to the Coast, with the local date starting Labor Day. Report from the show at Denver was two big days. Show is routed via Salt Lake City to the Coast.

C. A. (Dud) Lawrence, general agent of show, arrived here this week.

Mrs. Jack (Mame) Beach, from Chicago, is located at Balboa Beach, Calif.

## Large Crowds at Ringling Quarters

SARASOTA, Fla., Aug. 13.—Winter quarters of the Ringling-Barnum circus, thrown open to the public three weeks ago, have attracted an unexpectedly large number of summer tourists, mostly from inland Florida, Georgia and Alabama cities, seeking relief from the heat at this and near-by Gulf Coast cities.

Ed Kelly, who is in charge, was so favorably impressed by the gate that he has inaugurated a tri-weekly training period to further boost attendance.

The training sessions, scheduled for 2:30 each Tuesday, Friday and Sunday, feature workouts by elephants and ring stock horses. Chester, a baby hippo, and a number of other tame animals are allowed to roam the grounds at will, forming another attraction.

with the rigging, props and the ring curbing.

### The Program

At Winter Haven the program included:

Grand entry; walk-around by Lou Jacobs, Coco, Frederico and some of the principals in Joey get-up; Marie Delbosq and the Yama Troupe in foot juggling; Alphonse Loyal, one-man juggling act; Lou Jacobs and Coco in a burlesque prize fight; Canestrelli and his dog "Teddy," on the unsupported ladder; Mme. Ella Bradna and her white stallion, "White Eagle," in a high-school act and with the good old "pigeon ho-

(See FORMER RINGLING on page 53)

## Newton Calls It a Season

Show closes at Willoughby, O., August 10 due to poor business and much rain

WILLOUGHBY, O., Aug. 13.—Newton Bros.' Circus, motorized, managed by William Newton, ended its season here August 10 and made preparations to store the equipment until next spring.

Continued rains, coupled with poor business, prompted Newton to terminate the show's tour here. Show was to have proceeded west thru Ohio the next few days after moving into the State Monday at Cohnaut, O., from the East.

Newton said the show experienced spotty business in the East, with several big days being registered, but that recently on the show's westward trek business at some stands was nothing and that despite loyalty of the personnel he decided that the future was too uncertain to continue.

Advance was recalled here and it is likely several days will be required to wind up affairs of the show before making (See NEWTON CALLS on page 31)

## Clyde Beatty and Others Join Robbins Bros.; Six Cars Added

ROANOKE, Va., Aug. 13.—Clyde Beatty, wild animal trainer, together with his wife, Harriet, and Otto Griebeling, clown, are among a number of performers and others who will join Robbins Bros.' Circus at Bluefield, W. Va., tomorrow. Traveling aboard a special train consisting of two flats, three stock cars and one sleeping car, the equipment and personnel reached Bluefield late today.

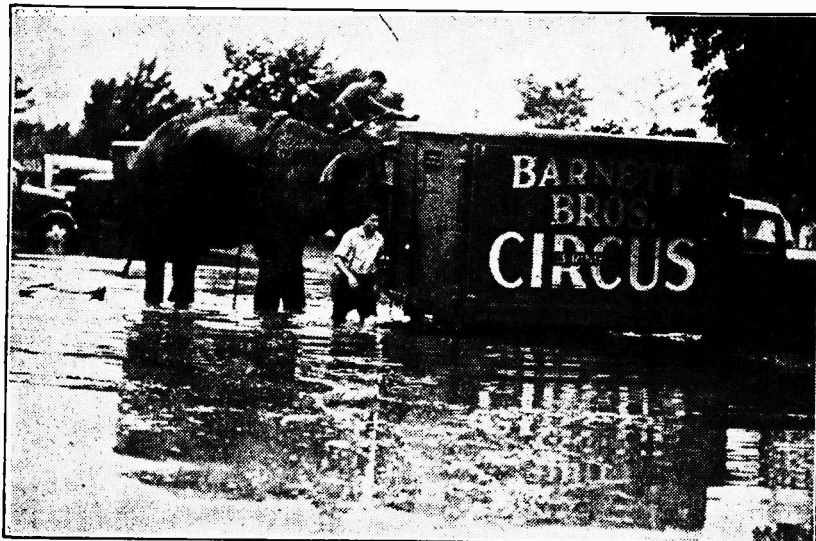
Most of the equipment consists of parade wagons, seven cages of wild animals, zebras, camels, a carload of elephants and a carload of draft horses.

Arthur Hoffman, 24-hour man, joined the show at Richmond, Va. Ora Parks, general press representative, began his duties at Norfolk, Va.

LYNCHBURG, Va., Aug. 13.—With 14 weeks under its belt, Robbins Bros.' Circus heads south along the Eastern seaboard. At Paterson, N. J.; Easton, Pa.; Plainfield, N. J.; and Allentown, Pa., the thermometer hovered around the century mark. No performances were lost, but for humane purposes it was deemed expedient to call off parade at Lancaster, Pa.

Harlan Burkhart, auditor, and Malee Harding, rope spinner in Hoot Gibson's Wild West, were married at Plainfield, N. J., August 3. Following day at Allentown, Pa., Gibson gave a wedding supper for the newlyweds.

At Allentown Charles E. Doelker, from Harrisburg, Pa., accompanied by Bob Good, drove over for a visit which extended over to following day at Lancaster. At Lancaster W. F. Simpson, of



BARNETT BROS.' Circus encountered much adverse weather in New England. At Calais, Me., a severe storm left the lot a sea of mud and it was necessary to use the bulls on every piece of rolling stock. Pictured here is a bull pushing a truck.

## Barnett Has Bad Break in Weather

MILO, Me., Aug. 13.—Despite bad breaks in weather in New England, Barnett Bros.' Circus has been doing fair business. There was plenty of water at Bath, Me. In moving off the lot it was necessary to construct a plank bridge for a distance of 90 yards. The show was off lot by daybreak, and the matinee at Old Town next day was less than an hour behind advertised time. Two performances were given at Bath and it was a winning date.

At Calais it was necessary to use the elephants on every piece of rolling stock. Lot was a sea of mud. Show was not off the lot until 5:30 a.m. However, matinee was given next day at Danforth.

## Richard Adds Two Trucks

EMPORIA, Va., Aug. 13.—Two new trucks were added to Richard Bros.' Circus at Cortland, Va. H. H. Hall and wife joined the side show at Suffolk. At Exmore, first stand in this State, two light houses; Emporia, light matinee but good night house. Recent visitors, Bob Vanderbe, Doc Oylar, Doc Hefferan, Lester Patterson, reports Buck Leahy.

Somerset, Pa., took in afternoon show. From Oxford, Pa., came F. J. Frink, accompanied by A. A. Kirk, former showman.

The fairgrounds at York, Pa., was a dandy lot for the show.

Hoot Gibson had a birthday anniversary at York August 8. In a reminiscent mood, he stated he had made \$05 movies, making his first at age of 15.

Mrs. Sarah Malman, whose husband has charge of the concessions, was made happy at York by visit of her mother, Mrs. J. W. Bare, and her stepfather. The Moreen Troupe recently added Edmund Raiche to the act.

## In Storm at Petersburg

PETERSBURG, Va., Aug. 13.—A severe electrical, wind and rain storm struck here Thursday night and the big top of Robbins Bros.' Circus was threatened as the menagerie tent collapsed. No injuries were reported, the police and circus workers ably handling the crowd. The circus folk cleared the menagerie tent within 10 minutes. The elephants had been moved back of the big top for the grand opening from the menagerie tent a few minutes before the supporting poles gave way.

Inside the big top several quarter poles, freed from the ground, swung while circus hands acted as anchors to hold them down. Thruout the performance, witnessed by about 3,000 persons, the rain dripped in places from the soaked canvas.

Shortly after 1 a.m. the show left for Lynchburg.

## Parker-Watts Biz Holding Up

Show having hot weather — Bill Noble Jr., the Knights and others join

ATWOOD, Kan., Aug. 13.—The Parker & Watts business is holding up, altho the weather has been hot.

Acts joining last week were Bill Noble Jr. with 10 horses and cowboys and girls (Al Newman, Tommy Hucks, Mell Jordan, Jud Norville, Betty Jordan, Genevieve Grant) who do trick and fancy riding, roping and bronk riding; Beverly Harnett, menage and ladder; Gene Sullivan, menage and ladder; also Spanish web; Francis Gordon, menage and ladder; Delbert Knight, bounding rope and hand balancing; Ina Knight, swinging ladder and iron jaw.

Pat Kramer joined at Atwood, Kan., August 9. He flew from Peru, Ind., via Indianapolis to McCook, Neb., then motored to Atwood.

The Side Show band has several new faces. H. C. Brown, trombone; Sax Roberts, Floyd Wanzer, cornets; Gereline Roberts, Kenner Bell Brown and Lucille Lee in chorus.

The folks out here seem to like the street parade. The show has not missed one this season.

In McCook, Neb., *The Daily Gazette* gave its carrier boys a noon dinner and then took them to the circus, where they were entertained by Manager Ira Watts. He gave them reserved seats. Sent Jimmy Hackensack to the dinner. George DuVall, general agent, and L. B. Green-

(See PARKER-WATTS on page 31)

## WPA Has Light Biz At Hackensack, N. J.

HACKENSACK, N. J., Aug. 13.—The WPA Federal Theater Circus closed its engagement here August 5. Biz was light, but show came out with the nut. Joe Minchin and John S. Peaty, New Jersey Fans, were on the lot and visited the backyard.

Harry Robettas, who was a patient in St. Vincent's Hospital for two weeks, is back in clown alley, reports Wendell J. Goodwin.

## Union Trainmen Asked To Withhold Patronage

NEW YORK, Aug. 13.—The American Federation of Actors revealed today that it was in receipt of a letter from A. F. Whitney, president of the International Brotherhood of Railroad Trainmen, assuring the AFA that he was notifying all members of the IBRT that they should not patronize Ringling and/or Barnes shows.

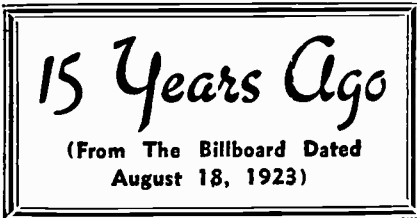
AFA reveals also that central labor unions and both AFL and CIO unions were pledging their support to a boycott of the shows.



With the  
Circus Fans

By THE RINGMASTER

President Secretary  
MELVIN D. HILDRETH W. M. BUCKINGHAM  
716 Evans Bldg. Thames Bank,  
Washington, D. C. Norwich, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)



Gentry-Patterson Circus was struck by a windstorm at Monmouth, Ill., August 14. End sections of the big top were ripped into pieces and rain prevented the evening performance. Matinee next day at Galesburg was played under a baking sun. . . . Elmer Gray, in addition to his duties as clown on Gentry-Patterson Circus, was doing impersonations in the big top preceding the performance. . . . Walter L. Main Circus held memorial services for President Warren G. Harding at Mattcon, Ill., August 10, and the street parade was canceled out of respect for him. Russell G. Knisely formed a company to be known as Knisely Bros.' Circus.

J. C. Miller, of the 101 Ranch Show, broke his leg. . . . The Robinson circus was backtracking thru Ohio. . . . Max Thellon and Co., springboard acrobats, were placed with Sells-Floto Circus by John E. Freidman, who picked up the act in Berlin. . . . Golden Bros.' Circus arrived in Morgantown, W. Va., three and one-half hours late but gave the advertised parade nevertheless. Local Elks' Lodge bought the circus for the day and realized \$2,000. . . . Henry Acost signed with the Atkinson show to do a number of acts. . . . Ben Levin was assistant boss candy butcher on Al G. Barnes Circus.

Captain Furtell, of World's Bros.' Circus, was injured by a lioness and Madadore Brownie, also of that circus, was bitten in the arm by a bear. . . . Bill Burtis, formerly with Gentry-Patterson Circus, signed a two-year contract to appear under management of William A. Brady, Ltd. . . . Old "Scloman," 65, member of the crew of Rice Bros.' Circus, was in a critical condition in a hospital at Ashland, O., suffering from injuries sustained when he fell from the special circus train near Polk, O. . . . Josh Lord, 53, billposter, died at the Vermillion County Home, Danville, Ill., August 2.

**Birthday Party For Charles Hunt**

KINGSTON, N. Y., Aug. 13.—Charles T. Hunt, of Eddy Bros.' Circus, was surprised here July 31 by his family and many friends, it being his birthday anniversary. Mrs. Hunt served the guests in the dining tent with a roast beef dinner and all the trimmings. The Blanshan family furnished a large cake, also had large bouquet of roses. Mr. Hunt received many cards. Elmer Kemp, CFA, and wife drove from Trenton, N. J.

In attendance were Charles T. Hunt and wife, the Kemps, Edward Andrews and wife, Florence Murphy, Harry Hunt and wife, Charles Hunt Jr. and wife, Eddie Hunt, Harry Levine and wife, Lillian Kemp, Harry Levine Jr., Julian Levine, Charles Levine, Helen Leighton, Mildred Small, Edward Schuster, Mr. and Mrs. Harold Blanshan, Edwin Blanshan, Everett Blanshan and wife.

The show the following day had a three-fourths matinee and a half hour at night. There was a terrific rain-storm just before evening performance.

**Shows Getting Break At Grand Forks, N. D.**

GRAND FORKS, N. D., Aug. 13.—Their spirits buoyed up by promise of one of the greatest crops in recent history after several years of "slim pickings," farmers and townspeople have given outdoor entertainments a good break this summer.

With harvest well under way and bringing in thousands of bushels of grain, indications are the shows that come later will be well satisfied with business.

First to partake of the valley's "loose change" was the Parker & Watts Circus, which played to good houses early in the season despite cold weather.

Next was the Hagenbeck-Wallace Circus, which made its return to the States at Grand Forks after playing to lean crowds in Canada. Goodman Wonder Show did good business at the Grand Forks State Fair, and the Dee Lang and Art B. Thomas carnivals cashed in during stays at East Grand Forks, just across the river.

ROCHELLE, Ill., Aug. 13.—Frank D. Fenderson, Parsonsfield, Me., has issued a catalog of his circus library and writes that he will send a copy to any member requesting one. He has never attended a national convention of the CFA but mailed in a registration fee at the 13th annual at Madison.

Sverre O. Braathen followed the Barnes show thru four stands after Madison—Fond du Lac, Appleton, Green Bay and Wausau. Reports business fair. Arthur Hopper and Joe Heiser rode with him to Fond du Lac. Mr. and Mrs. Frank Walter, of Houston, Tex., were on the show, intending to go as far as Duluth.

Jack Rogers has a program titled "Under the Big Top," which originates in the studios of CBR in Vancouver, B. C., and goes to the nation-wide network of the Canadian Broadcasting Corp. each Wednesday evening from 10:15 to 10:30 Eastern standard time. Scripts deal mostly with circus animals and are drafted for juvenile listeners.

John R. Shepard, of Chicago, writes: "E. L. Williams called on me the other night and we were talking over the circus situation. When I told him that quite a number thought the circus was on its way out he called my attention to this—that a Clinton, Ia., paper in 1878, in after-notice of a show which had just played that town, stated that while the circus was becoming a back number and was gradually dying out, this particular show played to very fine business in Clinton. This goes to show that even 60 years ago some thought the circus as an amusement institution was to pass from the picture."

A Binghamton, N. Y., paper recently carried an editorial regarding the Fans and the saving of the circus and that local circus lovers are to fight for the big top. The Pat Valdo Tent in that city numbers many prominent Binghamtonians. It was stated that a meeting of local Fans will be held in September, with Melvin D. Hildreth, of Washington, D. C., national president of the CFA, to be invited. George Barlow's miniature circus will be displayed.

**Showfolk Here and There**

CINCINNATI, Aug. 13.—Doc Waddell, with Crowley's United Shows, writes: Jack Hamilton, manager Flying Hamiltons, and the Great Knoll, contortionist, and wife, Mercedes, at Houston, Tex., making ready to sail October 22 for Johannesburg, South Africa, to join the Pagan Circus.

Tom Squires, former acrobat, running Tom's Tavern, a Keokuk (Ia.) night club. C. H. Duffy, former big topper, of Seymour, Ind., in oil business, with headquarters at Fort Madison, Ia.

W. P. Bowers, who in days ago when in Chillicothe, O., was bank roll back of W. S. Cleveland, minstrel show owner, wealthy and retired, living at Maquoketa, Ia.

E. M. Shannon, old-time trouper, manager Postal Telegraph at Keokuk, Ia. In this town Al Kiedaish is in drug business and James M. Fulton superintendent Mississippi River toll bridge. Charles L. Alderfer and family reside here, and Alderfer has his circus stored awaiting good times. Ralph Christy, his son-in-law and head of the Christy family, operates a big pool and billiard parlor. And in Keokuk lives L. M. Ducher, 99, once an acrobat. Roy Goodwin is in Keokuk.

Charles R. Davis, originally of Frankfort, O., who trouped with wagon shows, is retired citizen of Fort Madison, Ia. Also here is Tom Custer, lineal descendant of General Custer. Tom, a Bainbridge (O.) product, in early days with circuses, is now a railroad conductor.

Tom Betty, who did lot of circus trouping retired, residing in Quincy, Ill.

LEAVENWORTH, Kan., Aug. 13.—Close to 5,000 persons attended afternoon and night performances of Russell Bros.' Circus here. J. C. Webb entertained a number of the personnel of the staff of *The Leavenworth Times* and Mrs. C. W. Parker and members of her family at dinner in cookhouse.

**Dexter Fellows Tent Tattles**  
(CSCCA)

By FRED PITZER

NEW YORK, Aug. 13.—When Charley Hunt's Eddy Bros.' Circus played Saugerties, N. Y., July 30 we visited the show. It is a well set up trick and run in the usual Hunt manner. Many of the traditions of this great circus name can be found all over and our only regret was that the matinee was so light. Business was much better in the evening.

We have received mimeograph copies of the treasurer's report and President Kilborn's remarks made at the annual meeting held last June. Thanks to Treasurer Thornburgh, we have a good, healthy building account, and our general account is far out of the red. Kilborn's report makes interesting reading.

We have before us the summer issue of *The Sawdust Ring*, the official organ of the British CFA. We enjoy the reproductions of famous paintings of circus life which seems to creep into each issue.

When will small circuses stop advertising themselves as a three-ring circus. True, the three rings are there—or, rather, the collapsible ring-banks, which give them the right perhaps to advertise three rings, but, unfortunately, the performance is only carried on in one of the three rings.

In the August issue of *Pic* there appears a series of pictures depicting our own Carlton Hub, showing him at the work which he loves more than anything else in the world, discovering a prodigy for the entertainment world. When we lamp the last picture we know then what makes Carlton look so serious in the first picture.

We are lucky, too, in having in our home-from-vacation mail the June-July issue of *The White Tops*, which runs to 24 pages and gives its brother across the pond a very close race for honors. The issue is full of historical data.

F. Darius Benham has 10 carpenters working on a new prop for the opening next September. It is an easel-like thing that houses 62 medals of Fall Guys. It is a thing all done in primary colors.

For the Circusanabobs: In *Mechanix Illustrated* for August there is an article entitled *Secrets of the Circus Engineers*, by F. Beverly Kelley, and, like all Bev Kelley's stuff, it's informative, instructive and historical. In the August 11 issue of *Ken* you will find *Folding the Big Tent*, by Claude Apperson. It is a very readable piece and carries six pages of pictures.

**Ohio Stands Fair For World Bros.**

WOOSTER, O., Aug. 13.—Hasty westward trek thru Ohio, which included stops at Alliance, here, Mansfield and Piqua, gave the World Bros.' Circus only fair business, executives informed a representative of *The Billboard* here. Business here was virtually nothing after a hard rain in the afternoon halted the invasion of the rural patronage.

Show is framed for the smaller towns, and, with all departments being maintained with a minimum of personnel, it has been able to weather a bad season. James Heron has been laying out the route with much precaution. Advance is under the direction of Elmer Jones, (See OHIO STANDS on page 31)

**Doc Stuart in Chi**

CHICAGO, Aug. 13.—Frank A. (Doc) Stuart and wife flew in from Oklahoma City Friday to visit friends and are flying back tomorrow night. They will leave immediately on their return to attend the fiesta at Santa Fe, N. M., via the trailer route. Doc has a magnificent trailer, fitted up with all the comforts of home, even to a bath.

**Two Suits Filed Against Mix Show**

KANSAS CITY, Mo., Aug. 13.—Tom Mix Circus became the defendant in two suits filed in Jackson County Court Thursday afternoon, less than 24 hours before the show arrived here for matinee and night performances Friday and Saturday.

The Fifth Ward Democratic Club, under whose auspices the circus showed here, sued for \$5,000, alleging that amount was owed for "advertising and cost of the advance sale of tickets" here during the last three weeks. United States Printing and Engraving Co., a local concern, sued for \$9,800, allegedly due for merchandise sold the circus since April 15, 1936.

**Cancels Sunday Date**

Because of a city ordinance which forbids a circus appearing here on Sundays and on certain holidays, tomorrow's matinee and night performances of the Mix show were canceled after having been billed and advertised widely.

Dan Pyne, Mix press representative, was informed of the ordinance several days after he arrived here. He telephoned Mix, who agreed the two shows should be canceled rather than incur trouble with city officials. Pyne had good publicity breaks.

**Mix Going to Europe**

CHICAGO, Aug. 13.—Tom Mix is planning to make a trip to Europe after the circus season closes. Mix flew in from Kansas City Friday to arrange preliminary plans for his trip. He expects to rejoin his show Monday. During his absence his daughter, Ruth Mix, is being featured.

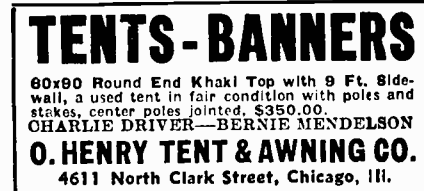
**Clayton Will Not Make Regular Tour**

BINGHAMTON, N. Y., Aug. 13.—The Clayton Circus will not make a regular tour of New York State this season as originally contemplated. Poor business conditions are given as the reason for this decision by Clayton Hawkes, owner. Show will play several auspices dates this month and in September.

It will be at the Quaker Lake (Pa.) Carnival next Friday and Saturday.



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60x90 Round End Khaki Top with 9 Ft. Slide-wall, a used tent in fair condition with poles and stakes, center poles joined, \$350.00. CHARLIE DRIVER—BERNIE MENDELSON. O. HENRY TENT & AWNING CO. 4611 North Clark Street, Chicago, Ill.

**Parker & Watts Circus**

Augmenting Band—Can place A-1 Clarinet Player that doubles Saxophone, Ed Fowler wire. Can also place one more Cornet Player and an Air Jolllope Player who can really play program. Can always place good Musicians. Will advance tickets if we know you. Address: LEE HINCKLEY, Band leader, Parker and Watts Circus, Per Route.

**E. K. FERNANDEZ WANTS FOR HONOLULU**  
AN ICE SHOW — VAUDEVILLE ACTS FOR REVUE NEW SIDE SHOWS AND NOVELTY ACTS, ETC., ETC.  
People to Leave San Francisco or Los Angeles About September 30. Write: E. K. FERNANDEZ, now with his HAWAIIAN EXTRAVAGANZA, at the Illinois State Fair, Springfield, Ill., August 13-21; after Illinois State Fair, write care Canadian National Exhibition, Toronto, Ont., Canada. E. K. FERNANDEZ, Care ST. NICHOLAS HOTEL, SPRINGFIELD, ILL.





# BALBOA ZONE BUSY

## Take of Season Beats '37 Total

Fun area opened last year is out of red—Anderson idea displays showmanship

BALBOA, Calif., Aug. 13.—Business has been remarkably good in this, the second year for the Fun Zone operated by Balboa Fun Zone Co., of which Al Anderson is owner and manager. He declared that as of August 1 receipts this season have exceeded the entire take of 1937 and that there are eight weeks more of anticipated good business.

This spot is in Orange County, 58 miles from Los Angeles, 22 miles from Long Beach amusement places and 8 miles from Laguna Beach. But the location did not deter Manager Anderson, who invested a large sum and set up the zone with plenty of showmanship. He said an indebtedness of about \$32,000 has been paid off.

Ride Manager E. B. Alexander said this has been a much more profitable season than that of 1937. Ed Workman, operating large interests, reported business good, as did Jack Beach with frozen custard. James Cooley with candy apples and many other concessioners said trade was gratifying. Week-end business is big in Rendezvous dance hall, using name orchestras. Many film notables have homes here. Allen (Green) Velare, formerly of the Three Velares, is a summer resident.

### Roster Is Extensive

Roster of Balboa Fun Zone Co. includes Al Anderson, owner and manager; Merritt Smith, assistant manager; Euda Alexander, secretary and treasurer. Rides, E. B. Alexander, manager; Merry-Go-Round, Gean Barnes, foreman; Bob Allen, assistant; Fred Buckley, platform; Betty Holland, cashier. Ferris Wheel, W. G. Anders, foreman; Louie Van Dermeer, assistant; Euda Anderson, cashier. Kiddie rides, Gordon Swafford, foreman; Ruth Kettlehan, tickets. Electric Boats, Paul Fancier, manager; Kenny Stone, Booth Bardsley, Noel Corsack, assistants. Sail Boats and Kyaks, Charles Turner, manager; Bert Griffith, Harry Romer, M. V. Stewart, assistants. Speed Boats, Frank and Ronnie Vallerie, own-  
(See BALBOA ZONE on page 34)

### Act Bills in Swedish Parks

STOCKHOLM, Aug. 13. — Liseberg Amusement Park in Gothenburg, which is presenting indoor and open-air shows, has on an open-air stage Rhonrad Madels, girl flash; Hay Jung Troupe, acrobats, and the Marvels, adagio dancers. In Cabaret Hall are George and Jack Dormonde, comedy unicyclists; Ruth and Evelyne, equilibrists; Rolly Rolis, pianist-comedian; Eric, Eric and Co., eccentrics, and Helena Greasley Girls, English dance troupe. In Gröna Lunds Tivoli Park, Stockholm, are Manley and Austin, acrobatic comedians, and Charlie Rivels Troupe, aerialists, clowns and musicians. At the China Variety Theater are American comics, Miller and Reading; Judy and Buddy Allen, American dance team; Four Windsorettes, fem acrobats; Herzog Sisters, aerialists; Sonia, Gansser and Marco, burlesque adagio; Cinci Brothers, comedy acrobats; Fernando Linder, mimic, and Six Danish Beauties, dancers.

### New Series of Legal Opinions

In the next issue, in the Carnival Department, will appear the sixth of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



THE FAMOUS GAE FOSTER ROXYETTES, appearing in the Hippodrome of Hamid's Milton-Dollar Pier, pose on the beach after having taken a dip in the surf in Atlantic City.

## July Biz in Slump In Pittsburgh Spots

PITTSBURGH, Aug. 13.—July business was down compared with that of 1937, after a good start, say operators of Kenywood and West View parks, here. Post-Fourth of July trade slumped so that it looked doubtful whether the season's total will be near last year's.

In Kenywood July business was down 30 per cent, altho June biz was good and picnic bookings heavy. In West View, except for parts of several weeks when outings brought flocks of picnickers, trade has been ordinary.

Most popular Kenywood ride, according to Publicity Director Marie McSwigan, is the Auto Skooter, which has been enlarged yearly since its installation in 1933. Top trade in West View, said Press Chief Ken Witherow, goes to the Dips, Coaster ride. Observation of park attendants is that the obviously better-heeled trade prefers devices which they can operate under their own control, while thrill rides are patronized by the masses who are unable to afford high-powered automobiles that could take them speeding over highways.

### Geauga To Repeat Festival

GEAUGA LAKE, O., Aug. 13.—Second annual gala Mardi Gras Celebration in Geauga Lake Park, near Cleveland, will be held day and night, opening on August 30 thru Labor Day, said Manager  
(See GEAUGA TO REPEAT on page 34)

## Good Weather Falls Down As a Stimulant in Detroit

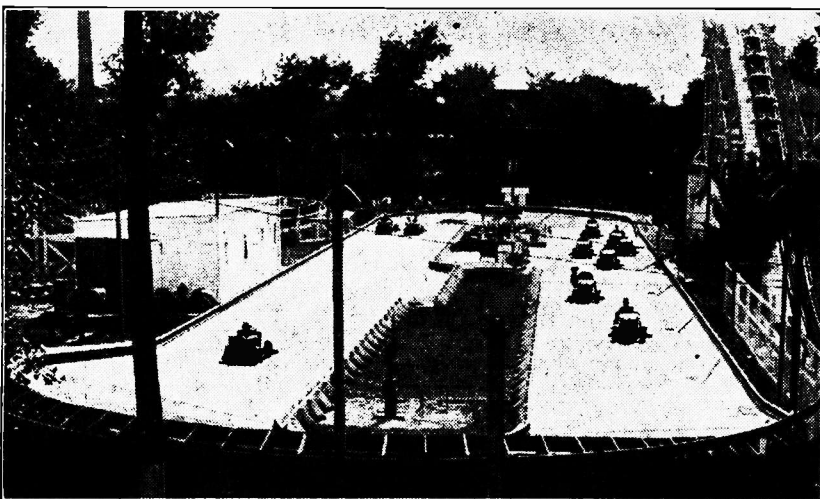
DETROIT, Aug. 13.—Good weather over the past week-end did not mean as much increase in business as anticipated in local parks.

Max B. Kerner, manager of Eastwood Park, reports business for the park as a whole off from 75 to 80 per cent from last year. Industrial conditions have been only partly responsible, he said, with bad weather, particularly early in the season, to blame for the drop, confirmed by the pickup in business after July 4, reported for the first time in history in Paul Heinze's Edgewater Park.

Principal plans for fall call for remodeling Eastwood Gardens, outdoor ballroom, with installation of a second balcony. Harry Stahl, Eastwood park superintendent and concessioner, was in Chicago this week on business.

### Trier Park Kids' Day Big

FT. WAYNE, Ind., Aug. 13.—Despite threatening weather, ride operators and concessioners in Trier's Park here reported rushing business on August 4, when more than 20,000 attended the Fourth Annual Journal-Gazette 3-Cent Day. Crowds in morning and afternoon were not as big as last year, but attendance at night exceeded expectations. There was a program of penny scrambles, peanut fights, band concerts, dancing to Steve Clark's Orchestra, eating and amateur contests and closing with fireworks.



NEW INDIANAPOLIS RACER featured in Riverview Park, Chicago, this season is the first of its kind in the country. It is operated by O. H. Hogberg, who, with his partner in England, has six similar rides installed in that country.

## Slow Upswing Is Noted by Ops Thru Ohio Area

CANTON, O., Aug. 13.—Continued slow upturn, particularly in the steel industry, has been reflected in park patronage in Eastern Ohio and the turn for the better is being relied on by larger operators to make up for a discouraging two months, attributed to industrial inactivity, unemployment, inclement weather and absence of many industrial outings which the majority of parks have counted on yearly to give a profitable first-half season.

While August is usually best for major outings, it loomed as none too encouraging because many industrial plants, due to minimum operating schedules, were not much interested in holding picnics. However, when it became apparent that better times were ahead, plans were hurriedly shaped and many will now sponsor employees' outings as in past years. Most encouraging was last week in several larger parks which had record crowds, and for the first time in weeks patrons went on spending sprees. This was believed due to partial operation in many idle plants and first pay checks in weeks were forthcoming. Pool patronage has been unusually heavy in the past month because of hot weather. A consistent gain in dance patronage is reported. There has been a slight increase in ride and concession grosses. Meyers Lake Park here had its banner day of the season, with exception of July 4, on August 5 when about 35,000 jammed it at the annual Timken Co. picnic.

In Summit Beach Park, Akron, 30,000 were drawn on August 7 at the annual West Virginia Society outing, the third record crowd in less than a month for the spot, which, from all indications, will have its best season since a new group took it over. In Brady Lake Park, near Ravenna, O., Italian Day on August 7 was one of the best in years. Night fireworks attracted added thousands and this park will come near to having its best season in years. With continued warm weather and improved patronage, Eastern Ohio parks will do far better than was indicated a month ago.

## Weather in Philly Tough on Receipts

PHILADELPHIA, Aug. 13.—Weather has played havoc with parks in this vicinity, business being off from 40 to 50 per cent from last season.

Woodside Park has had a better break because of hot weather bringing out many patrons to Crystal Pool. Annual contest for queen of Crystal Pool is on, many contestants are in the running and an auto coupe will be first prize. Many picnics have been held.

Willow Grove Park has been making an extra bid for business. Dancing in the ballroom has Jim Feltis' Orchestra, he having succeeded Harold Knight. Special nights are holding crowds. Wednesday night, fireworks; Friday, quiz; Sunday, afternoon and night, vaude shows with Frankie Slueth as emcee. Fountain of Rainbows is exhibited nightly. There have been a large number of picnics.

Forest Park, operated this season by Dick Lusse, has been doing good business with a great many picnics, and the big pool has been attracting crowds. Three Sunday special shows are given in the new band shell. Park is at Chalfont, about 20 miles from Philadelphia. Many new features have been added.

### New Peak at Pontchartrain

NEW ORLEANS, Aug. 13.—About 125,000 saw two nights of eliminations and final night selection of Irene Schonberger as Miss New Orleans to represent this city at Atlantic City Pageant at Pontchartrain Beach. The event established a new attendance peak for three nights. Manager Harry Batt announced extension of the stay of A. E. Selden, "The Stratosphere Man." Popularity of a Jitterbug contest in the Casino has prompted Manager Batt to stage similar contests each Wednesday until close of the season early in September. Rides and concessions continue to show a fair increase in patronage over last year.







### About 90 in Pa.

HARRISBURG, Pa., Aug. 13.—Fair season opened in Pennsylvania on August 1 with Mifflin County Fair, Lewistown, and will continue through what promises to be a substantial season until closing of York Interstate Fair. Sixty-four agricultural and county fairs will be held on grounds, supplemented by 22 community, street and indoor fairs. J. Hansell French, State secretary of agriculture, recognized opening of the season with this comment: "It is gratifying to learn that the Keystone State agriculture is supporting about 90 fairs this year. The additional \$50,000 granted by the 1937 Legislature for payment of premiums on farm exhibits should have the desired effect of increasing farm interest in the competitive departments."

## Young's Show Proves a Heavy Draw in Regina

REGINA, Sask., Aug. 13.—At Regina Industrial and Agricultural Exhibition on August 1-6, paid attendance totaled 107,878, as compared with 100,349 in 1937. It is estimated that between 400 and 700 entered each night after 10 p.m., when no attendance check was being made but tickets were being sold. About 2,000 war veterans were admitted free on last day and nearly 3,000 unemployed were admitted at reduced rates on second day.

Grand stand, featuring Ernie Young's *Follies Internationales*, had attendance of 65,642, an increase of 41 per cent over 1937, which included a one-night attendance of 16,296, biggest crowd for any single night grand-stand performance since 1928. A car was given away each night, winner having to be in the grand stand. Six days of running races showed a 17 per cent pari-mutuels increase over last year.

Midway business, said Carl J. Sedlmayr, of the Royal American Shows, was up 20 per cent over last year, a new high. Exhibit space was at a premium and all industrial and concession space (See *YOUNG'S SHOW* on page 37)

## Rain Mars Opening In Harrington, Dela.

HARRINGTON, Del., Aug. 13.—Attendance at Kent and Sussex Fair on July 26-30 was estimated at 115,000 by Secretary Ernest Raughley. He estimated more than 20,000 automobiles visited the grounds. On Saturday, closing day, the largest crowd, about 25,000, witnessed auto racing, in which Paul Young, Lancaster, Pa., a newcomer to AAA ranks, was victor in the feature event.

Governor's Day, Thursday, drew about 20,000, Gov. Richard C. McMullen being given a 21-gun salute. Committee escorting the governor included fair officials, State officers, members of the Legislature and military aids.

Rain on Tuesday and Wednesday forced postponement until Thursday of harness races, second time in 19 years that rain has interfered. More than 5,000 were out for the opening on Tuesday. Features for children and acts on the new concrete stage were highlights on Tuesday. In connection with speed events Lucky Teter and his Hell Drivers appeared.

## Calls Fairs Firm in Michigan

DETROIT, Aug. 13.—John B. Strange, State commissioner of agriculture, declared that as a result of economic conditions in the past eight years the 84 county fairs still operating in Michigan have been established on a firm financial basis, making outlook for the 1938 season most promising in several years. He said WPA projects totaling more than \$250,000 have been obtained for county fairs.

RALEIGH, N. C.—A \$75,000 appropriation for a North Carolina exhibit at the New York World's Fair was rushed thru both houses of the General Assembly on August 9 and became law less than an hour after introduction.

# B'ham Is To Try for Records

## Alabama State's Expansion Puts Plant in Shape for a Big Annual



MRS. ALICE ELLIOTT DETRICK, Bellefontaine, is executive secretary of Ohio Fair Managers' Association, which claims largest membership of men and women fair workers of any organization in the world, and secretary-treasurer of the United Trotting Association. The widow of Don A. Detrick has carried on capably since his death in the posts which he held. Mother of seven children, she has the assistance of two sons in her duties. This year for the first time all fairs and race meetings in Ohio are racing under UTA sanction. She has been active in the fair and harness race field 25 years.

## Young and Troupe Members Hurt in Railroad Collision

WINNIPEG, Man., Aug. 13.—Members of the Ernie Young troupe which appeared here on August 8-13 at Winnipeg Summer Fair were shaken up when their special train from Regina, Sask., collided with a locomotive in the west end of the C. N. R. station shortly after 6 p.m. on August 7.

Ernie Young sustained facial cuts and head bruises; Tony Muzzo received shoulder injuries, and Tommy Gleason cuts and abrasions.

Billie Garland, girl musician, was slightly hurt.

## New One Put Over in Mich.

UTICA, Mich., Aug. 13.—Success of first annual Utica Fair in Clinton Valley Park here on August 4-7 probably will result in a permanent fair. Utica Fair Association has been formed by business men, with Harry Zend as president. It is intended to secure recognition as the county fair of Macomb County. Mosher's Shows were contracted, combining a unit of free acts. Clinton Valley Park may be acquired as a permanent site.

## France To Have Costliest Foreign Exhibit at N. Y.; Brazil Comes In

NEW YORK, Aug. 13.—Two foreign powers made public plans for participation in the World's Fair during the past week. Government of France authorized expenditure of 148,250,000 francs (close to \$4,073,000) for its exhibit, and Brazilian ministry of labor, industry and commerce disclosed that it had awarded a contract for construction of a \$200,000 exhibit.

French appropriations by far the largest made by any foreign power. By allotting \$1,776,000 for construction of its building alone the French structure will far surpass cost of the New York City and State exhibits, each scheduled to cost \$1,200,000. Total French amount is \$1,073,000 more than the \$3,000,000 granted by Congress for the United States exhibit.

French building will occupy about 110,000 square feet near center of the foreign zone. Italy and Russia are expected to occupy plots of similar size,

BIRMINGHAM, Aug. 13.—With good weather the 1938 Alabama State Fair here will hang up new attendance records, declared General Manager P. T. Strieder after summing up departmental expansions and line-up of grand-stand attractions. Two more counties have been added to the dozen that had exhibits last year. A 4-H Club show has been added to the dairy and beef exhibit and every other department has been expanded to care for unprecedented entries. P. O. Davis, director of extension service, Auburn College, will supervise agriculture and live-stock shows. Birmingham Women's Civic Club, numbering

400, in charge of the women's and fine arts building, is arranging a display to surpass all previous handicraft shows here. An addition, 70 by 100 feet, is being erected to the agricultural building.

Interiors of all exhibit buildings have been painted white and the grand stand, seating 10,000, has been given the same color. Flower gardens around the grounds and new dahlia beds with over 3,000 plants and 440 varieties will be in full bloom. Main auto entrance has been revamped and a 26-foot driveway has been paved to expedite traffic at gates. Considerable grading has been (See *B'HAM IS TO* on page 37)

## Elderkin Rides

REGINA, Sask., Aug. 13.—Dan T. Elderkin, manager of Regina Exhibition, had never ridden in a parade until this year's show—couldn't be persuaded in the past. One night he was seen in the live-stock parade and the next day he was in the Travelers' parade.

## Gould Is Head of Monmouth

FREEHOLD, N. J., Aug. 13.—Harry S. Gould, president of new Monmouth County Agricultural Fair, to be held on grounds of Freehold Racing Association, is owner of the property and is sponsoring the fair, said General Manager Edward B. Allen, who also is manager of Flemington (N. J.) Fair. Directors comprise leaders in the county who are interested in the fair, which will be the first there in about 50 years. There will be Hamid acts, fireworks, 4-H Club and farm exhibits, harness and running races for \$3,500 purses, Hankinson AAA-auto races on Saturday, and rides, shows and concessions.

## Hirsch Under Doctor's Care

ROCHESTER, Minn., Aug. 13.—W. R. Hirsch, secretary-manager of Louisiana State Fair, Shreveport, is under care of a physician in the Kahler Hotel here after an operation necessitated by throat trouble.

PUYALLUP, Wash.—A. J. Johanns, Portland, is supervising work of remodeling the House of Magic on the Fairway on Western Washington Fairgrounds here. To discuss enlargement of his Fairway attractions, E. H. Bollinger, designer and builder of the Scenic Railway and Old Mill, visited the grounds.

## Selinsgrove Annual Has Big Attendance

SELINGSGROVE, Pa., Aug. 13.—Had it not been for rain on one night and threatening weather on the five remaining nights, Selinsgrove Night Fair and Carnival, with a free gate, on July 13-28, would have topped 100,000 attendance, said Manager Roland E. Fisher. Total attendance hit 70,000 and rides, concessions and shows reported big grosses.

Friday night conservative estimates placed the crowd at 25,000, attracted by a big volunteer firemen's parade and Manager Fisher's roster of free acts. More than 1,000 were unable to get standing room on grounds at peak of the evening and had rain not poured down at 9:30 p.m. the fair would have had the biggest single night's business in its history. Thursday night was a washout.

Among free acts were Four Lorenzos, (See *SELINGSGROVE ANNUAL* page 37)

## Chippewa Has Biggest Day

CHIPPEWA FALLS, Wis., Aug. 13.—Attendance marks at Northern Wisconsin District Fair here were broken on August 7, closing day of the six-day event. Grand-stand show included Barnes-Carruthers' *Soaring High* and varied acts. Midway had the Fairly & Little Shows. On August 9 a storm ripped off a large portion of the grand-stand roof and dumped it into the area where the midway had been.

## Calgary Seeks Enlargement

REGINA, Sask., Aug. 13.—Directors of Calgary Exhibition and Stampede adopted a recommendation of the executive committee that \$14,500 be asked for in connection with the Dominion works program to provide 1,200 more seats in the arena, and to ask for \$32,450 to provide additional stable accommodations. There is continual loss thru having to put up temporary accommodations.

Look for

This Feature:

Is the Fair-Carnival Business a Partnership?

By L. B. HERRING JR.

in the

Fall Special of The Billboard

Dated August 27













doing very well. Entire personnel of Zimdars Greater Shows visited here August 9."

**PUTS OUT MERCHANDISE:** Doc (High Pitch) Carrol cards from Pinckneyville, Ill.: "Visited the fair here. Royal Midway Shows located in the horseshoe. Roy Goldstone has his concessions well stocked and presented. He uses six trucks for transportation. Goldstone said he has beat the recession by putting out merchandise and by treating patrons with courtesy. He has won. Am with Barker Shows playing in Illinois."

It is a shame that so many men who wish to be classed as showmen will do so many things to hurt show business. Imagine a "stick" calling himself a showman. Well, nearly all of them do.

**MEMORIAL SERVICES** were held at Muscatine, Ia., for Mrs. W. R. Clingman by Doc Waddell, chaplain of Crowley's United Shows, and the 300 people on that carnival. Her age, 80. Her son, Walter Clingman, is a high-wire performer and has been with the Mills and Mills act 13 years. He and his wife and Harvey Mills attended the funeral and burial at Chillicothe, O., Doc Waddell reports.

**PETER W. SPARKS**, curator of reptiles, letters from Washington, D. C.: "Been busy this spring and summer assisting in opening a new animal park and snake exhibit in New York State. William Meems, formerly of Meems Bros., and Ward have opened a seven-acre plant some 15 miles out of New York on the Hudson River. Writer spent several seasons with snake shows on various carnivals."

**WALTER B. FOX** letters from Jackson, Miss.: "Paragraph in Our Midway recent issue pleased me. Now making plans to be in Chicago for the big doings this winter. Trust when Red Onion is on his vacation that he will give my regards to 'Tom Collins' and 'Milwaukee Pabst.' It is very hot south of the 'Smith and Wesson' line. Best wishes to all on *The Billboard* staff and A. C. Hartmann and Claude R. Ellis, in the 'boiler room.'"

**MANY MEN AND WOMEN** are not the "coming showmen"—they are the "going showmen," meaning that they are passing out of the present scene. They are passing out because they are not progressive, decent in the operation of their attractions, nor fair in their business dealings. Take it or leave it.

**OUT UNTIL ARMISTICE WEEK:** Judging by full season routes, mostly fairs, exhibitions and celebrations that have been pouring into *The Billboard* office the past week, none of the leading railroad, baggage car and motorized carnival managements seem to have any intention of going into their respective barns before the end of Armistice week. Frank S. Reed, for Rubin & Cherry, and Walter D. Nealand sent in very attractive route cards complete for the season.

**JAY E. GOULD**, of Jay Gould's Million-Dollar Spectacle Shows of 1938, letters from Glencoe, Minn.: "Montana,

3,980-pound steer owned by Jack Guth, died. He had been exhibited all over the country. Jack is now with our show and is featuring Ted Anderson, one-armed violin player. Show is billed as 'Montana Curio Show.' He has a nice display of Montana curios. As for our 'Million-Dollar Spectacle' we are doing a fine business."

**"DISAPPEARED!"** Nip Butts, manager All-American Shows, lettered from Hominy, Okla., August 3: "Fletcher Letts, a big concession owner, left Cleveland, Okla., for Hominy late Saturday night and to date was never heard from. The sheriff's force and highway patrol gave all the aid they could to find him. Letts always carried a large sum of money with him and it is feared he met with foul play." Show was booked to go to Collinsville, Okla., and if anyone knows where Letts is Manager Butts would like to know.

**NEW BRANCH** of outdoor shows in the making: Art B. Thomas' Big Bombshell of 1938 and Jay Gould's Million-Dollar Spectacle Shows of 1938 are the ones in Red Onion's mind and should be looked over by progressive carnival showmen. Give them a look. There is an idea behind it all that may be the carnival of the future.

**STARR DeBELLE** seems to forever be in a rush. However, he found time to type the following from Danville, Ill.: "Speaking of Ugo Straight, the skill-o operator: I had the pleasure, some years back, while making a 'Cook's tour' in Florida of meeting and interviewing this



**AMID OREGON ROSES:** Ronald W. Martin, two years old, son of Charles Martin, talker and partner of Eva Perry in the operation of Perry's Girl Revue on the Joyland Shows. Photo taken in Toledo, Ore., during shows' engagement there and furnished by Miss Perry.

gentleman. We at the time were making a sleeper jump in a box car load of Bermuda onions. He confided in me that he held many things in life as sacred, principally money and automobiles. He cut up jackpots on them that would make the late Andrew W. Mellon and Henry Ford look like pikers."

**FRANCIS F. HEALY**, press agent Royal American Shows, letters from Regina, Sask., Can.: "Regina newspapers outdid themselves in news and art during the recent exhibition. They used 40 pictures, and each day had two columns and special features devoted to the midway, interviews and 'peeks' behind the scenes. Up to Friday of that week there had been 900 inches of space used including pictures. Ernie Pascoe, editor of *The Regina Star*, and J. A. M. Cook, editor *The Leader Post*, said that the total space was the most newspaper publicity ever given the Regina exhibition."

**GREAT AND GREATER:** Many of the fair secretaries over the United States in their premium books and special fair news continue to advertise the carnivals that are to play their dates as "Great" or "Greater" so-and-so shows no matter what is the title of the show they have booked. This premium-book advertising is one item in detail that all carnival press agents should pay some attention to.

**R. E. SAVAGE**, of J. J. Page Shows, letters from Atlanta: "Thought a few lines from the land of cotton would not be amiss. Been down here 10 days looking after the interest of the shows, which will exhibit at a number of fairs in this section in the fall. Conditions in general look good at this time, as a



**YOUNG MAN AND AN "OLD FISH."** This picture is of Young Suicide Zorsky, son of Joseph Cramor, professionally known as Suicide Zorsky, aerialist, and the big fish he caught at Bath, Me., while his father was playing there recently as a free attraction. From Bath the Zorskys went to Claremont, N. H., and gave Minnesota as the next address. Young Zorsky is learning to do the high pole act made famous by his father.

record cotton crop is the wish and prediction. Show starts its fair dates at Lebanon, Tenn., middle of August and runs until end of Armistice week. Wish to thank *The Billboard* for news space it has so generously given the J. J. Page Exposition Shows."

**MRS. VICTOR LEE** lettered from Ogdensburg, N. Y.: "Danny Wilson, popular sales agent of *The Billboard* and mail man on the Art Lewis Shows, was called home by his mother and left for Charleston, W. Va., as the shows were going into Canada for the exhibition dates. All on the show will welcome Danny back when it goes south again. During his absence I am handling *The Billboard* sales and mail. Danny is a big booster for *The Billboard* and has the sales up to 80 copies on the show weekly and is among the top sales agents."

**BEST PRESS AGENT:** C. A. Upchurch Jr. letters from Raleigh, N. C.: "How come Gaylord White is not writing any more pieces for *The Billboard*. He is the best press agent in the business." Answer: All that the editor of this department can say is that Gaylord White is not sending in any pieces anymore to *The Billboard*. The editor fully agrees that Gaylord White writes excellent copy.

**DRAIN ON SHOWMEN'S** Association: A member of the Pacific Coast Showmen's Association letters from Los Angeles: "Chiseling and various methods used by some members and by some not even members to get money from the organization seem to grow in numbers rather than diminish. Some not even members get money and even burial expenses for nonmembers. This is a serious drain on the funds of the PCSA, and it should be made plain that this is not a charitable institution for the general public's benefit. This association cannot furnish money to bury every showman who dies just because he has been in show business whether he is a member or not."

**HARRY WARREN** letters from Florence, Ore.: "With Joyland Shows. Business for last few weeks up and down the Oregon Coast has been exceptionally good. Show received a new semi-truck to transport the Octopus ride. Show working as two units during engagement here, other unit being in Coquille, Ore., at the celebration. Blanche

Ober, midget entertainer of Baltimore, Md., joined Prince Elmer's midget attraction in the Side Show. Frank Desnos, concession manager, reports that concessions are holding their own as far as business is concerned. Hughie Bowen, the show manager, has returned from a booking trip. From the look on his face he must have been successful. Teddy Levitt, special agent, is a great banner solicitor. Show has new line of posters."

**F. E. KELLY CUT UP!** F. E. (Red) Kelly lettered from Beckley, W. Va., August 10: "Last Saturday in front of the marquee of the Broadway Shows of America I had just stopped an argument caused by a colored man trying to crash the gate. When I turned my back

## EVANS

### MONEY MAKERS

Rely on Evans 48 Years' Experience for Latest and Best Amusement Equipment.

### SHOOTING GALLERIES

IMMEDIATE DELIVERY.  
Complete Line of Shooting Galleries.  
Supplies for All Makes.

### EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

**PADDLE WHEELS \$7.50 up**  
of All Kinds

### EVANS ALUMINUM MILK BOTTLES

Far superior to old wood bottles. Sound like falling glass when knocked over.  
**\$10.50 PER SET**

**FREE CATALOG**  
**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago, Ill.



**ONLY HEIR:** John Galligan Jr., son of Mr. and Mrs. John Galligan, corn game operators with the Blue Ribbon Shows, and pet, Ritzie. Jack Gallup, who furnished the photo taken in Rockport, Ind., during the recent fair there, comments that John Jr. and his doggie manage to keep Mrs. Galligan more than busy.

## OCTOPUS LOOP-O-PLANE

### TWO BIG WINNERS

PERMANENT OR PORTABLE.  
EYERLY RIDES GUARANTEE BIG PROFITS

**EYERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager. Lussie Bros., Ltd., Blackpool, England, European Suppliers.

**MINEOLA, N. Y., FAIR**  
**WEEK SEPTEMBER 19TH**  
 Can Place Grind Stores of All Kinds — Also Cookhouse and Shows With Own Outfits — Space Limited.  
 Write  
**O. C. BUCK EXPOSITIONS**  
 104-33 128TH STREET, RICHMOND HILL, N. Y.

**INGHAM COUNTY FAIR, Mason, Mich., Aug. 24-27**  
 Concession Space, Two Dollars a Front Foot (Minimum Ten Feet to a Concession).  
**WAYLAND, MICH., STREET FAIR, Aug. 31-Sept. 3**  
 Concessions, Fifteen Dollars Each, Up to Fourteen Feet  
 Positively no flat stores at either Fair. A few exclusives have been sold.  
 Address all inquiries to  
**F. L. FLACK, Mgr., Northwestern Shows, Angola, Ind.**

**BLUE RIBBON SHOWS**  
 Wanted experienced Corn Game Help, no girl chasers, for two Corn Games, Apply to Herb Brown, New Albany, Ind., this week; Corydon, Ind., starting Sunday. Also Hoopla and Country Store Agents. I good Guess-Your-Age Agent to join at Indianapolis State Fair. Ball Game and Huckleby Buck Agents to join at Louisville, Ky., State Fair, with Knoxville, Tenn., following. Address all replies to **JOHN GALLAGAN, General Delivery, Frankfort, Ind.,** this week; Corydon, Ind., Saturday, August 20.

**WANTED**  
 Experienced Finhouse Man and sober, reliable Ferris Wheel Help. Get in touch with Charley Holliday. Also Trainmaster can use good train hands and polers. Must be white. Get in touch with Wallace Cobb. Have long fair season.  
**WORLD OF MIRTH SHOWS**  
 Watertown, N. Y., until August 18, then Ottawa, Ont., Canada.

to re-enter the grounds he ran up and cut me from the back, slashing my face, which necessitated the removal of my left eye. I have been in show business since 1915 as concessioner, adjuster, assistant manager and general agent. Will be laid up here for several weeks. Am not looking for publicity, but doubtless my friends will like to know about my misfortune. At this writing my right eye is blinking and I can hardly see out of it. Mrs. Kelly was here at time of this mishap. Was formerly business manager for Dixie Model Shows."

**RUIN THE RIDE BUSINESS!** Carnivals that have three-cent matinees for rides are not doing the ride or show business any good. Can all the foolish ideas, ride coupons and all that junk and get back in show business on a basis of placing a reasonable value on amusements. Rides at three cents and gyp girl shows at 25 cents sound all out of proportion. Wake up!

**B. & V. SHOWS** notes from Stamford, N. Y.: Mrs. Queenie Van Vliet letters: "Between the weather and bad business it has been a pretty tough season so far. However, recent warm weather caused more people to come to the lots and business picked up a little. All on the show are looking forward to the fairs and hope to come out on top. Seems like we have had all rainy Saturdays lately, with cool nights and other setbacks. Billy Outten and his three children in a diving act are doing quite well. They left the Lasher Diving Act. William Kolb is back on the show with an innovation in panball games and is doing fairly well. Ted Lewis has a new girl on his ballyhoo stage, now making three. Blue Moon Hawaiian musicians play for his show. B. & V. Shows have done fairly good business in last two stands. Mrs. Henly Faulkner put on a bottle ball game and is giving Betty Buck on the cat game some keen competition."

**CLEAN AND DECENT:** A prominent auspices in a town in Wisconsin writes: "We would like to book a carnival, a fairly good-sized one. If it has more rides than shows and concessions so much the better. Some shows with some carnivals are of very little entertainment value, and most of the concessioners do not play fair with the public. ABOVE ALL, IF WE BOOK A CARNIVAL IT

**MUST BE ONE THAT IS CLEAN AND DECENT."**

**THOMAS PARKER,** press agent, letters from Greenup, Ill.: "Been with L. J. Heth Shows since opening the season at North Birmingham, Ala., in March. For me it has been a pleasant tour despite bad business and weather breaks. All on the show are looking for the fall fairs to bring everything out all right. In my work I have had good support from Manager L. J. Heth and Secretary Joe J. Fontana. Have many friends in Tampa and will be glad to get back there when the season is over. Handled exploitation for Sparks' theaters in Tampa for six years and looking forward to a busy winter. Have been wondering what became of Ed Squires, former press agent and radio man with Rubin & Cherry Exposition. Last heard he was in a hospital in Chicago. Visited Floyd Newell, of Mighty Sheesley Midway, recently in Terre Haute, Ind. He knows how to make show visitors and others feel at home when they call on him. I would like to be as good at press-agency and photography as Newell and Jack Dadswell. When it comes to pictures they are men who know how to frame their shots for the best effects. Show will soon be in Alabama again. *The Billboard* sales on the Heth Shows are in charge of Lester Parrish and have been far better than in 1937. Parrish also handles the mail. While in Beardstown, Ill., at the Fishry celebration I had good support from Johnny Glen, the ice man, and Dale Lynn, manager of the Strand Theater. They are friends of showfolks. Good luck to *The Bill-*

**Ballyhoo Bros.' Circulating Expo.**  
**A Century of Profit Show**

By **STARR DeBELLE**  
 Erroneously, British Columbia.  
 Week ended August 6, 1938.  
 Dear Red Onion:  
 The moving of our four-section midway by the Stratosphere Transportation Co. certainly was an awful letdown for the show. Saturday night everything seemed ship-shape for a quick move. The four sections of our wooden midway were properly unjointed and by 1 a.m. the giant sky hooks picked them up and sailed thru space. By daylight section No. 1 arrived here, with all expecting the other sections in at any hour. By nightfall the management decided to wire to the surrounding towns to try to locate the missing midways, knowing that there had been a slip-up somewhere.  
 Early Monday morning the missing units were located, one in Minneapolis, one in Chicago and one in Atlanta. The pilots claiming that their compass needles had stuck and that they did not know that they were on the wrong air route. We do not claim to be the first carnival "To do a Corrigan," but we do claim to be the first to do it by air. By Wednesday all units arrived and were in place for a mid-week opening. This will terminate the show's air moves. The bosses wired for the flat cars today.  
 The management requested of this department the names of many of our attractions and the managers of same. Lizzie Smith's Educational Model and Posing Revue, late of the Gaff Bros.' 80, 81 and 82 Big Shows, arrived with her two plush drops and was successful in

board and its staff for the way our shows' news matter has been handled since I have been with L. J. Heth."

**ALTON & BABCOCK** dissolve partnership! Doc Hall letters from Los Angeles: "Hot weather has us 95 in the hole. Business with the three carnivals that were left in this vicinity when the grand rush took place in the spring is just fair. Large crowds in attendance, but people seem to lack spending money. Beaches are packed these hot days, mostly on the sands, and concessioners say "Not so good!" Ride men claim business is way off from last year. Alton and Babcock have dissolved partnership. C. H. Alton took a unit to Nevada, and F. W. Babcock's unit will stay in this vicinity until fall. I am general agent for Babcock. This is one summer that I turned native and remained among the 'homefolks' here. Some weeks back a group picture appeared in *The Billboard* with me on the end. Received a letter from a showman, at least he claimed to be a showman, in the East. He wrote: 'So this is Doc Hall. After reading so much about him in *The Billboard* I now know what he looks like.' His letter ended with that, but he has me guessing as he did not say what I really looked like. In recent issue Walton de Pellaton, of White City Shows, wrote that while the shows were in Gooding, Ida., the men on the show bought 212 shirts. This caused me to wonder if they lost their shirts this spring. Last time I was in Gooding there were not 212 shirts in the whole town. While driving around town the other day I noticed that there were plenty of 'drives' being put on. There was a 'First National Bank drive,' a 'liquor-store drive' and in another section there were two 'theater drives.' These signs made me wonder as to a drive in carnivals and circuses to get business. Still for the Cincinnati Reds ball team. They are heartbreakers on my bank roll, but I am still for them. Best wishes to Editor A. C. Hartmann."

**FIGHT TO ESTABLISH A TITLE:** Carnivals that amount to anything have the same titles in the United States as they do in Canada. The same in one State as they do in another and the same in January as they do in July, October and November. In other words the same the year around, year in and year out. Owners and managers who change their titles every so often are never going to go any place worth while and are never going to amount to anything in show business. Get this and get it right.

**ROYAL AMERICAN NOTES** from Winnipeg, Man., Can., by Francis F. Healy: Mary Edith Lorow, known professionally as Ginger Ray, star in Raynell's *The*

*Bowery*, was given a party on her 20th birthday on midway by friends and members of her family last week. Mention of the event was made in the society columns of Regina newspapers. Among the gifts received by Ginger were a silver fox cape from her brother, Cortes, owner and operator of the Look show, and a valuable diamond ring from her mother, Mrs. Bert Lorow. . . . Reports of the "big storm" on the midway at the Calgary Stampede and Exhibition were apparently like Mark Twain's death, "grossly exaggerated." Damage estimated by Elmer C. Velare and Carl J. Sedlmayr was less than \$25 and consisted of a few bent poles and a torn strip of canvas, not believed newsworthy for Our Midway column. Shows have weathered far worse storms during spring engagements. All damage was confined to front of Look show and was repaired within a half hour. . . . Showfolk must be preparing for a heavy winter if fur buying is any indication. For past five weeks girls have been buying silver fox capes and neck pieces, red fox capes and a few sables. There has been such a demand for furs that Gus Yaeger, fur man, joined the shows at Brandon and continued thruout the Class A Circuit. Yaeger presented Bonzo, chimpanzee star of Monkey Town, owned by Larry Banthin, with a perfectly matched muskrat coat, satin lined, which Bonzo wears on cool nights, provoking much comment. . . . August is truly dog days on the Royal American midway. The Western Canadian exhibitions are noted for their splendid dog shows, and the showfolk annually, for the past five years, return to the States with prize dogs which they purchase, usually at Edmonton. Last year Carl J. Sedlmayr, general manager, purchased a Sealyham, Duke, first-prize winner at one of the exhibitions. And this year Mrs. Frances Annin bought Duke's stepbrother. Every "possum belly" on show is filled with pets, with no more room available.

*15 Years Ago*  
 (From *The Billboard* Dated August 18, 1923)

Johnny J. Jones Exposition concluded its tour of Western Canada Circuit of exhibitions with its gross receipts beating record set in 1922. . . . Ada Palmer, wife of Joe Palmer, was seriously ill in a Raleigh, N. C., hospital. . . . Lipka Amusement Co. blew into Grand Big Rapids, Mich., after five weeks of Lake Michigan resort spots. . . . The amusement world, including theaters, circuses, carnivals, fairs, parks and chautauquas, paid tribute to memory of President Warren G. Harding on day of his burial at Marion, O., by suspending operations for part of the day. . . . Bill Davis joined Ford Munger's Athletic Show at Carthage (O.) Fair. . . . W. C. Gibbons was in Ottawa, Ont., visiting his wife in St. Mary's Hospital there.  
 James Fleming signed contracts to present his Tynymite Pony Show at a string of Ohio fairs. . . . "We're not making much money, but we're having a wonderful time," was word from ABC Attractions from Pismo Beach, Calif. . . . Louis Sorcho's calliope, hauling an advertising truck, was making Broadway, New York, from end to end regularly three times every day. . . . Dick Johnson, second man ahead of Burns Greater Shows, visited *The Billboard's* Cincinnati offices while in Queen City for a brief stay. . . . Dolly Devine was slowly recovering from an attack of indigestion at a Lynchburg, Va., hospital. Kellie King and wife signed Nora and Ora, fat girls, as their attraction for a string of fair dates.  
 Jack White was with Beautiful Hawaii Show with Boyd & Linderman Shows. . . . Racine, Wis., proved a red spot for Morris & Castle Shows. . . . Despite opposition in from a two-day Harvest Home Celebration, Rubin & Cherry Shows, playing under Allied Craft Shop auspices, were doing a splendid business in Owosso, Mich. . . . Ralph Smith, a snake charmer with Ingalls Carnival, was severely bitten and nearly crushed to death by a large boa constrictor which he was putting back into snake box after afternoon performance at Hudson, Mass., August 8. . . . Fine weather and good crowds greeted World at Home Shows when they opened a week's engagement at Waynesboro, Pa., under local fire department auspices.

If it had not rained all week there would have been some news of value. Our foreign tour is now becoming a reality.  
**MAJOR PRIVILEGE.**

























# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## Mayor Okehs Mdse. Bingos

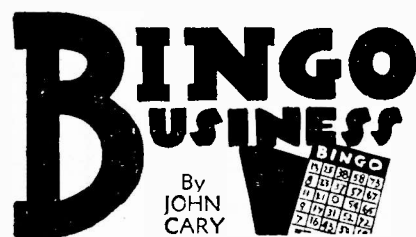
Games okeh in Ft. Wayne —cash games banned—up in attendance seen

FT. WAYNE, Ind., Aug. 13.—Insistence that bingo prizes be merchandise awards and not cash was made last week by Mayor Harry W. Baals when he issued an order to the police department to close all gambling houses and bingo halls where cash prizes were being used as bait to lure customers. Amusement park bingo and games sponsored by churches, fraternal organizations and other groups where merchandise prizes are offered are not affected by the ruling. Official attitude of his honor appears to be, "Bingo games are okeh as long as merchandise prizes are awarded."

Local observers concurred in the opinion that the action was a healthy step for bingo's future here. Cash prize policies adopted by a half dozen or so buck-hungry operators gave birth to so many complaints that Mayor Baals' ruling was inevitable, it is reported.

Seasoned operators feel that the curb on cash games will serve to increase attendance at games featuring a good display of prizes. They point out that the merchandise games have always been popular with the people here, and ops expect fans who've been patronizing the cash games to continue playing for merchandise prizes.

Mayor Baals' ruling is being hailed as a decided victory for merchandise bingo games. Veteran ops point out that games where prizes are awarded afford relaxation and much fun to the players for a small, flat sum. Not so, however, when the greenback is dangled before the players. At these cash games the player pays and pays with the hope of winning, only to wind up the evening with an empty pocket and a dark-brown taste in the mouth.



By JOHN CARY

WE DON'T WANT TO take too much credit for it, but recent occurrences seem to indicate that our crusade against cash prizes at bingo games has had some effect. Fort Wayne, Ind., recently put thru legislation forbidding cash prizes, but expressly stating that games at which merchandise is awarded are perfectly okeh. And almost simultaneously in Davenport, Ia., Mayor John Jebens issued orders to the police to inform all operators that arrests would be made at all games at which cash prizes were given. Merchandise prizes in Davenport, too, are okeh.

THE WISE OPERATOR if he has paid heed to our ravings and rantings will take a lesson from the developments in Fort Wayne and Davenport. In our opinion many other territories will soon pass legislation against cash prizes at bingos. The operator who builds up his game now on a good solid merchandise prize foundation will run into no trouble at all and will be ready for big takes when the anti-cash prize measures go into effect. Operators who run cash prize games solely will be caught with their pants down and will take an awful financial beating as well as risk arrest by the police.

ANOTHER ENCOURAGING NOTE

Look for

This Feature:  
*The Players' Side of Bingo—A Symposium*

in the  
**Fall Special of The Billboard**

Dated August 27

## M. Pressner Moves Into New Quarters

NEW YORK, Aug. 13.—Displaying the aggressive confidence in the future of the wholesale merchandise business which has been responsible for its phenomenal growth in the last 25 years, M. Pressner & Co. this week moved into their new building at 22d and Broadway here.

Building, four stories high, is in the latest streamlined modern architecture and was designed with an eye toward giving the ultimate in service to the many jobbers who periodically make buying trips to the Pressner establishment. Firm will occupy 30,000 square feet of space in its new home.

Wisconsin De Luxe, Gellman Bros. and many other jobbers who have for years supplied the concession, bingo and salesboard trades are among the Pressner Co.'s outstanding customers. Firm abides by a policy of selling to jobbers only.

## Mdse. Men Watching Eastern Gift Shows

CHICAGO, Aug. 13.—Following the close of the Chicago Gift Show's most successful annual exposition yesterday at the Palmer House, attention of many concessioners, bingo operators and pitchmen was turned toward the several Eastern gift shows to be held soon.

New York City Gift Show will be held at the Pennsylvania Hotel August 22-26; the Boston Gift Show at the Hotel Statler in Boston September 12-16, and Philadelphia will also have a gift show at the Benjamin Franklin Hotel September 26-30.

George F. Little, who for years has directed these expositions, again is in charge of the shows. It is reported that a major percentage of all manufacturers and importers exhibiting have guaranteed to show some items that have never before been displayed. Because much of the merchandise to be shown will be new and of individual specialty origin of the type in which bingo operators, carnival, fair and concession workers are primarily interested, it is expected that these groups will be well represented at the shows.

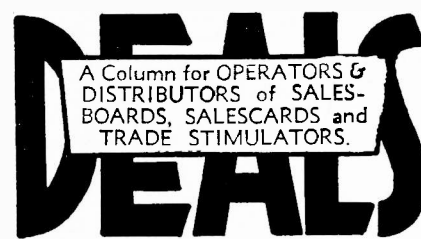
about bingo business these days is that many public officials are coming to the realization that bingo is a popular public pastime and can be classified as gambling only by the most narrow-minded bluenoses. A perfect example of this new enlightened attitude toward the game on the part of public officials is the current situation in Scranton, Pa., where District Attorney Michael J. Eagen, feeling that bingo is a harmless form of entertainment, refuses to take any action against the games, despite

(See BINGO BUSINESS on page 56)

## Figures Show Mdse. Industry Holding Up Despite Recession

Health of industry good in comparison to drops in other lines of business—aggressive firms getting dough—see big fair and Christmas seasons

NEW YORK, Aug. 13.—Even the general business is off about 26 per cent of last year, according to *The New York Times* business index, the wholesale merchandise industry appears to be holding its own despite the lethal rights and lefts that old man recession has been tossing in an effort to bring it down to other business levels. Of course, not all manufacturers and distributors report their business up to last year's mark, but others that have either been blessed with hot items during the past seven months or got behind old winners with big promotion campaigns report sales totals ahead of last year.



By BEN SMITH

How often have you said to yourself, "Why didn't I get on to that item from scratch?" Referring to a number which went over big but which you did not pick up until most of the cream had already been taken out of it by others. Check back and you will find that that is probably the answer to why you didn't make as much money last year as you figured you should.

This business is a fast business. The average life of a deal is comparatively short and in most cases money must be made quickly if at all. Operators know that, but sometimes many of them forget or suddenly become ultra-conservative. They'll see a new deal, a new item—but instead of taking a little flyer to test its possibilities they'll say, "We're from Missouri; we want to be shown." By the time they are shown it is often too late for them to cash in on it.

We believe that every new deal is worth a test if nothing more. There is no terrific gamble involved in placing a few cards out just to see how they'll go. Maybe the operator who does this will lose a couple of bucks occasionally and his time. But in testing all possibilities the chances of missing out on the BIG DEAL will be measurably lessened. It's something to think about anyway.

The Candid Camera has had a terrific run. Operators who were fortunate enough to hop on the band wagon at the start of the craze have experienced the busiest summer in years. And the end is nowhere in sight. However, some of the boys believe that another type, the moving picture camera, will come back into its own this fall. Before the candid grabbed the spotlights several makes of moving picture cameras received much play on cards, and we wouldn't be very much surprised to see them again labeled "hit."

One operating group is lining up a deal on a moving picture camera which looks like a honey.

Here is something else the smart manufacturer can do to help the operator. Create new, inexpensive items which can supplement the conventional pen and pencil as consolation awards on a deal. A little more attention given to the type of consolation awards offered should lend more zest to a deal and turn it over faster.

HAPPY LANDING.

One of the best indications of the health of the industry is reflected in the advertising lineage of firms advertising in the Wholesale Merchandise department of *The Billboard*. Figures for the 33 issues published to date show that advertising lineage totals are line for line the same as last year.

Perhaps this isn't absolute proof of the present status of the wholesale merchandise industry, but with advertising in general 17 per cent below last year it does show that the industry's present health is good. Advertising lineage figures have long been regarded by financial experts as a true barometer for gauging business conditions. Firms naturally cannot afford to advertise extensively when the people haven't money to buy.

What's especially interesting about the wholesale merchandise figures maintaining last year's levels is that they have done so despite current business conditions and despite the fact that rain has played havoc with outdoor show business to date. This fact indicates that concessioners and demonstrators have been purchasing and using merchandise in good quantities.

Of course, bingo's popularity has done a lot to increase prize merchandise consumption. With 10,000 or more games being held weekly in the East alone, wholesale houses have found them a ready market for their wares. Salesboard operators, too, haven't been leaving any grass grow under their feet. With a present dearth of new items they have rigged up boards featuring some of the winners of the past years and are reported to be doing a good business.

### Future Outlook

What is the outlook for the rest of the year? Judging by the past, there is every indication that business for wholesale merchandisers should equal if not surpass last year's totals. Record-breaking crops indicate that the estimated 60,000,000 people who will attend the 2,000 or more county, district and State fairs scheduled during the next few months will come with plenty of money in their pockets. Concessioners, corn game operators, demonstrators and other fair workers are sure to cash in on this market, which in turn will mean increased purchases from their supply houses. When the fair season ends Christmas business will be right around the corner, and indications here are that Santa will have a bag full of big orders for firms this year, especially in view of the unexpected dive Christmas business took last year.

Viewing the industry as a whole, decided similarities are noticeable to conditions existing in other industries. Some firms have used ingenuity in ferretting out and developing new ideas. Instead of crying about how bad business is, they have spent their time telling the markets about their products. Instead of taking things easy with the excuse that there's no use working your head off, because there's no business to be had, these firms have stolen a march on their competitors by powerful promotion (See FIGURES SHOW on page 56)

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Med Supplies

Devore Mfg. Co., formerly located in Ohio, but now situated in New York, has long been established as a manufacturer of remedies such as tonics, pills and tablets particularly adapted for med show workers and others who specialize in medical products. Firm has a wide acquaintance among med showmen which goes back over a long period of years. Company recently announced publication of a new catalog listing its specialties which it will be glad to forward on request.

vacuum rubber cells pick up water and dirt and hold them until they are mechanically wrung out. Used dry, the Master Mop draws out dirt with vacuum cleaner effect from rugs, upholstery and walls. A rubber squeegee is at once a wiping blade as well as the means of wringing out dirt and water, so the hands never touch either mop head or water. Item has been priced so low, it is claimed, as to make its use widely possible not only for prize and award uses but also for demonstrators and agents as well.

## Salem Ash Trays

Concessioners, fair and carnival workers seeking something flashy will do well to look into Salem China Co.'s distinctive line of china ash trays in a great variety of shapes and designs, all in the modern manner. The trays combine the best features of the prize, the novelty and the souvenir, and their low cost makes them available for scores of uses, it is said. Souvenir or other message may be applied either back or front in gold or platinum letters.

## Sponge Mop

A new-type self-wringing self-cleaning Master Mop now is being offered by Werdin Mfg. Co. The head, or business end of the mop, instead of being cloth or cords, is of long-lived sponge rubber. Firm claims the thousands of tiny

**DO YOU WANT A PERMANENT RAPIDLY GROWING INCOME?**

**WE HAVE THE GREATEST SALES STIMULATING PLAN EVER OFFERED**

**TERRITORY AVAILABLE THROUGHOUT THE UNITED STATES**

For Full Particulars Write to

**TRAVEL STAMPS**  
11 W. 42d St., New York, N. Y.

**DON'T BUY FUR COATS**

Until you get our new catalog featuring a complete line. Send for it today!

**FUR FOX TAILS \$5.00** Per 100

The largest, bushiest genuine Fur Fox Tails on the market, with two strong cords for tying to radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Rush your order today for same day shipment.

**GENUINE LAMBSKIN FUR RUGS \$1.00** each

White, brown or gray fur shacs. Big flash. Hot \$5 seller in all dept. stores. Measures 2x3 ft. Sure-fire money maker at this close-out price. Order today!

H. M. J. FUR CO.  
150 W. 28 St., New York, N. Y.

**Extra Value! \$2.25** Each

5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely styled 1 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

**ROHDE-SPENCER CO.**  
223 W. Madison St. Chicago

**ATTENTION**

Lord's Prayer and Ten Commandments on new gold finished metal, polished, lacquered and carded, 90¢ per 100. They sell on sight. Trial order will convince you. Bracelets, \$5.00 a 100. Those are the year around prices. 3 Samples 10¢.

DAVE MARKUS, Chicago, Ill.  
131 South Honoré St.

## Fur Line

Enthusiasm runs high at the H. M. J. Fur Co. for its new line of fur coats in both swagger and fitted models and a complete assortment of fur capes and scarfs. All items, coats, capes and scarfs, are in the latest and smartest styles, according to the Abrams brothers and I. Holzberg, company heads.

Line is beautifully illustrated in a new catalog just off the press and which also contains all size data and price data. It will be sent free to interested parties on request.

**SPECIALS!—REAL BARGAINS!**

DOUBLE EDGE RAZOR BLADES—\$2.25  
5s, Cello, Wrapped, 1000

SINGLE EDGE RAZOR BLADES—4.50  
5s, Cello, Wrapped, 1000

POCKET COMBS—USA, Black with Leatherette Pocket, Gr. 2.45

CLIP COMBS—USA, Black, Gr. \$2.45

ARMY & NAVY NEEDLE BOOKS, Gr. 2.10

HANDI STRIPS—8 Mercurochrome Strips to a Cardboard Folder, Gr. 2.00

ADHESIVE PLASTER—1 x 2 1/2 and 1/2 x 5, Gr. 4.50

25% Deposit, Balance C. O. D.  
1938 CATALOGUE NOW READY!  
Over 3,000 Numbers, 164 Pages.

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

**CONCESSIONAIRES!!**

**MERCHANDISE FOR EVERY GAME ON THE MIDWAY**

**LOWEST PRICES SAME DAY SERVICE**

CATALOG FREE FOR THE ASKING

**HEX MFG. CO.**  
468-470 SENECA ST. BUFFALO, N. Y.

**LATEST STYLE FUR COATS \$9.00** Each

Genuine Fur Coats, all types, all sizes, Pe'd Real, Swagger or Semi-Fitted Models. Finest quality, A-1 workmanship. Excellent prizes for bingo and salesboard operators. Rush your orders today for immediate delivery. Lowest C. O. D. prices in fur history.

1/3 Deposit.  
M. SEIDEL & SON  
243 W. 30th St., New York, N. Y.

# Your Dollars Buy Real Values Here!

**Get Going with this Hot Number!**

**Good Luck Key Chain**

Cast Metal Horse Shoe with Nickel Finish Flexible Key-chain. Each carded, in cellophane envelope.

B26 C22

Per Gross \$4.20

LUCKY KEY CHAIN

**TRIXO Hand Monkey**

Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.

B 38N11

Per Gross \$16.50  
Per Dozen \$1.50

**We Have a Full Line of Beacon Blankets for Immediate Delivery**

**Combination Glass Cutter Knife**

2 Blades, Glass Cutter and Corkscrew, Nickel finish, metal handle, center has colored celluloid inlay. Shackle for chain. Size closed, 3 1/2 in. 1 dozen in package.

B10C 178

Per Gross \$12.00 | Per Dozen \$1.05

**Write for Our Big Catalog No. B130**

**Features Everything for the Show World**

State Business You Are In, As We Do Not Sell Consumers

**N. SHURE CO. 200 WEST ADAMS ST. CHICAGO**

**Carnival Novelties** *New Stock—Just Arrived*

BB1 Men's Toy Wrist Watches, 1 in box ..... Gro. \$3.75

BB2 Gillette Style Blue Blades ..... Per 1000 3.00

BB3 Flying Birds, Outside Whistle ..... Gro. 1.85

BB4 Flying Birds, Inside Whistle ..... Gro. 2.35

BB5 High Hat Fur Monks, 6 1/2 in. .... Gro. 3.50

BB6 High Hat Fur Monks, 8 in. .... Gro. \$8.75

BB7 Piggy Wiggy, Compo, 8 3/4 in. Doz. 1.25

BB8 Cell. Doll, 7 in., with Plume Dress ..... Gro. 8.50

BB9 Swagger Sticks, 36 in. .... Gro. 5.50

BB10 China Head Swagger Sticks, Gro. 6.75

BB11 Jap Cig. Cases ..... Gro. 4.50

BB12 Reach Bouncer Balls ..... Doz. 1.15

BB13 Carnival Print Balloons, No. 8 ..... Gro. 2.35

BB14 Spiral Balloons, 45 in. .... Gro. 3.50

1938 CATALOGUE NOW READY. WRITE FOR YOUR COPY.  
25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

**LEVIN BROS. TERRE HAUTE, IND.**

**A VALUE SENSATION! The ELGIN DE LUXE Electric Dry Shaver**

Reaches a new high in quality and performance—compares with any of the higher priced shavers on the market—yet is astoundingly low priced. Each Elgin DeLuxe is complete with a genuine leather carrying wallet.

**OPERATORS—Write for Confidential Prices!**

**SEND FOR YOUR FREE COPY OF OUR NEW 1938 CATALOG**

Hundreds of illustrated pages featuring thousands of clever, original novelty creations for Concessionaires, Pitchmen, Novelty Workers, Etc. Don't fail to send for your free copy of this big "Buyers Guide" today!

**NOTE THESE FEATURES**

- Precision Built Motor
- Self-Sharpening Cutter
- A. C. or D. C. Current

**GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.**

**WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.**

- Premiums, Sales Boards, Notions, Lotions, Perfumes, Carded Goods, Blades, Soap, White Shoe Polish, U. S. Rubber Swatters, Balloons, Electric Clocks and Lamps—Sideline Merchandise.
- Wagonmen, Pitchmen, Home and Office Canvassers, Get Free Catalog Listing Money-Making Items.

**CHAMPION SPECIALTY CO. 814-C CENTRAL ST., KANSAS CITY, MO.**

**Genuine Brier PIPES**  
Asstd. Shapes and Stems. 12 to Display Card. Per Card. \$1.50  
25% Deposit on C. O. D.'s

**WE MAKE THEM**

**AUTO JOKERS**

Also known as Whiz Bangs or Auto Burglar Alarm; it shoots, smokes, screams and shoots again. The best joke you can pull, that gives a thrill; furthermore, you laugh until you cry.

Now Available to You Everywhere. Samples, \$1.50 for Two Dozen. Original Made Here.

**ILLINOIS FIREWORKS CO., Inc. P. O. Box 792. Danville, Ill.**

**YOU SELL THEM**















# WANTED

Free Acts of Merit  
For Our Fair, Sept. 20-23.

## ROBESON COUNTY FAIR

Lumberton, N. C.

# WANT

## FOR SOUTH'S FINEST FAIR ROUTE

Grind Shows of merit. Concessions that work for dime, Chairplane Foreman to join on wire. Address as per route: Winona, this week, followed by Greenville and Belzoni; all Mississippi. Address **JOE GALLER, Mgr.**

### BUCKEYE STATE SHOWS

# WANTED

**"GREATER" LITTLE ROCK CENTRAL TRADES "COUNCIL" MAMMOTH LABOR DAY CELEBRATION AND PROGRESS OF LABOR EXPOSITION.**

One Week, Commencing Labor Day, September 5, State Fair Park, Little Rock, Ark. Independent Riding Devices, Shows, Concessions. Wire or write **ELMER BROWN, Director,** Headquarters, 115 West Second Street, Little Rock, Ark.

# MILLER BROS. SHOWS

## — WANT —

for Sac City (Ia.) Fair and Fort Dodge National Beef Stock Show and Fair. Concessions of all kinds, write or wire. Shows: Can place shows with or without outfits. Can place Freaks for Side Show and all winter's work. Frank Zorda write or wire.

**MILLER BROS.' SHOWS  
ONAWA, IA., FAIR THIS WEEK.**

# First-Class Wheel Operator

Have had 12 years experience. Also have '35 Model Car with P. A. System. Am 38 years old and married.

**T. J. MARLIN, Troy, Tenn., R. No. 1.**

# Byers and Beach Want

Organized Minstrel. Have new Frameup for same. **WANT** Custard. Pontiac, Ill., this week; Jacksonville, Ill., Fair, next.

# GREAT SOUTHERN SHOWS

All Fairs—Fairs—Fairs

Rides, Shows, Concessions. Grind Shows, Minstrel People, Five or Ten-in-One. Will furnish tops. One Flat Ride, also Kiddie Rides. Legitimate Concessions, also Agents. Cowan, Tenn., this week. Out all winter. Free gate, all still spots. No fair gate over 10 cents. **A. H. MURPHY.**

# WANTED AT ONCE

Rides, Concessions and Free Acts for **Veedersburg Street Fair and Fall Festival**

On Main street. No gyps. September 12 to 17, inclusive. **HOMER ROBINETTE, Secy-Treas.,** Veedersburg, Ind.

# WANT

Circus Acts, Stage Acts, Man with Side Show. Sampson write. Al Beck, Banner Man, write. Musicians, Sound Truck. Show going South. Money sure. Everything new.

## COMMUNITY CIRCUS CORP.

Harrisburg, Ill.

# WANTED

RIDES, CONCESSIONS, SHOWS,

For Three-Day Labor Day Homecoming Celebration. Good crowds. Write **NOVINGER ACTIVITY CLUB**

Novinger, Mo.

# WANTED

3 Chorus Girls, Trumpet and Trombone. Berths on Shipper. To enlarge Minstrel Show in Fairs; also Talker. **SAMUEL GREEN, Care States Shows Corp.,** Batavia, N. Y., week August 15; Cortland, N. Y., week August 22.

# Showmen's League of America



165 W. Madison St.,  
Chicago, Ill.

CHICAGO, Aug. 13.—The Showmen's Home campaign goes merrily on with interest. Each week finds additions to this fund. The Conklin Shows started the ball rolling with a benefit performance at Prince Albert, Sask., August 9. Max Goodman sends the good news that he contemplates holding one at Memphis, and Hennies Bros. will follow their usual custom with a rouser at Detroit. President J. C. McCaffery, Fred Beckmann, Carl J. Sedlmayr and M. H. Barnes have been in consultation and will bring up discussion which may result in some real news after the next meeting of the Showmen's Home trustees.

Membership drive is taking a spurt. Applications sent in this week number nine and are for Gerald Fox, Thomas Iles, Stanley Kunat, Emmett Hennessy, Paul Kleider, Dave Shanker, Evald Erikson, John Yazvoc, Avery Christy. These are credited to Harold Paddock, Joe Goodman and R. W. Rocco. Joe advises that in the next few weeks many more will be coming in from the Goodman Wonder Show.

Tom Rankine, Col. F. J. Owens and Bob Miller are still on the sick list at their homes. T. Brent still in the American Hospital. Brother W. R. Hirsch at the Mayo Clinic, Rochester, Minn., for necessary attention, as is also John Miller, of the West Coast. Ben Landes out and expects to be back to work soon. Secretary's visit to the Goodman and Fairly & Little shows finds everybody

happy and optimistic about the fair season. A welcome greets you as a visitor with these showmen.

Frank D. and Mrs. Shean back in town for a short time, busy as can be in interest of the Kansas City Jubilesta. Bob Parker, Mrs. Rubin Gruberg, Joe Rogers and Jack Tavlin were among those in town on business. J. C. (Tommy) Thomas dropped in for a short stay. Lou Leonard off for the fair at Springfield, Ill. J. C. Simpson, George Paige, J. D. Newman and L. C. Kelley among those at Sherman Hotel. Whitey Lehrter back to work after a vacation.

Other callers at the rooms were Julius Wagner, Larry O'Keefe, H. Neitlich, William Young and A. L. Rossman.

Do not forget 1939 dues are payable September 1. Please keep this in mind and send in your \$10.

### Ladies' Auxiliary

Meetings of August 4 and 11 were well attended, with Edith Strelbich and Clara Hollie Harker respective hostesses. Many beautiful prizes were awarded at each meeting. At the August 4 meeting Secretary Frances Keller got the award and received a pair of hand-crocheted pillow slips; President Leah M. Brumleve a linen luncheon set. Members were happy to have Frances Keller, Phoebe Carsky and Mattie Corsby present again. Most of the members are out on the road.

Edith Strelbich got the award at August 11 meeting and received a pair of handmade pillow slips. Leora McCrea, a guest, got first prize and selected a silk and lace jade green pillow. Members were pleased to have Elizabeth Ernst back again. She got a cut-glass salt and pepper set. President Leah M. Brumleve left for the South this week for a short visit. She is expected to return in time for Maude Geller's social on August 18. Reported by Elsie Miller.

# Showmen's League of America



165 W. Madison St., Chicago

**SHOWMEN'S HOME FUND**  
Previously Acknowledged . . . \$14,435.00  
Received This Week . . . . . 400.00

**WRITE FOR PLEDGE CARD.**  
**A Home for Aged and Infirm Showmen**

**Showmen's Home Trustees**  
FRED BECKMANN — Chairman  
M. H. BARNES — Treasurer  
E. W. EVANS — Secretary  
J. W. Conklin — W. R. Hirsch  
M. J. Doolan — Max Linderman  
Max Goodman — E. Lawrence Phillips  
Rubin Gruberg — Carl Sedlmayr  
Harry W. Hennies — Elmer C. Velare

**Worthy of Your Co-Operation**

# LABOR DAY WEEK CELEBRATION

LINTON, IND.

Account disagreement will book complete Carnival or Independent Rides, Shows and Concessions.

**ROBERT RANEY, Secy.**

# WANTED FOR SILVER LAKE

On the Streets—Aug. 31-Sept. 1, 2, 3. Rides, Shows and Concessions. Pitchmen, Demonstrators for Merchants' Exposition. This is Northern Indiana's biggest Free Agricultural Event. Sponsored by Lions. Can use two more good Free Acts. Wire or write.

**THEO. BRAUDE, Silver Lake, Ind.**

# Wanted Girl Revue

No Coach, join immediately. Have new panel front complete. Must have wardrobe and music. Wanted Legitimate Concession. Everything open except Bingo and Cookhouse for six West Virginia Fairs. East Rainelle, this week; Buckhannon, next week.

## HOME STATE SHOWS

**MORRIS VOLTAGGIO, Mgr.**

# KNIGHTS OF PYTHIAS

## Macomb County Home-Coming

AUGUST 23 TO 27, BELVIDERE PARK, Inc.

Wants Shows, Rides and Concessions, Circus Acts, Bands. Will consider first-class carnival. Johnny Quinn contact. Address L. E. POWERS, 503 Price Bldg., Mt. Clemens, Mich.

*Many Thanks and Good Luck to Everyone on the*

# AL G. BARNES SELLS-FLOTO CIRCUS

**GLAD HILL**

# WANT

Drome Riders, Kiddie Rides, Concessions. Galatin, Tenn., this week; Fayetteville Fair follows.

# ROGERS GREATER SHOWS

# Carnival Wanted

Small organization having several Rides and Attractions for Labor Day Celebration. First in 22 years. Sponsored by Central Labor Union, Joplin, Mo. Address **DAVE MILLER, 2306 Virginia.**

# OUTDOOR SHOWMEN

The next issue will be the Fall Special. Because of increased size and distribution

## FORMS GO TO PRESS EARLIER THAN USUAL.

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, August 22. Wire important late Show Ads Sunday night.

## FORMS FOR COMMERCIAL ADS CLOSE SATURDAY, AUGUST 20.

# ATTENTION OF WEST COAST CONCESSIONAIRES

# CRAFTS GOLDEN STATE SHOWS

## NATIVE SONS CONVENTION and CELEBRATION—VALLEJO, CALIF.

SEPTEMBER 8-9-10-11—(4) Big Days and Nights (4)

Best Show Town in the State—First Carnival in 15 Years

Can place few more legitimate Concessions, also have exclusive on up-town Concessions and Novelties. Can use Shows of Merit with own outfit. Address all communications to **PHIL H. WILLIAMS, California Hotel, Oakland.**

# JOHN R. WARD SHOWS

WANTS competent, A-1 Merry-Go-Round Foreman who thoroughly understands Allan-Herschell machine, capable Ride Help, Man who knows Ponies for Pony Ride, A-1 Mechanic. We pay every week. **WANT** White Musicians and Girls for Girl Revue, Minstrel Performers and Colored Musicians, legitimate Concessions. **WANT** Photo Gallery, Agents for Scales, Knife Rack and Grind Store Concessions. Long season Fairs and Celebrations. St. Joseph, Ill., August 22-27; Rensselaer, Ind., August 29-September 3; Boonville, Ind., Southern Labor Assn., September 4-10; Madisonville, Ky., September 12-17; Paducah, Ky., September 19-24; Clarksdale, Miss., Delta Cotton Carnival, September 26-October 1, and Donaldsonville, La. Address Robinson, Ill., this week.

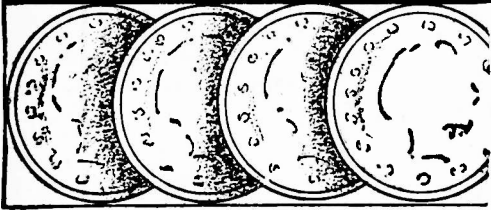
# LEBANON, KY., FAIR, AUG. 22

Followed by Hodgenville and Russellville Fairs. All fairs to November 1, no still dates. **CAN PLACE STOCK CONCESSIONS.** Have exclusive Frozen Custard open, \$30 per week. \$60 cash deposit required. Wire. Have Single Loop-o-Plane and Silo Drome complete for sale cheap. Address **F. H. BEE SHOWS, INC.**

Lawrenceburg, Ky., Fair, this week. Yes, this the carnival that plays so many fairs.



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.

## ABUSES

American business has developed a bad habit of abusing regulative and tax laws to such an extent that as soon as one law is passed business puts its lawyers to work to find loopholes. Which means that the legislative mills must also be set in motion to grind out new laws to plug the loopholes which business and its lawyers are sure to find.

How much more sensible it would be to observe the spirit of a law at least until it had been given a fair trial. But business is not in the habit of giving any law a fair trial. So we have our law-making machinery geared to high speed and business geared to high spending in trying to find loopholes in each new law.



WALTER W. HURD

The coin-operated machine industry has the same good American habit of trying to find a loophole or chance to abuse every law or tax which has ever been passed by any city, State or the nation in relation to coin machines. To the critics of the coin machine industry I would say that the industry is not any more apt at abusing every law about coin machines than general business is at abusing laws passed for the general welfare. It is just a good American habit that we have of abusing laws, and the coin machine industry is hardly any more lawless than the rest of us.

But there are good reasons why the coin-operated machine industry should be more careful not to abuse laws than other industries. The coin machine industry is still a small minority and any abuses that can be laid at its door will make a bonfire in unfavorable publicity. The coin machine industry should watch every step carefully when it comes to abusing laws or shunning taxes.

This applies especially to the amusement games industry. The amusement games division has set a high mark in abusing every law that has ever been passed for its special regulation. That the games business now is drinking some of the bitter gall of its own recklessness, everyone who checks back over the past will readily agree. If there is anybody in the country who ought to be interested in keeping the letter of special laws relating to amusement games it ought to be the manufacturers, distributors and operators who expect to make money with amusement games.

There was a time when the majority of the people in the amusement games business had dreams of promoting widespread licensing of amusement games, so that everybody in the games business might feel there was something definite and permanent about the business. Licensing, of course, meant setting up very strict regulations on the operating of games. In most cases the license laws set up some unreasonable regulations. Taxes in many cases were too high.

But looking back over every city and State that has tried licensing games the question still remains whether it would not have been better to toe the mark for a few years when strict laws were set up than to be in the present state of uncertainty.

Those who read this editorial will please keep in mind that it is not permissible to call names and put the finger exactly where the blame lies. All that can be said today is that the records show the majority of licensing plans and laws passed by cities and States to have been a failure.

Here is part of an editorial published in a large city daily in July, 1938, a city where a license law has been under trial. This editorial might well be an epitaph for most of the games license laws, and all of them given a black eye by members of the trade itself who abuse the laws:

"The mayor signed the ordinance with some misgivings after its passage by the city council. Many considered it experimental. . . . One fact in relation to the ordinance is that its prohibitions have been widely violated. The ordinance declares that the machines must be used for amusement only and the slugs it returns shall not be redeemable in merchandise or put back into the machines. Common report is that these prohibitions have been commonly ignored."

The same big city daily that published this epitaph to a city license law was considerate enough, when the ordinance was passed, to express on its editorial page that the law was a trial, an experiment which might show some practical way to operate the games. The same paper is now saying repeatedly that the law is a failure and that the games serve no good purpose. That same story could be repeated in many cities and in more than one State.

This newspaper says the reason for the failure of the law is that most of the people in the games business abused the law.

It is perfectly plain that the city law has some very impractical features in it. No person today who really thinks things thru would pass a law that rules out any and all use of merchandise awards with amusement games. The newspaper in question is much more cold-blooded in its attitude toward the games business than it would be about abuses of law by the horse and dog-racing interests whose news and advertising it carries. But we in the games business can't be as independent as the racing interests or as the newspapers.

The situation stands today that city and State licensing laws are abused grossly as soon as passed and the industry gets another black eye. Slot machine interests quickly ruin licenses for payout games, and payout game interests quickly ruin any license for novelty games. The situation is such today that any city or State license law can be quickly undermined by a small group that undertakes to abuse the law. Which leaves the games business in an almost hopeless and helpless position. The house which we call our industry is divided against itself, and those who are left seem to be grabbing the nickels while they last.

These are not very pleasant thoughts for hot summer days. But there still remains some hope for the licensing here and there of token payout games and novelty games. But why try to license such games when, just as soon as the law is passed, the people in the business start abusing the law in every possible way? Remember, a lot of astonishing facts could be put on paper if it were permissible.



## Chi Coin Ad Men Stumped; Op Aids

CHICAGO, Aug. 13.—“Our advertising gang were racking their brains in trying to figure out a new publicity angle that would explain the merits of our new novelty game Exposition,” said Sam Wolberg, Chicago Coin Co. exec, “when we received a letter from Jack Kersten, a prominent Southern operator. After reading the letter our problems were solved. He had said everything we wanted to say.

“Here’s what he said: ‘I’ve found that in order to sustain interest on my locations I had to keep up with things by having all the new releases spread around in my better spots. Lately, however, even the interest in the new games waned and my receipts dropped off considerably.

“I dropped into several of my ‘hot spots’ and chinned a bit with the players. I asked them why they stopped after one or two plays where formerly a game was usually tied up for at least 20 minutes by just a single player. They told me that they were getting tired of playing the same games over and over again and that practically all of my new games were alike in playing principle. They said they wanted something new and different. Now when you said you had something new in Exposition I was naturally extremely interested and ordered 10 right away.

“When my Expositions arrived I put the first one into the same spot where I made my first inquiry. It so happened that one of the boys I was talking to was there, so I invited him to play the first game on me. When he stepped up to Exposition he said that it looked pretty much like the rest of the games. However, as soon as he started to play his face became illuminated by a big smile.

“The two-way bumpers in Exposition got him right away and, believe me, he played while I stood around for over a half hour. I found that Exposition clicked on each and every one of the spots.”

## W. B. Novelty Host To St. Louis Ops

ST. LOUIS, Aug. 13.—William Betz, owner and general manager of the W. B. Novelty Co. of this city, was host to over 150 operators and their friends Thursday night, August 11, at a big party in the main ballroom of the Fairgrounds Hotel.

Promptly at 8:15 p.m. Betz welcomed those present and told them that the party was merely a get-together to foster a more friendly feeling among operators of Missouri and Southern Illinois. He introduced Marie Muellner, Emma Muellner, Charles Grose, Ray Fields, Frank Faulstick, John Lukefahr, Bill Gaefney and Albert Buescher, members of his firm.

Betz then introduced Frank P. Merkle, of the Seeburg Corp., who made a talk. As an attendance prize a Seeburg phonograph was won by Leo Biederman. Following the short business session a delicious luncheon was served. Those present then danced until the wee sma’ hours of the morning.

Among operators present were George Berkdoll, R. O. Denton, W. F. Emge, R. Dunham, William Fairbanks, C. W. Brzostowski, T. E. Heffernan, George Buescher, Glenn Liebig, George L. Mareschal, E. Massa, E. W. Morlance, Nile Plemons, G. Ripley, John Grotewil, John Beckmann, A. McCall, Dick Westbrook, Michael Ogilvie, Al Lebrock, John Stewart, G. J. Morris Sr., G. J. Morris Jr.,

## Baby Production

NEW YORK, Aug. 13.—Mac Perlman, of Acme Automatics, Inc., is handing out the cigars in celebration of the new addition to the Perlman menage. The new arrival is a boy who tipped the beam on arrival at eight pounds and five ounces. He’s been named Alvin Paul Perlman. This is the second boy for the Perlmans.

A. Lemay, Abe Jeffers, Dan Landsbaum, Mike Salchin, Duke Sterner, O. K. Greif, William (Bill) Illig, George Selzer, A. E. Newhouse, John Cummings, Martin C. Balenseifer, William Marks, Leo Biederman, Joe Russo, George Rowland, Herman Tipton, Hugh Turpin, Vincent Siede, James French, Randy White, Joe Westman and George Proctor, also Frank B. Joerling, of *The Billboard*.

## Oriole Reports Biz on Upswing

BALTIMORE, Aug. 13.—“The upswing in business which we are enjoying at present,” states Eddie V. Ross, head of the Oriole Coin Machine Corp., “is proof of what hard work plus the proper promotion will do in this business. We’ve always adhered strictly to the policy of giving operators the equipment they want when they want it. Our staff has been working tirelessly and efficiently despite the heat to render the best service possible.

“Of course,” Ross continued, “we are somewhat lucky in that we do not face the territorial difficulties here that some of the other boys have to combat. Still this advantage does not offset entirely the decided upswing in business we are enjoying. Ever since early spring we’ve been helping our business along with a real promotion campaign. Thru it hundreds of new accounts have been added to our customer list which has been a major factor in the business we are now doing. We’re not going to stop now, however; on the contrary, we are formulating bigger plans than ever for fall.”

## Sam Gensburg of Chi Coin in Europe

CHICAGO, Aug. 13.—Here’s a newsy clipping taken from a British publication, *World’s Fair*, dated July 30:

“LONDON.—Sam Gensburg Here: On Monday Hymie Seener went along to Southampton to meet Mr. and Mrs. Sam Gensburg and their son, who arrived from America on board the Queen Mary. While in England they will be entertained by the principals of the Coin Machine Supply, Ltd. Sam Gensburg is principal of Chicago Coin, which has been sending over some useful tables, such as Snappy, Swing and Fiesta.”

## EVENTS

(Continued from page 58)

Jefferson. Harvest Festival, 24.  
KAN.—Mankato. Fall Festival, 25-27.  
Minneapolis. Horse Show, 24-26.  
Oskaloosa. Old Settlers’ Picnic & Reunion, 19-20.  
Summerfield. Golden Jubilee Celebration, 25-27.  
KY.—Franklin. Horse Show, 24-26.  
ME.—Bar Harbor. Dog Show, 25.  
MASS.—Charlestown. Intl. Fishermen’s Exhn. & Carnival, 22-27.  
MICH.—Alma. Harvest Jubilee, 26.  
Dundee. Legion Celebration, 24-27.  
Fennville. Homecoming, 26-28.  
Grand Ledge. Summer Festival, 25-27.  
Weldman. Weldman Day, 27.

## Phono to Newsies

BOSTON, Aug. 13.—Homer E. Capehart, vice-president of the Wurlitzer Co., thru impromptu philanthropy during his Boston visit made hundreds upon hundreds of newsboys happy thru the gift of a Model 24 music machine.

During the Hotel Statler banquet, July 11, when Capehart was outlining his program Sam Landau, Boston music merchant, broke up the procedure by asking for a point of information. Capehart consented to listen to him after his talk. As a result Capehart announced before the 500 assembled that the Wurlitzer company would donate a machine for the Burroughs Newsboys’ Foundation camp at Agassiz Village, Me.

Recently J. A. McIlhenny, New England Wurlitzer district manager, presented the Foundation, on behalf of Capehart, the machine. Ben D. Palastrant, of the Supreme Amusement Co. of New England, Inc., from whom the machine was ordered, was present. Ralph C. Morris accepted on behalf of the officials and newsboys of the Foundation. The presentation was made at 10 Somerset street, Boston. The machine will be shipped to the camp and back to headquarters for winter enjoyment, benefiting many hundreds of newsboys.

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all others in  
the field!

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- ☒ 1938 Track Time

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MINN.—Henderson. Sauerkraut Days, 27-28.  
MO.—Appleton City. Picnic, 24-26.  
Hamilton. American Legion Race Meet, 23-26.  
Herrnan. Homecoming, 27-28.  
NEB.—Elgin. Harvest Festival, 24-25.  
Hebron. Firemen’s Picnic, 24.  
Ravenna. Ann-e-Var Celebration, 25-27.  
NEV.—Elko. Elko Rodeo, 28-28.  
N. J.—Atlantic City. Golden Jubilee Encampment of Army & Navy Union, 24-27.  
Bellmead. Farmers’ Picnic, 24.  
N. Y.—Nutley. Bergen Co. Indust. Fair, 22-27.  
East Islip. L. I. Dog Show, 28.  
New York. Gift Show, 22-26.  
O.—Cincinnati. Food Show at Zoo, 23-Sept. 5.  
East Palestine. American Legion Street Fair, 26-28.  
Frazeyburg. Homecoming, 25-27.  
Gibsonburg. Homecoming & Ox Roast, 24-27.

Holland. Homecoming, 27-28.  
Hoytville. Homecoming, 22-27.  
Willard. Celebration, 15-20.  
Winchester. Street Fair, 24-27.  
OKLA.—Duncan. Horse Races, 21-26.  
ORE.—Heppner. Rodeo, 26-28.  
S. D.—Dell Rapids. Cootie Days, 22-24.  
Madison. Turtle Days, 26-27.  
Vale. Sugar Day, 27.  
TENN.—Humboldt. Homecoming, 22-27.  
TEX.—Port Isabel. Fishing Rodeo, 25-28.  
Roaring Springs. Old Settlers’ Reunion, 25-28.  
VT.—Hartland. Horse Show, 26.  
WASH.—Hillyard. Spokane. Hi Jinks Celebration, 24-27.  
Odessa. Harvest Festival, 27.  
W. VA.—Point Pleasant. Potato Festival, 25-27.  
Richmond. Spud & Splinter Festival, 25-27.  
WIS.—Milwaukee. Dog Show, 27.  
WYO.—Wheatland. Days of ‘49 & Rodeo, 26-28.

## NEW DATE BOOKS

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NOW ON SALE

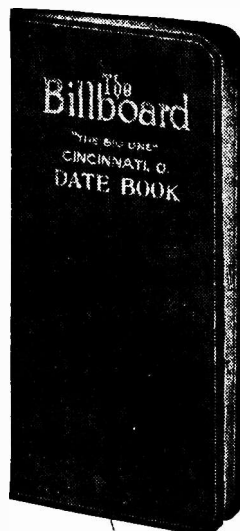
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### Rock-Ola Phonos Busy at Resorts

ST. PAUL, Aug. 13.—“Operators thru- out the resort country in Minnesota and Wisconsin are reporting excellent phono- graph business, according to A. J. La Beau, of the La Beau Novelty Sales Co. and Rock-Ola distributor. He observes that during the past few months the highways have been choked with tour- lists, vacationists and week-end trav- elers,” commented Rock-Ola officials.

“Naturally when people are away from home going to some vacation spot they stop en route for relaxation and refresh- ments,” said Mr. La Beau. “This makes for good business all along their route. Many operators who have phonographs in locations along well-traveled high- ways and towns say that nearly every tourist group that comes into a location spends a few nickels in the phonograph and the music encourages them to stay a little longer and spend more money in the location.”

Said the Rock-Ola exec: “In the re- sorts scattered thruout Minnesota and Wisconsin Mr. La Beau says the Rock- Ola phonograph is a popular form of musical entertainment, according to the heavy receipts operators report to him. “Roy Komitche, of Brainerd, Minn., who recently purchased new Monarch 20s to place in resort locations, told Archie La Beau that collections were piling in.

“Bill Larson, of the B. & L. Sales Co. in St. Paul, placed his new Monarch 20s out in St. Paul locations and is enthu- siastic over the popular reception which they were given by patrons.

“I hardly know what the folks like best,” he said. “The streamline design is something new in phonographs and it is most certainly pleasing to the eye. The new light-up grille has them standing around looking at the changing colors, as does the record-changing mechanism. They like the tone because it sounds just like their favorite orchestras. It's a good phonograph and it's making us money. That's the important thing.”

“Earl Mondor, Richmond, Wis., who is an operator of the first water, according to La Beau, is up and coming with a big string of new Monarchs,” concluded the Rock-Ola official.

“I've mentioned just a few of the boys,” said La Beau, “but this suggests a rather accurate index of the general situation in the phonograph operating business up here. Personally we think a lot of credit should go to the new Rock-Ola phonographs. There's one fea- ture that every location owner and op- erator mentions and that's the 99 per cent slugproof coin chute which comes on every new 1938 Rock-Ola phonograph. Another thing, the Rock-Ola phonograph fits into any location anywhere and there it stays attracting attention and play.”

### Swing Is Jazz, Says Dance Prez

NEW YORK, Aug. 13.—“Swing music is a degenerated form of jazz and its devotees, ‘jitterbugs’ are the unfor- tunate victims of economic instability,” opined Donald Grant, prez of the Danc- ing Teachers' Business Association, at its recent convention.

“The current furor over swing dance music is a sign of our uncertain times,”

### Record-Buying Guide

#### Going Strong—Keep 'Em Around

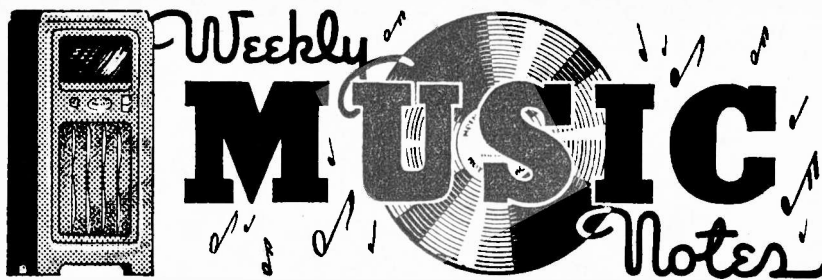
A-Ticket A-Tasket  
Music, Maestro, Please  
I Let a Song Go Out of My Heart  
When They Played the Polka  
Flat Foot Floogee  
I Hadn't Anyone Till You

#### On Way Up—Better Stock Them

Now It Can Be Told  
You Go to My Head  
I've Got a Pocketful of Dreams  
Stop Beatin' Round the Mulberry Bush  
I'm Gonna Lock My Heart  
Don't Cross Your Fingers

#### On Way Down—Not Worth Pushing

Lovelight in the Starlight  
You Leave Me Breathless  
Oh, Ma, Ma  
Little Lady Make Believe  
Says My Heart



## Capehart To Host GOP

### National Republican lead- ers to attend Washington, Ind., gathering on Aug. 27

SEATTLE, Aug. 13.—Homer Capehart, vice-president of Wurlitzer and coin machine notable, has announced that he will be host to Republican leaders from all over the country at his Washington (Ind.) farm on August 27.

Reports are that Capehart plans to “put up the biggest circus tent ever put up and show the boys some good entertainment in the way of circus acts,” etc. His able showmanship in presenting this type of affair is well known and is attested to by the thou- sands of coin machine operators and distributors who attended the banquets given in 21 cities on the recent Wurlitzer Transcontinental Limited tour.

It is said that political organizations in Capehart's home State, Indiana, have been attempting to influence him to run for some office. It has always been his policy to cultivate friendship in political circles and he is highly respected by them. Should he run as a candidate thousands of admiring coin machine men will be plugging for him to win.

Further plans for the gathering will be published in the next issue of *The Billboard*.

### Minneapolis Disc Picks

MINNEAPOLIS, Aug. 13.—As per his regular weekly report, Murray M. Kirschbaum, Minneapolis disc dis- tributor, reports the following discs to be outstanding in his territory:

Going strong: 1. *I'm Gonna Lock My Heart*; 2. *A Tisket, a Tasket*; 3. *Music, Maestro, Please*; 4. *Little Drummer Boy*; 5. *I've Got a Pocket Full of Dreams*.

Coming up: 1. *Tuli Tulip Time*; 2. *On the Bumpy Road to Love*; 3. *Meet the Beat of My Heart*; 4. *Small Fry*; 5. *A Little Kiss at Twilight*.

## Ops Add 'Pocketful,' 'Moon' To Must List as Tunes Climb

By DANIEL RICHMAN

NEW YORK, Aug. 13.—Most promising of new songs climbing to the top and therefore most necessary for operators to be on the watch for are *I've Got a Pocketful of Dreams*, *Don't Let That Moon Get Away*, *Stop Beatin' Round the Mulberry Bush*, *I'm Gonna Lock My Heart* and a total of six new Irving Berlin tunes from two movies. The first-named pair above are sung by Bing Crosby in *Sing, You Sinners*, which is practically enough to guarantee their popularity with the public. *Pocketful* has already made a nice start. Mark this a must immediately. Its companion is slower in getting started, but it will probably eventually outdistance *Pocketful* because of a catchier, more lilting and more singable melody. The same picture boasts another number that also has more than a fair chance for success—Hoagy Carmichael's follow-up to his enormously popular ditty of sev- eral years ago, *Lazy Bones*. The new one is *Small Fry*, and if it comes your way hold on to it. It's the kind of homespun, down-to-earth song that makes them part with their nickels.

*Stop Beatin' Round the Mulberry Bush* appears the natural runner-up to *A Tisket, a Tasket*. Since swing versions of nursery rhymes seem to be the order of the day, *Mulberry Bush* is important in the machines, especially so because it's one of the better dressed-up jingles. *I'm Gonna Lock My Heart* is of the *I Double Dare You and Cry, Baby, Cry* school (and by the same writers) and figures to repeat the success of those two.

The six Berlin songs mentioned are *Now It Can Be Told* and *My Walking Stick*, from *Alexander's Rag Time Band*, and *The Yam, Change Partners, The Night Is Filled With Music and I Used To Be Color Blind*, from the forthcoming Fred Astaire-Ginger Rogers picture, *Care Free*. *Told* and *Stick* are already established in public favor, but not to the extent that they will be during the coming weeks. These two should be spinning around in the phonos right now, and operators should be on the lookout for the “carefree” numbers.

Present indications point to the larg- est measure of success going to *The Yam*, a new dance step which Astaire and Rogers will no doubt sweep into popularity, and *The Night Is Filled With Music*, a lovely ballad that has all the sentimental appeal that Berlin can put into a song. The remaining duo, how- ever, should not be overlooked, for each has plenty of what it takes to make a hit.

*You Go to My Head* is starting to sell in addition to maintaining its high place as an air leader, just missing out this week on being among the glori- fied 15. It's doing well enough, how- ever, to warrant plenty of attention on the turntables, so don't pass it up.

*Says My Heart*, a leader for many weeks, is at last beginning to slip and there's no reason to hold on to it any longer. The same applies to *You Leave Me Breathless* and *Lovelight in the Starlight*, two more film tunes which have passed their peak.

## Legal News

(PHONOGRAPH OPERATION)

CHICAGO, Aug. 13.—Recently *The Billboard* received a communication from a phono location owner in New Mexico who was puzzled over license application blanks which he had re- ceived from ASCAP. They requested, if he was presenting music, that he pay the fee for the use of copyrighted music controlled by them as provided for by copyright law.

It is assumed that they did not refer to the phonograph music, because *The Billboard* representatives contacted ASCAP's Chicago agent upon the receipt of the license blanks from the New Mexico operator and learned that ASCAP was not interested in licensing coin- operated phonographs.

As per the request of the RCA Mfg. Co. in a letter dated July 4, wherein they invited ops to send such requests to them, *The Billboard* forwarded the New Mexico op's letter to RCA. RCA replied as follows:

Dear Mr. —: The *Billboard* of Chicago has forwarded us your letter to it of July 26.

In the event you are not acquainted with it, we are quoting below the last paragraph of Section 1 (e) of the United States Copyright Law:

“The reproduction or rendition of a musical composition by or upon coin- operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs.”

If you are using copyrighted music in your establishment in accordance with the provisions of this section of the law you do not need to have a license from American Society of Composers, Authors and Publishers. If you are using copy- righted music in any other manner and if your use thereof constitutes a public performance for profit you do require an ASCAP license. If you are in doubt as to whether you need such a license we suggest you consult with your attorney be- fore acting in the matter.

Our letter of June 4, addressed to all operators of coin phonographs, does not relate to any problem you may be hav- ing with ASCAP. It relates only to de- mands currently being made by organiza- tions known as National Association of Performing Artists (NAPA) and Ameri- can Society of Recording Artists (ASRA) that operators of coin phonographs and the owners of locations in which such machines are used take licenses from them or from recording artists whom they claim to represent.

The papers sent to us with your letter are returned to you herewith.

Very truly yours,  
W. W. EARLY,

Ass't. Mgr. Recording & Record Sales.

In other words, if location owners do not charge admission to their premises they need not have any license in order to have installed and operate a coin- operated phonograph.

## Sheet-Music Leaders

(For Week Ending August 13)

Sales of music by the Maurice Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement with a number of pub- lishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.
1	1.	Music, Maestro, Please
2	2.	A Tisket, A Tasket
3	3.	I Let a Song Go Out of My Heart
4	4.	Cathedral in the Pines
8	5.	When They Played the Polka
3	6.	Says My Heart
5	7.	When Mother Nature Sings Her Lullaby
13	8.	Now It Can Be Told
9	9.	I'm Gonna Lock My Heart
6	10.	Little Lady Make Believe
10	11.	I Hadn't Anyone Till You
11	12.	I Married an Angel
..	13.	I've Got a Pocketful of Dreams
14	14.	Flat Foot Floogee
..	15.	Lovelight in the Starlight





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# MERCHANDISE MACHINES

## Tydings Hits Tobacco Tax

Advises tobacco men to fight levies to insure higher returns for their crops

BALTIMORE, Aug. 13.—Taxation on tobacco was scored by Millard E. Tydings, well-known figure in national politics, when he addressed more than 7,000 tobacco growers at their annual gathering, under auspices of the Maryland Tobacco Growers' Association recently.

The U. S. senator from Maryland directed practically all of his address to tobacco taxation, declaring it was unjust that tobacco should bear one-tenth of the burden of the cost of the federal government, or \$500,000,000 annually. The senator declared that one of the greatest evils of today was the tax on commodities, particularly agricultural products, such as tobacco and others.

He stated that there will never be any real relief for agriculture until this practice of taxation is curtailed. He said he would like to see every commodity tax imposed by the national government repealed and every citizen taxed according to his ability to pay.

The senator asserted there is no more reason to tax tobacco than there is to tax cotton, wheat or corn. The products of farms, he further stated, should be free from all taxation, federal and State.

Exhibiting a package of cigars, the senator called attention to the federal tax stamp that requires the payment of 6 cents to the government before the merchandise can be sold. He declared that if this tax on cigars were eliminated the growers of tobacco would receive, to a large extent, higher prices for their crops.

The senator said: "I have fought this (taxation on tobacco) unfair and unjust tax on the floor of the Senate and what I have said has been used in many States where a cigar tax was sought."

Suppose, he pointed out, there was proposed a tax on wheat—the representatives of the wheat States would rise and fight it until doomsday. Or suppose, he further pointed out, there was proposed a tax on corn, on coal or any other single product?

David J. Lewis, representative in Congress, also addressed the tobacco growers at their annual frolic and stated that Senator Tydings' statement on tobacco was most excellent and that he concurred with it.

## Ops Acclaim Triselector Vender

CHICAGO, Aug. 13.—"Here are some of the letters we receive praising our Triselector bulk vender," said an official of the Northwestern Corp. "Listen to this: 'It not only triples but even quadruples the receipts of my single compartment machines!' Another says: 'I've had my Triselector on location for 30 days and the sales have jumped five times the regular amount!' Still another remarks: 'Placed a number of my Triselectors in resort locations. It's the ideal machine for such spots!' It's amazing," concluded the official.

"Wisconsin operators have discovered the many advantages of using the modern three-compartment Triselector," says Harry Jacobs Jr., sales manager of the Badger Novelty Co., Milwaukee. "Never before have we seen operators so enthused over a bulk vender. Its striking, modern appearance commands instant attention and makes it a simple matter to secure locations. The earnings from this machine far outclass anything they have ever received from a bulk vender. 'They are completely sold on Triselector's perfect performance, its striking design and dependable construction,

and when they once learn what the machine accomplishes on location they claim it is the most outstanding money maker on the market today."

## Seattle Parking Plan Hits Snag

SEATTLE, Aug. 13.—Announced in *The Billboard* last week was the plan to install parking meters in Seattle. It appears that the plan has hit a snag. Seattle councilmen insist that the machines have been quoted to them at a higher price than other cities have paid. They declare that they will insist that the city not pay a higher price for the meters than other cities have paid.

"We haven't bought our meters yet," one councilman declared. "When we do we aren't going to pay the prices quoted to us at the round table by the meter companies, or else . . ." Meanwhile one of the staunchest objectors to the meters had journeyed to the near-by city of Portland and said that he had been "converted" in favor of the meters.


One observation that the council made was that one type of meter, altho cheaper to install, would cost more in the long run. They stated that other meters with an electric mechanism, altho costing more, would eventually save the city the cost of maintaining the cheaper meters. It was also pointed out that electricity could be used from the municipal power station.

## Denver May Impose Cigaret Tax


DENVER, Aug. 13.—A city tax of 2 cents on every package of cigars sold in Denver is being considered by the city council, it was disclosed at the meeting of that body recently. Councilmen predicted the tax would raise a half million dollars annually. The cigar tax was viewed as a way to pay for Denver-sponsored PWA and WPA projects. Three of the four members of the council finance committee said the proposed tax was discussed with Mayor Ben F. Stapleton "informally" and is now being studied.

Opponents of the proposal pointed out that a city tax would merely serve to drive smokers out of the city to buy their cigars. Councilman William Knight said local retail merchants would lose their cigar trade to drug stores on the edge of the city. "While I haven't given this measure much consideration," he said, "the history of such local taxes is usually the same. Smokers will drive out of town to buy their supplies of cigars by the carton and save the 20 cents on each 10 packages. I doubt very much whether a cigar tax would have any material financial effect except to take trade away from local merchants. It would be a failure as a money raiser unless the tax was made State wide and the proceeds returned to the respective communities for indirect relief."

At present there is no local or State tax on cigars in Colorado.



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**GEORGE DOUBTFUL:** YES, I'M FINALLY CONVINCED. I HAVE HEARD THAT MANY OTHER POPMATIC OPERATORS HAVE HAD THE SAME RESULTS AS YOU. I'M GOING TO PLACE MY ORDER TODAY.

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Lower Prices to Quantity Purchasers!

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## Perfume Bar Sets Hot Sales Pace

NEW YORK, Aug. 13.—The present torrid heat wave that has descended on the Eastern seaboard is a mere breeze in comparison to the hot sales pace being set by the Perfume Bar, the perfume vender that has made such a hit with the merchandise machine ops, according to Bob Grenner, of Mechanical Sales Corp.

"Our sales haven't slackened for a moment," he said. "We have found that the intelligent merchandising machine operator realizes that there is no other package vender made that gives him such a fine margin of profit with the possibilities of the machine remaining on location for such a long period of time. That's why ops who have purchased this machine have come back again and again.

"This sales pace is only the beginning," Grenner continued. "It is only a sign of the business we can expect to do this fall. Up until now we've been hampered by being unable to make real volume deliveries to any one territory. We've had to split up the production among as many distributors as possible to satisfy the demand. Soon, however, the machines will be rolling off the lines at a merry clip, then watch us go."



**\$200 Weekly Profit**  
WITH EACH 2 IN 1 VENDOR YOU OPERATE

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TION OF FINEST  
CONDITION USED  
MACHINES.  
WRITE FOR PRICES!

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Track Times .....\$127.50

### EXTRA SPECIAL

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Over 60,000 Sold  
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5/8 Ball Gum at New Low Price.

**ROY TORR**

2047-A So. 68th St., Philadelphia, Pa.

## Hart Tells About Bob White Vender

NEWARK, N. J., Aug. 13.—Altho Frank Hart, of Eastern Machine Exchange, is still laid up due to a recent operation on his leg, he forgets all about being incapacitated when he starts talking about the new Bob White bulk vending machine which his firm announced this week, according to reports.

"This machine is modernistically designed," Hart stated, "featuring an armor-clad crinkle-proof finish and trimmed in highly polished aluminum. It has a large capacity for a machine its size and will handle every type of bulk merchandise ranging from nuts to candies, toys, ball gum, etc. The mechanism is slug proof and the mechanical construction of the machine is absolutely tops.

"Bob White is a machine the operator can depend on. All the experience we've acquired since being in this business has been poured into this machine. There are no corners on this machine. We feel that it will be one of the steadiest money makers that the operator can obtain."

# cigarette merchandisers' association

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

**WHAT** is a Cigaret Merchandisers' Association? Doubtless, many readers of this column who are not members of a CMA have wondered just what the aims and purpose of the various CMAs are. Well, the most simple explanation is that a Cigaret Merchandisers' Association is a trade association incorporated to foster trade and commerce in the automatic cigaret vending machine business; to settle equitably and justly differences between its members; to promote a more enlarged and friendly intercourse among automatic cigaret venders, and to exchange such information as will promote the conditions of members. These organizations are not incorporated for profit and collect dues from members in order to carry out the purposes of the organization.

All preparations are reported to have been completed for the Interstate CMA meeting to be held August 13-14 at Atlantic City. Judging by the number of advance reservations it looks like the attendance will surpass the regional meeting held by the CMA of New Jersey at Trenton a few months ago and perhaps overshadow the attendance at the Camp Stuts outing. Many members of other CMAs, as well as executives of cigaret vending machine manufacturers, match companies and other allied lines, will be on hand.

A representative of a prominent insurance company is making the rounds of New York members explaining in detail the insurance plan outlined in the July 16 issue. There appears to be definite assurance that the New York group will adopt such a plan by fall. . . . Several requests have been received for copies of the constitution, by-laws and trade practices of the New York association. Looks like the CMA influence is spreading. These copies are being forwarded as rapidly as possible. . . . From New Jersey comes word that the annual boat trip the Malkin-Illion Corp. stages for its employees is all set. The yacht Talofa has been engaged for the trip up the Hudson to Hook Mountain. . . . A new member of the New Jersey group is the Dierick Vending Co., of Newark. . . . George Dorian, of East Orange, N. J., was stricken with appendicitis during the past week. He's reported to be resting comfortably in the Orange Memorial Hospital. George is a member of the board of directors of the New Jersey group. . . . Vice-President Milton H. Lewis, of the New Jersey association, is reported to be recovering rapidly from the illness that confined him to the Beth Israel Hospital, Newark.

While New York executives of leading cigaret manufacturers report they know nothing of a coming price rise, rumors are flying thick and fast in the New York wholesale markets of an advance of 15 to 25 cents on the wholesale price of the Big Four brands. Plans to oppose the move are reported to be in the making.

An interesting communication was received from an up-State operator seeking information as to just what is the best way to combat a competitor who persists in offering an exorbitant commission to locations. Just as regularly as summer follows spring, this evil crops up periodically in most cities. An operator gets the hair-brained notion that he can secure all the locations in town simply by upping his commission a half a cent or cent. He figures that even though his profit margin will be smaller, his take will increase due to an increase in volume. Experience, however, proves that seldom does this dream work out.

There are many ways of combating the "excess commission evil." Operators can raise their commissions to a still higher level than that of the competitor and thus make the war a short but bloody one. They can meet his rate and suffer a loss of earnings. Or they can follow the time-proven sensible course of sitting tight and using salesmanship to offset the competitor's unsound commission rates until he mends his ways or puts himself out of business.

The last method has been found to be the best in many cases, especially in localities where the operator maintains a close relationship with the location owner. By emphasizing the quality of the service that has been rendered on different occasions at all hours; by recalling to the location owner's mind any unusual favors extended during the past; by pointing out that the location has always received a new machine every so often, etc., operators can neatly explode the dream that a higher commission is all that's needed to take away their locations.

It won't be long before the higher commission bird will have to cease his tactics or go bankrupt. Just look at the facts for a moment. Suppose a firm is doing a business of \$25,000 a year before it increases its commission rates. The greatest possible gross profit this amount of sales could give the firm would be 25 per cent or \$6,250. Out of this amount must come all expenses, sales, delivery and servicing expense plus general overhead. Let's say before upping the rate the firm's commission expense was close to \$2,500, leaving a gross profit of \$3,750 to cover all the above expenses excluding commissions.

Now this firm decides to up its commission rate one-half cent, and this increase is not offset by any lower price from the tobacco jobber. The amount of money it loses by virtue of higher commissions reduces its gross profit to \$2,617 without allowing anything for overhead or operating expenses. In order to bring the gross profit back to the level it previously enjoyed it would have to increase its business by \$7,000 a year or approximately 30 per cent. Then the firm would be realizing the same gross profit of \$3,750 which it had made on a \$25,000 gross, only it would have to take in \$32,000 to do it. To accomplish this the firm has to secure almost one-third again as many locations, purchase new equipment and necessarily add to its service cost and other expenses due to the increased volume of business.

Understand that the above figures show that a man must get approximately one-third as many locations to realize the same profit as he formerly enjoyed when he increases his commission just one-half cent. So it's easily seen that if the other operators in the community simply stick to their guns and see to it that their service is up to snuff, etc., it won't take long for the higher commission op to be in bad straits financially. For it's surprising how many location owners will not be able to see the wisdom of changing operators for the sake of a few extra pennies. Without the extra locations that are needed to bolster his volume of business the excess commission op is soon licked.

Coinography: Irving Silverman, of the New York group, has been head of the Metro Cigaret Service for the past eight years. Before becoming an operator he was associated with one of the prominent manufacturers of cigaret vending equipment. His many years' experience have given him a thoro knowledge of all angles of the business. Starting out in a small way, Silverman has been a solicitor, service man, an adjuster and is now head of an organization employing a good number of people.

Happily married for the past 18 years, the apple of his eye is his son Jerry, who proved to be an ace first baseman in the recent ball game between the New York and New Jersey CMAs. Silverman's hobbies are any and all sports. His pet vice is those long black cigars he smokes. Recognizing the value of an association to correlate all the activities of the industry, his organization was one of the first to enroll under the CMA banner, and from the very beginning he has been a valuable member to the group.

## Candy Men Are To Meet in Chicago

CHICAGO, Aug. 13.—Of interest to all operators and manufacturers of candy vending machines is the candy show to be held in Chicago in the near future. At this show it is customary to discuss plans for the successful merchandising of confectionery thru all mediums. The gathering of ideas from all over the country results in many new ideas being imparted to those present. It is expected that many coiners will be present.

All advance plans for the candy show and exposition to be staged at Hotel Sherman on August 24-26 by the Chicago Candy Club indicate it will be one of the biggest events of its kind ever held. The exhibition hall will be beautifully decorated to provide an attractive setting for the displays of manufacturers. The trade will distribute 25,000 admission tickets, and confection distributors of every kind, jobbers, brokers and retailers throughout Illinois, Western Michigan, Northern Indiana, Eastern Iowa and Southern Wisconsin, will be urged to visit Chicago for this event.

On Wednesday evening, August 24, it is hoped that Mayor Edward J. Kelly will be present to formally open the show, and among other well-known speakers on that occasion will be Otto Y. Schnering, president of the Curtiss Candy Co. and chairman of the merchandising-advertising committee of the National Confectioners' Association. Another important feature will be the selection of a candy queen, who will be formally crowned and presented with a gift of \$100. The runner-up in this contest will be presented \$50, and each girl to enter will receive a box of candy. Judges will be fashion editors of Chicago's daily newspapers.

The show has been purposely set for late in August as the most favorable time of the year for fall buying, and visitors will be given every encouragement to study the various displays assembled for their convenience and to place orders for early-season requirements.

## Pan Offers New Cinnamon Peanuts

CHICAGO, Aug. 13.—Introduction of a new hard-shell candy, cinnamon peanuts, has been well received by the trade, Pan Confectionery officials report. They say that there has been a definite need for a new hard-shell candy in order that penny vending machine operators might change the contents of the machines on their routes. Reports are, they state, that operators who change the contents of their machines from one product to another on a rotation basis have noticed increased returns.

The need for a confection of this type has been stressed by operators who declare that a tasty candy which is able to stand up without crumbling is needed to satisfy the consumer's jaded summer appetite for candies.

"Pan Confectionery Factory, which has specialized in the manufacture of hard-shell candies for bulk vending machines, has made many important advances in its determination to furnish operators with good candies which have high sales appeal for the ultimate consumer," said Willard Seefeldt, spokesman for the firm. "This new candy in our line is destined to become one of our best sellers judging from sales to date. That is understandable for the reason that everyone likes the refreshing taste of cinnamon, and customers are going for it in a big way."

## Hershey Chocolates Profits Up

HERSHEY, Pa., Aug. 13.—The Hershey Chocolate Corp. reports a profit of \$810,273 for the quarter ending June 30. After taxes and charges this is equal to 81 cents a share on 685,749 shares of common stock and compares with \$658,820, or 58 cents a share on 701,749 shares, in the June quarter last year.

The firm reported a profit of \$1,390,187, or \$1.29 a share in the March quarter of this year.

For the six months to June 30 the profit was \$2,200,460, or \$2.10 a share, as against \$2,014,972, or \$1.79 a share, in the corresponding period of last year.

# Damon Runyon Suggests Referendum on Gambling

Says that muddled situation allowing some kinds of gambling and not others should be left to voters—advises local control

CHICAGO, Aug. 13.—In his syndicated column, *The Brighter Side*, Damon Runyon comments on gambling as it is today. Runyon, widely known columnist and author of pithy, often sarcastic tales, comments also on the New York Constitutional Convention and the Hirschberg Bill to eliminate all existing laws against gambling. "In New York State, as in most other States, gambling is against the law and where open gambling is permitted it must be thru the tolerance of the officials. That brings us to the problem of whether officials, sworn to uphold the law, may rightfully tolerate violations thereof under any circumstances.

"Here again some say yes and some say no. It is a situation that is constantly producing arguments in favor of legalized gambling for all manner of games of chance, the same as horse racing, and we are now inclined to think that the only way a matter of this kind can be decided is thru referendum to the voters with local option permitted. "A State like New York might vote favorably on gambling thru the preponderance of votes in New York City, but we do not think the big cities should decide how the smaller and perhaps more moral communities should carry on their affairs. Incidentally, we note that Henry Hirschberg, district attorney of Orange County and delegate to the New York Constitutional Convention, has revived his proposal to eliminate existing laws against gambling in the Empire State in a somewhat modified form.

"His original proposal failed by a margin of three votes and he now intends amending his proposal to forbid the State from sponsoring any form of lottery which he thinks is objectionable to the other delegates."

## Dallas

DALLAS, Aug. 13.—The Kidd Sales Co., manufacturer of jar deals and salesboards, has just announced its removal to enlarged quarters at 2201 South Harwood street. New office and shipping rooms just been completed at the new location. The company's rapidly expanding business necessitated the move. Charles G. Kidd, president, says that two new jar deals will be announced by his firm in the next few days.

Mr. and Mrs. W. T. Daniels were hosts recently to Harry I. Drollinger and other friends for their regular annual fishing party in the waters of the Gulf of Mexico. Several hundred pounds of fine fish were caught and shipped to Dallas.

On Friday evening, July 29, Mr. and Mrs. W. W. (Mike) Ackman gave a fish fry and party. Mr. and Mrs. Harry Drollinger were guests of honor. Many local and North Texas operators attended the party. Numerous Dallas city and county officials were in attendance, among them being Ed Cobb, county tax collector; Judge King Williamson; Archie Lewis, of tax collector's office, and Wade Williams, candidate for district clerk.

The Ackman party was a double celebration, as Mr. and Mrs. Ackman were just taking over their new home, the Nickelbuilt Jr., which they recently purchased from Harry Drollinger. They have renamed their beautiful estate Edwall Acres.

A postcard received by friends of Bert Davis, local operator who is on a tour of Europe, said he was in Hell, a city in Norway.

Mrs. Mary Noedel and Geraldine Lake, of St. Louis, were guests of Mr. and Mrs. Charles G. Kidd the past week. After a visit to the Kidd home in Dallas the visitors were guests at a seashore party at Galveston over the week-end.

The Modern Music Co. is the name of the new firm composed of Harry I. Drollinger and his son, C. O. (Buddy) Drollinger, who joined the firm a few weeks ago after graduating from A. & M. College. The company is distributor for AMI phonographs and other coin-operated machines in the Dallas territory. W. W. (Mike) Ackman is associated with the firm as service manager.

Charles G. Kidd returned last week from a combination business and vacation trip thru East Texas, Louisiana, Arkansas and Missouri.

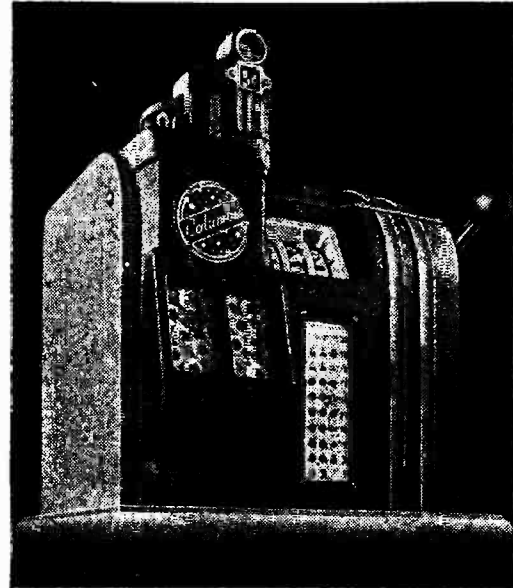
## Houston

HOUSTON, Aug. 13.—Hans Von Reydt, Wurlitzer dealer with headquarters in Houston, was gratified to see the large number of Houston coinmen who attended the Wurlitzer party at Dallas. Among those present were operators Lester Hearn, P. D. Stroup, John E. Williams, Mr. and Mrs. J. R. Hazlett, Mr. and Mrs. W. H. Benton, Mr. and Mrs. John Wilson and several friends of these operators. Others from Houston included John G. Wright, publicity chairman for Music Operators' Association of Houston, and Mrs. Wright; E. W. Daily, Wurlitzer dealer; and others.

Operator and Mrs. Joe Quatararo and their attractive daughter, Josephine; operator and Mrs. Joe Baine, Juliet Angelo, and I. D. Phillips and Guy Neece, of Texas Novelty Co., represented Beaumont at the party.

Operators who claimed the distinction of traveling the greatest distance to attend were A. S. Rodriguez and J. E. Garua Jr. (and their wives), from the Laredo Music Co., Laredo, Tex. Laredo is located on the Mexican border, and these people traveled across the entire State to reach Dallas. Rodriguez is owner of the company and Garua an operator.

A party composed of L. A. Blackwell; his brother, Fisher Brown, and his son, "the Colonel"; H. H. Horton, Mr. and Mrs. Tom Winn and Mr. and Mrs. J. D. Sivil went deep-sea fishing and really



## MODERN STYLING

of the latest Model Columbia Jackpot Bells focuses player attention immediately upon this smart-looking, fast-playing Bell.

Much larger profits are earned by Columbia, because it will also operate with Dimes and Quarters, change from nickels to other coins quickly made.

Completely slugproof, entirely silent in operation.

Satisfaction guaranteed or money refunded.

**GROETCHEN TOOL CO.**  
130 N. UNION ST. CHICAGO

Attention Foreign Buyers: **COLUMBIA** is built to handle most foreign coins; send sample coins with your inquiry.

caught the fish. Sixty-five kings, four mackerel and a 40-pound ling were the catch. Fisher Brown, Southwestern distributor for Rock-Ola phonographs, landed the ling and thus proved himself top fisherman for the day. F. H. Horton, not so optimistic as the rest, hooked a big one that wrecked his tackle in short order. Of course, Horton lost both fish and tackle.

L. A. Blackwell got a nice movie strip of the affair that was viewed with interest by local operators. The shots of Brown wrestling with the big ling were especially stirring.

W. B. Henderson, formerly of Twin City Vending Co., Miami Beach, Fla., was recently appointed service manager for the Hans von Reydt Wurlitzer service department. F. Cruz is cabinet man and in charge of parts department.

Operator O. M. Rutledge, of Austin, was a recent visitor at the A. M. I. office of this city.

A. H. Shannon, well-known coinman in Texas, reports excellent business with his National cigaret machine operations and fair sales on his coin-operated equipment. Shannon is owner of Coin Machine Sales Co., located uptown.

## BARGAINS

### CONSOLES

- Jennings Pick 'Em . . . . . \$149.00
- Gottlieb High Card, 9 Coin Head . . . . . 89.00
- Jennings Liberty Bell . . . . . 69.00
- Gottlieb Derby Single . . . . . 69.00
- Pace Race . . . . . 69.00
- Pamco Deluxe Bell . . . . . 39.00
- Keeney DERBY CHAMP (7 Coin Head) . . . . . \$125.00

### PAY TABLES

- Fairgrounds . . . . . \$ 69.00
- Gottlieb Multiple Races . . . . . 69.00
- Bally Reserve . . . . . \$ 39.00
- Gottlieb Horseshoes . . . . . 39.00
- Gottlieb Derby Day . . . . . \$ 32.00
- Preakness . . . . . 32.00

Foto Finish Navy '37 Daily Races (Red Cabinet) **\$19.50**

Spot Lite Classic Daily Races Spring Time Paddock Hi De Ho Bee Jay Royal Races Heavy Weight Ten Strike Pamco Tout Phantom Carom Multiplay **\$12.95**

Jennings Premier Scales . . . . . \$ 19.00  
POP-O-MATIC (Floor Sample) . \$75.00  
Pop Corn Machine

**TWO FOR \$25.00**

### PHONOGRAPHS

- Wurlitzer 616A . . . . . \$175.00
- Wurlitzer 616 . . . . . 149.00
- Wurlitzer 412 . . . . . 79.00
- Wurlitzer P12 . . . . . 59.00
- Mills Dance Master . . . . . 29.00
- Mills Troubador . . . . . 15.00
- Seeburg (Sample) REX . . . . . 159.00
- Seeburg, Model H . . . . . 125.00
- Seeburg Selectophone Deluxe . . . . . 49.00
- Seeburg Selectophone Regular . . . . . 29.00

## HY-G GAMES CO.

1641 Hennepin Ave. MINNEAPOLIS, MINN.

## -EXTRA SPECIAL- BALLY RESERVES

Operated Three Days. Guaranteed Perfect Condition and Like New.

ONLY **\$79.50** EACH

NOTE—Quantity Buyers 'Phone, Wire or Write for Quantity Prices.

TERMS: 1/3 With Order, Bal. C. O. D.

**THE VENDING MACHINE CO.,**  
205-15 Franklin St., Fayetteville, N. C.

## SPECIAL

10 BALLY RESERVES OR DAILY DOZEN, Latest Model — \$49.50.  
**MARION COMPANY**  
WICHITA, KAN.



DAVAL'S "JOKER LADY" smiles her invitation to all to try Daval's new style counter game Joker Wild.

## 315 Reconditioned Mills Blue Fronts

Serials from 360,000 to 400,000 and over. All original light oak cabinets. Single and double jackpots. With and without gold awards. Each machine has been buffed, cleaned and repainted by expert workmen and all are guaranteed to look like brand new. Money back and no questions asked if not thoroughly satisfied.

Nickels, Dimes, Quarters and Pennies. Each ..... **\$39.50**  
 Half Dollars. Each ..... \$49.50

## 215 Reconditioned Jennings Chiefs

These are remarkably clean jobs, repainted in original factory colors. They have seen very little play, and will give excellent service on location.

Nickels, Dimes and Quarters. Serials Below 125,000. Each ..... **\$29.50**  
 Serials Above 125,000. Each ..... \$34.50  
 Half Dollars. Serials Above 125,000. Each ..... \$44.50  
 Silver Dollars. Serials Above 125,000. Like Brand New. Each ..... \$89.50

### Other Reconditioned Slots

Each Machine Buffed, Repainted and Guaranteed

Mills Golden Bells and Venders. Mystery Pay. Nickels Only ..... \$29.50	Jennings Victoria. Half Dollars ..... \$24.50
Mills Skyscrapers. Pennies, Nickels and Dimes. 3-5 Pay ..... 19.75	Watling Rotatops. Dimes and Quarters ..... 24.50
Mills F.O.K. Venders. 20 Stops. 3-5 Pay ..... 19.75	Caille Commanders. 1937 Models. Pennies, Dimes and Quarters ..... 29.50
Mills QT. Green Front. Latest Serial. Nickel Play 32.50	Caille Cadets. 1936 Model. Nickels, Dimes and Quarters ..... 17.50
Mills Extraordinary. Dimes ..... 29.50	Caille Doughboys. Nickels and Quarters ..... 14.50
Mills Futurity. Nickels and Dimes ..... 29.50	

Mills Extra Heavy Duty Folding Stands, \$1.25 Each.

Numbers of Gooseneck Machines, \$9.75. Various Makes. Write for List.

Hundreds of Consoles, Automatic Payouts, Novelty Games, Counter Games and Other Coin-Controlled Devices ready to operate. WRITE FOR COMPLETE LIST.

Authorized Distributors for ALL the Leading Manufacturers

Write for Prices on New Equipment.

Terms—All Prices F. O. B. Valdosta. 1/3 Deposit, Balance C. O. D. Subject to Prior Sale.

## SOUTHERN NOVELTY COMPANY

Largest Distributors in Extreme South

123-131 WEST CENTRAL AVENUE, VALDOSTA, GA.

### Ponser to Chicago To Speed Delivery

NEW YORK, Aug. 13.—George Ponser left on a hurry-up trip to Chicago this week to contact heads of various manufacturing firms he represents in this territory. The purpose of his trip was to make arrangements for faster delivery of games in this area, it was reported.

Before leaving Ponser stated: "With Daval's Green Light and Robin Hood among the leading hits here and with Chicago Coin's Peppy and Exposition games in big demand, not to mention the pace being set by Keeney's Free Races and Entry, the demand for games has been so great that we must visit the manufacturers to see what can be done about receiving these games faster. The games now being released by the above firms in our opinion are among the best pin games ever seen in Eastern coin circles. Ops are demanding large quantity shipments immediately to cash in on the business these games will do for them, and we are making this trip to see what can be done to meet their orders promptly.

"You can bet I'll also be keeping my eyes open for anything new that these manufacturers might be planning to release. I've heard a lot of rumors about the releases the firms are getting ready to unveil. Perhaps I'll be able to get in on a few sneak previews on this trip."

### Lane's New Sales Plan Catching On

NEW YORK, Aug. 13.—"I'm so busy I'm dizzy." In that simple sentence Bert Lane, of Seaboard Sales, indicated the response of jobbers and distributors all over the East to Lane's new plan of acting as direct factory sales agent for coin machine manufacturers, it is reported.

"Coinmen from the whole Eastern seaboard and Canada are showing a red-blooded interest in the new kind of 'super distribution' brought into the coin machine picture by Seaboard Sales," Lane stated. "Where before there was often a lot of needless expense and

wasting of time in passing coin machines along, our new plan of bringing the factory right to the doorsteps of jobbers and distributors is saving them time, money and headaches. Now the boys can fill their coin machine needs from a swift, inexpensive, non-competitive source. So they're saying 'thanks' by rushing orders direct to our main offices here and thru our regional sales manager, Fred Iverson, in up-State New York, New England and Pennsylvania."

Lane made a flying trip to acquaint Canadian jobbers and distributors with his new plan during the past week. "Canadian jobbers and distributors were quick to see the profit-making possibilities in our new direct factory sales-agent plan. They have shown that they are more than glad to co-operate with someone who can eliminate some of the

needless expenses and loss of time in the coin sales set-up," Lane stated. He also reported he returned from his Dominion trip with a pocketful of orders for Genco's Splash and Oscar.

### "Robin Hood" Pic Helps Daval Game

NEWARK, N. J., Aug. 13.—One of the leading ops, it is reported, revealed that profits on one of the Robin Hood games he has on location soared sky high as the result of the current movie, *Robin Hood*.

"This machine really was on a test location in a candy store next door to one of the neighborhood theaters here," the op said. "It occurred to me that the

play on this game might be helped by the picture that was showing next door of the same name. At the conclusion of the picture I found that the machine had taken in twice as much as any game I'd ever had in the spot. On inquiring from the owner of the location I discovered that many of the theatergoers drop into this spot after the show. Most of them thought there was some tie-up between the picture and the game. It wasn't long before they were playing the game. Everyone liked it, the location owner reported. The name of this game surely is a honey, for it really attracts the public."

### Becker Predicts Perfect Games

CHICAGO, Aug. 13.—"It isn't going to be long now before we are going to see 100 per cent perfect coin games. By that," said Ray Becker, Keeney sales manager, "I mean we are now approaching the time when a game can be so designed and built to permit the operator to put it on location without any thought as to its mechanical performance from that time on. And also so perfect in playing appeal and principle it will be good for six months to a year on the same location.

"These all-perfect games are going to introduce new angles into operating. First, the operator will be able to cover wider territories. Second, he won't have 'location worries,' as he will be enabled to leave the game on the same location for a greater length of time."

He also said: "The game that doesn't work today has as much chance of reaching volume production as the proverbial snowball has in a Turkish bath. Nor does the limited appeal game get to first base. As a result the operators are now giving preference to games which are well established as 'winners.'"

Becker concluded: "Take our Track Time, for example. This game is now nearly 18 months old and yet it continues to be one of our leading sellers, because it has demonstrated its mechanical perfection as well as long life to the players. The same is true of our Free Races, which was introduced almost a year ago and which is now selling better than ever before."



WALTER LAND, Mills Detroit salesman; Charles Hess, Indiana op, and Bun Carr, of J. N. Carr & Son, Indiana, examine the loading chambers of the Mills cigaret vender.



## The Importance of Color and Design

By H. F. BURT

Automat Games, Chicago

Perhaps the question most often asked by the operator when considering the purchase of new machines is "Will it make me any more money?" This question is best answered by pointing out some of the concrete examples of color and design that have increased the profit for other industries.

The popular "streamliners" introduced by the railroads to meet the bus competition have shown remarkable results. The rebuilding of our theaters along modern lines and hundreds of other examples have proven without question that color and design do increase profits.

In many of our modern air-conditioned stores where equipment for dispensing drugs, drinks, etc., are used, an old-fashioned or poorly designed line of coin machine shows up very badly in comparison with units that cost thousands of dollars to design and are furnished to these stores by nationally advertised producers.

Not so long ago any board with holes in it and a few marbles on top was accepted as a pin table. Likewise, any square box with a globe on it passed as a vender. Today the progress in the industry has been so rapid and modern that nothing but the most attractive and pleasing games and venders are noticed by the public.

Vast sums of money have been spent by gasoline companies and others to find the most attractive colors with which to draw the trade. Other research has been carried on to determine colors most pleasing and most restful to the eye. New machines are now being designed in accordance with these new facts about color appeal. Particularly noteworthy is the trend toward the pastel shades of yellow, blue, tangerine and green.

Prominent design engineers recognize that the youth of today accept all present improvements and inventions as a matter of fact, and more important, expect it.

The youth of today are the potential buyers of tomorrow. Poorly designed and unappealing merchandise or machines that have not kept pace with the times will be classed as obsolete and become as extinct as the famed "dodo" bird.

Another important fact that operators must bear in mind is that the fair sex spend 90 per cent of the nation's income and any machine whose nature or color appeals to the women is unquestionably bound to make money.

The modern motif, however, must not be overdone by too excessive streamlining or too many colors. When this is done the equipment at once evolves into the novelty class and will be very short-lived. The design should be modern and slightly modernistic with a modest color appeal that will not clash or offend and will stay popular for many years.

## Strom of The Billboard Chicago Staff To Marry

CHICAGO, Aug. 13.—The *Billboard's* Chicago staff feels like the proverbial proud papa since it has the pleasure to announce the approaching marriage of its most eligible bachelor, Clifford Strom, to June Ostrand, also of Chi. The knot will be tied August 20 "somewhere in Chicago." They will take a two weeks' honeymoon trip to the Smoky Mountains in Tennessee.

Strom has been with *The Billboard* for five years in the advertising department. *The Billboard's* staff congratulates him—and his future wife.

## Chewing Gum Tax Lifted

WASHINGTON, D. C., Aug. 13.—The tax on chewing gum has been lifted, according to an item from the magazine *Confectionery—Ice Cream World*. The article as it appeared in the trade paper read as follows:

"Internal revenue collections on chewing gum sales amounted to \$94,333.15 for June, the last month the tax was collected. Under the revenue act which became law recently without the President's signature, the levy on chewing gum was eliminated effective July 1."

## Detroit

DETROIT, Aug. 13.—Detroit music operators continue their steady buying, according to reports. Among regular customers are Harry White, Mickey Power and the Commercial Music Co. No large numbers of machines are involved, but apparently older models are being replaced and routes expanded steadily.

"They say business is picking up now," said Eddie Clemons, manager of Modern Music Co. "I know from experience in my own operations that it is holding its own and I am looking for things to break even better in the next few weeks."

E. H. Spackman Co. has moved headquarters from the Central Detroit Warehouse to 10352 Beaconsfield avenue, on the east side of the city. Elwood Spackman, owner, represents the C. E. Britton Co. in the distribution of Nesley candy venders.

Spackman, who holds a commission in the U. S. Army, has been spending quite a bit of his time at Camp Custer, Mich., for the past few weeks. He plans to boost the venders more strongly when the fall season arrives, at which time this type of merchandise moves much faster.

Safeway Cigaret Service continued its program of expansion with the addition of more U-Need-a-Pak venders.

J. W. S. Langley and George Hawley, both well known in the vending machine field, have, with Alexandra M. Carnegie, formed Faucette, Inc.

William Girlock, of Electrical Motor Repair Co., has purchased 28 hot-dog vending machines of the make known as Smackers.

John Fink, former owner of the Circle S Rifle Club, which operated a chain of miniature shooting galleries in Detroit, is now district representative for the Popmatic Mfg. Co. Fink has established headquarters in Detroit's coin machine section at 11016 Broad street.

Fink is spending a large amount of his time on the road and now has local distributors appointed in most large cities in his territory except Detroit, where the appointment is shortly to be made, he said. He is quite enthusiastic over the way the Popmatic machine is going over in his territory.

An unusual location for one of the Popmatics was reported in a restaurant which does not even have a street entrance but faces on an alley. It is near a newspaper publishing plant and drivers of delivery trucks, pressmen and others come into it frequently from the press building and have made the machine a real money maker in this obscure location that would not at first appearance even support a machine.

Jack O'Hara is looking forward to a business pick-up in November, he reports, O'Hara is operating up-State.

Don C. Kline, head of the Kline Coin Machine Sales Co., who formerly operated weighing machines only, is now in the music machine field as well.

R. W. McAuley entered the ranks of operators this week with an order for a number of Pop-Corn Robots, new popcorn vender manufactured in this city.

Thomas Berdis, one of Detroit's newer music machine operators, devoting only his spare time to the music machines, is planning on a steady expansion of his route.

Berdis' main objective in establishing the business is to have a means of getting outdoors more than he does in his other work. He finds the route an ideal way of accomplishing this objective so that he can be outside as much as possible, and he looks the proverbial picture of health as a result.

Berdis' wife, Mrs. Lottie Berdis, is associated with him in the operation of the business. He operates, incidentally, under the firm name of the Ritzy Music Co. and is commonly known by the nickname of Mac.

Berdis is a believer in organization and is a staunch member of the newly organized Wayne County Music Operators' Association.

Michigan Vending Service is getting in readiness for an increased volume of business within the next few weeks. "We are looking for a very good business

\$
49<sup>50</sup>
EACH



NO TAX
BRAND NEW

### TREASURY BELL

Equipped with the Mystery Payout. Built in 1c, 5c, 10c or 25c Play.

#### 15-DAY MONEY BACK GUARANTEE

### WATLING MANUFACTURING COMPANY

4640-4660 W. FULTON ST., CHICAGO, ILL.

Est. 1889. Tel.: Columbus 2770.  
Cable Address: "Watlingite," Chicago.

from all parts of the country, according to responses we have received thru *The Billboard*," said Ralph Radner, member of the firm. "We now have several live-wire distributors and have several sections still open for which we will make appointments shortly."

## Kansas City

KANSAS CITY, Mo., Aug. 13.—Coin machine men are ready for fall. Altho business has been excellent thruout the hot months, the many days of 100-degree temperatures have made work unpleasant. Indications are that the fall season will compare favorably with past months. Coin machine workers hope so, inasmuch as June, July and the first half of August have proved extremely profitable for virtually everyone here.

In the spotlight the last several weeks has been the automatic phonograph, sales of which have risen to new peaks. Tim Crummett and Rue F. Mason, enterprising heads of the Central Distributing Co., are disposing of a huge order of new Wurlitzer models which they ordered when the Wurlitzer Transcontinental Special passed thru Kaycee last month. Both the "500" and "600" units, as well as the smaller table model, are proving extremely popular on location, and Crummett and Mason are convinced they cannot be topped for appearance, mechanical design and performance. Carl Hoelzel, president of the United Amusement Co., also declares coin-operated phonographs to be among his best sellers. Hoelzel's complete line of Bally games continues to sell well and he reports business as a whole is excellent. Several new night clubs and restaurants, opening in the downtown business district next month, will have phonos installed to lure patronage.

Increasing number of Popmatic popcorn machines and cigaret venders are noticeable thruout the city. Both types are receiving good plays from patrons.

A. E. Sandhaus is busy perfecting a fancy new 5-cent Sel-Mor vender which soon will make its appearance on the national market. Judging from the success of the famed Penny Sel-Mor, the new addition should be a sensational success. Sandhaus is well known as the enterprising president of the Great

States Mfg. Co., one of the city's largest vending machine manufacturers.

Hamilton Enterprises, Inc., reports an unusually large demand for the novel Walt Disney machines and charms. The organization was formed less than two months ago but already it is coming up nationally as an important concern.

Joseph Berkowitz and Dick Chandler, who together preside over the destinies of the Universal Mfg. Co., are assigning territories to experienced salesboard and jar-game salesmen. Universal factory production is at a new high peak.

Coin-operated parking meters are still being tested in Independence, a K. C. suburb. Several hundred were recently installed on orders of Mayor Roger T. Sermon Maurice Carey, city treasurer, reports Kansas City's meters to be showing consistent profits in the downtown business district. They were purchased more than a year ago from the Dual Co., Oklahoma City, and have proved a success financially and from the traffic angle.

### WANTED SALESMEN

Experienced Salesboard or Jar Game Salesmen wanted. Good territory and drawing account granted to right man. Best proposition ever offered to live wire, experienced man. Call in person at our office for best consideration. Mail applications considered.

### UNIVERSAL MFG. CO.,

104 E. 8th, Kansas City, Mo.

### LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

### BINGO

NEW to LEGAL COUNTER SKILL GAME. Amazing Money Maker! Write for Details Today!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

# Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

"Dear Sir: To prevent rough handling of my games on location I have used a simple expedient that has prevented the abuse that games oftentimes receive. I install two or three flashlight batteries conveniently in a corner of the cabinet. Then I attach an ordinary doorbell against the bottom of the cabinet. Connected in series with the batteries and the bell is an extra plumb bob tilt. If the game is pushed, struck or banged around excessively the bell will ring when the plumb bob swings against the brass contact plate.

"I have also utilized a switch with a weight soldered at the end of one of the switch leaves in place of the plumb bob. This switch leaf will make and break the bell circuit when the game is jarred, ringing the bell and warning the location owner that the game is being handled too roughly. Both the tilt plumb bob and the weighted switch may be adjusted to ring at any degree of roughness. An ordinary doorbell may be used and with it attached to the bottom of the cabinet it will sound loudly as the cabinet makes a fine sounding board.—P. G. Natting, Rochester, N. Y."

"Dear Sir: Having experimented with a number of different ways of cleaning the contact edge of phosphor bronze wipers, I believe that I have discovered the easiest method of doing it. I place a narrow thin piece of fine emery cloth around the wiping edge of the contact wiper and run it back and forth around the arc of the wiper. This action is similar to that performed by the bootblack when shining shoes with the shining cloth. When he places the cloth at the heel of the shoe and shines he also shines at both sides of the heel. This is the action that should be done on the wiper, with the wiper taking the place of the shoe.

"A wiper cleaned this way will always retain its shape and maintain the correct arc to easily ride over the contact buttons. Be sure not to apply too much strain against the wiper or it will be bent out of shape and will not make contact against the buttons.

"If the wipers are cleaned regularly on the inspection trips they will last longer and make a positive contact at all times.—H. G. Klein, Colorado."

This letter not only contains a sound suggestion, but shows that Mr. Klein is a careful operator by his mention of regular inspection trips. It is the clever way to keep everything operating the maximum length of time by regular check-ups. In a future issue will appear an article dealing with general check-up details.

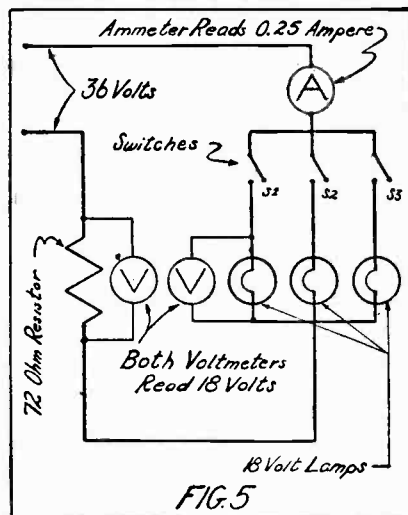
"Dear Sir: I have learned by experience to leave the wipers on my payout unit strictly alone. In the past when I experienced trouble with the payout circuit failing to complete the circuit and consequently failing to operate the payout unit, I would invariably start poking around the wipers. Just as invariably I would discover my trouble elsewhere. Finally it dawned on me that the wipers were usually protected on the payout unit and furthermore usually kept themselves clean by their very inherent action of wiping themselves clean as they passed over their contact drum.

"Do not misunderstand me and assume that I haven't had my share of trouble now and then. What used to make my trouble all the harder was the fact that I used to start trying everything without first locating the trouble. I check my payout units periodically now by gently rubbing fine emery paper on the drum part and then cleaning the wipers themselves by inserting a wide piece of emery paper on the underside of all the wipers and moving it back and forth. That's all; no bending of the wipers. They will probably never need it.—B. A. Stewart, Pennsylvania."

Mr. Stewart also has the right idea, that of periodic inspection. After all the idea is fundamental, just like the doctor and the dentist in their regular examinations: find the source before the trouble begins.

## How To Calculate Resistor Values Part IV

In Figure 5 is shown a circuit that illustrates the use of one resistor for a number of lamps. In this application the current is supplied to the lamps by means of closing any one of the three switches shown, marked S1, S2 and S3. It is assumed, however, that only one switch may be closed at a time. Each switch may be under a hole and arranged in such a way that only one of them at any time may be closed.



As the circuit is shown in Figure 5, no current is flowing when the switches are all open. However, if we close switch S1, the ammeter will indicate 0.25 ampere and the voltmeter connected as shown across the lamp will indicate 18 volts. Now open switch S1 and close switch S2. The ammeter will again read 0.25 ampere, but the voltmeter connected as shown will not indicate any voltage across the first lamp, as no current is flowing in this lamp with switch S1 open. But if we connect the voltmeter into the second switch circuit in the same manner as it is connected into the first switch circuit it will again indicate 18 volts. Likewise if switch S2 is opened and switch S3 is closed the meters will indicate the same value as indicated for the first and second lamp, namely, 0.25 of an ampere and 18 volts across the lamp or the resistor.

Let us quickly check by calculation the value of resistance employed. The power source delivers 36 volts, which must be reduced to 18 volts for the lamps.

# ROBIN HOOD

5 BALL NOVELTY GAME  
RESERVE BANK  
UP TO \$50.95!  
with INTERMEDIATE PAYOUTS  
OR STRAIGHT HIGH SCORE.

PROVEN  
A HUGE  
SUCCESS  
ON LOCATION!

COMPLETELY  
METERED  
FOR YOUR  
PROTECTION!

PRICE  
REGULAR  
MODEL  
**\$69.50**  
WITH  
RESERVE  
BANK  
FEATURE  
\$10 EXTRA

GUARANTEED 100%  
MECHANICALLY PERFECT!

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

### "SOMETHING NEW—SOMETHING DIFFERENT"

We take pleasure in announcing our new patented Jar tickets. None others made like it or similar. Full protection code slips with each set for your insurance against chiselers. Positively full sets, no short counts. As an added attraction for the player we have a desired amount of tickets in each set that read "Free Play Pick Again."

With the introduction of these new Tickets we are also introducing a new Streamlined Jar with full view from back of Jar so merchant can better see what player is doing. Tilted top of big, attractive, roomy Jar makes it easy for player to select tickets.

Samples of our new Tickets can be had for the asking, or better still, order a few Deals of the following that contain our new Tickets.

<b>BOX SCORE</b>	<b>PUT &amp; TAKE</b>
The Jar deal that is still scoring for operators; 3 deals complete for \$10.00.	A Fast-Selling Deal. \$1.00 complete as pictured in dozen lots. \$1.25 for single orders.
Takes in 2280 tickets @ 5c . . . . . \$114.00	Takes in . . . . . \$25.00
Average payout . . . . . 75.00	Pays out . . . . . 15.00
Average profit . . . . . 39.00	Profit . . . . . 10.00
If 2520 tickets are desired add 25c per deal to the above price.	Each set has different serial numbers.

One-half deposit of Post Office or Express money order must accompany all orders. All prices F. O. B. Louisville, Ky.

**LOUISVILLE NOVELTY MFG. COMPANY,**  
Manufacturers of Quality Jar Deals,  
330 EAST BRECKENRIDGE ST.,  
LOUISVILLE, KY.

### ATTENTION:— REAL BUY IN NOVELTY GAMES

Bally Reserve . . . . . \$37.50	Vogue . . . . . \$15.00	Home Stretch . . . . . \$8.00	
Daily Dozen . . . . . 45.00	Long Beach . . . . . 14.00	Daval Baseball . . . . . 7.00	
Marksmen . . . . . 30.00	Exhibit Basketball . . . . . 12.50	Ricochet . . . . . 5.00	
Ski-Hi . . . . . 27.50	Mercury . . . . . 12.50	Fire Cracker . . . . . 5.00	
Coney Island . . . . . 25.00	Dux . . . . . 12.00	Short Sox . . . . . 4.00	
Stoner's Electro . . . . . 25.00	Rose Bowl . . . . . 11.00	<b>PAYOUT MACHINES:</b>	
Stoner's Baseball . . . . . 25.00	Auroran (Stoner's) . . . . . 10.00	Gotlieb's Hollywood . . . . . \$20.00	
Airway . . . . . 22.50	Stoner's Races . . . . . 10.00	Preview . . . . . 12.00	
Silver Flash . . . . . 20.00	Great Gun . . . . . 10.00	Challenger . . . . . 12.00	

**SPECIAL—100 RECORDS FOR \$3.00—LATE NUMBERS**  
One-Third Deposit With Each Order.

**YALE AMUSEMENT COMPANY,**  
952 Grand Ave.,  
New Haven, Conn.

# WURLITZER \$144.50 ea.

— 616 — (Lots of 10)  
SINGLE MACHINE—\$164.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.  
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.

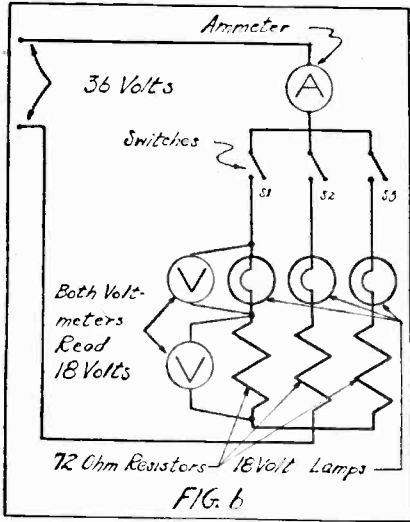
ROWE ARISTOCRAT (8 Columns) . . . . . \$22.50	KEENEY'S <b>BOWLETTE</b> \$29.50
STEWART & MCGUIRE (8 Columns) . . . . . \$27.50	(PRACTICALLY NEW)
NATIONAL 1937—9-30 . . . . . \$74.50	

**BABE KAUFMAN** MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y. C.

Therefore 36 minus 18 equals 18 volts to be dropped by the resistor. Using equation (3), which states that, and substituting, we find that,  
 $18 \text{ (volts)} = 0.25 \text{ (amperes)} \times 72 \text{ (ohms)}$ .

These values check with those shown in Figure 5.  
 Do not confuse Figure 5 with Figure 4, which showed two lamps in parallel, operating with one resistor of 36 ohms. In Figure 4 both lamps were lit at the same time, which required a resistor to reduce 18 volts when the current was 0.50 ampere, or 0.25 ampere for each lamp. In Figure 5 there are three lamps, with only one 72 ohm resistor, but in this case remember that only one lamp may be lit at a time.

Now look at Figure 6, which shows the same general circuit layout as in Figure 5, with the exception that each lamp has a resistor of 72 ohms resistance in series with it. As the circuit is shown no current is indicated by the ammeter, or voltage by the voltmeter, and neither are the lamps lit. However, if we close



switch S1 the ammeter will indicate 0.25 ampere, both voltmeters will indicate 18 volts, and the first lamp will light. The main difference between this circuit shown in Figure 6 and the one shown in Figure 5 is that in Figure 6 we may close any one or any two or all three switches. If we leave switch S1 closed and also close switch S2 the ammeter will now read 0.50 ampere, and if the voltmeters are left as shown they will still indicate 18 volts each. They would also indicate 18 volts each if they were connected into the second switch circuit in the same manner as they are shown connected into the first switch circuit.

We may also close switch S3 and leave switches S2 and S1 closed. With all three switches closed the ammeter reads 0.75 amperes and the voltmeters (connected into any switch circuit in the same manner as they are shown connected into the first switch circuit) will indicate 18 volts. As the lamps are shown in Figure 6, they are arranged in what is known as a parallel circuit. By this it is meant that the lamp circuits are in parallel and that the current divides equally among the lamps. If all three switches are closed then the ammeter will indicate 0.75 of an ampere, but the current in any one of three branch lamp circuits will only be 0.25 of an ampere. All other circuits illustrated except Figure 6 have been series circuits. Figure 5 might be confusing, appearing as if it were a parallel circuit also, but as only one lamp at a time may be lit, it must be considered as a series circuit.

## Small Retail Stores Here To Stay, Says Marketing Research Group

(Location Story)

WASHINGTON, Aug. 13.—Disappearance of small retail stores from the merchandising picture seems extremely remote, despite the expressed belief of some persons that such stores are on the road to extinction, according to a study of small-scale retailing made public by the Marketing Research Division, Bureau of Foreign and Domestic Commerce.

While the vast number of retail stores in the United States account for only a comparatively small per cent of the total retail sales of the country, the social aspects of their occurrence and economy are exceedingly important, it was stated.

Social significance of these places of business lies in the fact that they provide direct employment for about 1,500,000 persons; furnish employment indirectly for a large number of persons in production, manufacturing and transportation; provide occupancy for a great number of retail store properties that might otherwise be unproductive, and made available continuous or emergency retail facilities for the population, according to the study.

Owing to their large proportion of the total number of stores, while accounting for only a small proportion of the total volume of sales, very small stores will probably continue to be a problem to the supplier. They have been, however, and are now a great service to the consumer in many ways and will continue to exist so long as they provide service for which society is willing to pay, it was stated.

While the overnight disappearance of all small stores, with their retail sales volume spread out among the stores remaining, would not spectacularly increase the prosperity or the average sales volume of the latter, such disappearance would result in a severe shortage of retail facilities for many consumers, the commerce department study states.

Comparison of census data for 1929 with that for 1933 shows that as the nation plunged from the 1929 crest to the trough of the depression there was a great increase in the number of small stores and a lesser, tho still great, increase in the volume of business done by this group, it was stated.

Increase in the number of small stores during this period was due to a decrease in the volume of sales of many stores which in years prior to 1933 had enjoyed a volume in excess of \$10,000 and the opening of many new small stores.

Any reasonable estimate of dollar profit of small stores leaves no doubt of the smallness of dollar incomes provided to their proprietors. The average potential amount available in 1933 (a depression year) for proprietor's withdrawal, including wages and profits, was as little as \$44 a week, even on the most liberal estimate, for all retail stores. For the small stores the average potential for withdrawal amounted to only \$9 a week, while for the large stores it approximated \$107, according to the commerce department.

Since such estimate normally does not consider the income not measured in dollars, such as the opportunity of the proprietor to consume goods at wholesale prices, it usually understates the case for the small store.

Advantage of consuming goods at wholesale prices may indeed be the initial reason for the operation of many small stores; or the profit may exist in the form of employment that might not otherwise be available.

The study covers all retail stores, with special emphasis on a group of 982,184 stores, none of which had sales in 1933 exceeding \$10,000. The small-store group as a whole had in that year a total volume of business amounting to \$3,466,983,000, which was 13.8 per cent of the total retail sales in that year.

# Ted Stoner

NOVEMBER 14th, 1904--JULY 19th, 1938

The Stoner Corporation personnel wishes to extend their appreciation to the many friends who have shared our mutual loss.

It is gratifying to know that these friends knew our Chief not only as a business associate but as a true friend.

## Stoner Corp.

## Oklahoma City

OKLAHOMA CITY, Aug. 13.—Oklahoma ops are enjoying a spell of prosperity and are now running many machines, including vendors, amusement, music and service. The small towns, especially those in the wheat belt, are blessed with a large flow of cash due to a bumper wheat crop and a fair price for same. The wheat belt has called in thousands of laborers, many of whom are good coin machine players.

The spreading out of the oil field activities in the State is affording the Oklahoma operators a chance to expand along with the "wildcatting" and small production activities.

Distributors report heavy sales for July and everyone is looking forward to even increased selling during the early fall.

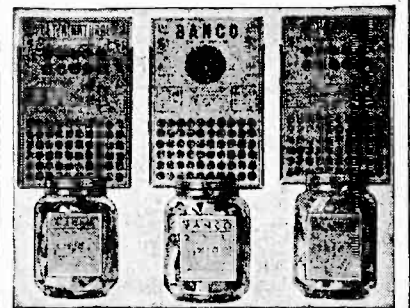
During the past few months the Boyle Amusement Co. has sold more than two carloads of the Rock-Ola phonographs, according to statement released by Bernard Boyle.

Harold Miller, head of the Miller Novelty Co., will leave with his wife and daughter, Betty Jo, for Fort Worth, Dallas, Galveston and points in Louisiana.

Jimmy Boyle, Boyle Amusement Co., accompanied by H. J. Morrison, Wichita, Kan., operator, is on the West Coast for a month's vacation, including stops in Oregon, Washington and California. Glen Repagey, formerly operating in and around Tulsa, is a newcomer to the Boyle staff.

Harold Miller's junior partner, Ed Herrick, has purchased a new home in

## 3 Complete New \$888! JAR DEALS for only \$33.00 Each



Get a Natural 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71 Av. Profit, \$43.00.	Banco 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$42.60.	Half A Hundred 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.30 Av. Profit, \$42.70.
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**\$21.00 PER DOZEN**  
 COMPLETE Deals \$26.40 per dozen. Reels and cards \$21.00 per dozen. If 2,520 tickets are desired, add 25c on each deal. Send only \$4.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time. Send for Catalog Other Winners.

**WINNER SALES CO.**  
 "Pick a Winner with Winner."  
 3307 ARMITAGE AVE., CHICAGO, ILL.

the Nichols Hills section of Oklahoma City.

Rice Music Co. reports Wurlitzer phono sales ahead the last few months. Rice, along with all other Oklahoma column, looks forward to a busy fall season.

L. L. Barrett, of the Rice Music Co., has returned from a pleasant vacation on the West Coast.

**BELIEVE YOU ME..**

says

**GEORGE PONSER**

NEW YORK, N.Y.



... smart operators these days are capitalizing on the sure-fire steady money-making penny cigarette appeal of ...

**SMOKE REELS**



**NEW STYLE PENNY CIGARETTE COUNTER SENSATION!**

WHAT OPERATOR DOESN'T PREFER 5000 PENNIES FROM HIS SMOKE REELS CASHBOX RATHER THAN TWENTY OR EVEN FORTY NICKELS FROM A GAME WITH LESS APPEAL? YES, OPERATORS ARE CONSISTENTLY REPORTING A TAKE OF 5000 AND 6000 PENNIES AT ONE TIME FROM THE CASH-BOX OF SMOKE REELS! THAT'S REAL PROFIT FOR ANY OPERATOR!

SMOKE REELS is the FIRST 5 REEL CIGARETTE GAME . . . precision built by DAVAL, makers of the famous Penny Pack . . . easy to play . . . easy to understand . . . beautiful and convenient in its radio-type cabinet of solid walnut . . . equipped with exclusive Daval swivel turntable base . . . and priced amazingly low . . .

**SMOKE REELS IS A WOW! Gets Profits—And How! Order Yours Now!**

PRICE \$22.50  
F.B.B. CHICAGO

**DAVAL**

325 N. Hoyne CHICAGO

# British Ops Haled to Court on Building Ruling

Authorities arrest machine owners on demand that they submit plans of machines for approval before "erection"—case dismissed by court

CHICAGO, Aug. 13.—Great Britain's coin machine trade paper, *World's Fair*, reports a somewhat amusing incident, or so it appears to us, in its issue dated July 30. It appears to have been a very serious proposition that machine operators were up against when British authorities brought action against them for "erecting temporary structures" on an amusement site without first presenting plans of the "structure" to the authorities. The "structure" in this instance was a skill merchandiser. The summons was issued under the Blackpool Improvement Act, 1901, which states that a person erecting either movable, permanent or temporary structures must secure the approval of the "Corporation" (authorities).

The defendant gave evidence that the machine was an automatic one, and that he had used this type for the last 20 years. He had had all sorts of machines on the promenade during that time. They were no larger than this one, but the working had been of different construction. The machine was moved from one place to another, according to where most money was likely to be taken, and it stood on a stool. The machine itself was a box 2 feet 10 inches high.

I. McAuley, counsel for the defense, submitted that the Act was never widened to include an automatic game. There was no evidence whatever that the machine was a structure within the meaning of the Act.

"It is more like a radio-gramophone. If he had put a radio-gramophone there, even if he had not played it, it would probably have been called a structure. If that is the case, it would be rather inconvenient if one placed a radio-gramophone in a backyard during spring-cleaning time.

"I say the section applies to a building or structures of the same nature and character as a building. If this is a structure within the meaning of the Act, a cigaret machine outside a shop would be a structure, but it would be a very vexatious position if the traders in a great boro like this had to submit a plan for cigaret machines. Surely it would be most intolerable if everything placed outside one's house or business required the submission of a plan to the Corporation.

"That is really the position the Corporation are asking you to bring about, and force may be given to my argument by the fact that, altho this Act was passed in 1901, it is not until 1937 that for some reason the Corporation began to take the view that these machines are structures. They have been using this Section to maintain and improve buildings in the boro, yet they never had

# Bally Klondike Okeh, Says Moloney

CHICAGO, Aug. 13.—Ray Moloney, president of Bally Mfg. Co., reports "approval by ops has been noticed over a widespread area of the new change-over switch by which Bally's Klondike one-shot may be operated either as a single coin game or a four-coin multiple."

"This idea," Moloney said, "means greater operating flexibility, as the operator can adapt the machine to changes in territorial conditions. This flexibility, of course, also increases the resale value of the machine. However, it will be a long time before any Klondike operator starts worrying about resale. The game is really going over, thanks to the big appeal of the odds-booster feature whereby all 16 holes on the board can pay up to 150 points. This feature, as well as the electric Ballyhole with free play and progressive payouts, is making a hit wherever Klondike has been placed on location."

occasion until last year to utilize this Section for the purpose of maintaining that games are structures in the nature of buildings.

"Suddenly they bring a string of summonses before you. For 36 years the Corporation held the view as I have put before you, that these machines were not structures within the meaning of the Act.

"I say it is fantastic that machines which resemble radio-gramophones should be approved as structures by the Corporation's boro surveyor."

After retiring the judges said that careful consideration had been given to the case, and the bench were of the opinion that this machine did not come within the meaning of the Act, and therefore the summons would be dismissed.

**"ROLL-A-ROUND!"**  
**The New GUARANTEED SAFE Machine Cabinet**  
BUILT IN ONE PIECE OF FINISH STEEL

**STOP THE HI-JACKER**  
With Our Heavy All-Steel Machine Cabinets. Write for literature and prices. Guaranteed re-conditioned games. You don't gamble when buying from us.

Seeburg Ray-O-Lite Guns	\$135.00
Rock-Ola 14-Ft. Rock-O-Balls	75.00
Mills 25c and 5c Play Futurities, Each	37.50
Alrpop-it Machines, Used 6 Weeks, Each	140.00
Ray's Tracks	59.50
Paces Races, 4700 Series, Each	175.00
Mills Single Slot Cabinets, Each	17.50
Chicago Metal Single Cabinets, Each	17.50
Double Heavy Steel Cabinets, Each	40.00
Callie Centuer, 5c Play, J.P.	100.00

**THE STARK NOVELTY CO.**  
1510 Tuscarawas St., W. Canton, O.  
WALTER ANGELI, Manager.

If Jackpot Bells or Venders are operating in your City or County, write us immediately. We have 1000 machines to lease. Give complete information first letter as to kind of machines running, number of locations you can secure, your age, references, etc. Make good money with a route of machines.

**THE VENDING MACHINE COMPANY**  
205-11 Franklin Street Fayetteville, N. C.

# Royal Coin Exec Finds Biz Good

CHICAGO, Aug. 13.—Reynold Pollard, of the Royal Coin Machine Co., reports that there was a decided change for the better in business during the past week. "If it keeps up we will have to look for larger quarters," he said.

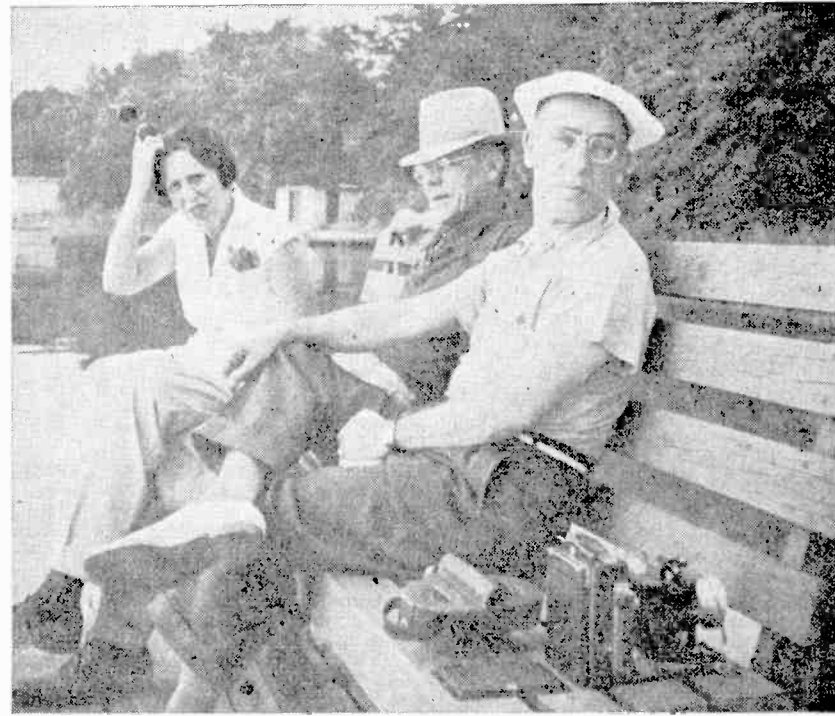
"Whether this new spurt is caused by the government's spend-lend program or some other agency I do not know, but I do know that business for us is steady, with the accent bearing heavily upward.

"If we of the coin machine field would take inventory and look ahead on the bright side of things instead of looking on the black side we would be much better off. It is my opinion that it is the 'morally big man' who is going ahead because he does not bother to look around for small, petty things to worry about. He is always looking to the future. I say that we should all get set for better times and give it all of our support instead of finding fault with it.

"We out here at Royal, while admitting we are not the world's biggest or oldest coin machine distributor, will say that we are trying our best. All our merchandise is the best and is shipped out in the best of condition. And, what's more, we are making friends fast."

## Fort Worth

FORT WORTH, Aug. 13.—Fort Worth operators are elated over the election of W. Lee O'Daniels as governor. O'Daniels has always been a very considerate chap—a really friendly "hillbilly"—and ops believe that he will treat them square. He swept to victory in the first primary election, beating his opponents so badly that there will be no usual August runoff. The hillbilly banjo player from Kansas is Texas' next governor and will take the oath of office on January 12, 1939. In his first radio speech after being elected he said: "The latchstring will hang on the outside at the mansion. Come on down to see me and the family. Bring your own horse feed and stay all night." From now on everything in Texas will be known as "hillbillies." Already cafes are offering hillbilly chili and plate lunches, and shoe-shine boys are crying, "Get a hillbilly shoe shine here." Texas operators are going to need a high, wide and handsome novelty marble game named Hillbilly, so manufacturers take a tip.



RECENT PIER PARKERS at the Keeney Kottage at Eagle Lake, Wis., were (left to right) Mrs. J. H. Keeney, Carl Lax and Bill (The Sphinx) Cohen.

Counter games still lead the parade among amusement devices in this city, with marble tables running second. Phonographs are holding their own with many new pieces of equipment being placed weekly by the leading music mer-

# Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

in the areas defined by each of such openings, a cover plate for the cards in the hand adjacent to the player and in the hand opposite the player, and a movable cover plate for closing each of the two other openings, each of said latter plates having an aperture therein of such size as to uncover only one card representation at one time, the playing surface being marked with spaced numerical designations indicating sequence of play of said latter hands and the sheet being marked with numerical designations indicating sequence of play of the cards in the two first-mentioned hands.

Patent No. 2,124,575.  
Pertaining to Acoustic Device for Phonographs and Radios.

Application October 30, 1934.  
Issued July 26, 1938.  
Number of Claims, 5.  
Inventor's Name—James C. Karnes, Buffalo, N. Y.

Claim No. 2—In an acoustic device, a container comprising inclosing walls, the side of the walls of one corner of the container being planar and constituting sound diffusing baffle, a sound radiator including a horn within the container and having its axis directed towards the corner constituting the baffle, whereby sound waves delivered against the baffle are reflected uniformly with respect to the sound radiator, and the portion of the container inclosing the sound radiator having sound emergent openings.

Patent No. 20,818.  
Pertaining to Selective Phonographic Playing Machine.

Original Application June 4, 1935.  
Renewed November 24, 1936.  
Application for Reissue May 20, 1937.  
Issued August 2, 1938.  
Inventor's Name—Paul H. Smyth Jr., Evanston, Ill.

Number of Claims, 71.  
Claim No. 12—In phonographic mechanism of the class described, the combination of a set of ring-shaped record carriers normally standing in column relaxation, each provided with an extension, vertically extending pivoting means for the several extension, a universal latch bar associated with the set of carriers and mounted to swing inwardly, a latching finger on each of the carrier extensions adapted when tripped to be engaged by the universal latch bar, selector means for tripping the latching finger of the selected carrier to position to be engaged by the universal latch bar, and means for swinging the universal latch bar to carry with it the engaged record carrier, a restoring bar associated with the universal latch bar and mounted to swing therewith and adapted to engage a previously swung record and restore it to column position, a turntable and means for rotating the same, and means for raising and lowering the turntable thru the planes occupied by the respective carrier rings when swung inwardly to engage and elevate a selected record and subsequently restore the same to its carrier ring, and means for playing the selected record when elevated.

Patent No. 2,124,939.  
Pertaining to Park Amusement Device.

Application October 7, 1936.  
Issued July 26, 1938.  
Number of Claims, 13.  
Inventor's Name—Edward A. Zebulski, North Tonawanda, N. Y.

Claim No. 1—In an installation for amusement rides, an inclined trackway having an elevated front portion and being declined rearwardly, a passenger car having back and seating portions, means for supporting the car on the front portion of the trackway with the car back rearwardly facing the rearwardly declined track portion, means for guiding the car rearwardly down the inclined trackway, and means in the car and trackway for varying the angular relationship of the car with respect to the supporting track.

Patent No. 2,125,696.  
Pertaining to Game Apparatus.

Application July 18, 1936.  
Issued August 2, 1938.  
Number of Claims, 3.  
Inventor's Name—Glenn M. Surprise, Cedar Lake, Ind.

Claim No. 1—Apparatus of the class described comprising a base member described with a laterally inclined discharge chute; a transparent cylinder charge container; a top member having a top surface and an open bottom and secured on top of said cylinder and providing a chute within chute, and an intag to receive dice from said entry chute, deflect them and discharge them on said discharge chute.

Patent No. 2,124,241.  
Pertaining to Game Apparatus.

Application March 23, 1938.  
Issued July 26, 1938.  
Number of Claims, 11.  
Inventor's Name—Albert Ellis, New York, N. Y.

Assigned to Bridge Master, Inc. New York, N. Y.  
Claim No. 1—A card game adapted to be played by a single player and simulating a four-handed game normally played by four players, the game comprising a playing board having an opening adjacent to each marginal edge thereof, a sheet removably positioned on the lower surface of said playing board, the sheet being inscribed with representations of a plurality of playing cards.

CHICAGO

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EXTRA JUICY ALLOWANCES to operators in New York, New Jersey, Eastern Pennsylvania, Delaware and Maryland on every type and make of amusement game. We've got a really remarkable deal for coinmen who want to convert amusement games into live, gorgeous, money-making SEEBURG SYMPHONOLAS. Grab this opportunity quick! Let us know what you have and we'll shoot back some sweet figures!

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Us for Used Games That Are Really in Excellent Condition, All Nice and Clean, Repainted When Necessary and CAREFULLY PACKED.

ATLANTIC CITY . . . \$49.50	CHICO BASEBALL . . . \$21.00
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THE ORIGINAL PENNY CIGARETTE MACHINE.  
More Popular Than Ever  
At Your Jobber, or Direct From Factory.  
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**GENCO'S SPLASH & OSCAR**  
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BILL HAPPEL, Badger Novelty Co., Milwaukee, smiles as he looks over Bally Mfg. Co.'s new Grandstand, a multiple one shot with "reserve" feature.

FREE GIFT OFFER with our SUMMER CLEARANCE SALE

WHILE THEY LAST

Beautiful Rubber Blade Electric Fan Free with purchase of any three Paytables or Consoles listed. Two speeds—assorted colors—ideal for office or home—\$8.95 value.

PAYTABLES

- MILLS 1-2-3 (Latest model, factory reconditioned) \$ 87.50
KEENEY DERBY CHAMPS (Combination Paytable & Console) 129.50
QUINELLA (7 coin drop head) 89.50
BALLY ENTRY 47.50
FAIRGROUNDS 75.00
MILLS BIG RACE 69.50
CLASSIC 19.50
GOLDEN WHEEL 24.50
GOTTLESS DERBY DAY 27.50
BREAKNESS (Multiple) 34.50
AK-SAR-BEN 69.50
MILLS FLASHER 67.50
BALLY SNAPPY 47.50
FOTO FINISH 22.50
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CONSOLES

- Ray's Track \$ 89.50
Favorite 64.50
Bally Saddle Club 99.50
Bally Teaser 39.50
Dark Horse 59.50
Western Dewey, Jr. 52.50
Bally Skillfield 119.50
Mills Rio 84.50
Gallop Dominos \$104.50
Rolleto, Jr. 94.50
Rosemont 52.50
De Luxe Bell 52.50
Keeney Skill Time (Red Head) 137.50
Saratoga 43.50
Domino 42.50
Jennings Ogarola 119.50

PHONOGRAPHS

- WURLITZER 716 (16 Records) \$147.50
WURLITZER 816 (16 records) 142.50
ROCK-OLA RHYTHM MASTER (16 records) 82.50
WURLITZER 412 (12 records) 84.50
MILLS DO-RE-MI (12 records) 69.50
MILLS DANCE MASTER (12 records) 27.50
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SEEBURG MODEL B (12 records) 59.50
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- MILLS KOUNTER KINGS \$14.50
DAVAL BELL SLIDE 10.50
ABT TARGET, Model F 16.50
TRIPLE GRIP 7.50
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REEL DICES 5.00
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All machines reconditioned and cleaned. Write for complete list of Automatic Paytables, Novelty Games, Consoles, Slots, Counter Games and Phonographs.

Write for sensational list of closeout prices on other pay tables, consoles and legal equipment.

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New Orleans

NEW ORLEANS, Aug. 13.—New coin machine equipment is pouring into the Crescent City this week as locations reclose-down for the city after a payoff machines several months. Non-dozens and both are popping up by the owners report operators and location a very good play.

The Dixie Coin Machine Co. has received a shipment of new Bally Fleets including Reserves, Arcades, rapidly led Bambinos and these are being placed on location as set-

Jules Peres, of the Peres Novelty Co., announces that his firm has the Genco line of machines in stock and he forecasts a good fall business for Double Track, Grand Slam, Oscar and other Genco games. Several of the first shipments of the line have been placed on location in the city.

Ed Rodriguez has joined the Peres Novelty Co. as territory salesman. Rodriguez and Jules Peres, head of the firm, are planning to leave in a few days for a short vacation in Havana, hoping to take along with them Julius Pace, president of the coin machine association here.

Among out-of-town callers at local distributors' display rooms this week were O. E. Sirley, of Gulfport, Miss., and Henry Hymele, of Wallace, La. Frank

Sansone, of Morganza, stopped in for a few hours and among purchases took home a paid slip for several new Jennings Dixie Belle machines. Charles Glorioso, of Thibodaux, was also a buyer of a line of Dixie Belles.

Jakey Atz, for several years prominently connected with the coin machine industry in this section, spent a few days in New Orleans this week before returning to Mexico, where he is interested in operations. Atz is the son of the famous Jakey Atz, of baseball fame.

Ruth Bosworth, secretary of the New Orleans Novelty Co., brings the Bosworth majority in that organization to three. Three brothers, Ralph, Ray and Bob, are also members of the firm.

R. E. Williams, North Louisiana phonograph and pin game operator, looks for a big pick-up in business within a few weeks with his section of the State raising its biggest cotton crop in several years. When the cotton belt is prosperous so is Williams' section.

Operations of phonographs in the New Orleans area by the Star Amusement Co. have been purchased outright by the Jules Peres Novelty Company. New offices have been opened by the new operating firm at 938 Poydras street and Frank De Barros appointed manager of operations. The Star company was only recently bought from Ed Krame by Jerry Germentis, who in turn quit the operating field to enter the selling field.

Dan Cohen, head of the Pleasure Amusement Co. and Direct Sales Co., has now fully recovered from a recent operation which confined him to a local hospital for several days. He reports a very good summer business and looks for new peaks in operations the coming fall and winter.

The newly created New Orleans territory branch office of Brunswick will be located at Baronne and Union streets and in charge of Ernie Oertle, for several years hard-working territory factory representative of the company. The new office should be opened in about two or three weeks, when the building will also be occupied by the Grunewald Music Co., one of the largest and oldest general music houses in the South.

R. N. McCormick, Southern sales manager for Decca Distributing Corp., left for a trip of about 10 days to the Dallas and Memphis branches and intermediate territory. Mac looks for a continued heavy demand and recordings and credits much of his best summer turnover to the increased demand coming from coin phonograph operators. He says that sales of Flat Foot Floogee are leading toward setting a high individual record for the Southern area.

Sam Gentilich, manager of Dixie Music Co., reports large sales of new J. P. Seeburg phonographs to operators in the Mississippi delta as cotton money begins to circulate. The firm recently received its third large shipment of Seeburgs since its organization early this summer and finds itself on the verge of ordering more for an expected fall improvement.

Keeney Reports Good Sales Level

CHICAGO, Aug. 13.—"We, as is customary in this business, looked for the usual August slump in orders, but these so-called 'dog days' have been 'hot dog' days for us," was the manner in which the J. H. Keeney Co. reported business conditions.

"July saw us receiving more orders for Keeney games than we have had for this month in any year in our history, and August, from all indications, will beat July. These record-breaking sales are due to our having three winners at one time, namely, Triple Entry, Winning Ticket and Multi-Free Races. Of course, the 1938 Track Time is still a tremendous seller with us.

"Triple Entry is Keeney's new nine-coin three-dial console game which issues an award for the appearance of a played number coming up on any one of three dials.

"Winning Ticket is a new one-ball multiple-play payout table patterned after the famous Handicapper.

"Multi-Free Races is a non-payout pin game issuing awards in 'free plays.' Winning awards are 'played off.' This game is going strong in 42 major ter-

H. C. EVANS & C

WANTED TO BUY PENNY PACK RESERVES 1938 SKILL TIMES LONGCHAMPS CONSOLES FOR SALE 1938 Skill Fields \$100.00 1938 Skill Times 185.00 Kentucky Clubs 175.00 Track Times, R. H. 115.00 Rosemonts 30.00 Derby Days 50.00 Liberty Bell 50.00 Bally Favorite 37.50 Club House 42.50 Saddle Club \$ 59.50 Jockey Club 37.50 Gottles Derby Day, 9-Coin Head 69.50 Earl Horse 49.50 Ray's Track, over 4000 Serial 47.50 Turt Special, Like New 49.50 NOVELTY TABLES Eally Reserves \$47.50 Silver Flash 19.50 Hare & Hound 19.50 Auto Derby 12.50 A. S. T Targets 15.00 Big Game Hunter PAYOUT TABLES Flathers \$ 55.00 Breakness 25.00 Fairgrounds 69.00 Golden Wheel 18.50 Caroms 15.00 Classic 15.00 Flicker 12.50 Derby Days 20.00 High Cards 20.00 Pamco Palooka 8.50 Stoner Champs 109.50 Arlingtona 30.00 Turt Champs 19.50 CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

Guaranteed The Best Deal From The Best Kentucky Clubs \$149.99 Track Times 109.99 Skill Times 119.99 Grey Heads 99.99 Exhibit Jockey Club 7 Play; Ray's Track No. 3800; Tanforan Shook the Moon, Mills Flasher \$49.99 Fleetwoods \$ 69.99 Stoner's Lotiona, Ticket & Cash; High Card, Clock 19.99 Pamco Turt, Broadway Angel, Bally Rambler, Classic, Home Stretch, Carom, Ball Fan, \$9.99; Scoreboards, Reel "21", Fruit & Poker Red, \$4.99. Will buy Cigarette Reels. What Have You? BEST NOVELTY CO., 1047 ST. CLAIR, CLEVELAND, OHIO

Wanted: Exclusive Distributors Prefer men who are operating, selling or have sold or operated salesboards, jar deals, merchandise deals, etc. Exclusive franchises will be given to proper men to sell to operators and jobbers in his State or County. Commission basis only. \$5,000.00 to \$10,000.00 a year possible to right man. Give complete history in first letter. All replies held confidential BOX No. 333, care The Billboard, 54 W. Randolph St., Chicago, Ill.

territories, such as New Orleans, Los Angeles and other points."

J. H. (Jack) Keeney is now visiting Keeney distributors along the Pacific Coast arranging for fall shipments on regular schedules to the Western markets. Multi-Free Races, according to Keeney, is being ordered heavily in the many non-payout territories of the section.

Coinmen in Luck On Second Trip

NEWARK, N. J., Aug. 13.—The second deep-sea fishing expedition of local coinmen was a decided contrast to the one a few weeks ago, according to Irving Orenstein. "This time we came in with a record catch of 167 fish," he stated. "The fish were really hungry, it seemed.

They grabbed the bait as soon as it hit the water. This trip was quite a contrast to our last one when we had to buy fish on the dock to save our face. This time we couldn't find enough people to give them to. We are planning another expedition very soon."

Those making up the party this trip were Leo and Sam Waldor, former manufacturers of the Target Roll game; Harry Pearl, of Ace Vending; Charley Folgaar and Irving Orenstein.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



## AUGUST CLEARANCE BARGAINS

The Following Machines Are Slightly Used and in Perfect Condition:

- 1—Paces Races, black cabinet, cash pay, Serial No. 2741, \$100.00
  - 4—Ray's Tracked 5c play, check separator, like new, Serial Nos. 4571, 4545, 4795, 4416. Ea. 75.00
  - 4—Galloping Dominoes, 5c play, regular style coin head, high serials, perfect condition. Each 75.00
  - 4—Exhibit Single Slot Chuck-A-Lettes, 5c play. Each 32.50
  - 1—Gottlieb, 9-slot, 5c play, Console Horse Race, floor sample 85.00
  - 1—Bally Skillfield, slightly used, like new, Serial No. 2143, 65.00
  - 1—King Pin, cash pay, Serial No. 5740 210.00
- 
- 15—Bally Reserves, guaranteed like new. Each 37.50
- 
- 1—Foto-Finish, ticket model, like new 25.00
  - 3—Air Races, ticket model, like new. Each 10.00
  - 1—Bally Racing Form, like new, cash pay 27.50
  - 2—Airways, like new. Each 22.50
  - 1—Flying High, ticket model, like new 15.00
  - 1—Genco Football Touchdown, floor sample 35.00
  - 1—Green Lights, with meter, floor sample 45.00
  - 1—Stoner's Miss America, like new 15.00
  - 6—Mills Kounter King, like new, Ea. 15.50
  - 1—Jennings Grand Stands, 1c play 15.00
  - 1—Bally Entry, like new 60.00
  - 20—Gottlieb Deluxe Grip Testers, S. U. Each 11.00
  - 1—Bally Entry, like new 65.00
  - 1—Bally Fairground, like new 65.00
  - 2—Stoner Air Races, Perfect 11.00
  - 2—Bally Fleetwoods, like new 65.00
  - 1—Genco Recorder, like new 35.00
  - 4—Bally Babys Kounter Game, Each 4.00
  - 4—Mills Q. T.'s 5c play, jackpot venders, Serials over 17,000. Used 6 weeks. Each 44.50
  - 2—Western Baby Grand Kounter Game, Each 4.00
  - 10—Deuces Wild, with ball gum venders, brand new. Each 20.00
- 
- 10—Lucky Packs, Brand new, with gum venders. Each \$20.00

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale and all of the above prices are effective August 20, 1938. We have all latest hits available for immediate delivery, Stoner's Zeta, Bally Grand Stand, Arcade, Klondike, Paul Bennett's Deuces Wild.

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## Coinography

By the Coinographer

ST. PAUL, Aug. 13.—This city's broad University avenue, so named because it traverses the campus of the University of Minnesota, is rapidly earning the name "Pin-Table Avenue." Another growing amusement machine concern, the Midwest Novelty Sales and Supply Co., seeking more room for its growing business, has moved into new spacious quarters at 777-779 University avenue.

The new location, with 3,000 square feet of floor space, is more than twice the size of the old one. Even the name grew with the change when it was decided that the word "Sales" should be added.

Jack N. Karter, proprietor, tried a lot of things before he landed in the amusement-game business. He might still have been skipping about from candy factory to a bookkeeping job and back again if it had not been for an ingenious pioneering amusement-game stunt.

Back in the days when counter games were new a stranger stopped in at Jack's grocery store and asked if he might leave a contraption he was carrying for a few days. Jack, always willing to oblige, acquiesced. It was a counter baseball game. Curiosity got the better of him and he decided to do some experimenting. Before the stranger returned the machine had netted \$14. The stranger, who turned out to be an operator, sold Jack his route.

That was in 1928. About that time

Karter went into the confectionery business. He later abandoned that and set himself up in the night club business. Meanwhile he had continued to operate on the side. The Midwest was organized in 1931. Finally the sale of amusement games became his sole occupation. Two years ago he went into the distributing field. He says he doubled his business the first year and tripled it the second.

Jack Karter has been a pioneer in the business in more ways than one. When the pinball machine first made its advent a number of persons with "Carry Nation ideas" began pointing fingers and shouting from the housetops. They branded the machine a menace. One of the first resultant court cases involved one of Mr. Karter's machines.

It was located in a drug store. The trial had hardly gotten under way when, because many people present, including the presiding judge, had not seen one of the new-fangled devices, it was decided to adjourn and repair to the drug store in question to investigate. News cameras flashed to catch the prosecuting attorney and the judge playing the machine. As a result the judge ruled the machines were games of skill and not gambling devices.

Recently operators, finding the going rough, organized the Ramsey County Amusement Operators' Association, of which Mr. Karter is vice-president. Karter grows hot under the collar when he discusses "fly-by-night" merchandisers and "chisellers."

"We are all looking forward to the day when legitimate business people will predominate and be the only ones left in the business," says Karter. "Our industry is large and naturally there are chisellers in every trade, but the ones that really do the business and are always on top are those who comply with legitimate fundamental laws and rules of the business world. It seems that sooner or later—and the time is drawing closer—the chiseler will be eliminated from our ranks and everyone will be happy."

Like the amusement machine game here, Jack Karter has been thru the mill. He's a product of Sheboygan, Wis. When he was 11 years old, while still in school, he started earning money. When he graduated from high school he still hadn't made up his mind as to what he preferred to do. Now 32, he has crowded into his short career a variety of work, including that in a filling station, motorcycle factory, furniture factory and the shipping department of a local department store.

The amusement machine business has proved the answer to his problem, and when Jack regards the six digits in his University avenue address, which is 777-779, he figures seven is his lucky number. To make sure, he plans to cut it down to simply 777, a combination which is the answer to any gamester's prayer. His latest is his fourth move since he has gone into business for himself, and at each location—the grocery and confectionery establishments and the night club—the address has contained that figure.

## Irish Town Named For Bally?

CHICAGO, Aug. 13.—Glancing over a map of Ireland recently, Jim Buckley, general sales manager of Bally Mfg. Co., discovered a town which is officially called Ballymoney. "Believe it or not," Jim says, "that's the name of the town and I can show it to you on the map." Furthermore, the O'Toole Indians didn't have anything to do with naming it. All I can figure out is that some Irish operator, after making his pile with Bally machines, went back home and bought up a town to spend his old age in, peacefully dreaming of all the Ballymoney he made from the days of Bally-ing."

## New Orleans Police Head Okehs Games

NEW ORLEANS, Aug. 13.—Superintendent of Police George Reyer, after examining three pinball machines in his office at police headquarters, has announced that pinball games are not gambling machines and as such are legal and may be used in New Orleans.

However, said Chief Reyer, if and when this machine is permitted to be played for cash prizes or any other prizes, it will be construed as a gambling device

# OSCAR

**THE GAME WITH THE INTERMEDIATE AND JACKPOT FEATURE!**

When 12,000 score is made, the player wins the JACKPOT. Intermediate payout starts at 8,000.

*New Style*  
**JACKPOT REGISTER**

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**REGISTERS Record Awards on OSCAR and SPLASH**

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<b>PROFIT - \$50.65</b> <b>PRICE - \$ 4.60</b>	<b>PROFIT - \$16.56</b> <b>PRICE - \$ 2.20</b>

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Every machine sold is guaranteed to be in perfect working condition, ready for location. Our mechanics are experts in their particular lines. Our shop is complete. A trial order will convince you of our perfect reconditioned machines. We carry a complete assortment of repair parts and accessories.

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Price list will prove you can save money. Send for it at once.

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## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# Hirschberg Bill Again Before N. Y. Convention

Would eliminate all existing laws against gambling—modified bill expected to pass—defeated once before on vote of 72 to 69

ALBANY, N. Y., Aug. 13.—“The Hirschberg proposal to eliminate existing laws against gambling will be modified in a new drive for its adoption at the Constitutional Convention,” commented *The New York Daily News* in a recent issue. This new development is conceded to have resulted from the clamor from the public and interested parties after the original Hirschberg proposal failed of advancement to the order of adoption about a month ago by the narrow margin of three votes, 72 to 69. At the time the bill was up for passage former Gov. Alfred E. Smith delivered a vitriolic speech in favor of the proposal to eliminate bans on gambling. His opening sentences were: “The best possible argument that could be offered for the passage of this resolution was offered by the former Congressman from New York, Mr. Bennet, and condensed into a few words, that argument was that this particular section of the constitution is not enforceable and has not been enforced, and has on the other hand been entirely disregarded not only by the great body of the people of the State, but the Legislature itself.” It was after his speech that the bill was defeated by such a narrow margin.

## Rock-Ola Surveys Scales Market

CHICAGO, Aug. 13.—“With operators’ increased interest in acquiring large routes of personal weight scales, Rock-Ola’s research department recently conducted a survey among about 80 scale operators and 100 location owners to determine the requirements for a money-making scale and naturally to see how our Lo-Boy scales measured up to these standards,” announced Rock-Ola officials.

“In general it was learned that all favored a small column-type scale—finished in attractive colors—large enough to invite customers, yet not so bulky that it occupied floor space which also might be utilized to further profitable advantage. The scale, they all agreed, must be accurate and its mechanism such that it should maintain its accuracy in both summer and winter, eliminating any thermostatic condition, and it should function over a long period of time.

“The weight dial was discussed. They all believed that it should show weight from 1 to 300 pounds and that black figures on white background were easiest to read. They required that the head should include a standard table of weights for men and women. From experience operators have discovered that this feature tends to make steady customers who watch their weight from day to day and naturally increase the play of the machine.

“From the survey it is deduced that locations for scales are not difficult to find and once on location they are more or less permanent. In the case of Rock-Ola’s Lo-Boy scale many locations have the scale placed right beside the counter, adjacent to the cash register.

“Earnings for scales varied. Some naturally were more favorably placed and received higher profits. All, however, received excellent returns for the investment.

“The survey showed that a good quantity of Lo-Boy scales were on locations. One operator said: ‘I’ve switched entirely to Lo-Boys. They’re real money makers and I can always depend on them.’ A location owner said: ‘A Lo-Boy in my store is a good advertisement. It doesn’t clutter up the place as many of the oldtimers did. It actually invites patronage. Lots of people stop in here every day to check their weight and naturally they often buy something in the store when they come in.’”

## Bar-B-Q Stands Good Locations

(Location Story)

WASHINGTON, Aug. 13.—The lowly hamburger stand is coming into the limelight and aura of modernistic businesses. Opened recently in this city was the “Bar-B-Q,” a building of beauty, thanks to structural materials of translucent glass blocks and glistening bricks.

The glass bricks, translucent but not transparent, provide privacy and striking illumination possibilities which prove to be a great attraction for the cash customers. By day they permit a flood of well-diffused daylight within.

Businesses of this type, lively, attractive and usually frequented by fun-seeking people, provide an ideal spot for games and vendors of all descriptions.

Now, Delegate Henry Hirschberg says, he intends to amend his proposal to forbid the State from sponsoring any form of lottery.

“Some who originally opposed the amendment did so because they do not want State-conducted lotteries,” he explained. “With this amendment some of the former opponents may support it.”

Hirschberg, who is district attorney of Orange County, said he intends to confer immediately with Senator Perley A. Pitcher, Republican floor leader of the convention, regarding a suitable time to bring his proposal up again.

## Boston

BOSTON, Aug. 13.—Barney and Louis Blatt, of the Atlas Coin Machine Co., have opened a new elaborate salesroom at 57 Columbus avenue under the name of the Atlas Phonograph Co. The salesroom, adjoining the Hotel Statler, will be utilized solely for the New England distribution of J. P. Seeburg Corp. musical instruments.

Several hundred music merchants from the New England States were present at a special display in the hotel from 10 a.m. to 10 p.m. Food and drinks were served.

In addition to the Blatts, J. J. Golumbo, New England Seeburg rep, was on the greeting end.

The Washington street showroom will continue as a convenience station for phonographs, in addition to its other product output.

# ATTENTION!

*Novelty Game Operators*

## EXPOSITION

WITH ITS "DUO-SPRINGS" IS NEW - MEANING A NEW INTEREST IN YOUR LOCATIONS FOR YOUR OPERATORS!

### PEPPY

With the DOUBLE AND EXTRA AWARD!

FASTEST SELLING HIGH SCORE NOVELTY GAME ON THE MARKET TODAY!

\$74<sup>50</sup> EACH GAME

## CHICAGO COIN

MACHINE MANUFACTURING CO.  
1725 W. DIVERSEY • CHICAGO

### BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price . . . . . \$1.32

The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price . . . . . \$0.76½

CHAS. A. BREWER & SONS  
“The Largest Board and Card House in the World”  
6320-32 Harvard Ave. CHICAGO, U.S.A.

GET A HOME RUN WIN \$\$\$

AMERICAN LEAGUE NATIONAL LEAGUE

HIT BY PITCHER 50¢ SACRIFICE HIT 40¢ LEFT FIELD FLY 25¢

STOLEN BASE 20¢ LINE DRIVE 15¢ RIGHT FIELD FLY 10¢

WIN \$10.00 WIN \$10.00

LAST PLAY IN EACH SECTION RECEIVES ONE POUND IN HOME RUN BASKETBALL

NOW READY FOR DELIVERY! ★ The sweetest Counter Game you ever laid your eyes on! . . . . \$24.50

## INDIAN DICE!

D. GOTTLIEB & CO.  
2736-42 No. Paulina St., Chicago.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**We SAY It and We MEAN It!**

. . . that for the kind of treatment and service you have always dreamed about; for perfectly reconditioned machines; for all the best new machines, and for PRICES THAT ARE RIGHT DOWN YOUR ALLEY. . .

NEXT TIME TRY . . .

## ORIOLE

COIN MACHINE CORP.  
Oriole Bldg., BALTIMORE, MD.

— ALSO AT —  
Pittsburgh • Washington • Buffalo



SATISFACTION GUARANTEED

SPECIAL

GENCO MAGIC ROLL, reg. \$149.50 fl. sample. \$74.50  
SHYVERS STRIKETTE, reg. \$149.50 fl. sample. 74.50

ONE BALLS

CLASSIC ..... \$19.95  
RACING FORM ..... 19.95  
SPORTSMAN DeLUXE ..... 19.95  
TURF CHAMP ..... 19.95  
CLOCKER ..... 19.95

SLOTS

BLUE FRONT, 5c ..... \$39.50  
LION HEAD ..... 24.50  
WAR EAGLE, 10c ..... 29.50  
F. O. K. SILENT ..... 19.50  
RELANCE, 25c ..... 22.50  
CHIEFS, 10c-25c ..... 32.50  
COMET FRONT VENDER ..... 22.50

PHONOGRAPHS

WURLITZER P-12 ..... \$69.50  
WURLITZER 312 ..... 89.50  
ROCK-OLA No. 2 ..... 69.50

SEEBURG RAYOLITE ..... \$139.50  
STEWART-McGUIRE 7-Col. Cig. Machines ..... 54.50

**GERBER & GLASS**  
914 DIVERSEY BLVD.  
CHICAGO, ILL.

Busy Operators Favor 3-Up

CHICAGO, Aug. 13.—“To a busy and successful operator,” said Jack Nelson, Rock-Ola vice-president and general sales manager, “even the minutes count. That’s one good reason why our one-shot payout game 3-Up has been so popular with operators as well as the playing public. In 15 minutes, right on a location, an operator can change the illuminated 3-Up back panel and award chart on the playing field with the fruit symbols to the other panel included free with the game and it becomes a sparkling new game called Across the Board with the horse-race symbols.

“William Shayne, of the Shayne-Dixie Music Co., Miami, on a recent visit to our factory reported astounding results with his extensive string in Florida. Said he: ‘I never saw a game with such quick response. The console, the playing field and the flashing lights on the back panel are as vivid as our luxuriant Florida setting. We varied the game with the extra panel from time to time. And the earnings—well, 3-Up just can’t be beat.’

“Shayne’s record has been paralleled in many instances by operators thru-out the Northern territories. Archie La Beau, head of La Beau Novelty Sales Co., St. Paul, is high in his praise of 3-Up. ‘The boys all appreciate the extra light-up panel. Some of them say that the one panel, 3-Up, keeps the crowds coming, but they feel like they have a reserve in the extra panel which they can use later. The way these fellows talk,’ continued La Beau, ‘about the results they’re getting with 3-Up, we almost feel like Santa Claus. Anyway we’re glad they’re happy and making money.’”

Penny Games Popular—Robbins

(New Game)

BROOKLYN, Aug. 13.—“Due to the so-called recession,” said Dave Robbins, head of D. Robbins & Co., of Brooklyn, “the use of penny games has proved to be highly popular. People are always willing to spend pennies without giving it much thought. They consider any enjoyment they can get out of their pennies as being money well spent.

“We are always ready to take advantage of the public trend and are therefore introducing Bingo, a new penny-size counter skill game. The player receives a ball of gum for every penny and then uses his skill to tap five live rubber balls into five alleys spelling out the word bingo. Each alley has a different letter, so that the balls must each be placed in a different alley to complete the word bingo. Many games have already been placed on location and are netting ops very good weekly profits. Every operator should have a quantity of these games, which are priced so extremely moderate that their cost is returned in a few weeks.”

\$400 Monthly Income from PENNIES!

Dropped Daily Into the **HAMILTON** Person Weighing SCALE

(New 8th Anniversary Model) You can’t beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first “Hamilton” at our special introductory price, pick the right spot for it and compute the “net” on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO America’s Largest Exclusive Makers of Person-Weighing Machines. **HAMILTON SCALE CO.** Dept. B, 1910 Vermont Ave., Toledo, O.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors: **MILLS NOVELTY CO.** A. B. T. CO. GROETCHEN MFG. CO. BALLY MFG. CO. H. C. EVANS & CO. D. GOTTLIEB CO. WESTERN EQUIP. CO. CHICAGO METAL MFG. CO.

**KEYSTONE NOV. & MFG. CO.** 26th & Huntingdon Sts. PHILADELPHIA, PA.

**SALESBOARD OPERATORS** Read “DEALS” A column about new salesboard ideas, deals and personalities. In the **Wholesale Merchandise Department** THIS WEEK and EVERY WEEK



BERT LANE AND NAT COHN congratulate each other on their new “babies.” Lane calls his Seaboard Sales, Inc., and Cohn’s new arrival is Entid Lynn.

TOBACCO PAK

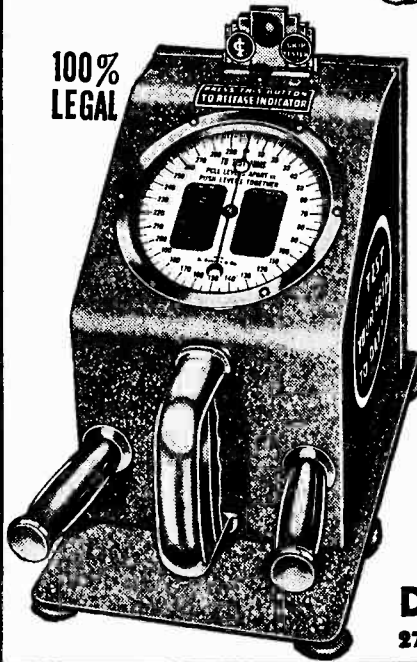
NEW COUNTER HIT WITH BIG TIME “TAKE!”

The amazing little cigarette game that’s making the BIG HIT! These features make it sensational: Mystery Selection! Mystery Odds! Lite-Up! ABT Slot, last coin illuminated! Mystery Slot brings up number, which represents a brand of cigarettes. If the total on the 4 dice exceeds that number, player receives from 1 package to a carton of cigarettes, depending on the odds. Ball Gum Attachment, filled without opening machine. Many other stand-out features!



\$24.50

100% LEGAL



DE LUXE GRIP SCALE

3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button Indicator Control for competitive play! Chrome Handles throughout; Anti-Tilt Tension-Adjustment to suit location; Ball Adjustment to ring at any number; Non-Clog Slot Separate Cash Box, etc. Metal Stand, \$2.50 Extra.

\$19.50

IMMEDIATE DELIVERY

**D. GOTTLIEB & CO.** 2736-42 N. Paulina St. CHICAGO

BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

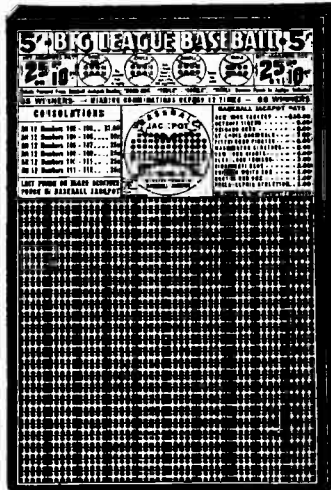
No. 2415 2400 Holes  
Takes in ..... \$120.00  
Average Payout ..... 58.99  
Aver. Gross Profit ..... \$ 61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each  
Get Our New Low Prices. Only \$4.94

HARLICH MFG. CO.

1413 W. Jackson Blvd., Chicago, Illinois.



**McCALL'S WEEKLY SPECIALS—ALL GUARANTEED**

NOVELTY PIN GAMES:	Track Meet ..... \$19.50	Dixie Dominoes ..... \$ 5.50
Auto Derby ..... \$11.50	Stoner's Faces ..... 22.50	Ball Slide ..... 4.50
Home Struck ..... 16.50	Happy Days ..... 6.50	Puritan Gum Vndr. .... 4.50
Long Beach ..... 5.50	Neck 'N Neck ..... 6.50	Wagon Wheels ..... 3.50
Carnival ..... 27.50	Elec. Scoreboard ..... 15.50	High Tension ..... 4.50
Ricochet ..... 12.50	Bally Mercury ..... 15.50	Gold Rush (Cigar) ..... 4.50
Silver Flash ..... 5.50	Outboard ..... 6.50	Bolt-taire (Cigarette) ..... 4.50
Mills Tournament ..... 5.50	Sandy's Horses ..... 8.50	Booster ..... 3.50
Hold 'Em ..... 11.50	Western Cigarettes ..... 6.50	Punchette ..... 3.50
Batter Up ..... 6.50	Mikro Kallit ..... 3.50	SCOT MACHINES:
Bally Bumper ..... 11.50	Barnyard Golf ..... 7.50	5c Mills C. T. Dials ..... \$22.50
Running Wild ..... 15.50	Gee Whiz ..... 5.50	1c & 1/2c Waiting ..... 82.50
Sensation of 1937 ..... 7.50	Rock-Ola 4 Jacks ..... 5.50	Rot-A-Top ..... 32.50
Bally Booster ..... 9.50	Reel Spot ..... 3.50	AUTOMATICS:
Replay ..... 5.50	Reel '21' ..... 5.50	Big Richard ..... \$5.50
Skooky ..... 5.50	Tavern (Cig. Reels) ..... 5.50	Alamo, Paperless ..... 3.50
Excel ..... 5.50	Tavern (Beer Reels) ..... 4.50	Redwood ..... 3.50
High Hand ..... 7.50	Tavern Horses ..... 4.50	Balls, Hollywood ..... 3.50
Short Sox ..... 22.50	Mutual Dice ..... 4.50	Ace, King Fish ..... 3.50
Swing Time ..... 5.50	Reel Stakes ..... 4.50	Ivory Golf ..... 3.50
Turf Lings ..... 5.50	High Dandy Vender ..... 4.50	Fortune ..... 3.50
Daytona ..... 19.50	Pace Dandy Vender ..... 4.50	SELL AND EXCHANGE.
Dux ..... 19.50	Cent-A-Pack ..... 19.50	

WE BUY, SELL AND EXCHANGE. 3147 Lombard St., St. Louis, Mo.

# PALM SPRINGS



**BALLY'S NEWEST  
RESERVE TYPE GAME  
WITH  
INTERMEDIATE AWARDS**

**WINNER TAKES ALL  
WHEN 18 BUMPERS HIT**

ALSO AWARDS FOR  
12 OR 6 BUMPERS

**ALL AWARDS  
METERED**

•  
**ADJUSTABLE  
SCORE INSERTS**

•  
**5-BALL PLAY  
PRICE? A REAL**

Summer Special—WRITE!

Patent No.  
2063108

# GRANDSTAND

**One Shot MULTIPLE Payout Game  
WITH \$45 TOP "RESERVE"**

Win, Place, Show  
and Purse Awards—  
plus Sweepstakes  
Reserve! Write for  
complete CONFIDENTIAL  
details and prices.



Patent Nos.  
2063108  
2082708

Write for circulars on BALLY RESERVE, BALLY ARCADE, SPORT PAGE,  
FLEET, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN, FIELDS.

## BALLY MFG. COMPANY

2640 BELMONT AVE. CHICAGO, ILLINOIS

## DOLLARS AND SENSE

• Our new "direct factory sales agent" plan was promoted to bring down the cost of buying, selling and handling coin machines. By bringing FACTORY FACILITIES AND PRICES direct to you, we've eliminated the expense of hand-to-hand distribution. Which puts an extra profit in your own pocket, while filling ALL your coin machine needs quicker than ever before.

• We'd like to give the inside details on a real NEW DEAL to smart coinmen in New York, New Jersey, Pennsylvania, Maryland, District of Columbia, Virginia, North Carolina, South Carolina and Alabama. Just paste this ad on a penny postcard or wire or call us TODAY.

BERT LANE.

## SEABOARD SALES, INC.

619 TENTH AVENUE, NEW YORK, N.Y. • Phone: Wisconsin 7-5688-9-90  
Direct Sales Agents for Leading Manufacturers!

## Penny Coinmen Greet Iverson

NEW YORK, Aug. 13.—Fred Iverson, popular regional sales manager of Seaboard Sales, is reported to be telling the world about his wonderful reception on a good-will tour thruout Pennsylvania this week.

"Those Pennsylvania coinmen certainly know how to make a feller feel good," Iverson reported. "I can already count many of them as my friends, for they are showing the kind of co-operation that has made it such a pleasure for me to cover up-State New York and New England. But I'm really not surprised, because the swell new angle I'm presenting to them is something the whole industry has been in need of. The new angle, of course, is Bert Lane's direct factory sales-agent plan that makes it so much easier and more profitable for jobbers and distributors to get coin machines into the hands of the operators. By dealing with Seaboard Sales these coinmen are finding a quick new way to erase the red ink on their ledgers—and when I can do that for my friends I'm happy."

Iverson reports that he will continue his swing from Pennsylvania right thru up-State New York and New England territories.

## 500 SLOT MACHINES

## 300 Pay Tables

GUARANTEED PERFECT  
CONDITION  
PRICED TO SELL  
DISTRIBUTOR FOR

## Columbus Venders

THE LEADING LINE OF  
MERCHANDISERS CARRIED  
IN STOCK.

PHONE, WIRE OR WRITE FOR  
PRICES AND COMPLETE  
INFORMATION

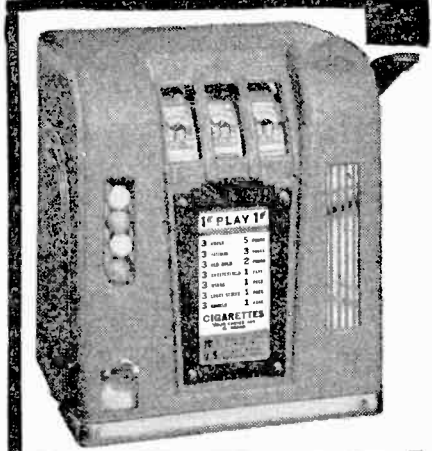
## THE VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA

## Atlas Adds 12 To Personnel

CHICAGO, Aug. 13.—In connection with the "Sales Mean Jobs" campaign and possibly a reversal of that slogan, "Jobs Show Sales," Atlas Novelty Co. has announced the addition of 12 employees to its staff.

These employees were added to the staffs of the Atlas offices in Chicago, Detroit, Pittsburgh and Miami. Morrie Ginsburg announced: "The Atlas firm is now the biggest distributor of coin-operated games in the entire country. Increased sales and the opening of a Detroit office for handling Seeburg phonographs made the enlargement of the company's personnel necessary."



## ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Bell Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

BALL GUM—15¢ a Box (100 Pieces), Case Lots (100 Boxes) \$12.00

## SICKING MFG. CO.

1922 Freeman, Cincinnati, O.

## Calcutt Making Plans for Fall

FAYETTEVILLE, N. C., Aug. 13.—All in preparation at the offices of the Vending Machine Co. here, it is reported. "Yes, we're mighty busy these days," reports Joe Calcutt, head of the firm, "both taking care of the orders coming in daily as well as laying plans for the big business we expect to do this fall."

"We are looking forward to a decided pick-up in business this fall. No, this is not an idle guess on our part, but it is borne out by talks and correspondence with operators all over the country. With a good harvest foreseen and a general pick-up in business conditions, people will naturally spend more for amusement and the operator will come in for his share."

"Right now we are reconditioning a huge number of games which we intend to use as our opening shot in our drive for fall business. We expect this sale to equal if not surpass any we have staged to date."

## Genco Animated Games Going Good

CHICAGO, Aug. 13.—"There have been a lot of squabbles in history books as to just who discovered America. Some say Columbus had the honor all to himself. Others report evidences of the Irish searovers, the Swedes or the Norsemen. But, according to David Gensburg, of Genco, Inc., nobody is going to take away the honor from our firm of having the first game with cartoon animated backracks. And these games are our Splash and Oscar," said a Genco spokesman.

"Gensburg said that many operators have told him that their players get the 'kick of their lives' when they see the fish swimming around the water and then the fisherman catching the fish, pulling them onto the boat and putting them on a stringer. The action is so smooth and clever the animation looks lifelike."

"Splash, featuring the unusual backrack, also introduces the free-play 1,000-point saucer-cup hole. The addition of

this feature to the entertainment of the play permits the player to win with even one ball if he is skillful. However, all balls are played, as the higher the score the greater the awards.

"Oscar has the same play as Splash only it has a new-style jackpot feature in addition to the regular intermediate awards. Twelve fish on the line and the player is entitled to the award for that number caught, plus the accumulated jackpot."

"Gensburg also reported that Bert Lane and Seaboard Sales, Inc., are doing a good job on both Splash and Oscar. Seaboard is a direct factory representative of Genco selling to distributors, jobbers and the trade."

## Attention Operators and Jobbers!

Here is a machine that has replaced the slots. Ask the man who operates them.

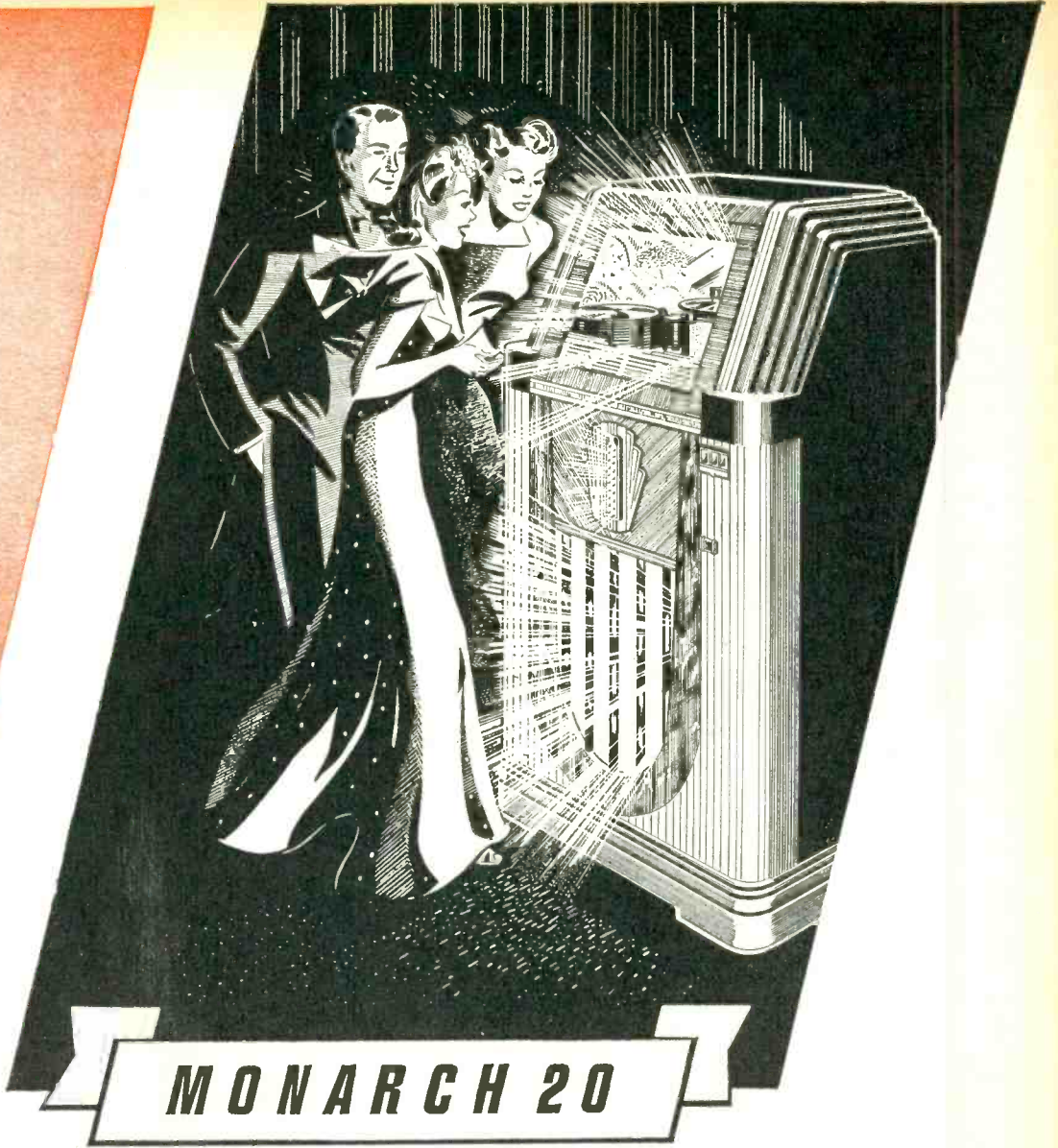
## STONER'S ZETA

Unquestionable . . . cannot be overlooked as a reserve console.

We have a complete stock of Payout Tables, Novelty Reserves, Consoles, Races, Slot Machines and Stands.

## SAVOY VENDING CO.

406-B W. FRANKLIN ST.  
BALTIMORE, MD.



**MONARCH 20**

*Rock-Ola delivers **MORE** for your money*

**CHECK THESE MONEY-MAKING FEATURES**

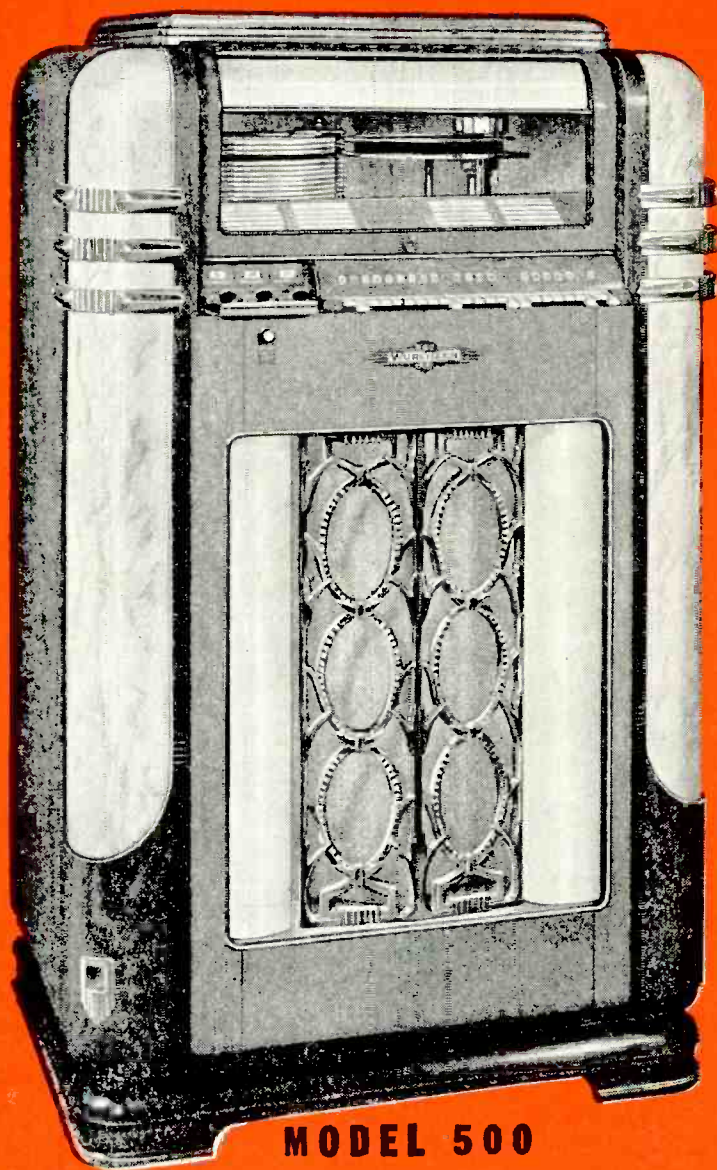
- 99% SLUG-PROOF Coin Chute—No Extra Charge**
- Streamline Cabinet Design—Nothing Like It!**
- "Borealis" Light-up Grille—Colorful, Romantic**
- New Slanting Top Visibility—Attracts More Play**
- Matchless Rock-Ola Tone Quality—Holds Locations**
- Lightweight Crystal Pick-up—Saves Records & Needles**
- Perfect, Scratchless Reproduction—No Record Hiss**
- Full Floating Speaker Baffle—Permits Undistorted Tone**
- 20-Record Multi-Selector—Exactly the Right Number**
- Simple, Flawless Mechanism—Eliminates Service Calls**

CANADIAN  
OPERATORS ATTENTION  
**ROCK-OLA**  
Multi-Selector Phonographs  
are **HYDRO-ELECTRIC**  
APPROVED IN CANADA  
Distributed by  
**P and H COIN MACHINE CO.**  
128 Dundas St. W., Toronto, Canada  
★

**ROCK-OLA MFG. CORP.**

300 NORTH KEDZIE AVENUE • CHICAGO

# EVERYWHERE MUSIC MERCHANTS ARE REPORTING INCREASED EARNINGS FROM WURLITZER MODELS 500 AND 600



**MODEL 500**

Wurlitzer predicted it! Time has proved it! Wurlitzer's "Five Hundred" and "Six Hundred" are everywhere establishing new records for earning power—bringing music merchants greater profit than they ever enjoyed before.

Here is proof that these brilliantly beautiful models squarely meet the location demand for colorful illumination—for 24 records—for superb living tone . . . proof that it pays to replace old instruments with either of these modern, feature-packed Wurlitzer Phonographs. And hundreds of music merchants are replacing old equipment under Wurlitzer's liberal Factory Trade-In Allowance Plan. How about you? Why not write or wire for full particulars today?

**THE RUDOLPH WURLITZER COMPANY**  
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.

WBS-110

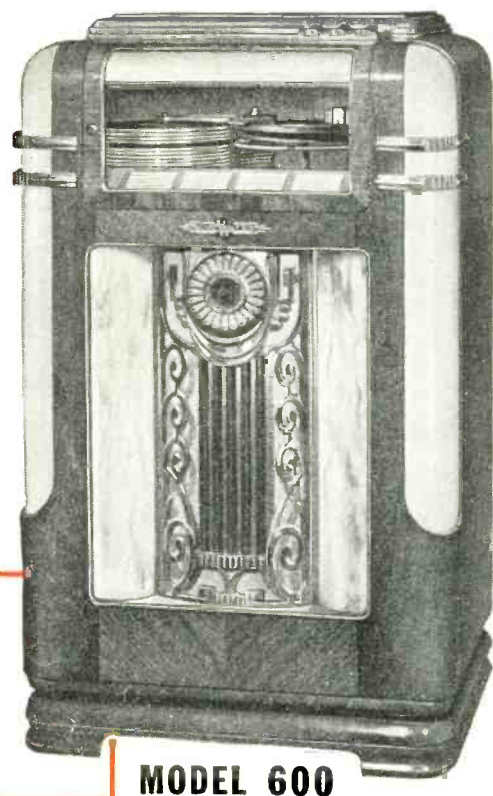
**OPTIONAL COLOR EFFECTS  
ON THE MODEL 600**

Moving varicolored illumination in white onyx-like plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

**OPTIONAL COLOR EFFECTS  
ON THE MODEL 500**

Plastic grille bars and record changer compartment background in any one of three matching colors—red, amber and green, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.



**MODEL 600**

**SOLD ONLY  
TO MUSIC  
MERCHANTS**



**NEW PIANO KEYBOARD "MULTI-SELECTOR" ON THE MODEL "FIVE HUNDRED"**

An innovation in "Multi-Selector" design, the new piano type keyboard selector of the Wurlitzer "Five Hundred" has irresistible play appeal. Touch one of the white keys and a green light in the numeral above the key signals the record selected. To cancel selections simply press keys from underneath. Made of polished metal, the keys are indestructible—their width assures accurate selection. The piano keyboard "Multi-Selector" is grouped with a well lighted program holder and brilliantly illuminated coin slides, protected by tamper-proof guards—all on a convenient easy-to-reach, easy-to-see level.

**BOTH MODELS PLAY 24 RECORDS**

*The name "Multi-Selector" as used in this advertisement is registered in the U. S. Patent Office.*

**TURN IN YOUR OLD INSTRUMENTS ON**

**WURLITZER**  
AUTOMATIC PHONOGRAPHS

**UNDER WURLITZER'S LIBERAL  
FACTORY TRADE-IN ALLOWANCE PLAN**