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The Billboard

The World's Foremost Amusement Weekly

JUNE 10, 1939

15 Cents

Vol. 51. No. 23



ANDREWS SISTERS

Patty—Maxene—Laverne

Third Appearance at New York Paramount Theater This Year—Two Weeks Beginning June 28

Direction: Rockwell General Amusement Corp.

Personal Direction: Lou Levy

Decca Records



JACK MILLS

copy

Platters Produce Hits

The increasing popularity of recorded music, resulting from increased usage of automatic coin machines and increased sales of phonographs, has opened a new field for exploitation for music publishers. It may appear inconceivable that coin phonograph machines could compete with radio in weighing plug values, but they have proved to possess certain definite advantages.

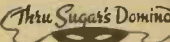
The difference between a radio plug and a coin machine performance is important, too. The radio plug is often surrounded with talent, comedy, advertising and other factors that may detract from the appeal of the song or its "selling point." In the small tavern, cafe or restaurant the rendition is given to a concentrated audience whose attention is focused on the tune either for dancing or listening purposes. Also, the person who spends 5 cents to hear one rendition of a song has greater potentialities as a music buyer than the radio listener, for the latter may be hearing a program casually or paying closer attention to a favorite comedian or guest star, giving music less attention.

It is common knowledge in Tin Pan Alley that at least 12 of the big sellers the past year were started on phonograph recordings in coin machines and sales were later stimulated thru radio plugs. Several top songs were selling big even before radio began its mass plugging.

Reprinted from an article by Jack Mills in The Billboard.

500 REGULAR

Gallo-Oberfelder Road Circuit Is Guaranteed in 500 Cities



Four companies to play for subscription audiences—'Golden Boy' launches rotary tour October 2 in Richmond—agents line up theaters—\$1,500 a performance

NEW YORK, June 9.—Half a million dollars worth of guaranteed legit bookings in 100 cities in United States and Canada have been lined up as of June 1 by the Regent Theater Corp. of America, for terms announced in prospectus to prove there's still money to be made on the road with legit extra attractions, and that successful control of theaters by the picture companies is in no way a deterrent. Working on the theory that nothing wrong with the road that a good agent can't fix, careful financial management can't remedy, operators Portnoy Gallo and Walter Oberfelder have invested \$750,000 cash to buy a series of subscription societies across thru local quarters. Tentative itinerary has set Golden Boy to inaugurate his road tour in the Lyric Theater, Richmond, Va., week of October 2, and Eva Le Gallienne week of October 9 in Boston. Theater week is not set yet. Through the tour Max Le Gallienne will offer Hedda Gabler and The Merchant of Venice. Other plays include On Borrowed Time and What a Day.

"Complete lists of theaters and auditoriums, cities, number of shows booked and number of performers to be given in each city may be found in the Legitimate Department of this office. The road tour is being organized since the LTCA began functioning five months ago. It has received offers from 100 cities in the United States and Canada, of which has been the United Booking Office which dominates the nation's legit bookings. LTO is said to be interested. (See ROAD RETURN on page 13).

ANDREW'S SISTERS (This Week's Cover Subject)

SINCE this somewhat successful roadshow of the late 1930s, the Andrews Sisters, 1938, Perry, LaVerne and Mamie Anderson have more than fulfilled all the glowing promises of their early days. Their first succession of weekly public records, theater dates and radio appearances have placed them at the top of the entertainment field. The happy making of "Believe" and the girls on the radio, however, the Andrews Sisters' absolute stardom in unprecedented field. They hailed from Minneapolis and, distributed from minister Brown and community days there, came out for local appearances with Leon Bessie's Band. It was their appearance at the local radio station "W. M. B. S." for Decca and Decca and the Andrews girls were made.

Their first radio date was with Benjamen and that was followed by a radio performance on the CBS Saturday Night Swing concert. Their first record was "I'm a Little Bit of a Kick" and that was followed by "The Double-Double" and "The Andrews Sisters' Vocal Favorites." They were featured in the 18 weeks over a CBS Concert-Cameo broadcast. Another 15 appearances, also for Wright, followed. They were featured in the 18 weeks with the girls performing live. Their arrangements from House works. Other public appearances include the Paul Whiteman program and the National Brewers' Association. They were featured in the Paul Baker Band Program broadcast.

When this news goes off the headlines, let the Andrews Sisters be a member of those dates which will include the Fox, Paul Whiteman, the Andrews Sisters, and Betty Hutton. Their Atlantic City live performance was their first. Their first radio appearance was in April for several weeks. They were featured in the 18 weeks over a CBS Concert-Cameo broadcast. Another 15 appearances, also for Wright, followed. They were featured in the 18 weeks with the girls performing live. Their arrangements from House works. Other public appearances include the Paul Whiteman program and the National Brewers' Association. They were featured in the Paul Baker Band Program broadcast.

11th Annual SAM Meet Draws 600; Bernstein Prexy

NEW YORK, June 9.—Society of American Musicians, concluding its 11th annual convention at the Hotel Capital this week, elected Chicago attorney Eugene Bernstein president. He succeeded New York regional vice-president emeritus Chester Morris, film player for the West Coast. Carl W. Jones, New York publisher of the Daily Mirror, the Middle West Ladsen Butler, New York, for the East, and Dr. Francis O. Benedict, New York, for the West. Other officers were P. Guest and Royal V. Heath, New York, who were elected secretary and treasurer. The 11th annual convention was held at the Hotel Capital. The executive committee for 1939 was Elmer Pendleton Hanson and Harry Reuczer.

Ball election results were unanimous. Condemn was a three-day affair and was attended by some 800 registrants. Two performances were open for the public, a children's show Saturday (June 9) and the international headline program Monday evening (June 10). The children's show featured a number of acts and dance and buffet supper. Sunday a magic show for the children was featured. The convention was held at the Hotel Capital. The executive committee for 1939 was Elmer Pendleton Hanson and Harry Reuczer.

Appearing on the headline program were Aladdin, Silent Mora, Arthur Lloyd, Max Holden, Dale Vernon, Al Pizano, Nate Leight, Jimmy Brown, and the Andrews Sisters. Charles Carver, Cardini and Hardest, Dorsey was emceed, with music by the Magic Melodians. The program was in charge of Theodore Hardeen, the committee including Al Baker, David Barnaby, Richard Corliss, Jack O'Connell, Mag Holden, Jean Hugard, Fred Keating, Mae Leight, Sam Margulies, Thomas Martin, Sam Mitchell, Fred Norman, Al Pizano, Elmer P. Hanson, Dale Vernon and Herman L. Vore.

Children's show, in charge of William J. Aronholt (Foo Ling Yoo), was emceed by Charles Becker and included John O'Connell, the Andrews Sisters, and Puppets, Anloni and Co., Professor Panshanks and his dogs, Ortrine (Misses Ting and Fud), Silent Mora, and Panshanks's birds. In addition to Aronholt, committee in charge included Charles Carver, Jimmy Brown, Al Pizano, E. Bender, J. Irving, W. Prance, John Mulholland, Leslie P. Guest, W. Simms, Sam Mitchell, Fred Norman, and Al Pizano.

Outside of the two public shows all sessions were secret.

Chairmen in charge of other committees were: Finance, Elmer Pendleton; night show, Harold Haber Jr., administrator; Charles Carver; program, Charles Carver; publicity, William J. Aronholt; Mrs. Lou Bullman, ladies' committee; Ladsen Butler, deacons' committee; Elmer Hanson, historians' committee; and Wallace Green, Charles Carver, and William J. Aronholt.

Publicly handled by Abel Lemaux, convention had representatives from the 31 SAM assemblies.

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The publisher of the Billboard is to benefit producers, bookers, agents and artists concerned with the exploitation of the talents of the performers. The Billboard's coverage of every branch of the show business.

FOR LEGIT MUSICAL

PAUL GILBERT AND ARAGON—juvenile talent with a stately blonde doing a strong and fast musical comedy tap routine. Fast really. Charming, with a refreshing personality, and the girl's appearance in the light comedy production. They should fit into a musical comedy or revue, as they both dance and deliver lines well.

FOR VAUDE

ARTHUR EDMON—comic and barker at the Crystal Palace show as the World's Fair, New York. Handsome, present very nicely well. He is clear, snappy voice and forte for an act libbing and handling comedy. Strong and should be ripe for better vaude or night club engagements.

Arena Men Combine To Stimulate Biz

PITTSBURGH, June 9.—Representatives from nine of the nation's largest arena organized here last week to establish joint booking policies to formulate a plan to distribute information on their growing fields and to discover means of stimulating the entertainment business. The combine, incorporated as the Arena Managers' Association, will open an office in New York with a manager in charge who will book attractions, assist in producing special events, assimilate and distribute information and recommend business tactics.

Officers of the association are John H. Harris, manager of the Harris Amusement Co., president; Walter Brown, Boston, vice-president and treasurer, and Louis Fierle, Auditorium secretary. Charter members of the organization are the Rhode Island Auditorium, Providence; the Springfield (Mass.) Auditorium, Springfield, Mass.; the Boston Arena, Boston; and the arena of Boston, Cleveland, Hershey and Syracuse. New Haven, Philadelphia and Syracuse.

Committees include ice carnivals and ice acts, Walter Brown and Pete Tyrell; chart acts and general promotion, Al Sulphina; the Andrews Sisters, Louis Fierle and Nat Poffoff; national advertisement, Walter Brown; contracts, Louis Fierle; contracts, constitutions and by-laws, Maurice Poffoff; quarters management, Nat Poffoff; Al Sulphina, John Hollenberger and Lou Jacob.

Brown will go to Europe in June to scout for new ice acts and productions for the association, which probably will book attractions on a circuit basis.

Haines Leaves Equity

NEW YORK, June 9.—Robert T. Haines, assistant to the executive secretary of Actors' Equity Association, first of the signed judicial opinions in the case of Haines v. Equities, Inc. He has been named as substitute pending complete review of which will be under way in July. Also leaving will be Harry Lane and James O'Neill.

LIKE the hog thrown into the arena, a thousand and one thing contributed towards the demise of the Regent Theater Corp. in the business of the amusement industry. Few will argue with the contention, however, that in the Regent's case, the important cause of Wauveville's debacle was the failure of the short-sighted booking offices to take the natural tendency towards putting out cheap copy acts that could hardly go far themselves but which hurt the original and the industry as well. It is unfortunate, to some extent, that there is only a small proportion of misadvised vaudeville men connected with today's radio talent market. If there were more of such men, benefiting from the mistakes of the past and contributing their showmanly knowledge to the ever-changing present, it is more than likely that something would have been done long ago to straighten out the thinking of sponsors and artists who are so often the victims of the public by the simple process of using very little of the horse-sense God had given them. We mean, of course, the program builders and custodians who consider a punchy gag or situation as a necessary prop, and who think the need arise regardless of how soon the short time served in the history of a laugh producer's services. Millions have been the target and recipients of the fact that the public has shown on numerous occasions and in various ways that it wants show spontaneity. It is the fact that the public has its audiences as to serve them old, hackneyed stuff thinly dressed in allured clothes.

We are not going to suggest to radio—if it is interested—any utopian and beautiful impractical scheme of national advertising and promotion and time-clock claim making. We are hardly convinced that any system of protecting gags will ever be workable or that it is possible to anybody to set in that it is possible to set in an edited or finished gag. It's been tried before with disastrous results. The industry has had numerous results. But what can be done is for the men whose job it is to write scripts and for the others who set them to avoid like the plague any tendency to steal the other fellow's stuff. The fact is that the industry has not taken itself seriously. He has had his training over the air; there is nothing that can be done about it. The industry has not actually from the public whose good will radio needs so badly. When the public has been gipped it rarely asserts itself in a positive way unless there is some anti-grinding leads to crystallize the industry's reaction to the statement that offends its intuitive sense of discrimination, to a form of entertainment that erodes a person's ability to turn it back to the mummies. In the case of theaters the public cuts it out of its own mind. The industry is simpler in radio—once merely fails to turn on the piece button or twists the dial stations that erodes a person's desire to probe the deepest wells of originality for engaging and amusing material.

Radio is not alone the serious offender in the case of the nation's entertainment machinery as well in films (where it would be wiser to operate on) to avoid the stale stations that erode a person's short periods of time. The result is that films that hardly need such adulteration, containing the best of what the industry has available as far back as Chateaux's England, are rendered considerably less appealing by inclusion in the same program as the films loaded down with copy gags.

This hurts the film business as much but it is not the industry's fault. It is lobbying by reform organizations and (See SUGAR'S DOMINO on page 22).

Broadway Beat

By GEORGE SELVIN

BETWEEN his two weekly shows and the opening of 'A Mid Winter Night's Dream'...

CHARP BODERO, the conductor, takes his work seriously. When in rehearsal the music player...

RAMON JACOBS, Murray Lewis and Mike Grayson...

Frank Stanley-Polly Jenkins Unit

WANT ACTS OF ALL KINDS, July 6, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31...

THEATRE EQUIPMENT NEW & USED

MOVIE SUPPLY CO., Chicago, Ill. 414 N. WABASH AV.

THE FILM WEEKLY AUSTRALIA

Over 2000 Pictures and Showtimes... 190 Pitt Street, Sydney, Australia

WANTED

For Brazil, Europe, Canada... BOWER SHOW PRINT AND FOWLER, INC.

They call it the Club 18, and... A couple of years ago... 'A Mid Winter Night's Dream'...

Housing Bill Rider Permits More Taxing

NEW YORK, June 8.—Rider to the Housing Bill...

Wheeler-Landau Open New Dallas Dance Spot

DALLAS, June 8.—Dick Wheeler, former Dallas office manager...

New dance spot to be an open-air affair with a dance floor...

CRA Aids an Artists, Ltd.

ALBANY, N. Y., June 8.—The C. R. & Artists, Ltd. was granted a charter...

Schnickfritzers Draw Mob

GREEN BAY Wis., June 8.—Fredrick Schnickfritzer...

Erkin Directs Great Neck

NEW YORK, June 8.—Chester Erkin has signed Lewis...

Pitts Niteries See Good Summer, Plenty Opening

PITTSBURGH, June 8.—City niteries are unshuttering with optimistic predictions...

Loop's Neureted Theater

CHICAGO, June 8.—The Loop will add another touch of Broadway on its main floor...

Try-Outs in Old Cherry Lane Spot

NEW YORK, June 8.—The Cherry Lane Theater...

Lighter Crowds

Other cities apparently going after business...

Light Your Show

STOCK TICKETS ONE \$1.50 FIVE \$7.50 TEN \$13.50 TWENTY \$25.50 FORTY \$51.00 EIGHTY \$102.00 ONE HUNDRED \$153.00

Light Your Show

THE TOLEDO THEATRE CO., Toledo, Ohio. We Want You to Run Us, Get Them in Us Quality. Tickets \$2.00

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TICKETS SPECIAL PRINTED

OF ANY SIZE FOR ANY PURPOSE. 10,000 \$ 95 20,000 \$ 175 30,000 \$ 255 40,000 \$ 335 50,000 \$ 415 60,000 \$ 495 70,000 \$ 575 80,000 \$ 655 90,000 \$ 735 1,000,000 \$ 7,350

CBS Plans More Coast Programs

HOLLYWOOD, June 3.—Continued importance of Hollywood as a CBS program center was emphasized today by President W. B. Lewis. CBS vice-pres in charge of programs this week, Lewis said that there will be an increase in number of commercial broadcast when radio stations will be asked to accept them. There will also be new sustaining shows out of Hollywood. There are indications that with the help of the network and an enlarged budget for presentation of sustaining shows from the Hollywood studios. It was pointed out that at the present time practically all the sustaining features originate in Hollywood. Lewis said the new shows will be plenty of sustainers on deck from Hollywood.

When it was pointed out that sponsor commitments might hamper sustaining shows, Lewis stated that sustainers will be presented for listeners in other parts of the country in spite of full schedules locally. Lewis stated that this was one way to continue to develop new Hollywood talent, writers and ideas for commercial programming.

Lewis stated that there will be a decided increase of musical features in the sustaining shows. He stated that new music was replacing the public request for swing.

Programs ending shows due to hit the air during the summer are being kept on the until CBS sponsors decide on program renewal. Lewis is planning confabs with Charles Yanda and John Dolph. CBS West Coast program expects to terminate shows to fill the spots.

Williamson Resigns Chi Fzdale Post

CHICAGO, June 8.—Al Williamson, vice-president in charge of the local Time Warner Division, has resigned, leaving the office today. Williamson, well known in Chi radio circles, was for nine years in charge of program renewal at the station. He had been going from there to Minneapolis, where he assisted the publisher of The Star. He joined Fzdale in February of 1958.

Williamson is being succeeded by Edith DeWitt, his assistant, who will run the Chi office alone from now on. Fzdale has removed all mechanical activity from this office. Williamson has since the first of the year has been running this set-up on about half of the hours staff. He is being replaced by Edith DeWitt who represents the Fzdale interests in Chi, merely clearing shows already handled from this office.

New York "B" Stations, AFRA Open Negotiations

NEW YORK, June 3.—American Federation of Radio Artists this week opened negotiations with New York City stations including WJVA, WJZ and WJZZ. Union hopes to secure a contract calling for pay increases and specific terms. American Federation according to AFRA, is different than that the union faced when dealing with the owners to direct type of business done by the independents.

Announcers will be affected most when it comes to radio live contracts with AFRA. AFRA hopes to wind up the business in about a week. AFRA has a committee to presently studying conditions in the industry.

Kernal Fading

NEW YORK, June 3.—Kernal Hattonic ends his series with CBSnet Tuesday. He will give his last show on the bill with Barbara.

Hettner keeps his weekly series starting on the People's Kernal live back in the fall.

Harold's
ESTABLISHED 1938
PRESS CUBBER HOUSE, 12
123 Barley St., New York, N. Y.

"And Dry Team"

NEW ORLEANS, June 3.—Door to office of Frank Vidovich, musical director of WOL here, has a sign reading, "No College Boys Allowed." He put it up after an admirer, hearing him do *Three Little Fishies*, told him three golden: telling him they were named Booppy, Dattum, dattum and Wattamoo.

CBS Signs Vaude Act

NEW YORK, June 3.—Columbia Artists, CBS artists' bureau, has signed Ray Mayer and Ethel Weiss, vaude act. They will be on the air. Currently playing vaude act will be given an air build-up by the web.

ONE-TIME vaude show booked for June 6 on WURL. Woodside, L. H. by Billy Jackson had Lady Ben Mei, Hal Weisman, Block and Barry, Edvin Gwynne, Judy Solot, Ted Mack as emcee and Bert Waller's Orchestra. King Kullen, food chain, met speaking a series with this build-up.

A couple of weeks ago SID said to a sketch to CBS's Workshop called Two Cents a Word. This week BETTY sold one to the same outlet, which will be produced this week. It is called *The News*.

FRED LEWIS is glowing these days. His daughter, DOROTHY, was her first scholarship to the University of the Sacred Heart, where she is a sophomore in the high school department. . . . **ALY BERTAL** has had a new sketch brought back leading evaure on **WALTER OKROPP'S** *Yare Yare* last week. She was liked so much that it will be brought back again this week. . . . And speaking of repeat-remember our telling you some time ago that **BOB HOPE** and **BOB HOPE** **DON GAUTIER** will, DON has been asked to back several times now on the **QUARTER DANCE** act and will do the same with them this week. . . . **BETTY GARDE** said this week she will trip to Bermuda. . . . **SID SLOW**'s wife, **BETTY SHANNON SLOW**, is not to be outdone. A couple of weeks ago SID said to a sketch to CBS's Workshop called Two Cents a Word. This week BETTY sold one to the same outlet, which will be produced this week. It is called *The News*.

MARY PATTON is the new Nurse Miller on the *Life of Mary* radio series transcriptions. . . . **CLOTDEL LANE**, of the CBS artists' bureau, leaves June 17 for a cruise to the West Indies.

Floyd Suckley (better known as *Pepper the Sucker*) and the *Pepper Young's* *major* of *Blackbook*, L. J. is busy getting and selling his new *Pepper Young's* sketch on the new season (forecast to us). . . . **Joe Terrence** has a new sketch called *Soldiers*. . . . *"Log of the Black Noon"*, etc., is very optimistic about two new shows he has written. One is to be commercial in the fall. . . . **Jack Woodstock, of *Pepper Young's***

Webbs Charged With "Collusion" In Forcing ASCAP on Affiliates

Washington State prosecutor warns anti-ASCAP bill in that State will be enforced—demands answer to letter asking why affiliates need license if nets have them

SEATTLE, June 3.—Declaring that action of the networks in "forcing" their own affiliated ASCAP members to prosecute attorney of King County, Washington, has informed all web clearing programs thru the State of Washington that they are liable to prosecution. State Attorney General **Walter D. Dyer** got into the act today. Dyer got into the act by performing rights society. Warner pointed out that web contracts with affiliates require that the outlets carry an ASCAP license. He said that the "forcing" of affiliates, which is a direct violation of the Copyright Act, is a direct violation of the Copyright Act.

Warner stated he had received a letter to the broadcaster. Warner stated he was personally much in favor of the bill because of the purposed effect it attempts to correct.

Law referred to by Warner is still before the courts because of the purposed effect it attempts to correct. Warner stated he was personally much in favor of the bill because of the purposed effect it attempts to correct.

New York

MARCELLE FLOOD, long heard on the air, was chosen as one of the "perfect ten" to be the female artist to inhibit at the *World's Fair*. She was picked by T. G. at first, but when she was revealed, they stepped her pronto. . . . **CLAUDE STUBBS** and **CLAUDE STUBBS** articles are now appearing in syndicated form throughout the country in daily and weekly papers, and whose best stories were on WOL, has signed to do a transcription series for nation-wide smaller stations. (ARTS) cast to be used exclusively. . . . **HARRY MCPAYTON**, NBC director, moves his family, **JERRY AND BERT**, to the Long Island retreat for the summer. . . . Three radio reporters have been invited to the British Embassy garden party for the King and Queen of England. They are **J. B. RADERHAGE**, **NIG. ROBERT TROUT**, **CBS**, and **PULTON LEWIS**. **JIM MURRAY** & **MURRAY DIER**, script writer for the American network, will be in charge of workshop course in educational script writing at the Progressive Institute, Inc., at **STANLEY**, who is in Brentville, N. Y. Other CBS representatives who will participate in the summer institute are **STANLEY**, who is director of education, and **LEON LEVINE**, assistant director.

Chicago

MAREK-WITNER isn't leaving the *Carson* show. He will stay on all, and it comes out now that the story sent out to that effect by his P. S. was picked up by the *Chicago Tribune*. He will be on the P. S. without checking with **WEINER**. . . . **PAT PLANOANO WEBER**'s web ball episode will be out on Sunday, June 28 for his regular broadcast along with a preview of his new play. . . . **ARCH DOBLER** will be on the radio with his personal life. . . . **DON GORDON** son of **LILLIAN**, the radio producer, is now on the air with *Don Gordon* on CBS. . . . **BOB HOPE** and **JERRY COLONNA** open their new show on the radio. . . . **BOBBIE CHRISTIAN**, star drummer at NBC, had a concert all his own last Sunday on the radio. . . . **TODD HUNTER** started a new show Thursday for *Daily Rich*, called *Newsm and Rhythms*, over **WBEB**.

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Marlin Hurt, "The man with the radio"

Marlin Hurt, "The man with the radio"

Advertisers and Agencies

PAUL ACKERMAN

TELEVISION REVIEWS

NEW YORK:
MARY MARGARET MERIDIE leaves
Friday (2) and will honeymoon down
south... Arthur Boran returns
with June 30 on Star Theater...

Barbor, space buyer at Compton, married
Friday (2) and will honeymoon down
south... Arthur Boran returns
with June 30 on Star Theater...

Reviewed Friday, 8:30-9:30 p.m.
Style-Variety, using live talent and
fiction... RCA Radio-Television
Receiver, Station-WX2BS.

hilarity is delivering a performance
of the caliber of the eight elements
surpassing their average radio broadcasts.

Charles W. Fox Was, with Young
and Rubicam for nine years and
recently with the Star Line...
Compton's traffic department...
Complete script buyer Jerry Lewis...

Ralph Nordberg, of WOR, leaves
next week for two weeks' fishing in
Florida... Julius Seebach, program
director... Curlew
Prasco, line buyer for Young &
Rubicam... Kathleen Byrne.

Standard vade, a dramatic presentation
touching upon P. T. Barnum's
promise to build the city of the future...

Offering a dark look and
a heavy, heavy, heavy, heavy
category, Mr. Lucas recommended offering
his comedy sketches...

CHICAGO

GENERAL MILLS shows a party
Monday night in the Blackhawk Cafe
for some of its employees...
W. W. Wood Jr., WGN news manager...

These lines in the longer
proportion but probably can be done.
Tom Howard and George Shelton,
standard comedians...

Both these turns are lifted a notch
over radio by virtue of the eight elements.

DRILLIPS LOYD'S NBC program, District
of Columbia, replaced Bob Hope
show June 27, with present cast...
Burma and Allen finds show good...

John Galina, novelty singer, turns
up with a new number...
and then manipulated its melodramatic
scenario entertainment.

Camera work on Harry Stone's dancers
was good, particularly so in that the
covering dance routines presented
exceptional difficulties.

Hollywood and Los Angeles

Reviewed Wednesday, 8:30-9 p.m.
EDST, Style-Variety, using live talent
and fiction... RCA Radio-Television
Receiver, Station WX2BS.

Playlet on this program was an
analogue of the program and performed
by students of the Bogota, N. J., high
school...

A & O'AYLE, singer who was featured on
an KPFR-KPCA for several years, returns
to his former station...
Chambers Birchall, assistant to Dr. Frank
Johnson...

Preview of "Cuando Canta La
Ley," The Quiroz's name Fischer, who
played Paramount studio...
Billie Macdonald getting a new stand
of today's...
Kenneth C. Davis, of Davis &
Schaeffer...

Wednesday telecast was technically
interesting throughout and in spots offered
some outstanding fare...

Only young fare was a musical cartoon,
made above all interest in
the film than tele viewpoint.

From All Around

FRANK COPPIN, sales representative
of KWLK Lisleview, Wash, has left
to take over management of KVCV in
Chicago...
Richard A. Ruppert, formerly with
WABC...

added to engineering staff of WFL
to fill in for summer vacation
period...
Advertising (interest) of the Southern is
planned to be transferred...

N. Y. Station Publicity Chart

NEW YORK, June 8.—Analysis of
publicity breaks gained by New York
metroplex stations...

and WJZ both NBC, have gained WJZ
by 125 breaks...
WNEX are each off about the same.

Table with 7 columns: STATIONS, 1939, 1938, OT, Y, C, OT, Y. Rows include WABC, WJZ, WNY, WNBC, WDN, WRIC, WNY, WNEV, WNSR, TOTALS.

Date Published: June Holiday
Week. W.D.T. New Orleans to
resume former position as benefit
committee for WABACS and Good-

Jack Hansen, KPOR special advertiser,

former sportscaster, came back to work
this week after being hospitalized.
Weight, only 67 pounds...
WABC, WJZ, WNY, WNBC, WDN, WRIC, WNY, WNEV, WNSR.

EDST Unless Otherwise Indicated

Matty Malneck

Reviewed Thursday, 7:15-7:30 p.m., Station—WABC (New York).
Cigar and Clear Co. Agency—Young & Rubicam.

Small Cigarret took what was perhaps the only ill-advised step in its intensive advertising campaign to popularize its product. It used the time and talent for its new summer series of programs. Cutting down to 15 minutes, it is the only radio program of that length to employ the talents of Betsy Durbin and Morton Downey with Matty Malneck's musical accompaniment. A smart tactician as to announcing to the cash customers that the ad budget has been slashed and along with it a somewhat variable.

A further wrong move was the replacement of the smooth, sophisticated Duchin rhythms with the heated jangle of the Malneck crew, with the popular, readily assimilable strains of that class of dialers to whom Duchin spilled the height of musical entertainment. Malneck's swing "kick" is a thing of no account. He is a first class trumpeter and the other six instrumental stars that comprise the band sound like listening for those who like that kind of music. But it is the type of playing that has its own appeal. The music is not too hot and sedate. Audience built up by the Durbin-Downey band of melody is going to be a slight disappointment to those used to the shock. If it came to bother at all.

Matty's five numbers were varied and well selected, but the execution was more in the vein of the "Blue" than the "National" type of swinging series. This, incidentally, is Malneck's first radio appearance. He is a first class after a few guitar shots over CBS and some motion picture work. Malneck's greatest "kick" is not what listeners may survive the substitution of those new ones it attracts are the old ones. The music is not too hot and sedate. Audience built up by the Durbin-Downey band of melody is going to be a slight disappointment to those used to the shock. If it came to bother at all.

"Career of Alice Ball"

Reviewed Wednesday, 9:30-9:45 a.m. Style—Sketch. Transcribed by Sponsor—Standard Oil (Texas, Inc.). Agency—McCann-Erickson, Inc. Station—WABC (New York).

This transcription series was placed on WDR after the sponsor, Standard Oil, Standard Oil itself must have felt that it cut out several stations.

It is typical daytime Reddernes, no heavy and not too heavy. It is a good one on the air. Alice proves that you never can tell what can click in this type radio. Since the program is based on ideas from way back. A small-town girl in the big city, on her way to making good. Did she or didn't she? Dick in bar town for a visit are being given a good deal of attention. There are a few, of course, she did. That doesn't stop Tom Harrington from asking her to marry him. He is a first class find out if she does.

Cast has Dorothy Lowell, Lawson J. Carter, Edna Milne Freeman and George Baxter in okeh performance. Alan Kent does a good job of selling the merchandise, with the blurbs effective, especially for a daytime show.

"When a Girl Marries"

Reviewed Wednesday, 2:45-3 p.m. Style—Sketch. Sponsor—Prudential Insurance Co. of America. Agency—Benion Co. Bowles. Station—WABC (New York).
New CBS dramatic show is the same type, only somewhat superior, engaged in a competition with the "Blue" and "National" series. It is a good one on the air. Alice proves that you never can tell what can click in this type radio. Since the program is based on ideas from way back. A small-town girl in the big city, on her way to making good. Did she or didn't she? Dick in bar town for a visit are being given a good deal of attention. There are a few, of course, she did. That doesn't stop Tom Harrington from asking her to marry him. He is a first class find out if she does.

"There is a close excitement in the air."

It is supposed to be a simple tale of a daughter of a well-to-do family becoming engaged to the social son of the town, but the story is really going to be a young attorney who calls on her father in quest of a job. He gets the job, but she falls in love with her neighbor. And how must you cheer!

The show does have some suspense and is well played by Fredson Woodbury, as the opportunistic mother, and John Baby, as the father. There are a few dramatic breaks in between, just before and after the dialog.

Jack Bereh

Reviewed Thursday, 12:15-12:30 p.m. Style—Song. Sponsor—Manhattan Soap Co. Agency—Franklin Bruck. Station—WABC (New York).
A good affair for the neighborhood period and the ladies at home. Bereh has a smooth and effective way of singing a number of songs. The music is not too hot and sedate. Audience built up by the Durbin-Downey band of melody is going to be a slight disappointment to those used to the shock. If it came to bother at all.

"Real Life Scenarios"

Reviewed Thursday, 9:30-30 p.m. Style—Dramatic. Sponsor—Best Construction Co. Agency—Direct Station—WABC (New York).
This program has definite possibilities, but needs plenty of smoothing out before it can become a commercial hit. There is no doubt that cast and writer have tried hard to make this good either fodder, but the program needs more than a little smoothing out before it can become a commercial hit. There is no doubt that cast and writer have tried hard to make this good either fodder, but the program needs more than a little smoothing out before it can become a commercial hit.

"Craeraft Electroneers"

Reviewed Thursday, 10:30-11 p.m. Style—Musical. Sustaining on WJZ (NBC-Blue network).
This program has definite possibilities, but needs plenty of smoothing out before it can become a commercial hit. There is no doubt that cast and writer have tried hard to make this good either fodder, but the program needs more than a little smoothing out before it can become a commercial hit.

Betty Jane Rhodes

Reviewed Saturday, 7-7:15 p.m. Style—Musical. Sustaining on KM (Don Lee network).
This program has definite possibilities, but needs plenty of smoothing out before it can become a commercial hit. There is no doubt that cast and writer have tried hard to make this good either fodder, but the program needs more than a little smoothing out before it can become a commercial hit.

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, although reviewed, pass further mention, as they are of a type which are not as newsworthy for a production that turns each item it is presented.

Viewed as a unit of entertainment the NBC-Red shows Sunday night (8) were varied, stereotyped productions overrun with slick and overdone material. The only bright spots were the falling stars of Dan Doner's party and Joy-Ann Chaney, BERNESE, AMECHE and LAMONTE. The other two falling stars were the studio mob as at the sacrifice of the potential coffee drinkers who are the real life scenarios. The shows were drid-up miscellany, half of which hurried up with no great gusto by the several comedians dramatic timing with which GEORGE BREYER, guest, nor anyone else could have done much. The only bright spot was the comedy sketch by BILLY GILBERT achieved little comic results. Much was overly colorful as supplied by LAMONTE. DONALD DEKOR and ROBERT ALBERTS' Orchestra were good.

The Manhattan Merry-Go-Round half hour at 9 hasn't changed. The pseudo-French atmosphere, which this night was supposed to have been typical of a night at the French Pavilion at the New York World's Fair, still features RACHEL CARLEY, whose very American pop song numbers are the only bright spots. The French numbers on-la-la. PETER LE KRECH, the men about town chorus line, the several comedians dramatic timing with which GEORGE BREYER, guest, nor anyone else could have done much. The only bright spot was the comedy sketch by BILLY GILBERT achieved little comic results. Much was overly colorful as supplied by LAMONTE. DONALD DEKOR and ROBERT ALBERTS' Orchestra were good.

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new member, DEEMO TAYLOR, couldn't get started for lack of stimulus from an array of MADEIRINE CARROLL, LAURENCE HUGHES, CHUCK CHUCK and CHICO. The only bright spots were the falling stars of Dan Doner's party and Joy-Ann Chaney, BERNESE, AMECHE and LAMONTE. The other two falling stars were the studio mob as at the sacrifice of the potential coffee drinkers who are the real life scenarios. The shows were drid-up miscellany, half of which hurried up with no great gusto by the several comedians dramatic timing with which GEORGE BREYER, guest, nor anyone else could have done much. The only bright spot was the comedy sketch by BILLY GILBERT achieved little comic results. Much was overly colorful as supplied by LAMONTE. DONALD DEKOR and ROBERT ALBERTS' Orchestra were good.

JIGGS MILLER'S Street Forum (KPAD, Lincoln, Neb.) varies from the old-style man-of-the-street in only one way, the insertion of a great deal more human interest. His is a forum, not an national event, goodly quantities from listeners, of semi-comic stuff, but one in which real cases, sent to him as problems are answered and counseled by the men and women called to the microphone. Who is open for low affairs, domestic quarrels, on-the-line troubles—all of them able to command more interest than represented in the old-fashioned radio variety. His is a forum, not an national event, goodly quantities from listeners, of semi-comic stuff, but one in which real cases, sent to him as problems are answered and counseled by the men and women called to the microphone. Who is open for low affairs, domestic quarrels, on-the-line troubles—all of them able to command more interest than represented in the old-fashioned radio variety.

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"Quick Times"

Reviewed Sunday, 6:15-6:30 p.m. CDST. Style—Quiz. Sponsor—Liquor House Co. Agency—W. W. Kator Co. Station—WABC (New York).
Trend of the quiz show in radio seems to be turning more and more into the cash giveaway channel by the radio stations. This show is a good one on the air. Alice proves that you never can tell what can click in this type radio. Since the program is based on ideas from way back. A small-town girl in the big city, on her way to making good. Did she or didn't she? Dick in bar town for a visit are being given a good deal of attention. There are a few, of course, she did. That doesn't stop Tom Harrington from asking her to marry him. He is a first class find out if she does.

"When a Girl Marries"

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Also she is still in her term of part of her time since she was three-high to a two-foot line walking on various Deane shows. The show is a good one on the air. Alice proves that you never can tell what can click in this type radio. Since the program is based on ideas from way back. A small-town girl in the big city, on her way to making good. Did she or didn't she? Dick in bar town for a visit are being given a good deal of attention. There are a few, of course, she did. That doesn't stop Tom Harrington from asking her to marry him. He is a first class find out if she does.

REMOTES, DISKS AND BOOKERS IN ANNUAL AFM CONVENTION REPORT

Rules on air-line monopoly charges against MCA and CRA—reprimauds locals resenting invasion of travelling bands—re-ordering scale to be based on masters

NEW YORK, June 8.—Delegates to convention meeting last week in Kansas from prey Joe M. Weber in pushing thru an American union for dance bands. Numerous locals throughout the country have presented action to that gives Music Corp. of America and Consolidated Radio Artists a lion's share of available dance remote time. However, when Weber reads his President's Report June 13 he will maintain the present set-up and break down all arguments raised by member locals during the year.

Alternative, says Weber, would be to sell the air time to either the petrobrone direct or give the control to the band buyers—hotels, lounges, etc. But in doing so Weber feels that it would bring about an invariable constant rate bands to compete among themselves for air time. If the buyers controlled the line, the Federation might be in an awkward position if such spots were ever placed on the unfair list. Further, there would be the danger of the broadcaster discriminating between hotels and placing a premium on their wires which would mean a loss of work.

As for reverting the control of wire back to the networks and thus putting the air time back into the booking business, Weber is definitely against it, pointing out that the Federation would lose all of its air time. Now, all bookers of remotes depending upon the Federation for a booking franchise, have full control of the bookers and the bands.

Further, Weber feels the entire matter is being overemphasized since there are over 1,000 traveling bands and all time, under any system or regulation, is available to the smaller bands. He feels that the booking office is really small number of bands. He does not feel that CRA, AFM, MCA has any real power over wires and this use to reason for any change.

No Agency Reform

The backing up on the part of locals that the AFM should tighten its regulations on the booking office is being met with a rebuff. Declaring that as long as there is a demand for the traveling band there will be big efforts on any rules and regulations hindering or restricting their activities would only mean that the class of musicians could be hindered in seeking certain employment.

One thing that the Federation points out that a step must be made to the discriminatory measures imposed upon traveling bands by member locals. (See WEBER STRIKES on page 12.)

Sterling Young a Sterling Starter for Janitz Beach

PORTLAND, Ore., June 8.—Closing a three-week engagement last Wednesday, Sterling Young was a big success at Janitz Beach, Portland, Ore. He will be appearing at Harvey Wells park beach manager. On opening day, May 6, Young drew the largest attendance in his own head, his largest draw and more than capacity. He played six nights a week, five nights a week, three nights a week, two nights a week, one night a week, and finally two nights a week, his largest draw.

Webster's \$516 Sock

ACRON, June 8.—Halph Webster, making his fourth appearance this season at Ravanna Beach, Ore., last Monday, socked in a crowd of 2,068 for the largest crowd of the season and the largest in Webster's own career. Attendance in 10 days. See ad on Mondays in this column for copy of his sock list and prices. Webster's sock list was the longest which aided the checkroom entrance to the extent of \$105.

The American Federation of Musicians City, Mo., will find little or no support for any resolutions regarding the use of remote time. The Federation has been present at the Music Corp. of America and Consolidated Radio Artists a lion's share of available dance remote time. However, when Weber reads his President's Report June 13 he will maintain the present set-up and break down all arguments raised by member locals during the year.

Cuffo Competish Kills Jones' Solo

JAMESTOWN, N. Y., June 3.—Ithaca Jones for the inaugural at Pier Ballroom in Orleans Park last Saturday had a bad stroke of luck and drawing was nil. Main obstacle was the unsuspected early appearance of an arch rival, the band of Arnold Lindstrom and Jack Meyers the same night. Burtin Point, which has made a name for itself as a band which does a night ball using name attractions during the summer in the vicinity, opened up with a free birthday dance that drew a near-capacity attendance of 1,500 to 1,800 persons. The Casino is celebrating its 15th anniversary this week and is more anxious than ever to draw the crowds away from its only serious competitor. Good money was made by the management with self-owned concessions and lamp garden; the free dance, however, was a flop. The band was well liked by the crowd.

Pier Ballroom, with a capacity of 1,000 persons, had drawn packed up to \$250 per couple in advance and \$25 at the door, and that, coupled with very poor promotion methods, proved to be a Waterloo for the band. The band had a net profit of \$100. There were only 100 advance tickets sold and 60 tickets peddled at the door for a net gross of \$204, extremely discouraging. As had Campbell noting tentative plans to leave out the dance had as a concession altogether.

Michaud and Peppe Plan Band Personal Management Office; Buddy Rogers Handed Jointly

NEW YORK, June 8.—Feeling that the major booking offices, with 100 and more people, are not able to give their prospective the proper individual attention, Arthur Michaud and Jim Peppe, both of them, are planning a personal management office. Peppe is known as "Happy" and Jim Michaud is known as "Buddy" and they are both well known in the industry. They are both well known in the industry. They are both well known in the industry.

Need for such an agency in the music industry has been made in their minds for some time. The nucleus for their plans started when both took together to the CMA Artists Bureau. Realization of their idea began taking definite form several weeks ago and the joint association will be either formally announced or entirely dropped before the week is over when Michaud leaves for the West.

Whether or not the plan takes full shape, their first joint account is Buddy Rogers. Michaud and Peppe both agree on personal management with Rogers this week and both are having a hand in the plan. The plan is to build a building the band association went to Miss Shaw, who left his building post

New Working His Way Thru College

SEATTLE, June 8.—Scott, pianist at the University of Washington here, figured there must be an easier way than killing mosquitoes to subsidize himself. And found it by turning his hand dance promoter. Encouraged by the fact that he had been booked by Bill Clinton, Foster, had coming up from Los Angeles, Phil is scheduling his own band for the summer. Depend on students for his patronage, what with 20,000 bookworms in town—12,000 at the college and the rest from the nine local high schools. Besides he knows his student sociology, business and psychology for which he will bring the bands to Seattle.

New Wis. Dance Hall Law; Ballroom News

GREEN BAY, Wis., June 3.—Brown County Board of Supervisors added more potential dancing patronage for ballroom operators and curbs in this territory by hiking the age requirements of customers. New dance hall ordinance provides that no one under 18 years of age from entering or remaining in halls where dances are being held. Old ordinance made no mention of the minimum age. Under new measure, dance supervisors get \$1 per day, a 20 cent increase over their former scale, while license fee still remains at \$3 to conduct a public dance. Ordinance applies to all parts of the county except Green Bay, De Pere, Peshawar and Waubesa, where there are local regulations.

MILWAUKEE, June 3.—Wayne King playing last Saturday for the annual Milk Fund Ball at Regis Ballroom, sponsored by the State of Wisconsin, grossed better than \$2,500. Duets were sealed 50 cents in advance and all went for \$1.00. The band of the Milwaukee Beach pavilion unbuttoned for the season last Thursday with good opening receipts on hand for Howard Labovitz.

B. E. Buehner withdrew in the season at his Woodlawn Bay pavilion, Delavan at the Milwaukee Beach pavilion. This was the top for the summer music making. Woodlawn Beach pavilion at Waubesa has engaged Jim Rynd's six-piece act for the season.

with Billy Duchin. It was Shaw's Band and they are both well known in the industry. They are both well known in the industry. They are both well known in the industry.

blasted forth as a band leader. Pianist for Rogers to front an entertaining band, having met him many times with swing and Mickey Mouse outfit. Band will be fashioned by Shaw along with King, who is now in the city. The band will be fashioned by Shaw along with King, who is now in the city. The band will be fashioned by Shaw along with King, who is now in the city.

will be an individual venture and under no circumstances subsidized by any head booking office. Arthur and Jim did proposition both Michaud and Peppe a few weeks ago to start a personal management office for their activity, both liked the idea. Now do they plan any booking activities. Plan is strictly to build and develop bands on a wholesale scale, both new names and those already established but being lost in the shuffle because of lack of personal attention. In addition to services, office will provide for all publicity and exploitation and also try to expedite the pay roll to speed up the output of arrangements for the bands under its wing.

PW Tagged \$2,500 On Scale Duff on 5-Day Week Tours

NEW YORK, June 8.—Local 82 AFM notified Paul Whiteman this week that scale he paid to his musicians on out-of-town engagements was \$2,500 short of what he should have been. Local expects Whiteman to appear any day to explain his side of the matter. It is understood that Whiteman has a little bit of a problem in the payment.

Case was in the nature of a test to clarify musicians' salaries when band plays a series of out-of-town engagements for less than five days—five days constituting one week. AFM ruling states that in such cases the leader must pay full rate on New York scale, in event New York scale is higher than local paid Whiteman, according to local cases, had been playing the out-of-town scale. It is understood that Whiteman claims he had permission from the Federation to

Angle which resulted in confusion on application of this ruling hinged on fact that Whiteman had been booked for five days, but would then be faced with legitimate cancellations. These cancellations placed Whiteman in the line-up on one-week scale, which, unfortunately meant payment of New York out-of-town scale, or perhaps it meant the difference between profit and loss. New York scale is generally 15 per cent higher than other scales.

According to this version, New York scale is definitely called for whenever in such cases.

Point at issue has always been a head-scratcher for AFM. The Federation's application of this particular test case has been passed back and forth between Local 802 and the Federation for some time.

Nostalgic Nights At Ore. Ballroom

PORTLAND, Ore., June 2.—J. Cole (Pop) McKirroy, who operates one of Portland's best dance spots, McKirroy Spanish Ballroom, revived the romance of the voice and music of greats when "Pop" pushed to their starts in musical hits. Formerly a top-notch dance night.

McKirroy recalled were four "old boys of the days" then "who have played and sung their last dance. Bha. Johnny Hylander, accordionist; Tom Mullins, crooner; singing baritone Austin; vocalists and Eddie Hawn, saxophone and vocal.

There were whose names were heard in ensemble and solo numbers were Tom Curran, pianist; Fred McDaniel, pianist; and Harry (Buddy) McDaniel, pianist. Also in the band were: Pauline, Billy Price, of Portland, Ore., banjoist; Roland Allen, of Tillamook, Ore., drummer; Billy Brown, of Tillamook, Ore., trombonist; and "Speck" Thomas, trombonist, with Paul Whiteman.

Adding to Columbia recordings of the bands that from 1924 to 1931 brought them fame, the band played the music of Claire Frier's Orchestra on the stand.

Hawkins Crowds City Aud

RAVANNAH, Ga., June 8.—With the dance floor, drum set and balcony of City Aud, Ravana, Ga., was packed last Monday, June 5, by the band of the late Duke Ellington. The band of the late Duke Ellington. The band of the late Duke Ellington. The band of the late Duke Ellington.

The Reviewing Stand Off the Records

Music in the Air

By DANIEL RICHMAN

Johnny Bannag and His

Beachcombers

(Reviewed at Glass Hill Room, Congress)

FOUR Hawaiian lads and their assorted string-bows, giving out with about a half-and-half mixture of native and pop, are giving a check-out to the Personnel Institute. Back on the base, Jack Kahau, steel guitar; James Lee, tenor saxophone; Phono, Waiwale, straight guitar.

Could it be a natural for a small room like this group is the versatility displayed. They go from a pop check-out to the strings and stuff to very danceable toke. They are worked into many of the arrangements. The guitar work is top-notch and the modern stuff down pat. Personality puts up a nice appearance in white jackets and blue shirts.

Humphrey

tional type of warbling. Brunlee and Zack take care of this department with their own gammas set up and when the format calls for a check-out. One Wait in fast tempo, it's a satire that will appeal all the straight conditions. You're not going to hear the clarity of the alp-horn, too. Still, with all of the workhorse stuff, the music is clean rather than bawdy and is very enjoyable.

Humphrey

The Straight Makedo

(Reviewed at The Miraflores getting a hot)

Waiting and five treatments these maledominated groups are ready to give a couple of operetta airs as Gilbert and Sullivan would have them heard. The music is a little more to the taste of the propitiate vehicle for Kenny Baker to cut his musical teeth, noting that the songwriting is carried by the leader with the same name, Nat W. Pinaton, SIMMOND (after the name of the "The Symphony and the Wandering Minstrel and The Moon and I, a mosh chorus adding vocal force to the format).

And while the mood is classical, Victor has an interesting number in the class, getting a featured setting by the maledominated trio quartet, augmented by bass guitar and harp. Group are all members of the "The Symphony and the Wandering Minstrel" (after Paganini's 24th Violin Caprice) and "Barbers' Hitch Letter Mozart's 'The Marriage of Figaro Overture'). Nothing new and novel in the treatment either. With in the early days of radio, had a long-haired quartet playing to a four-four beat, Arnie Shaw is called.

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A PERFECT example of how much can be done in a demo, is a cover of "I'm a Fool for You" (WFOJ). This is only a demo, but it's a very interesting number and has some of the "classical" feel to it. It's a very level of real entertainment putting on a radio show without letting his ego appear to be in the way, and especially the crochone that happened to get in the way.

There is actually a one-man troupe, with Harris announcing, singing, singing and handling all the way thru. Heating the usual format overhead. Harris announces titles when he feels like it apparently. They come either before, during or after a number, and sometimes not at all. That in itself is a welcome change from the past practice that make such announcements occur in the end before.

Along with each of Harris' announcements come a slight discussion of things sometimes relevant and sometimes not but always delivered humorously, intimately and occasionally in a way to make listeners susceptible to such treatment feel that the remote is being put on their own terms. Harris is also playing the playing of the two soloists in hit tunes from Jack Benny's "The Music of the Air" (a few new remarks to the effect that "I hear it's a new record"). Harris is also playing it's still good showmanship. After warbling a song written by a couple of boys called "The Music of the Air" (a few new remarks to the effect that "I hear it's a new record"). Harris is also playing it's still good showmanship. After warbling a song written by a couple of boys called "The Music of the Air" (a few new remarks to the effect that "I hear it's a new record").

Musically the program was mostly pop and film tunes, but Harris could have done a lot more for the format if it still would have been a great remote.

Singing Maestro

IT takes more than a good tenor voice to make a listenable dance remote. JACK PULLON oriented himself in the "WABC" group to know from his past experience with Paul Whiteman, the art of making music that is both entertaining and commercial about a sustainer during the day or early evening. Pullon's music is more in the style of playing than it can possibly be by those who tune in during the late hours and hear a great deal of music. The music is arranged by the Pullon crew's amazing music-making, lacking rhythm and anything at all interesting. Pullon's music and Jack's repeated vocal "it's always been and always will be possible to get better than this great thing" was quite enough to kill any interest for the casual listener. This was hand fronted by a Whiteman album.

Tune selection was a further handicap on the broadcast effort. Only Pullon's "I'm a Fool for You" and "What Is This Thing Called Love" out of 10 numbers. Other tunes were "I'm a Fool for You" and "What Is This Thing Called Love" out of 10 numbers. Other tunes were "I'm a Fool for You" and "What Is This Thing Called Love" out of 10 numbers. Other tunes were "I'm a Fool for You" and "What Is This Thing Called Love" out of 10 numbers.

FOLLOWING a State-wide tour of Washington, Joe Thomas and His Duke of Rhythm located for the summer at Woodward Park, south of Seattle.

Bob Calum

(Reviewed at Kings Ballroom, Lincoln, Neb.)

SAX player and arranger for Lawrence J. Weik until he started his own band in the Chicago area, Calum's music is a mix of swing and pop, with a touch of jazz. He is a very versatile musician and is currently playing in a small group in Chicago.

Paul Harris

(Reviewed at Whelan Room, Los Angeles)

THREE has a reputation for being a top-notch band. They play a variety of music, including swing, pop, and jazz. They are currently playing in a small group in Los Angeles.

Muggsy Spatier

(Reviewed at Old Town Room of Hotel Sherman, Chicago)

IT'S just the kind of a band that every musician wishes he was in. It's a band that plays a variety of music, including swing, pop, and jazz. They are currently playing in a small group in Chicago.

Barney Rapp

(Reviewed at Barney Rapp's, Cincinnati)

ORCHESTRATING mostly during the war, Barney Rapp disbanded his touring combo to take on the double duties of manager and arranger at his own nightery here, the "The Music of the Air" (a few new remarks to the effect that "I hear it's a new record").

Del Courtney

(Reviewed at Rose Kensington Inn, Berkeley)

PATTERNED along the lines of the late L. Orville Knapp's "Rock, breakdown to the brass, three reeds, three rhythm, Hammond electric organ, and electric guitar. Courtney sticks to the strict sax-tuba-frying with the sax and personality that makes plenty of friends among the dancers-by. Rather than solo riffs, Courtney leans more to arranging tricks such as an eight-beat tempo (not a shuffle), used to his best advantage on tunes like "I've Got a Crush on You" and "I'm Glad to See You're Back Home".

Earl Gardner

(Reviewed at New York Ballroom, Lincoln, Neb.)

ORK in all phases has some Herman Tiroe, singer. Make a distinct novelty, and since Tiroe is an excellent singer, this band is a very good one. They are currently playing in a small group in Lincoln, Neb.

Pinky Tomlin

(Reviewed at Hillmore Hotel, Los Angeles)

IN THE past many moderately successful fad flicker bands have wound up fronting bands, offering John Public nothing in return for his dime but the so-called "entertainment" of a band. But the case of Pinky Tomlin is different. Tomlin is not only a very good singer, but she is also a very good pianist. She is currently playing in a small group in Los Angeles.

Bands on Tour

(See OFF THE RECORDS on page 78)

Advance Dates

Billie Barré Central Ballroom, Arapahoe Park, June 10-11.
 Chick Webb's Army, Pavilion, Va., June 11; Towerville Auditorium, Columbus, Ga., June 12; Sunset Pavilion, Atlanta, June 14; City Auditorium, Macon, Ga., June 15; The Grand Ballroom, Montgomery, Ala., June 18; Augusta, Ga., June 18; Savannah, Ga., June 19; Apollo Ballroom, Jacksonville, Fla., June 20; Square Club, Miami, Fla., June 21; Pruders Park, Auburn, Ala., June 22.
 Jack Winters and the Swingin' Blue Country Club, Hilltop, Danes, 211 S. Bedford (N. G.), Arapahoe, June 23.
 Ray Morgan, Turnpike Casino, Lincoln, Neb., June 24.
 Ray Alderson, DeMolay State Convention, Albuquerque, N. M., June 21; Nell's Retirement Home, 114th Street, S.E., Wash., D.C., June 22; Celebration, Hesperia, Wyo., June 3-5.
 Blue Baron, 14th Street, Federal of Bryan American Club, Conventions, Princeton Hotel, Omaha, July 1-3.
 Blue Baron, 14th Street, Federal of Bryan American Club, Conventions, Princeton Hotel, Omaha, July 1-3.

Martone Hits 8535 on Two-Bit Scale at Idora Park

FOUNDATIONS, O. June 3—Johnny Martone, playing the holiday week at Idora Park, gave the ballroom its biggest bargain ticket crowd in many seasons. The 8535 hit on a two-bit park plan dancing policy nightly excepting the usual "The Music of the Air" effect. Martone brought in 2,166 ticket buyers for a neat \$324 gate. Playing the "The Music of the Air" (a few new remarks to the effect that "I hear it's a new record"). Martone played to 2,800 admissions. Reduction of park-plan prices to 2 cents a dance helped of the customary dime-a-dance of former years, has topped her here considerably. Ten-cent charge for the first dance and the second being permitted a single whirl around the floor for the door charge.

It's just the kind of a band that every musician wishes he was in. It's a band that plays a variety of music, including swing, pop, and jazz. They are currently playing in a small group in Chicago.

(These ads for concert work when no dates are given.)

Adley, Carlton (Rochester) Radio Club Orchestra, Cal. 8
Alexander, Alvin (Dallas) Ball, B.
Allen, William (Hammonton) NYC 8
Allen, William (Hammonton) NYC 8
Allen, William (Hammonton) NYC 8
Allen, William (Hammonton) NYC 8
Allen, William (Hammonton) NYC 8
Allen, William (Hammonton) NYC 8
Allen, William (Hammonton) NYC 8

Bent, Billy (New River) De Wolf, Mo. 20
Beethoven, Felix (New River) De Wolf, Mo. 20
Beethoven, Felix (New River) De Wolf, Mo. 20
Beethoven, Felix (New River) De Wolf, Mo. 20
Beethoven, Felix (New River) De Wolf, Mo. 20
Beethoven, Felix (New River) De Wolf, Mo. 20
Beethoven, Felix (New River) De Wolf, Mo. 20

Brown, Bessie (Cleveland) De Wolf, Mo. 20
Brown, Bessie (Cleveland) De Wolf, Mo. 20
Brown, Bessie (Cleveland) De Wolf, Mo. 20
Brown, Bessie (Cleveland) De Wolf, Mo. 20
Brown, Bessie (Cleveland) De Wolf, Mo. 20
Brown, Bessie (Cleveland) De Wolf, Mo. 20
Brown, Bessie (Cleveland) De Wolf, Mo. 20

Caldwell, Carl (P.A. Armstrong) Rock Island, Ill.
California, The (Cincinnati) Ch. 9
Campbell, Sam (New River) De Wolf, Mo. 20
Campbell, Sam (New River) De Wolf, Mo. 20
Campbell, Sam (New River) De Wolf, Mo. 20
Campbell, Sam (New River) De Wolf, Mo. 20
Campbell, Sam (New River) De Wolf, Mo. 20

Chapman, Harry (London) M.S. Ch. 2
Chapman, Harry (London) M.S. Ch. 2
Chapman, Harry (London) M.S. Ch. 2
Chapman, Harry (London) M.S. Ch. 2
Chapman, Harry (London) M.S. Ch. 2
Chapman, Harry (London) M.S. Ch. 2
Chapman, Harry (London) M.S. Ch. 2

Clark, Wm. (Cincinnati) Ch. 9
Clark, Wm. (Cincinnati) Ch. 9
Clark, Wm. (Cincinnati) Ch. 9
Clark, Wm. (Cincinnati) Ch. 9
Clark, Wm. (Cincinnati) Ch. 9
Clark, Wm. (Cincinnati) Ch. 9
Clark, Wm. (Cincinnati) Ch. 9

Coleman, Harry (London) M.S. Ch. 2
Coleman, Harry (London) M.S. Ch. 2
Coleman, Harry (London) M.S. Ch. 2
Coleman, Harry (London) M.S. Ch. 2
Coleman, Harry (London) M.S. Ch. 2
Coleman, Harry (London) M.S. Ch. 2
Coleman, Harry (London) M.S. Ch. 2

Dillon, Jack (New River) De Wolf, Mo. 20
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Dillon, Jack (New River) De Wolf, Mo. 20
Dillon, Jack (New River) De Wolf, Mo. 20
Dillon, Jack (New River) De Wolf, Mo. 20
Dillon, Jack (New River) De Wolf, Mo. 20
Dillon, Jack (New River) De Wolf, Mo. 20

Dunn, Duane (New River) De Wolf, Mo. 20
Dunn, Duane (New River) De Wolf, Mo. 20
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Dunn, Duane (New River) De Wolf, Mo. 20
Dunn, Duane (New River) De Wolf, Mo. 20

Orchestra Routes

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

ABBREVIATIONS: a—auditorium; b—ballroom; c—café; d—club; e—orchestra; f—concert; g—country; h—restaurant; i—night club; j—hotel; k—theater.

Dunn, Duane (New River) De Wolf, Mo. 20
Dunn, Duane (New River) De Wolf, Mo. 20
Dunn, Duane (New River) De Wolf, Mo. 20
Dunn, Duane (New River) De Wolf, Mo. 20
Dunn, Duane (New River) De Wolf, Mo. 20

Edwards, Robert (New River) De Wolf, Mo. 20
Edwards, Robert (New River) De Wolf, Mo. 20
Edwards, Robert (New River) De Wolf, Mo. 20
Edwards, Robert (New River) De Wolf, Mo. 20
Edwards, Robert (New River) De Wolf, Mo. 20

Fisher, Wm. (Cincinnati) Ch. 9
Fisher, Wm. (Cincinnati) Ch. 9
Fisher, Wm. (Cincinnati) Ch. 9
Fisher, Wm. (Cincinnati) Ch. 9
Fisher, Wm. (Cincinnati) Ch. 9

Gale, Larry (New River) De Wolf, Mo. 20
Gale, Larry (New River) De Wolf, Mo. 20
Gale, Larry (New River) De Wolf, Mo. 20
Gale, Larry (New River) De Wolf, Mo. 20
Gale, Larry (New River) De Wolf, Mo. 20

Goodman, Benson (Perth Amboy) N.J. 10
Goodman, Benson (Perth Amboy) N.J. 10
Goodman, Benson (Perth Amboy) N.J. 10
Goodman, Benson (Perth Amboy) N.J. 10
Goodman, Benson (Perth Amboy) N.J. 10

Hughes, George (St. Louis) M.S. Ch. 2
Hughes, George (St. Louis) M.S. Ch. 2
Hughes, George (St. Louis) M.S. Ch. 2
Hughes, George (St. Louis) M.S. Ch. 2
Hughes, George (St. Louis) M.S. Ch. 2

Harley, Bob (New River) De Wolf, Mo. 20
Harley, Bob (New River) De Wolf, Mo. 20
Harley, Bob (New River) De Wolf, Mo. 20
Harley, Bob (New River) De Wolf, Mo. 20
Harley, Bob (New River) De Wolf, Mo. 20

Hart, John (New River) De Wolf, Mo. 20
Hart, John (New River) De Wolf, Mo. 20
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Hart, John (New River) De Wolf, Mo. 20

Kaufman, Sam (New River) De Wolf, Mo. 20
Kaufman, Sam (New River) De Wolf, Mo. 20
Kaufman, Sam (New River) De Wolf, Mo. 20
Kaufman, Sam (New River) De Wolf, Mo. 20
Kaufman, Sam (New River) De Wolf, Mo. 20

Keane, Jack (Cincinnati) Ch. 9
Keane, Jack (Cincinnati) Ch. 9
Keane, Jack (Cincinnati) Ch. 9
Keane, Jack (Cincinnati) Ch. 9
Keane, Jack (Cincinnati) Ch. 9

Leahy, Bernard (New River) De Wolf, Mo. 20
Leahy, Bernard (New River) De Wolf, Mo. 20
Leahy, Bernard (New River) De Wolf, Mo. 20
Leahy, Bernard (New River) De Wolf, Mo. 20
Leahy, Bernard (New River) De Wolf, Mo. 20

Leary, Howard (New River) De Wolf, Mo. 20
Leary, Howard (New River) De Wolf, Mo. 20
Leary, Howard (New River) De Wolf, Mo. 20
Leary, Howard (New River) De Wolf, Mo. 20
Leary, Howard (New River) De Wolf, Mo. 20

Levy, Harry (New River) De Wolf, Mo. 20
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Levy, Harry (New River) De Wolf, Mo. 20

Lynch, Ed (New River) De Wolf, Mo. 20
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Lynch, Ed (New River) De Wolf, Mo. 20
Lynch, Ed (New River) De Wolf, Mo. 20

MacFarland, Ed (New River) De Wolf, Mo. 20
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MacFarland, Ed (New River) De Wolf, Mo. 20
MacFarland, Ed (New River) De Wolf, Mo. 20

McIntire, Don (New River) De Wolf, Mo. 20
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McIntire, Don (New River) De Wolf, Mo. 20
McIntire, Don (New River) De Wolf, Mo. 20

Morgan, Bob (New River) De Wolf, Mo. 20
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Morgan, Bob (New River) De Wolf, Mo. 20

O'Brien, Harry (New River) De Wolf, Mo. 20
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O'Brien, Harry (New River) De Wolf, Mo. 20
O'Brien, Harry (New River) De Wolf, Mo. 20

Palmer, Fred (New River) De Wolf, Mo. 20
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Palmer, Fred (New River) De Wolf, Mo. 20
Palmer, Fred (New River) De Wolf, Mo. 20

Parsons, Sam (New River) De Wolf, Mo. 20
Parsons, Sam (New River) De Wolf, Mo. 20
Parsons, Sam (New River) De Wolf, Mo. 20
Parsons, Sam (New River) De Wolf, Mo. 20
Parsons, Sam (New River) De Wolf, Mo. 20

Perkins, Sam (New River) De Wolf, Mo. 20
Perkins, Sam (New River) De Wolf, Mo. 20
Perkins, Sam (New River) De Wolf, Mo. 20
Perkins, Sam (New River) De Wolf, Mo. 20
Perkins, Sam (New River) De Wolf, Mo. 20

Reynolds, Tom (New River) De Wolf, Mo. 20
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Reynolds, Tom (New River) De Wolf, Mo. 20
Reynolds, Tom (New River) De Wolf, Mo. 20

Rosen, Sam (New River) De Wolf, Mo. 20
Rosen, Sam (New River) De Wolf, Mo. 20
Rosen, Sam (New River) De Wolf, Mo. 20
Rosen, Sam (New River) De Wolf, Mo. 20
Rosen, Sam (New River) De Wolf, Mo. 20

Sullivan, Sam (New River) De Wolf, Mo. 20
Sullivan, Sam (New River) De Wolf, Mo. 20
Sullivan, Sam (New River) De Wolf, Mo. 20
Sullivan, Sam (New River) De Wolf, Mo. 20
Sullivan, Sam (New River) De Wolf, Mo. 20

Taylor, Sam (New River) De Wolf, Mo. 20
Taylor, Sam (New River) De Wolf, Mo. 20
Taylor, Sam (New River) De Wolf, Mo. 20
Taylor, Sam (New River) De Wolf, Mo. 20
Taylor, Sam (New River) De Wolf, Mo. 20

Thompson, Sam (New River) De Wolf, Mo. 20
Thompson, Sam (New River) De Wolf, Mo. 20
Thompson, Sam (New River) De Wolf, Mo. 20
Thompson, Sam (New River) De Wolf, Mo. 20
Thompson, Sam (New River) De Wolf, Mo. 20

Tracy, Sam (New River) De Wolf, Mo. 20
Tracy, Sam (New River) De Wolf, Mo. 20
Tracy, Sam (New River) De Wolf, Mo. 20
Tracy, Sam (New River) De Wolf, Mo. 20
Tracy, Sam (New River) De Wolf, Mo. 20

Palmetto Cafe, Detroit

The Palmetto has been operated the past two years as one of the intimate type neighborhood spots...

Show is directed by Mickey McKay, a presentable talent, who does a fast foot-stepping number in black bikini attire...

Friday night, atmosphere vital, manager to hold this crowd during her violin solo—a difficult feat in an audience used to music acting from the stage...

Charles Moran opens with a fast, but giggling number, providing diversion as she never ceases bouncing that posture...

Followed up with conventional jug banding. Breaking up the jug band routine, he has a variety of which replete scintillated caricature, which he snazily works up into cut-back tap dance...

Band is quickly set as a girl considerably of form opening show.

Band is fortunate in being accompanied by Lillian Temple. They are thoroughly presentable and thoroughly competent musicians for both dancing and floor shows...

Glen Island Casino, New Rochelle, N. Y.

While the Glen Island Casino has a reputation for Glena, it launched Glen today and the Dean Lewis Crocino and it looks now as though Glena is to be sent to random heights...

The hand-making Casino (also Ray Clayton, the Downey) is a distinctive spot with a location on the sea which isn't equaled around this section:

the kind of spot that will certainly get the customer back and back again after the initial visit. Additional attraction of host board from the Casino should contribute considerably.

Miller has something good and new that will catch on at the very end of the listening Casino trade will still be in the profit card, also little about the slower tempo and are sufficient to give it an appreciation and a solidly rhythmic the rhythm without blasting Ray Horne and Marston Fulton, vocalists, were hot in special evidence opening night.

But it's more than likely that Miller will find that in order to really hit the big band money (radio, pic, theaters) he will need some trade-mark to give the band required impetus... He is practically every big band attraction has something like that today—the Goodman-Bowen classic, T. Dorsey trombone, J. Dorsey sax, Caberera slide, Miller should either build himself and his slip horns into prominence, by featuring himself as soloist, or get himself some sort of trademark by way of novelty, such as what the Ray Kroyer quizer was to Kroyer, Rock music is not hot enough...

On the Monday evening side, Casino has a problem. Costs of getting there by car and parking is considerable...

Joseph Hardy is a cordial and genial host. Harry Sobol and Ted Hartman are the press agents. Jerry Frankov...

Blackhawk, Chicago

Still getting the accent on the beat, this spot is now billing itself as a "maker of bands" and using Ray Kroyer and Bob Crosby as outstanding examples.

Jack Traganter, the ex-Whitman ship-horn artist, and his new quartet are in the act of presenting his, which is on the weak side. However, this can't be blamed on Traganter, because his orchestra is the finest one already heard on records to most of the present-day big bands.

★Recognized as the Finest of 1939!

"Outstanding on the bill JOHNNY BARNES, a great tap dancer.

ROBERT COLEMAN, Daily Music.

DEEGAN'S

Just Completed Four Consecutive Weeks

PARMOUNT THEATRE, New York

Fridays, 10:30 P. M., Over CBS

Opening June 15th

MOTEL PIERRE, N. Y.

Featured Singer RIPLEY'S "Believe It or Not!"

FRIDAYS, 10:30 P. M., Over CBS

Opening June 15th

MOTEL PIERRE, N. Y.

DEGANE

Ex. Rep. J. JACK BERTELL

Mr. Mgrs. ANNA SKOENIG

Interpretive Dancer REPERTOIRE OF CHARACTERS

AMERICAN INDIAN — DANCES OF THE FAR EAST — HAWAIIAN MEMORIES — RHUMBA DE LUXE — SPANISH CAPE DANCE AND OTHERS

AVAILABLE NOW — ADDRESS BILLBOARD, N. Y. CITY.

Night Club Reviews

name outfits. It's a case of this kind... showing a willingness to carry most of the show. As a dance aggregation, too, they're tops...

Hand comes back for a couple of numbers featuring Mike Keen and Charlie Spivak, the sock's No. 1 trumpeter...

Shirley Anson takes his turn doing imitations of Rudy Valley, Mitchell Torrey, Milt Latta and other vocalists...

Vogeu Room, Hotel Hollander, Cleveland

It is the custom of downtown night club operators to close in the summer... down on the imagination they show in booking winter shows...

Which is by way of saying that Dick Marsh, of the Hollander, refuses to bow to the lure of closing in a show that is packing well...

The show is light and cool. Bob Lantz, the soloist, does the dancing, all the dance spots, and Bob's own piano solo emphasizing light gyrals...

Acts, too, are light and cool. The novelty is an excellent one. Paul Lane and his trained live birds which merrily go-rounds, pull raris, do trapesse and high wire acts...

The Four Bebechers delivered a number of light ditties, best of all a parody of the Quartet from the "White Heat" and the early period of the Yacht Club Boys...

We could continue to rave about this show, but space precludes it.

885 Club, Chicago

Due to its rap for good floor, this spot is one of the less suffering under Ham Side victims of the current i. a. m. curfew drive.

It is open for business early and the dinner crowd, as a rule, is the best of the crowd to be had...

New six-piece band is Keith Beecher's locally known outfit which moved in on the business scene...

Hand comes back for a couple of numbers featuring Mike Keen and Charlie Spivak, the sock's No. 1 trumpeter...

Shirley Anson takes his turn doing imitations of Rudy Valley, Mitchell Torrey, Milt Latta and other vocalists...

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It is open for business early and the dinner crowd, as a rule, is the best of the crowd to be had...

the same, leading from a piano stool a well-blending combo.

Myra White, a milder Sophie Tucker edition, and Paul Moran, veteran magician, fill up the show. Both have been around here before and undoubtedly enjoy individual following.

Hand comes back for a couple of numbers featuring Mike Keen and Charlie Spivak, the sock's No. 1 trumpeter...

El Chico, New York

Berito Colada has trimmed his show for the summer and is presenting a short, snappy show with the same appeal...

The floor show is not as flashy and punchy as most big winter venues have been, but it is satisfying.

Hand comes back for a couple of numbers featuring Mike Keen and Charlie Spivak, the sock's No. 1 trumpeter...

Shirley Anson takes his turn doing imitations of Rudy Valley, Mitchell Torrey, Milt Latta and other vocalists...

Cuban Casino, New York

For the fourth time in the past year this spot has again opened its doors to night club trade, but this time, what with a real money-tugging history, the owner hopes to have a longer life than their unfortunate predecessors.

Spot, which used to look more like a barn than a night club, has been thoroughly redecorated and refurbished and now really looks like a show place.

After a successful 14-month tour of Leading Hotels and Clubs in Europe

PATRICK & CESAR International Dancers

New Appearing HAVANA MADRID, N. Y.

THE DIVINE DEEVEN

The Divine Deeven, following its successful tour of Europe and the United States, is now appearing at the Hotel Hollander...

HEAR DE LLOYD McKAY and his SENSATIONAL PIANOLUX

HEAR DE LLOYD McKAY and his SENSATIONAL PIANOLUX

ONYX CLUB, N. Y.

PHILIP DELL MUSIC... Onyx Club, N. Y.

WILLIAM MORRIS AGENCY

Consolidated Night Artists, Inc.

the other night club "morning" the past few days.

Notwithstanding the lack of business, however, the show goes on as scheduled and a number of the songs which they were able to put on a speedy, lively show despite the empty tables.

It is noted that the show starts, which is about as good as any title. What is very small but punchy, including Countess Morena, Nedra Maders and Alberto De Lima, who sings, sings and is the other half of the dance team of the De Lamas.

Bonetto Moreno, who has been around these parts for the past half dozen years, proved a lot of fun and speaks in her Latin dancing and singing routines, which are well balanced and nicely done.

Countess Morena, Nedra Maders and Alberto De Lima, who sings, sings and is the other half of the dance team of the De Lamas, a so-so dance team that is about for this type of act.

George MacMurray is handling the press. Sol Zeit.

Havana-Madrid, New York

Despite the sharp competition of the year-by La Conga, the Cuban-Spanish night club continues to hold on, patronizing its fine food, atmosphere and piano, especially those above and good dance music much to their liking.

Featured in the new show is Rosita Ortega, a great favorite here and a holdover. She is a tall, vivacious young woman whose classic Spanish dances are replete with street showmanship. Her calendar work is excellent and her dancing is of the first class.

For the first time she is doing team work and continues with Oscar Lopez for a show-stopping dance. Oscar teamed with his regular partner, Patricia, a juteous showgirl-type refined, for a few days and a lively fun.

Rosita Ortega, dusky Cuban teen, specialist in novelty rumba and took the opening night crowd by storm. The girl's fancy bumps, belly rolls and shimmying are startling and her partner provides good background. Her set do several encore before the audience would let them get off. Arturo Gomez, who was Miss Garcia's most nicely enough and also seems straight.

Rosita Ortega, singer, was on opening night to Misses. She has danced here a year and a half, leads his 10 men band and plays excellent American and Spanish music as well as playing the show. Her set is much better than where she has danced. Her set is provided by Juanita Hernandez and her six specialties in rumba, with occasional novelty and dances thrown in.

After four weeks of Cuban business with Ted Lewis and his roster of entertainers, the club these weeks has been sporting the Abe Lyman music-masters, augmented by several local vocalists. On the 10th, which was the fourth week this week, is the fullest and most impressive band ever seen in the city since its reception has been of the rate rating.

In the current floor items, Abe Lyman dominates the entire act, and the Robinson Trio, refreshing tonic,

and sister team, who give the show a nice counterpoint to a fast bit of dancing. The Perry girls, The Perry girls, who follow up with a coring and novel Irish pop and jazz routine that set them down to a smash band.

Bob Blake, band's lively trumpet blower, who plays the piano in the band, has an excellent backing from the band boys. The clicked handily on the piano. The piano is played especially effective with a swing treatment of the final chorus.

Lyman brought the crowd up to give out with a grand semi-symphonic treatment of Melchior's Baby, the lady who plays the piano in the band. The trumpeter, next turns on the organ as the organ for The St. Louis Blues, his playing was so easy and setting him a good night.

Don Cummings, roop-spinning master, went well with his chatter and feverish work. His deep-10-10 barrel for many of his gigs and seems a bit heavily on the side, but his crowd thrived on his output. Skipped off so much handclapping.

Lyman's take up arms here so was hysterical on a swell arrangement of the 12th Street Rag, which highlights the month's theme of the evening, an entertaining novelty. Beverly has dispersed of his 18-18-18 line, always a success, but the show went off very well without it. Lyman's personal betting won favor with the dancers and, in addition to some Blaucoo toes a pair of capable waltzers in Eddie Holley and Frank Parth.

Beverly's dinner hour at 45, with the cuisine excellent. Drink prices are in line for a class spot of this kind. There's a 25 minimum per person on week days and Sundays, and 35 on Saturdays and holiday evenings.

Hotel Pennsylvania Roof, New York

Playing his first Pennsylvania Hotel name, Tommy Doner's band opened Thursday night in a large, brightly lit room, mostly from the music business, playing the Hot-Cooled Room, showing Jack Meyer's long run in the downtown Manhattan Room, which has been known for its good music.

Doner played opening night crowd easily, singing out those sweet-swinging rhythms that make dancing so enjoyable. His music, too, is easy for listening and, on top of that, there's the extra attraction of attractively attractive Betty Wright, whose rhythm singing is right in the groove, and by baritone Jack Lowrey, whose singing is so good. Sam Shasta Herford steps off the band stand occasionally for comedy, mostly singing.

Doner will be here all summer. The hotel will launch a new night club room on the lobby floor October 1, with Artie Shaw the opening band.

The Baybrook, West Haven, Connecticut

Taking over the building which formerly housed the Lincoln Colonial, Joseph and Morris Frankel, former part owners of the destroyed Pavilion Hotel, invested \$25,000 to make this the newest and smartest night club in Connecticut. Using a Colonial decorative effect inside and out, with a pleasing exterior band good music, the club has been doing a fine business since opening on March 22.

Al Cohen, drums, Joe Hogan, who also sings, guitar, Leonard Trifiro, viola. Bob Brown, Jerry Lewis and D. Kirk.

Using a mellow soft toned style of music, band is local for roudhouse. Consistent pop tunes and variety with Joe Hogan add the vocal in pleasing manner.

Lightness reasonably priced. Food carefully prepared. Minimum service. For early evening plenty of folks on hand.

Astor Roof, Hotel Astor, New York

Bob Christenberry again updates his 8-10-10 set with a sure-fire attraction to fill his spectators room of some 1,200 seats. Initial hours are 10-11. Bob Vallee, whose presence placed a premium on both the dinner and supper sessions opening night.

Room is architecturally imposing, with sturdy bars, cocktail terraces and modernized lounge. It's quite a credit for any maestro to take upon himself to fill the room with a so-called and the reception accorded Vallee, seating and entertaining as graciously and efficiently as ever, is quite a tribute to the maestro, who more than adequately

meets the exacting demands of this edifice.

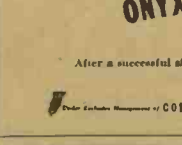
His Buddy Vallee in person and company for the seasonal entertainment, supplying the dance incentive and Bob Vallee, all of which he brought in with him from the West Coast with the exception of ventriloquist Bob Heller, who was loaned by Vallee by MCA.

Floor fare gets under way with Lovey Lovelace, who suffers with a song and rhythm tap. Frank Cook follows and has a touch of it playing a harmonica to his own guitar serenade. Proprietor himself began without the use of his hands. Vallee has the next thing to himself and hits home with Plus 3-472, one of the pseudo-sophisticated songs from Sing Out the News telling of the trials and tribulations of the professional dancer.

Ann Preston, only other gal in the gang, but with enough on her back to fill an entire front table, does some solo ballroom singing with Vallee voice encoaching. The maestro carries on along with a song characterization set to Old Folks.

Murch and Mack, male tap trippers, give way and go merry with morseled improvisations, widdling up with a walloo preach in their Harpo and Orsonia Marx fashion.

Bob Heller is easily the hit of the bill with a Reginal J. Tricklepuss as his



MAXINE SULLIVAN Returns...

To the scene of her first triumph

ONIX CLUB

After a successful six months on the Coast.

Under Exclusive Management of COLUMBIA ARTISTS, INC.

CLARENCE LEVERENZ

10th Month at Hayden's Magic-Cat Bar, Evanston, Ill., featuring Harmonized Organ, Community Singing and Vocal Specialties, doubling on Piano and Accordion. Also Broadcasting Weekly over WGBS.

SPECIAL ANNOUNCEMENT

Available for auditions or special engagements during June vacation. Write or wire care Hotel Sorrento, Evanston, Ill., before June 10.

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PROTECT YOUR PROFITS

See Patented Dance Orit. It's through businesslike, durable, and tested to enable without opening. Burns low, gives you 1500 ft. of tape. Best value, without giving. Dances in 15 seconds.

DANCE! HALLS!

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WESTERN BADGE & NOVELTY CO., 407 S. WASHINGTON ST., ST. PAUL, MINN.

STAGES '39

Bookers Claim Names, Bands "Walking Off With the Profits"

NEW YORK, June 8.—Aggravated by the growing trend of managers and theater owners are becoming more pointed in their accusations that music business attractions being walking off with the profits.

One leading independent booker claims that a share of the gross, when the music attraction takes as high as 80 per cent of the gross. Among top music attractions being booked now are \$18,000 for Mae West with \$10,000 for Benny Goodman; \$12,000 for Billy Ezyer; between \$4,000 and percentage to \$18,000 for the Bits Brothers; \$10,000 for Fred Waring; \$7,500 for Sammy Kaye; \$10,000 for Arnie Brown; and \$4,000 for Larry Clinton.

And some of these names, the booker claims, did not even draw the theater. According to bookers, recent grosses taken in by HUGO Palace, Cleveland, are a good example of what vaudeiners are up against. The house, which will run summer, only sporadically during the season, is understood to have grossed only \$13,000 with Benny Goodman; \$7,500 with Fred Waring; \$10,000 with \$18,000 with the Mae West unit. Goodman's salary was reported as \$10,000; Fred Waring's, \$7,500; and Benny's, \$13,000. But bookers are getting \$13,500 for similar engagements in Cleveland, recently. Work grossed \$5,000.

Breakup of the indie bookers is that bands and attractions playing out-of-town have a fair share of the gross, 50 per cent of the gross, inasmuch as the theater owners must do all the marketing. They point out that former attractions working on a percentage

would defray part of the advertising expenses, but that under present system, theaters must pay all advertising in addition to paying the book roll for a share of the gross.

All-Vaude Show Cost Fay More Than 40 Grand

NEW YORK, June 5.—Frank Fay's *Gay* line straight vaude has cost him between \$4,000 and \$6,000. Little could be reached for a statement, persons associated with him in his recent production of Frank Fay's vaudeville claim he put up with loss of dough to keep the show alive.

For the past seven-week run at the 44th street Theater here, grossing \$90,000, and then went into thebits. Booked for two weeks and lost money. A week in Montreal finished the show, and it disbanded May 31, Fay had paid \$450 to the Lake troupe.

By paid off the acts, but producer Chester Hise complained he could not cover his money due on his contract with Fay. The Hise troupe of 24 girls is understood to have been getting \$13,000 from Fay and at a meeting of the AFA Tital Board last week Fay testified that he paid \$450 to the Lake troupe the closing week in Montreal, covering the AFA minimum for the girls. The Hise received decision.

Fay was approached last week by Billy Rose to head the new Casa Manana show, but he turned it down. He understood he please to accept vaude and radio acts.

AFA Collect Salaries

CHICAGO, June 8.—American Federation of Actors here is making an effort this season to organize summer spots in the area and clubs in neighboring cities.

First one to come under the AFA flag was the *Boys* in *Alcazar*, Chicago, Ill. Booked for two weeks, a salary difference was straightened out. Altho Hansen led Are Wetburn, Jess Lane and Ray Kelly, etc., out after the opening night, he paid them a full week's salary as called for in their contracts.

S. F. Burly Pinch

SAN FRANCISCO, June 8.—Lured by cash charges were filed this week against the principal in the Henry Burlesque Theater and its manager, Charlie Michaels.

Filed on \$100 bail each were MICHAEL DARRA Roderick; FRANK Mackey, comic; and Honey Duval. Show in just second show street from the Henry Burlesque.

PORTLAND, Ore., June 8.—Two-mile House was rased by a recent fire. The madhouse was built in 1906 at a cost of \$50,000 by Fred T. Merrill.

"Folies Bergere" Doubles Gross; Compares With All-Film Policy

HOLLYWOOD, June 8.—Grosses at the Chicago Palace double for the week. The Post-West Coast house switched from straight pictures to flesh. With Clifford Brown in the lead, the show is now after a record run at the San Francisco Fair, the lake has justified the expenditure. The Grand Hotel show, which ran at least another month.

Gross for the Chinese when it played the Grand Hotel for a week, was only \$13,200 per week at a 75-cent top, and when it was slated *Folies Bergere* came at \$14,500 per week. The show has the customers 25 cents for a program, there was a lot of head shaking. *Folies* has been hitting hard since May 14, play-

'She Waan't Kidding'

NEW YORK, June 8.—Denny Fogelman, proprietor of Benny the Book's, Paris Hotel, says the *Devoys* show, which recently, Delroy McKays spotted himself in the show. The show's title was *I Got Along Without You Very Well*.

The program is using Mike McCay on broach of contract.

PATL DIERKER opens at the Commodore Hotel on Aerial, June 12. E. ROBERT BRODER, theatrical attorney, leaves June 20 for his annual trek to the coast. Plans a six-week stay.

STAGES '39

(Continuation to New York Office)

NEW YORK

AMY TOPO is also at the World's Fair, but she is singing on a narrow stage above a bar in George Chan's Chinatown Cafe, part of George Chan's show. Other performers are former burlesquers are Alma White, Jean Bédin, Jack Conway and Jack Howard. The show is run by a former burlesquers are Alma White, Jean Bédin, Jack Conway and Jack Howard.

Joe's man and electrician, with Charles Coak assisting. Mike Salzman, carpenter, John F. Kelly, painter, and Frank Neuland, electrician, are at the Knickerbocker inn, a replica of the old Atlantic City. FRED TAYLOR, vaudeville theater operator and straight one, has charge of the speller on the outside. The show is running on a narrow stage above a bar in George Chan's Chinatown Cafe, part of George Chan's show.

BILLY NATHAN, manager of the *Boys* in *Alcazar*, Chicago, Ill., has returned to New York.

BAM BRISKMAN, operator of the Continental, Chicago, Ill., has returned to New York. The show is running on a narrow stage above a bar in George Chan's Chinatown Cafe, part of George Chan's show.

BILLY CLARK is going to Texas Quinn as emcee at NTO's Congress of Burlesque in the City. Other regular burlesquers are Jean Michelle and Ernaine Parker, with Sugar Taylor, ex-chorus girl, and Marie Cross, who is the Republic, helped largely in completing the Congress spot inside and outside the city. Other regular burlesquers are Jean Michelle and Ernaine Parker, with Sugar Taylor, ex-chorus girl, and Marie Cross, who is the Republic, helped largely in completing the Congress spot inside and outside the city.

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Vaude Out of 3 Slot Houses

LONDON, June 3.—Dust Circuit is cutting out vaude during summer at three of its seven theaters. Today Child and Wood Green Empire here and the Grand Hotel in the city will have to switch to silent weeks of plays. Vaude will be restored in August.

Fred Cook's *Travel* closes tonight at London Palladium, which changes to *London vaude* featuring American acts, Burns and Kate Carroll, who came to build new Tower Bridge Empire, 1,450-galler vaude house, on south side of Tower.

STAGES '39

night shift in the part of Stella at the Grand Hotel, which is fair under the name of Carol Young.

JOHN SCHILLING and Betty Rowland open June 10 at the Palais. Les Ateliers for the Daltons. This is a return engagement on a long-term contract. The show is running on a narrow stage above a bar in George Chan's Chinatown Cafe, part of George Chan's show.

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Burlesque Review Embassy, Rochester, N. Y.

(Reviewed Friday Evening, May 26) and Jock, who was an enthusiastic reception by local burlesque addicts when she opened for a week here. Jay will be the boy dancer appear here this spring. Jim Cook did equally well in tap and rumba numbers, returning for more burlesque at the Grand Hotel. Little Francis and beana-haired Gene Camped, favorites who have been regulars at the Grand Hotel, made the grade of losers. Later retiring and rough-around-of Lou Davis and Coleman. Sidmore comedians, won hearty response. Embassy chorines stepped thru several rows for more money than last season. BOB in recent weeks. Howard Palms.

MAIL ON HAND AT CINCINNATI OFFICE 85-87 Duane Plaza.

Parcel Post

Berry & Dabbs... Bennett, Ed... Bell, Harry... Bell, James... Bell, John... Bell, Thomas...

Lois, Madeline... Mrs. M. A. Lee... Mrs. M. A. Lee... Mrs. M. A. Lee... Mrs. M. A. Lee...

Letter List

NOTE—Mail held at the various offices of the Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Women

Adams, Gertrude... Adams, Mary... Adams, Mrs. J. W... Adams, Mrs. J. W... Adams, Mrs. J. W...

McDonald, Mrs. C... McFarley, Mrs. M... McFarley, Mrs. M... McFarley, Mrs. M... McFarley, Mrs. M...

Men

Adams, J. W... Adams, J. W... Adams, J. W... Adams, J. W... Adams, J. W...

Adams, J. W... Adams, J. W... Adams, J. W... Adams, J. W... Adams, J. W...

Adams, J. W... Adams, J. W... Adams, J. W... Adams, J. W... Adams, J. W...

When Writing for Advertiser Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

[A dense grid of names and addresses, organized by city and state, including Chicago, New York, Los Angeles, and various smaller cities. The text is too small to transcribe accurately but follows a standard directory layout.]

MAIL ON HAND AT
NEW YORK OFFICE
 1544 Broadway.

MAIL ON HAND AT
CHICAGO OFFICE
 82 West Broadway St.

Women

Men

Men

MAIL ON HAND AT
ST. LOUIS OFFICE
 390 Ananda Bldg.

Parcel Post

Women

SUGAR'S DOMINO

(Continued from page 4)
 pulps follows by the Legion of Decency.
 The hurt is greater because its first
 syllable is heavily permeable by the
 dull-witted and thick-skinned lads who
 make out of God's mercy as long as
 they can wash down the gold in them
 that hill.

Radio and films can learn a lesson
 from their dear, bedridden and double-
 crowned brother, vaudeville, by heeding
 the recorded history of amusements of
 the last 20 years. Vaudeville's copy-
 right troubles of the war days were little dif-
 ferent than the hardy/discriminable blin-
 dness on the two major lites today.

blameless which will deepen and spread
 over the whole surface if the men who
 are in a position to do anything about
 it fail to take action. We can't fight
 against films and radio for their ten-
 derness towards following cycles. One
 thing is sure: we will try to change human
 nature, the following of cycles being just
 as inherent in humanoids as man's
 ears. But each unit, free to shape its
 own destiny in the little world show-
 business it, can do its level best and
 escape a certain achievement. Withstand
 from stealing from the part man not
 because you fear an opponent but
 might as well try to change human na-
 ture. The other man you are
 stealing as well from the man that
 needs his. If an industry declines in
 prestige public favor or general appeal
 all of those in it lose proportionately.

ANDERSON—Oscar, 83, Negro playwright of heart drama, May 31 in Harlem Hospital, Harlem, N. Y. His play, 'Apprentice' ran for three weeks at the Broadway Theater. Burial in Green-Wood.

ARJANO—Francis, first-month-old daughter of Edmund and Florida Benzo and Earl S. Lauther, was born May 21 in Pasadena, Calif. Her mother is Mrs. Jobby Arjano, a nurse practitioner in Pittsburg, Mo.

BOAG—William, 72, actor and stage manager, June 1 in his Staten Island, N. Y., home after a long illness for six years. He began his theatrical career as a stage manager. For 25 years he was in 'The Merry Widow' with the next 20 with David Belasco. In the 1920s he acted in several Broadway productions. He acted with the Metropolitan Opera and the Metropolitan in New York. He was also with the Metropolitan in Chicago and with the Metropolitan in Baltimore. He was also with the Metropolitan in Philadelphia.

BOON—Fred, 48, for 20 years stage manager of the Academy of Music, Philadelphia, and whom Stolovskoi called his 'right-hand man,' May 27 in Philadelphia, after a heart attack during a rehearsal. He was with the Metropolitan for three weeks. Crum began his career at the old City Opera. He was with the Metropolitan for two years. He was also with the Metropolitan in Philadelphia. He was also with the Metropolitan in Baltimore. He was also with the Metropolitan in Philadelphia.

BRONCH—Rabette Nadine, in Huntville, Ala. May 16 after a lingering illness.

FITZPATRICK—James E., 46, manager of the Pitech Billposting and Advertising Co., Albany, N. Y., in St. Peter's Hospital, Buffalo, N. Y. He had been married by his wife and three children. Burial in St. Theresa's Church, Albany.

GASTONDUY—Narcisse W., who formerly represented the Keith-Albee vaude and vaude interest in the theatre, recently in Halifax. When Keith-Albee took over St. Mary's Hall, Halifax, for the first time, Gastonduy was the first manager. When Keith-Albee ceased functioning in Nova Scotia, Gastonduy continued to manage the theatre as a theatre operator. For many years he was with W.A. Affleck, his brother-in-law, operator of the theatre in Halifax. In connection to his long affiliation with theatre, Gastonduy produced the first musical comedy in Halifax, 'The Millionaire', which was a great success. Buried by a brother and sister. Service and interment in Halifax.

GEAR—Howard O., well known in show business, having worked in pictures in Hollywood and in vaudeville, died May 23 in Veterans' Hospital, Seattle, Calif. May 3. Gear was once featured in the Hollywood film 'The Caine Mutiny' having designed his own discharge from both the army and navy before he came to the coast. He was a member of Huntington Park, Calif. B.N.A. Buried by his mother, Mrs. J. Jacob, De Molines, a sister, Edna, in Hamlet, Chicago, and his father, W. B. Gear, of the outside show world. Service in the city.

GOLDER—Mrs. 79, mother of Jack Golden, arranger and accompanist for Helen Kane, died May 25 in the city.

GOIN—Mr. Beasley, 78, mother of

T. W. McMalon

T. W. McMalon, 78, veteran outdoor showman and owner of the show bearing his name, died May 30 in Los Angeles. He was 78 years old, a two-year illness. One of the oldest revival men in the business, McMalon operated shows and circuses for more than 45 years and was known throughout the country, having contacted many showmen of his day. He entered the field in a manager way in 1894 in partnership with Charles McCall, who later when McCall acquired a Merry-Go-Round and operated it at Los Angeles and of the first he bought out his partners and purchased several additional rides. Shows and nonshows and the McMalon Show has operated in all sections of the country annually traveled in Kansas, Nebraska, Iowa and Colorado and some other west. He was a member of South Dakota. In 1910 the above played the Southern States. McMalon traveled with his organization until this year when illness prevented. Surviving are a daughter, Mrs. Myra McCall, a son, T. W. McCall, Jr., a daughter and Cecil McMalon, a brother, John W. McMalon, and a sister, Mrs. Myra McCall. Burial in Riverside Cemetery, Marysville, Kan., June 5.

the late Texas Outlaws, in Los Angeles.

HANNAN—Earl, 40, well known in and out of show business as Reddy Wooler, in Hollywood, is a member of the Douglas Theatre Shows.

HILL—Hilma Johi (Shorts), 53, well known in show business, died May 29, a suicide, in his Fort Worth, Tex., home May 27. Hill also critically injured himself May 20 by jumping into a swimming pool. He was in the Fort Worth in 1937. Survivors include his parents, Mr. and Mrs. V. O. Hill, of Dallas. He was a member of the Grand Old Opry, N. C. Burial Ohio, 27.

HITZER—Capt. Daniel Otto, 57, owner of the Ohio Canteen, Showboat which plied the Mississippi and Ohio rivers and tributaries until seven years ago, at his home in St. Peterburg, Fla., May 30. Showboat's last venture was in Alexandria, Va., where it operated for several months. However, the venture was not a financial success and Captain Hitzer raised the boat and it was transferred into a night club. This also failed and Captain Hitzer again started the boat. It was finally closed shortly thereafter.

HOLTZ—Lillian (Pop), 41, concealment artist, died May 30, at the age of 32 years, in Sydenham Hospital, that city, May 23 after several operations. Survivors include her husband, Harry, and Herbert, and another son, Leo, who continue to operate his father's company.

KUWITZ—Clara, 30, sister of Robert Kuwitz, died May 28, at the age of 32 years, in Toledo, after a long illness. She was married to Ben Woodlawn. She is also buried in Woodlawn Cemetery, Toledo.

HIMBERT—Ada E., legit casting director, May 28 in her New York home after a long illness. She was secretary and treasurer of the Parkland Striptease Exchange, she was really casting director for many years. She was married and is credited with having given Katharine Cornell and Fredric March their first experience. Buried by a sister, Mrs. Lura Number Parkhouse.

HUNTER—Alvin, owner-manager of the show bearing his name, in Jacksonville, Fla., May 7. A 32 degree Mason. He had been married for 23 years. Survives in Greenville, Fla., sister Betty's daughter.

JANTZEN—John, died with John and C. E. Eubank, founded the Jantzen Kitting Mills, Portland, Ore., in 1916. Contracted an aneurism, mitted, May 30 of a heart attack while on board the Portland-Boston Union Pacific Bluejacket near North Powder, Ore. Jantzen also helped organize Jantzen Beach Park, Portland, survived by his wife and children.

KUWEL—Matt H., VV, retired actor, theatre manager and producer, in his Los Angeles home, died May 25. He was 60. Kuwel entered show business in 1884 as a partner in a vaudeville act with Roy Brown. He later became associated with the Uncle John Spruency retail show as comedian, later joining Earl Cort's 'Royal' and 'Magic' shows in Seattle where he remained for several years. Early in his career he conducted 'The Palace' in Chicago. Later he was associated with the Chicago and St. Louis theatre and music companies. Kuwel was a pioneer in the vaudeville business. He had his first girl acts played the North and Western Vaudeville circuits and later moved to the West Coast where he was the Old Sun and Krazy Harbour time when John Cort was producing his hit show in Los Angeles. He had been associated with him as general representative. His last venture was the Kuwel show in Los Angeles which was cancelled for two seasons. Since 1929 he had been in Los Angeles. Survived by his wife and three children. Burial in Inglewood Cemetery, Los Angeles, May 28.

LEWIS—Mary, 72, died in the city. She was a member of the Polish Variety Hour on Station WFLX, Detroit, in his Detroit home May 23 after a long illness. Surviving are a widow and one son. Burial in Mt. Olivet Cemetery, Detroit.

LEVY—Bernard, 78, veteran theatrical producer and diplomat, May 28 in St. Luke's Hospital, Chicago. He was 88. He had been married for 50 years. He entered the vaudeville service, acting in France, England and Tunisia. At

one time he had also been general manager of the Chicago Soldiers with Fred Whiting. He leaves a son and daughter. Burial in the Actors' Fund Home, Hastings-on-Hudson, N. Y.

WEAVER—Bernice, 84, former dramatic stock actor, of a heart attack at his home in Los Angeles, May 30. He had been in the theatrical profession for 18 years, having played lead roles with the Theatre Guild, the New York Theatre, and New returning to Coldwater for 13 years ago. He had taken part in the production of 'The Merchant of Venice' by his widow, Doris. Two children, his father, stepmother and a sister, Doris, Coldwater, were buried in Oak Grove Cemetery there.

WELLES—James, 86, president of the New York Theatre Guild, died May 25 in his home in New York. He also served as a director of the association for many years. He was survived by his widow, mother, two daughters, a sister and a brother.

WITHELMUR—Harry, 78, for 28 years operator of the Blue Post show May 23 in Port Adelaide, Wis. Buried by his widow and a brother.

WRIGHT—Carl, 61, showman and concert manager, in Veterans' Hospital, Columbia, S. C., May 31 of a throat ailment. He had been married for the past two years. Buried by his widow.

Marriages

DEAVIT-MILLER—Howard Deaver and Mary Deavit Miller, both of the Grand Ole Opry Orchestra, May 23 in Waterbury, Wis.

CLAYTON-FISCHER—Robert Clayton and Estelle Fischer, the dance team Marine and Clayton, in Chicago June 9.

FRISBY—PICKFORD—Hugh (Buddy) Frisby, 30, and Virginia Pickford, the late Lucy Pickford, film actress, and Virginia Pickford, niece of May Pickford, Los Angeles, were married in Los Angeles.

FARTYBURN-WALKER—Lery Fartyburn, cinematographer with Hennen Bros. in Los Angeles, and Mrs. Myrtle Kayne Show on the same organization, recently in Denver.

GOIN-SCHOCKLEY—John Goin, radio personality, and Mrs. Myrtle Goin and Erny Schockley, in Oklahoma city recently.

LYON-HART—Edith Lyon, showman at Station KJZZ, Port Worth, Tex., and Margaret Hart, of San Antonio, in Port Worth recently. Myrtle Lyon, of KJZZ, Port Worth, Tex., and Margaret Hart, of San Antonio, in Port Worth recently.

SCHERER-NEMANN—Orellie E. Scherer, employed by the Adler Theater, Co. Mountain, Wis., and Erna Nemmann, 32, of Port Worth, Tex., were married in Port Worth, Tex., May 23.

Births

A 7½-pound daughter to Mr. and Mrs. W. J. Winlow in Cleveland recently. Father, a showman at Puritas Spring Park, Cleveland.

A daughter, Virginia Louisa, to Mr. and Mrs. W. J. Winlow in Cleveland recently. Father, a showman at Puritas Spring Park, Cleveland.

A daughter, Virginia Louisa, to Mr. and Mrs. W. J. Winlow in Cleveland recently. Father, a showman at Puritas Spring Park, Cleveland.

An eight-pound son, Robin Jr., to Mr. and Mrs. W. J. Winlow in Cleveland recently. Father, a showman at Puritas Spring Park, Cleveland.

Divorces

May Orser from Harry E. Orser in Lancaster, Wis., May 26. Both are tract and utility inspectors and radio showmen. Harry is also chief of Grand County, Wisconsin.

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

Gross Attendance

Previously reported	4,458,793
Monday, May 27	346,228
Tuesday, May 28	291,953
Wednesday, May 29	314,563
Thursday, May 30	249,077
Friday, May 31	118,056
Saturday, June 1	129,483
Sunday, June 2	151,163

Total

Includes fair employees, concession personnel and other persons estimated at 46,000 daily.

Holiday Week-End Gives Amusement Area Full-Day Biz

NEW YORK, June 3.—For the first time since the April 30 opening, amusement area obtained what could honestly be called concerted and day-long patronage over the May 27-28 week-end and Decoration Day holiday two days later. Crowds visited the fun zone throughout the day, spent money and seemed to enjoy themselves. Considering May as a whole, the midway has been steady to night fair, with major patronage obtained between 10 p.m. and 1 a.m. following close of the exhibit area.

Almost all concessionaires reported "good" business over the four-day period. Attendance at front gate is expected to increase sharply, of course, following close of school and beginning of vacation season, when out-of-town trade begins full blast. Concessionaires expect normal amusement patronage to begin by June 20 and continue thru Labor Day. A drop-off in September is expected by all but the most optimistic. Love or southern end of the midway was aided considerably this week with the HOLIDAY WEEK-END on page 29.



Grosses

(Opened April 30 Unless Indicated Otherwise in Parenthesis)

Shows

(Grosses to May 25)

Name	Admission	Gross
Rilly Rose's Aquadance (May 7)	60c, 85c, \$1.30	\$140,000
Frank Buck's Jungleground	25c, 10c extra for circus	30,350
Amazons	25c	18,450
Crystal Palace	25c	18,850
Odessa on Parade (outside funzone)	40c	15,000
Sassy	25c	12,500
Little Miracle Troup	25c	12,000
We Humans*	25c	6,300
Nature's Mystakes*	25c	6,000
Strange as It Seems*	40c	6,000
Bermudez Village*	25c, 10c kids	6,000
Live Motormen*	25c	4,000
Gangbusters*	60c, 10c kids	3,600
Victoria Falls*	25c, 10c kids	3,600
Baby Incubators (May 25)	25c	4,000
Nyxes	25c, 10c kids	3,050
Penquin Island (May 8)	10c	2,100
Swissness Parade (May 14)	15c	900
Progen Alive (late May)	15c	800
Gleam Catwalk* (May 6)	25c, 10c kids	800

Villages

(Grosses to May 25)

Delux	25,500
Merric England	18,800
Bun Valley*	10,500

Rides

(Grosses to May 25)

Bohland	25,000
Giant Coaster (May 9)	24,800
Dodgers	15,100
Midget Auto	11,400
Aerial Joyride (May 25)	10,800
Left in the Dark (May 8)	4,800
Parachute Jump (May 27)	2,300
Centipede (May 14)	2,300
Silver Streak* (mid-May)	1,800
Snapper (May 19)	1,800
Rolling Mill	1,500
Rolltopper (May 14)	1,300
Stratoliner (May 14)	1,200

Games, Etc.

(Grosses to May 25)

Shooting Range (opened early May)	16,500
Play Ball	9,700
Beales	8,300
Penny Arcade (opened early May)	7,300

Periphery

(Fair-Operated Theme Exhibit)

Fair claims 1,000,000 attendances at 23 centers from April 30 to May 30. Claimed gross would therefore be \$250,000.

FREE EXHIBITS

(As announced by Fair)

Hall of Man, high mark 107,500 on May 31; American Telephone and Telegraph, ride Ford 85,000 May 28; General Electric, 758,000 to May 28; General Motors, especially in Palmyra and Theater of Science and Research, with about 90,000 daily; Goodrich (with Aerial featuring Jimmy Doolittle), electric attractions. No figures available on fair-financed Cavalcade of Centaurs presented by John Ringling Bros. Additional Baker & Traver rides with opening dates and prices are: Sky Ride, June 8, 25 cents; Whip, June 8, 15 cents; Serpentine, June 18, 25 cents and Laund-Land, June 18, 35 cents.

Rides and exhibits which figures are unavailable because of recent opening or other reasons are: Children's World, Crystal Lenses, George Jessel's Old New York, WPA's Congress of Beauty and Sun Worshipers, Wolfe's Glass Flowers of the World, 1,000 Years Ago, Merit Showers, and Watering.

Readying for opening are Time and Space, Living Magazine Coaters, Daily's Dream of Venus and several others.

Explanation

*Means closed one or more days for repairs, reconstruction or as protest against fair's mid-May amusement area handling as charged by Dufour & Rogers. Curtailed strip tickets are included in the grossing in the attractions. No figures available on fair-financed Cavalcade of Centaurs presented by John Ringling Bros. Additional Baker & Traver rides with opening dates and prices are: Sky Ride, June 8, 25 cents; Whip, June 8, 15 cents; Serpentine, June 18, 25 cents and Laund-Land, June 18, 35 cents.

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Readying for opening are Time and Space, Living Magazine Coaters, Daily's Dream of Venus and several others.

That Nudity Contest

NEW YORK, June 3.—The two girls released on \$500 bail each following their alleged "indecent exposure" stunt in the Crown Village area last Nudity contest Wednesday evening were arraigned on next morning with citations returned for a hearing June 7. Sam Friedman, press agent for Matt North, who has the Crown Village publicity account, was barred from the fair, WP officials warning he might be picked up.

The Flushing Front

By ROGER LITTLEFORD JR. and LEONARD LAURE

NEW YORK, June 3.—Clim (Live Motormen) Wilson's grosses are just about tops for a comparatively inexpensive grind show with a 16-cent gate. He hopes his brother showmen with Cliff overhead can match his net revenue. He is seeking the closing of the exhibit area and, in addition, the show-break from Billy Rose's Aquadance. What's more, the Pierians Lake lane is a cooler spot. Wilson's layout, done in jungle-bud style, has a center den of 25 by 10, with sliding windows which are let down when needed. Exhibited are 18 pythons ranging from 18 to 28 feet, plus about 40 other species of small animals. His herpetologists are Hal Hall, Pete Sparks and Frank Chobert, and graders are Whitely Coker, Joe Toney, Sterling and Jack Skille.

Wilson's giant pythons which Wilson shipped to his similar show at the Raritan Fair broke out of its box in the midway once a week to a list of about 400 papers. It will be a general midway info piece, with plugs for the D&F attractions, of course.

Mack Kanow, who ballied at Merric England Village opening, is now England's Living Magazine Coach, scheduled for opening this week.

Will Yolen and his assistant, Bill Walker, train-busters for the Pierians, are Rogers string are waiting a syndicated column labeled Straight Line on the midway once a week to a list of about 400 papers. It will be a general midway info piece, with plugs for the D&F attractions, of course.

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North's Cavalcade Gets Circus-Legit P. A. Fields

NEW YORK, June 3.—In a college try to step up interest in John Ringling North's Cavalcade of Centaurs, fair-legendary P. A. Fields, who has the attractions, has been selected to supplement the publicity department, which operates independent from the expo's burb bureau. Show opened two weeks ago Thursday and has never drawn traffic to an appreciable quantity.

Fields is a veteran drama P. A. in the top-money bracket and also an occasional legit promoter. His principal current berth is with Playrights Producing Co. In 1933 he was on press staff of Ringling-Barnum Circus and later later went out with Hagenbeck-Wallace Circus, handling the opening stage program with Cole Bros., as opposi-

At Rharin, of the Nature's Mystakes show, has been appointed agent for advertising at the New York World's Fair.

GEORGE JESSEL, right, and Almon H. Shaffer, general manager of George Jessel's Old New York Village at the New York World's Fair, shown as guests were about to be sprung open at the village's debut on May 27. Photo by Pictorial Feature Service.

lion. But occurred when Patis sent a show to the office of New York World-Telegram, giving him the low-down, which he printed on the Chicago Daily News. He then called Roland Butler, Hingling press chief, reminding him of a receipt.

New Patis and Butler both have the same face.

SKIN DRAWING

(Continued from page 2)

including dancing, circus, musical, etc., on a latest budget of \$3,800 per week.

But the big drawing cards are the midway in comparison to the others during the poor business stretch, in the season which started out to be an athletic exhibition, but turned out to be a strip show. Employing 50 girls with \$2,000 a girl, the show is on for two shifts, mostly in the afternoon, they go thru what is described as "Grecian positions" but the Greeks have a wood for it by any stretch of the imagination. Show is a stand-up selling thru glass elevator 10 minutes running time.

Sea Valley Has Charm

Landing class and charm to the midway is Sea Valley, for show, a replica of the Florida coast. It is the only one, in terms of show and production, in one of the most expensive concessions on the fair. The show is by the name of Anderson, Norwegian skating star, and includes all kinds of specialty acts and all jumpers, lately conducted in a fast, speedy ice show. Rheingold has the dominant part of the Sea Valley as a specialty act. The show is on at the Hotel New Yorker. This spot has the latest line-up comprising most of the top acts with the music, runs to a weekly cost of \$7,700.

Following Harlem down to the Meadows, the Navy rounded up all the Lindy Hoppers and dancers who used to be popular in the 1920's. They were in room in Harlem, and puts on a fairly well suggestive 15-minute show. Show is on at the Meadows, runs to a weekly cost of \$9 shows a day in two and three shifts and because of its speed is good entertainment. Talent runs close to \$4,000 a week.

Cuban Village Hot

Highly touted as one of the atmosphere, it has a restaurant and a huge raised platform in the center of the auditorium. The show is a log and the show Entertainment consists of all sorts of Cuban and Latin dances, with the pace set by a recorded dance number that rates as one of the outstanding acts attractions on the fair. The show is on at the Meadows, working two shifts and doing a grand old seven routines over an hour and a half. Talent bill including Oscar De La Riva's Band, runs around \$1,000 a week.

A hot attraction recently opened in Florida Bay Oddies' Crystal Lenses, which shows operating on a glass-plate talent budget of \$1,000. The show performs in a glass room on a glass-plate talent budget of \$1,000. The show performs in a glass room on a glass-plate talent budget of \$1,000. The show performs in a glass room on a glass-plate talent budget of \$1,000.

Crystal Palace

Nudity undoubtedly attracting the largest numbers of customers to the concession in the amusement area, Crystal Palace is a show of the best kind. The show is a glass room on a glass-plate talent budget of \$1,000. The show performs in a glass room on a glass-plate talent budget of \$1,000.

Headliner Rival

Headliner Rival is the artistry and her dove craves a nice effect with their apparent trailblazing flying into Miami's arena and their right place, then permitting her to strip down.

Who Spends What

Concession	Approx. Number of Performers	Approx. Weekly Gross
Acquainted	250	\$19,000
Beauty & Sun	110	7,300
Little City	50	7,800
Almabone	50	2,000
Crystal Palace	45	3,000
Cuban Village	45	3,000
Crystal Palace	45	3,000
Sun Valley	23	2,700
Crystal Lenses	7	800
Total	865	\$51,000

from her gown and go into a quick bust instead of the expected finale.

NTC's Epidemic Parade

Getting started almost a month after the regular fair opening, NTC finally got its parade and adjacent Sun Worshipers Colony under way last May 20 in a 1,500-seat theater under a canvas big top. It's strictly a Dash which didn't waver into an hour and 30-minute show staged by Dave Gould, assisted by 10 girls.

This is undoubtedly the hottest show on the grounds, terrily overdone and in an act like a burly show most of the time. Opening night gross had a 75-cent top with 40 cents for afternoons. The show has a strictly a Dash of a straight 40 cents. Admission for the walk-around in the Garden is 30 cents. The show has a strictly a Dash of a straight 40 cents. Admission for the walk-around in the Garden is 30 cents.

Principals include Paulh Barco, Yvette Davy, Della Carroll, Chiquita, Joan Victoria, Gladys Clark, Jean Rochard, Jean Carmen, Jerry Kruger, Larry Stewart, Gilberto Galvan, Felipe Gomez, Tom Vach, Hara, Dorothy Jeffers and Exmaire Parker plus a line of M chorus and show girls.

Business there has been too hot at this concession, but it's due to the general dearth more than anything else. Show is on at the Meadows, working two shifts and doing a grand old seven routines over an hour and a half. Talent bill including Oscar De La Riva's Band, runs around \$1,000 a week.

Sun Worshipers Obvious

Typical, however, is the Sun Worshipers Colony, which has a strictly a Dash of a straight 40 cents. Admission for the walk-around in the Garden is 30 cents. The show has a strictly a Dash of a straight 40 cents. Admission for the walk-around in the Garden is 30 cents.

By no means are the night club-trade acts the only ones doing the top business in the midway, but they are among the top leaders in the live flesh department. The show is a glass room on a glass-plate talent budget of \$1,000. The show performs in a glass room on a glass-plate talent budget of \$1,000.

GOLDEN GATE INTERNATIONAL EXPOSITION
SAN FRANCISCO
February 18 to December 2

Upward Swing For Attendance Is Under Way

SAN FRANCISCO, June 9.—With steady rainfall and most of school terms, the long-anticipated upward swing in expo attendance is under way. Gate figures have reached new week-day highs. Total paid attendance was 44,788 Monday, 50,571 on Tuesday. Shows were broadcasted through the airway where spending was particularly good. Zeigfeld Folies, with its rough spots ironed out, and Caracoles of the Golden West got a big play.

Reno officials were enthusiastic over Orpheus Glenn's announcement that he has ordered a 10-cent reduction in bridge tolls to the fair, effective with the end of bridge bonds, expected within a month. Reduction will cut auto tolls to 40 cents. He blasted hopes for a 25-cent fare to the expo, however, declaring it would be unfair to other users of the bridge to make a special reduction for fair visitors.

Toll Cut Is Starned

In line with the cut on bridge tolls, the expo is expected to see a general reduction in prices on Treasure Island, including the Orpheus, so as to attract a greater number of visitors. A price-cutting move announced was that special tickets, containing stubs for a week's admission, would be made available in large lots. Also, starting on June 8, every Monday will be the tax because they are older and younger. Older children for whom admission now is 50 cents, will be admitted on a smaller scale. A move is expected to lure larger night crowds is the offer of free dancing every evening in Crystal Hall, to attract latecomers.

Parking Tax Exemption

Concessions have until June 15 to put thru legislation exempting them from the personal property tax which will be levied against their shows unless the Legislature adopts an amendment to the tax law before that date. The Chamber of Commerce, which is the voice of the association, said he was hopeful that the Legislature would free show ops from the tax because they are doing a struggling under burdens of charges and costs as heavy as they can bear. He believes on John C. Castle, 250 Market street, for exposition property and exhibitors also intended that property of concessions should be exempt. Norman A. Zerner, attorney for the CA, is in Sacramento in connection with the proposed legislation.

Greenwich Village Reopened

Will Wright and Curt Holt have reopened Greenwich Village, Harry Becker on John C. Castle has a move with the attraction. In order to open, Wright said, he had to cut the net in half.

Eugene Bond has resigned as manager of Tom Wolfe's Glass Blowers of the World, which he had managed for two years. Connections in Hollywood would expect to remain here all line up with arrangements for the show.

Folies Awaiting Ruling

SAN FRANCISCO, June 9.—Union differences involving the Zeigfeld Folies will not get to a final decision until the best bid thru support of Meyer Lewis, representative of AFL President Wright, and the City of San Francisco. Lewis said he will not withdraw a claim to jurisdiction until authorized to do so. A final decision on the matter is expected next week.

Paid Attendance

Previously reported.....	3,144,871
Thursday, May 28.....	16,672
Friday, May 29.....	25,500
Saturday, May 31.....	23,390
Sunday, May 30.....	46,778
Monday, May 31.....	49,778
Tuesday, May 30.....	50,571
Wednesday, May 31.....	15,330
Total.....	3,403,891

Shows Join Rumble Over Rates Imposed For Utility Services

SAN FRANCISCO, June 9.—Exhibitors have joined concessionaires in assailing power rates, garbage and other fair expenses, some having refused to pay bills until rates are reduced. One month's electric charges is said to vary from \$200 to \$1,800 for various exhibits. Electric charges include assessments of \$30 or more for rental of utility meters.

Another quarrel is over early closing of buildings. Most of the exhibits are closed at 8 p.m. instead of the usual opening to 10 as they would, exhibitors say, if electric charges were lower. One exhibit, the Palace of the Arts, and exhibitors are refusing to pay bills which charge them for replacement of meters from the expo warehouse. They also demand more lights of an attractive type, maintaining that at night no one knows that their attractions and displays exist.

Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 9.—Greenwich Village Cleanings having been adjusted and reopening stages under discussion, Will Wright and Curt Holt, who were shown, John H. Castle and Harry Becker, who conceived the attraction and stepped out. Holt and Wright have been the main attraction and directors. They are in charge and directors. They are in charge and directors. They are in charge and directors.

Also the Zeigfeld Folies opened in California Auditorium to a sellout.

Attendance is that the show is not comparable and reopening stages under discussion, occupied this house a number of weeks to a most successful engagement. At Television City, Wright and Holt, who were shown, John H. Castle and Harry Becker, who conceived the attraction and stepped out. Holt and Wright have been the main attraction and directors. They are in charge and directors. They are in charge and directors.

Harris Conick, former director of amusements and now looking after the expo, said he has no objection to the will (See CLEANINGS on page 9)

Additional World's Fair News

Thru Sign's Dome	Page 4
Skin Drawing of the Fair	Page 5
Out in the Open	Page 13
American Recreational Equipment Association	Page 17

Great American Halts; AFA Calls Out Members and Ban; Will Pick Up Route After Reorganization

LOS ANGELES, June 3.—Representative Kramer, of the American Federation of Actors, called on members of the AFA with the Great American Circus at Pomona, Calif., Wednesday night to effect a route change could not be made.

Show went to Baldwin Park, Paul Eagle, business manager, stating that he would reorganize and pick up the route in a short time.

Official Bow of San Diego
SAN DIEGO, Calif., June 3.—The Great American Circus, new show which had a preview under great difficulties at Inglewood, Calif., May 29 (there were two good houses), had its formal opening here May 30. Here also were many difficulties, but the night ending with preliminary billing, occasioned by delay in preliminary bills, made it possible for the audience that the show would open on originally planned. Show was on a new lot, the show sailed farther than the former lot from the city, it was swamped and covered with underbrush.

The fact that the show got on its way to San Diego, under the terms of the contract between the circus management and the Ringling interests, much of which remained to be used. The *Billboard* correspondent was told that Ralph Claxton, representing the Ringling interests, had all ready to go back Sunday evening, and the "go ahead" was not given until Friday at 10:30 a. m. The show arrived in San Diego on Saturday morning and the "go ahead" was given. The apparent miracle was accomplished and the train loaded out of Baldwin Park at 10:30 a. m. The show left Baldwin Park at 1:30 p. m. Wayne Dallard and Paul Eagle for assisting in making the opening possible. The show arrived in San Diego late last night due to labor shortage and mistakes was given late.

Dallard General Manager
Wayne Dallard, general manager of the show, San Diego experience, in general manager, reported financially interested in the show. He is a general manager in the movie industry. Dallard ordered Mrs. Austin to buy two more billing books, and also to buy two more advertising cards. Admission prices are, children, 25 cents, adults, 50 cents; reserved seats, 75 cents. The show is being advertised very extensively in San Diego. It was stated that there would be an additional show at San Diego on Friday night. Big tent is 160 with three 60s. No baggage stock except six horses for pull-up and pull-down at the road. Wagon are being drawn by tractors and trucks. Grandstand chairs, front and back; seating capacity 2,000. The show has a seating capacity in San Diego near capacity Friday night; half house Saturday matinee and very good night house.

The Program
The program is a splendid one. Opens with tournament, *The Glorious American Girl*, with elephants, head stock, mounted on a new many beautiful girls. Coming to outstanding, Mr. O. J. (Name) Barney leads tournament. Disposition of the show is as follows:
Crown ballroom number on track.
Bet Nelson's five tigers and four lions.
The show is being advertised in San Diego an excellent manager, Nelson has added several new tricks to his routine.
The show is being advertised in San Diego on track. Cheerful Gardner, plexus and head carry.
Mrs. Olive, lion-walk side. Great Tiny Blue, lion-walk side. Great Reynolds, lion-walk side.

Ring 1, Bossie's collier, stage, Bert Nelson's music Ring 2, Romalia Hotchkiss, show, Wilburton.
The Rancho Cortez music horse, trained by Mark Smith, with Frank King, William Pollard, Kevin Moran, Horie, and Pedro, high-school dancing horse. Women riders, Maud Collins, Maud King, William Pollard, Kevin Moran, Ellen Miller.
Ring 1, Ernie White, tresser head Sealman, head Sealman, head Sealman, winging tresser; ring 2, Harry Woods, head Sealman on tresser.
Liberty elephant on track, with man doing a kamatoy dance.

Ring 1, Freshman Brothers, stage, Bertha Tice, ring 2, Paper Tice.
Ring 1, Gardner with five elephants; stage, single elephant; ring 2, four elephants, with 16 trapezes, the act. Clowns with Funny Pup.
Tiny Blue and Jim Reynolds on ring, with the lion, the lion, Lynch, Moore, Cross, Broel, Turner, Miles, Broyle, Joachim, Cross, Powell.

The J. B. S. Brothers presenting the Golden Globe to tremendous applause.
Bertha Tice, ring 2, Paper Tice.
In the air, the smaller troupe.
The J. B. S. Brothers, with the Rancho Cortez Liberty horse.
Clowns, including Chap and Dowling and the lion-walk clown side.
The Seven Crossroads, acrobatics and two-tresser performers, with finish two each.
Bet Nelson's music horse, with man doing a kamatoy dance.

Ring 1, Bouda troupe, stage, the Malabar; ring 2, Freshman Brothers, Walter Coupe troupe, four men, one woman, aerial bars.
Final, people in rings and on stage, and "Trouping of the Colon." The program which is 20 minutes and 30 minutes. There was no concert, but the show is being worked out.

In clown side are Arthur Borvill, O. J. (Name), and the lion-walk clown side. Mr. H. A. (Name), Cliff Downey, Dan McVay, Bill Cross, A. Smeltzer, Jo Reynolds, and the lion-walk clown side. Celestio Tross, Jimmie Larquier.

The Staff
Wayne Dallard, general manager; Paul Eagle, business manager; J. Ben Austin, general agent; Jack Orman, general press representative; Ralph Claxton, representative. (See GREAT AMERICAN page 33)

Atterbury Opens At Coleridge, Neb.

DOWR, Neb., June 9.—Atterbury Bros. Circus opened at Coleridge, Neb. Weather and business being good. First four stands in that state were cash. Show is being advertised in San Diego.
Show is moving on eight trucks and trailers. Among acts at Coleridge, Neb. are: The Glorious American Girl, a new many beautiful girls; coming to outstanding, Mr. O. J. (Name) Barney leads tournament. Disposition of the show is as follows:
Crown ballroom number on track.
Bet Nelson's five tigers and four lions.
The show is being advertised in San Diego an excellent manager, Nelson has added several new tricks to his routine.
The show is being advertised in San Diego on track. Cheerful Gardner, plexus and head carry.
Mrs. Olive, lion-walk side. Great Tiny Blue, lion-walk side. Great Reynolds, lion-walk side.

Q. B. WILLIAMS, elephant man, and wife have left Cole Bros. Circus.

Ringling-Barnum Has Big Week In Pully; Several Sell-Outs

PHILADELPHIA, June 8.—Ringling-Barnum circus, which exhibited here last week, had fine weather and business was immense. Monday matinee was given over to the annual Gimbel Children's Day, the audience being drawn from the various charitable institutions. Matinee during remainder of the week were very good. The show is being advertised in San Diego on track. Cheerful Gardner, plexus and head carry.
Mrs. Olive, lion-walk side. Great Tiny Blue, lion-walk side. Great Reynolds, lion-walk side.

FRANK RAVER was recently appointed special representative of Cole Bros. Circus. He has been in circus business for many years. He is doing general contracting agent for Hopenbeck-Wallace.

New Top Ordered By Gainesville; Pictures in Mags

GAINESVILLE, Tex., June 3.—The Gainesville Community Circus has let contract for construction of new big top, 100 with three 40s. To be delivered July 1 for use by Florida, Tex. July 8 and under American Legion auspices.
Secretary O. D. Dell received insurance company's settlement for windstorm destruction of the old big top early this week. The tent was destroyed by a freak winter at Ardmore, Okla., May 9.
General Superintendent Alvin Murrell went to Waco to confer with tent company officials in regard to new top, which will be of stronger construction than the old one.
The show wishes to get big-time publicity, a two-page photograph layout of pictures appearing in *The New York Mirror*, May 29 and a three-column layout of pictures in *The Magazine* June 12. Several free-lance writers are ready to take the photographs. Equipment very good. This year's publicity far exceeds previous years in magazine and newspaper.

New Canvas for Barnett Bros.' Show

CHICAGO, June 3.—Barnett Bros. Circus, now playing inside park Chicago, has ordered a new big top from the U. S. Tent and Awning Co. It is a 110-foot round top with three 40s and will be delivered to the show in a few days. The show also has purchased a new 70-foot side-show top.
Fair business has been the rule at suburban spots played during the past week. A representative of *The Billboard* caught the manager at Avonite Sunday. Show has some excellent talent and gave a very good performance that pleased the audience. Equipment looks very good.
Among visitors noticed on the lot were H. (Name) Lobster, Kenneth Sparks, Al Johnson, Mrs. Van Arak, E. A. Allwell, photographer, S. T. Sussop and George Johnson, of U. S. Tent and Awning Co.

47th Tour for Hunt a Winner

Business with Eddy Bros. Show 50 per cent greater than last year

NEWBURN, N. Y., June 3.—Completing a five weeks' tour of New Jersey, Eddy Bros. and the Empire State Show here May 30, giving two performances on the baseball showgrounds. Eddy manager, Charles Hunt, says the show is making his 47th annual tour, the show is bigger and better than ever. Practically is the air-conditioning equipment, now in its second season, equipment which is not only effective but which operates with little effort and no complications. A draft of cold air is forced above the stands, clearing away the warm air. Twenty-foot banner line, kid show tent and back-foot line the father, hand-drawn groups for the show. Eddy Bros. are featured.
Big show performance has the Levitts, pearl, De Rizzo's troupe, with Mlle. De Klare, doing high-wire walk to top tent and back-foot line the father, hand-drawn groups for the show. Eddy Bros. are featured.
Kare Brothers, featuring excellent triple bar act; Knight Family on wire, as well as the show. Eddy Bros. are featured.
Aerial Routine, with Mlle. Small on single trapeze, billed first, megaphone.
The show is being advertised in San Diego on track. Cheerful Gardner, plexus and head carry.
Mrs. Olive, lion-walk side. Great Tiny Blue, lion-walk side. Great Reynolds, lion-walk side.

General Superintendent Alvin Murrell went to Waco to confer with tent company officials in regard to new top, which will be of stronger construction than the old one.
The show wishes to get big-time publicity, a two-page photograph layout of pictures appearing in *The New York Mirror*, May 29 and a three-column layout of pictures in *The Magazine* June 12. Several free-lance writers are ready to take the photographs. Equipment very good. This year's publicity far exceeds previous years in magazine and newspaper.

Meal Motor Equipment New

Most of the motor equipment in new and long lines is made without difficulty. Route of show for remainder of season is uncertain, depending upon industrial conditions.
Show curtain two elephants, Dolly and Blanche, latter from Ringling. Show is being advertised in San Diego on track. Cheerful Gardner, plexus and head carry.
Mrs. Olive, lion-walk side. Great Tiny Blue, lion-walk side. Great Reynolds, lion-walk side.

Sparks Leaves Hospital in Macon

MACON, Ga., June 8.—After about eight weeks in Cline Hospital, Charles Sparks was dismissed early this week and returned to his suite at the Hotel Danzey.
The spinal has been removed from his back eight weeks in Cline Hospital, Charles Sparks was dismissed early this week and returned to his suite at the Hotel Danzey.
The spinal has been removed from his back eight weeks in Cline Hospital, Charles Sparks was dismissed early this week and returned to his suite at the Hotel Danzey.

Trends of the Circus

By JUSTUS EDWARDS
A Feature of The Billboard
Summer Special
DATED JUNE 24

WATER BATHS

Takes Hold Up For Ohio Area

Spending better in some localities—new attractions help swell crowds

CANTON, O., June 8.—While no attendance records were broken, Eastern Ohio parks experienced very satisfactory Decoration Day week-end. Spending was on a par with last year and in some instances the lake was better. Parks offering new attractions reported they well patronized and dance buildings showed improvement. Weather was ideal, but cool for bathing. Eat, drink and race concessions and rides were liberally patronized.

Meyers Lake Park has experienced a slow Saturday and Sunday, but the holiday brought out the needed, who stayed for night fireworks. A new aerial swing was in operation. Shows and dancing raised the night-rink and Merry-Go-Round. Negotiations are pending for other rides, said C. C. Johnson, who stated that the park has been shut to the market where nightly sessions in (See TAKES HOLD UP on page 37)

Pa. Spots Jammed At Record Openings

WILKES-BARRE, Pa., June 8.—An ideal weather record crowd jammed entertainment parks in this area on Decoration Day and the record opened in some years, said operators. Managers reported attendance far above last year's and raised the night-rink and money. J. A. Hart, manager of Bane Forest Park, said it was the best opening in the park's history. More than 10,000 attended. Les Indolence, who operates Fernbrook Park, said about 10,000 attended. The park was completely packed. Pavilion was crowded at night when 1,000 heard Max Hallett and his band. Music provided at Harry's Lake were crowded to capacity, as were Rocky Glen Park and Lake Ariel.

Among improvements at Rara Soudi is a midsize automobile ride, as added to the line-up of the Bear Cat, Caterpillar, Merry-Go-Round, Tumblebug and Aeroplane Wings. Park has installed an official three-tier diving board at the pool. Steamboat Dodger has been installed in Rocky Glen.

Va. Spots in Good Start

NEWPORT NEWS, Va., June 8.—Ideal weather brought out excellent crowds and opening of beach resorts on May 27. Cottages at Virginia Beach and Ocean View were filled for Decoration Day and opening and evening sessions. Two dance pavilions at Virginia Beach were heavily patronized and Ocean View Park Dance Pavilion also drew good business. Rocker Beach had its share of business. There has much the same line-up as last year, with the new "Bob Jones" head in the pavilion and concessions under management. The new Day at Ocean View Park Otto Walls has installed a roller rink and among new rides is Ocean View Park Ocean View Park on Decoration Day.

Records in Philly District

PHILADELPHIA, June 8.—Weather during the four-day Decoration Day period was perfect for parks in this vicinity and some old records broken at Richard Linnick Forest Park, Chestnut, Pa., had exceptional crowds on May 28 and 30, the swimming pool doing its hillbillies saw three free shows daily. Grounds have been improved and a new addition. Midstate railroad has been lengthened and new track installed. Ben Wall, Grand View Park, Philadelphia, Pa., also drew large crowds on both days, with the swimming pool being heavily patronized.



GINGER WESS, just before being hoisted 367 feet up the Parachute Tower for her 100-foot slide from there across Fountain Lake, a distance of 1,600 feet, at the New York World's Fair. Engagement started when the expo was ushered in on April 30 and ended on May 27. Slide is believed to be the highest and longest ever achieved. Ginger and the high act which goes with her, "Circus of the Sky," are presented by Charles Vess, veteran trainer and originator of such funny shows with Ginger, who is his daughter. She is 16 and has been doing the slide for 100 years, first at parks, the first being Bwan Jettish Park, Auburn, N. Y., where she was booked by George A. Nield.

Revenues Up 30% At Jantzen Beach

PORTLAND, Ore., June 8.—Business the first three weeks at Jantzen Beach park here has shown a 30 per cent increase over last year, said Harvey White, business manager. One admission at 10 cents drew even greater increase. Opening day closed on May 6 was record breaking, but Decoration Day fell short of expectations because of bad weather. Ideal weather the first two weeks drew crowds of bathers and pleasure seekers. Stealing Young's Band drew heavily in the ballroom. About 47,000 was spent for improvements.

Three attractions have been added, Auto-Speed Racers, Radio-Whip and First- (See REVENUES UP on page 37)

Eastern Shore Spots Pull Nearly 1,000,000

ROCKAWAY BEACH, L. I., June 8.—Shore resorts greeted start of the season on Decoration Day with multitudinous activities, most delightful days. The Rockaway, Long Beach, Jones Beach, Rye Park and Atlantic Beach drew close to 1,000,000 visitors. More than 60 per cent of amusements were open, with remainder scheduled to be in full swing by June 20, two weeks prior to the usual time.

The World's Fair, not more than a 20-minute ride from all important island beaches, has induced resort people with high spirits, which were obvious on Decoration Day. All day motor traffic seemed to move at a snail's pace on jammed highways. Parking space was at a premium at Rockaway, His Park and Long Beach.

Roadside refreshment stands did handsome business, with several running out (See EASTERN SHORE on page 37)

Pick-Up Is Predicted In Buffalo Territory

BUFFALO, June 8.—Big and small parks in this area had a fair break in weather for openings on May 29, for it was clear the a strong wind blew. Attendance was somewhat below that of 1938, showing a 10 to 30 per cent decrease, and business was below last year's marks. Most operators, however, are optimistic over prospects for a pick-up later in the season. Sports in this area operate with free gate and some use free acts as the season advances.

Crystal Beach Park, Crystal Beach, Ont., drew about 30,000, less than last year but considered good. Crowds spent fairly well, said Manager Harry Hall. Do not so freely as in previous years. Crystal Ballroom, leased by Band Leader Harold Austin, did near-capacity business with (See PICK-UP IS on page 37)

Ga. Beach Draws Heavily

SAVANNAH, Ga., June 8.—Thousands thronged Savannah Beach on May 27 to make it one of the best openings, and conventional dance floors, bingo tables and bowling alleys were crowded so capacity despite rain but unmeted with weather. Fireworks and swimming drew a large crowd attended on the following day, which was very warm. Tybena Pier and new Bwan-Hall, a cabaret on the beachfront, featured name bands.

Raise Is 30% At Edgewater

Later opening in Detroit sees increase with more advertising and attractions

DETROIT, June 8.—Business at Edgewater Park here last of 1938, despite the fact that the spot opened a week later this year. Policy of more advertising and special attractions is credited with being chiefly responsible for this increase, as business conditions here are generally on a par with 1938. Advertising includes a music and spot announcement program daily on WJLB; a program on WDET, with Joan Lee, park roller-skating champion and cards in street cars and buses.

Free acts will be daily attractions. Virginia Beeler, slated to open this week, will be replaced by Beulah Hollis, trapeze artist, when Miss Beeler was injured in Flint, Mich. Three Milton, athletes, are booked for next week. Acts, mostly Gus Sun, stars, are booked jointly with Flint (Mich.) Park and fireworks are spotted on special nights.

Special bill is managed by Tom Bangs, who is doing in Scotch-Brook costume on the midway. He also does stilt walking in town and other specialties, including a trained dog dog.

Manager Paul Hinze has embarked upon an ambitious construction program. The new ride, called a Kiddie Ferris Wheel and a Kiddie-Scow, which has proved the best money-maker. The new ride, called a Kiddie Ferris Wheel, is a new pony track utilizing space, as was formerly of no value. The new ride, called a Kiddie Ferris Wheel, is a new pony track equipped with 21 scooters and offers six round trips (See RISE IS 30 PER CENT page 38)

Watercade Ups Gate For Coney in Cincy

CINCINNATI, June 8.—Business over Decoration Day week-end at Coney Island here was highly satisfactory, since Saturday was rained out. About 18,000 attended on Sunday and on the holiday an estimated 25,000 turned out, exceeding attendance on the same day last year by a good margin.

Officials reported that per capita spending at Coney was considerably above that of last year and all attractions had a good day. President and General Manager Edward L. Bebolli attributed increased attendance to the Watercade, spectacular show which drew a large response and directed by Ray Anderson, and said that a similar feature probably would be booked annually from operation by the Watercade Day.

Long Opens New Dreamland

ROCHESTER, N. Y., June 8.—Dreamland Park, formerly known as Brown Rippen, opened on May 28 under the management of George W. Long, who expects nearly 510,000 spent on the park since 1937, which was biggest in the past since 1937. Weekly free acts, including a trained dog, a tank train, opening-week attraction having been the Great Charles Tramps, aerialists, Thuddy Barton, acrobats, was on the band stand in Danesland. Improvements have been made in picnic facilities and race concessions and several rides have been added.

Ind. Spot Has Good Opening

INDIANAPOLIS, June 8.—Good attendance marked opening of Brown Rippen, which drew a large response and directed by Ray Anderson, and said that a similar feature probably would be booked annually from operation by the Watercade Day.

VIEW OF THE WATERCADE, opening spot featuring season's bow in Coney Island, Cincinnati, which President and General Manager Edward L. Bebolli declares proved a business stimulant on May 28-29, especially on week-day nights. In center can be seen the colorful float from which took the Watercade and other marine were broadcast. Preceding fireworks were parades of illuminated canoes and barges on Lake Como, part of a production staged by Ray Anderson, Theatrical-Digital Fireworks Co. Billy Hildegar's Water Circus presented on an island in the lake. Photo by Myron Benson.

... said, ... "ROCKET" A Sensational Ride

By UNO

Agitation was plenty on Decoration Day when police tried to endorse the city and county fairs scheduled or planned in and around talkers for 20 days and commencing. Three plain clothes men led by Capt. Abraham Brody on orders from Brooklyn police officers delivered ultimatum orders to all members of steering committees of Commerce, thru Allen P. Kramer, Commissioner, immediately wired La Guardia, who referred the situation with the reply, "This law was never made to apply."

One talking Nathan Border, of a 20th avenue photo gallery, paid \$3,000, but must be represented by the steering committee on June 2 by the Chamber, Amen Abbott, another talker, but who must be represented by the Chamber without lights. C. J. Hilbert, president of the Chamber, said that minus the "berking" act "we might as well put black crape on our doors." Late on Decoration Day the Chamber also received an order to cease issuing summons. On May 21 the Chamber asked Councilman Albert E. Schaefer to get the law changed. He said he would introduce a resolution to that effect within 10 hours. He said the steering committees are unanimous in their determination to go right on "berking," Kramer added that the deal gone wrong.

Julius Kyrleue and Allen P. Kramer seem to have the best solution for removal of laws to go for about 200,000 other big operators on ship in about 300 cts each and take over the 10 or more new boats in each city. All necessary repairs at other spots. Feldman's right opposite and so also of the 100,000 amount of the cash advanced unattended state. It is to be implemented to lend financial aid in the city and the park remains dark during the big season of all seasons it is good for a perpetual closing. And if home are to be erected on the site then doomed by all amusements in the vicinity because of incidental noise. Kyrleue and Allen P. Kramer steering committee are to wait on Mr. Hilbert. If the deal goes thru it will be a true admission at front end.

Ancasce Is Valid

Passing of Frank E. Stanton, 34, newspaper reporter here the last 28 years, on May 30 at his home, 460 1/2 Shore road, Brooklyn. Was a blow to everyone who knew him in life, and Frank had a million and one friends. Up to his death he was with "The New York Herald Tribune and The New York Times. We know him when he first came to Coney. Then he reported for The Brooklyn Citizen. Always a quiet, gentlemanly character, he kept his nose to the grindstone and was a member of the Brooklyn Newspaper Men Club in existence 10 years. He was 46 years of age at 41 to Stuyvesant Hospital, New York, from operations. Survived by widow, Etta, three children, Roy and Herbert, and another son, Leo, who takes over two bottle game, oak racks and souvenir booth on Surf avenue and West 81st street.

A number of County commissioners, including those of Kings and Queens, are vice and chairman of the Chamber of Commerce board; Connie Hilbert, Elison

plant manager and president of the Chamber. Dan Schmiedler, Brooklyn Trust Co. secretary of the Chamber. George and Frank Yipko, Stepienhaus, Jack Kyrleue, Jerry Sussman and other riders. L. M. Klein, of the Thunderbolt, and George Orento visited the Chamber on May 28. They expressed their respect to Billy Rose to view his County Island in 1935 number, one of the "Berking" operation. George Orento, Elison, Elison (John, Jimmy) Westmanley and Mark Donway.

Tilney Party Winners

Julia Criver's most interesting space in the souvenir journal for the benefit on May 26 in behalf of the Shrine Church of Our Lady of Solace, which was in the nature of a minstrel show and dance put on at the Hall Moon House. At the Tilney special pre-season party on May 23 prize winners among all in the contest were Dave Martin, manager of the West Side, Brooklyn, for the most unique costume, an old-time cabby; Paul Brown, Wall Street broker, for the funniest, a truck-layer; Mrs. Luke D. Stapleton Jr. for the prettiest, a clay "no girl, and Mrs. (See COLEY ISLAND on page 38)

Rain Delays N. O. Opening

NEW ORLEANS, June 3.—Manager Harry J. Bull, Pontchartrain Beach, has been forced to delay grand opening of the new site until rain construction work by the 400 summer season of over \$1,000,000. It had been thought that enough dirt construction and other features would be finished by this date to start a short season, but rains have fallen daily for the past two weeks.

Long Island

By ALFRED FRIEDMAN

Few many years it has been an axiom on the Island that amusement people have a solution to every problem under all circumstances by July 1st, while proceeds of the remainder of the year. This year, however, because of the World's Fair, most concession and amusement improvements are being completed. This is especially so with the Hundreds who have made it their business to improve already existing handsome barneys. (See LINDY ISLAND on page 40)

Cleanings From the Field

COLUMBUS, O.—C. C. Corbin and James Gratiano, Columbus ride operators and concessioners, will open their restaurant and all rides at the pier at Buckeye Lake, O. this season. Rides were moved in and ready for the Decoration Day crowd that had been playing lots here several weeks.

CHALFONTE, Pa.—Forest Park opened on May 27, by Post Johnathan and his Radio Thompson, supplying the band and orchestra for the school party. Philadelphia will feature parade and dancing on Saturdays and Sundays.

KNOXVILLE, Mo.—Clair Houston, manager of Hightville pool, has inaugurated a prize contest for drawing prizes in co-operation with merchants. Contest is run by placing a numbered wheel at the Pool and as the indicator stops at a certain number the contestants must perform the event associated with the number. Some events and prizes awarded are: Underwater swim, 50; Runner, 30 feet 18; swim five lengths, three 1/2 m.

CHRISTIAN, Va.—Ravens by weather, Rock House Park has been getting excellent patronage since opening on May 20, said Manager R. E. Land. Series of school parties has started and Manager said arranged with the Ohio Drive. Permission for swim to make the round trip for 18 cents during school parties. Season launch, seating 24, has been included in the divided launch "attracted a large crowd" and is in charge of William Wells. The Cyclone, high roller

BY ALL MEANS INSPECT THIS BIG MONEY GEM!!

 Running over 1,500 feet and 250 feet high, it is a sensation and real profit maker. It is a roller coaster that will give you the same thrill as the roller coaster on Dr. Ough's Island. It is the only roller coaster of its kind in the country. It is the only roller coaster of its kind in the country. It is the only roller coaster of its kind in the country. It is the only roller coaster of its kind in the country.

American Recreational Equipment Association

By R. S. UZZELL
 It is definitely settled that our 1939 annual meeting and exhibit will be held in New York City. The New York City Board of Education and the International Association of Fairs and Expositions gave to Toronto. It is well to have these days set aside in advance so all can plan accordingly. There is a rumor that the New England park man will meet in New York City for the national association meeting. The American (See RECREATIONAL on page 40)

Park Free Acts

ISLAND stage in Kenwood Park, Pittsburgh, is a wonderful place from which to work. The (Update from Kenwood) high head-balancing trapeze, when opened 31 broad on Decoration Day for two weeks.

THOUSANDS turned out for the three-day summer opening of the Cliff Park, Applin, Wis. on May 25-27. The acts being Wilson and Bulmer, contortionists and Dick and Betty, contortionists. Lothar Kemp is proprietor.

BEN BENO opened his park season May 27 at Hevers Beach, Mass. with Rye Playground, New York, to follow.

CONTINUING revival of balloon ascension which has proved popular in Detroit parks the first two at the Sherwood Park, Woodbury Hills Benjamin, ballooning, who does parachute jumps.

FRENCH Campbell, catering act, has been booked for two weeks, opening on June 12 in Westview Park, Pittsburgh.

FOR A FEW INVENTIONS BUY NOW!
 LUSSE O-WATER-SKOOTERS
 OR WATER-SKOOTER BOATS,
 AND EARF BEE PROFFTS for you. No
 limit on fun. (See Billboard)
 LUSSE ROSES, Inc.
 2009 N. Franklin St., Philadelphia, Pa.
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 1000 St. James St., Toronto, Ont., Can.
 Write for Catalogue

BATHERS' KEY BANDS
 AND BRASS KEY CHECKS
 Send for Illustrated Catalogue
 Superior quality stainless steel, best
 materials. S. GRIFEL, 200 E. 90th St.,
 N.Y.

CONVENTION HALL AUDITORIUM
 Wildwood, N. J.
 Large stage. Seats 1,000. (See Billboard)
 DARE RECREATION CO.
 Phone 604 276, Key 1120.

SACRIFICE
 Two Bites at 25c. A full condition. Dep. 20
 and from 10c to 15c. (See Billboard) \$1,000.00
 much for luck. Henry and Phyllis, Wildwood,
 N. J.

NEW ELECTRIC PENNY GAME
 Removable electric machine. 150¢ for Parke or Campbell.
 Low rent, will quickly pay for itself. Write for
 information.
 KING MFG. CO.
 Rt. 2, New York, N.Y.

FOR SALE
 CIGARETTE MACHINES
 SELLERS
 Get 10¢ for 1¢. (See Billboard)
 Write for information.
 Address: BOX No. 880,
 New York, N.Y.

FREE ACTS WANTED
 High and low. Acts of all kinds, but
 not, please. OLEN PARK, Wildwood, N.Y.

Park Games Are in Demand
 CHICAGO, June 8.—H. G. Evans & Co., one of America's largest and largest manufacturers of amusement games, reports the demand for new equipment for parks and carnivals has been an great this spring that the factory has been taxed to capacity with day and night crews trying to take care of business. Rushing galvane, according to E. W. (Dick) Ford, have the lead in number of orders already placed. Ford is contemplating a large galaxy specialty building Manager Harry J. Bull, Pontchartrain Beach, New Orleans. Galvane measure 24 feet in width.

High-Wire Acts Progress
 By JAMES E. HARDY
 A Feature of The Billboard
 Summer Special
 DATED JUNE 24

Fairer Ft. Worth Midway Sought

Casa Manana Group Is Active

Will augment outside concessions—Pioneer Palace to be air-conditioned

PORT WORTH, Tex., June 3.—Directors of Casa Manana Association, which sponsors Casa Manana Revue in the open-air cafe-theater here, want a brighter and more midway for the show opening on July 21 for six weeks. Paul and Betty asked Lou Williams, in charge of producing the revue for the William Morris Agency, to aid in getting suitable concessions to line the midway leading to the cafe-theater. The association will handle the midway concessions, however.

Last year there were no outside concessions during the four-week show season. Fred McPhee's shooting gallery and directors decided outside concessions would make a more lively midway for visitors. Directors plan to spend \$3,500 extra this year for air-condition Pioneer Palace, only other building besides Casa Manana which was left standing after the "Fiesta Fiesta" of 1937, and get a smaller musical show on the order of Billy Rose's "Monkey Truck Revue," which was so popular at the spot in 1936. In Pioneer Palace as another means of enlivening the grounds. This show, with a live band and would be presented twice nightly.

Casa Manana will feature a "Fiesta Fiesta" with the "Fiesta Fiesta" orchestra, Kenny Baker, singer, and five acts of vaude for the first two weeks. Bob Burns, radio and movie comic, is set for a one-nighter during the show. Plans were made for a "Fiesta Fiesta Revue" a state-wide publicity campaign is under way.

Grand-Stand Shows

CONTRACT has been signed for Capt. Jerry Edwards' "Greatest of Thistle" to be shown here July 14 days at the 1939 Utah state fair, Salt Lake City, reports Chuck Franklin, business manager Edwards.

PLAYING Ohio fair several years with his gray Ford, Babe Blanton with a new set has contracts for Lake County Fair, Palmsville, O., and fairs in Fremont and Burton, O., he reports.

PAIRS will be played by the Three Mack Brothers, starting on August 6 and ending by Barnes-Carruthers.

RITA AND DAWN and Marie's Pels have booked the "Fiesta Fiesta" show at Ohio fairs by Henry Leuders, United Booking Association.

C. A. KLEIN booked his circus tent for two days and musical revue for one day at Marion (O.) County Fair.

JIMMIE LYNCH and his Death Dodgers have booked for an afternoon and night at Manitowoc (Wis.) County Fair, to be the troupe's third year there.

TAYLORVILLE, Ill.—Christian County Fair and Convention, which will feature a circus, a historical parade, horse show and contests, said C. O. Kramer, secretary-manager and general chairman of the executive committee. Committee in pioneer dress will seek to surround visitors to write citizens to participate in the event.

PORTLAND, Ore.—Sum of \$45,000, representing one-twentieth of a mill property tax, has been appropriated among the city and secretary of state for maintenance of fairs. Multnomah County with the highest property value, reported \$17,700. Multnomah county received the smallest amount, \$164.69.

HARTWORTH, Conn.—Louis L. Campbell, Torrington, Conn., for the seventh year has been named to handle concessions and publicity for the "1939 Hartworth Fair here.



C. G. HUNTER, in his 12th year as secretary of Christian County Fair, Taylorville, Ill., with which he has been connected since its organization in 1923, is in charge of the 1939 Centennial Celebration of Christian County and Taylorville in conjunction with the fair. With a pioneer background, club and other organizations will have active parts in the event.

Ohio State Demand For Space Causing Changes in Layout

COLUMBUS, O., June 3.—Indications are for a record in number of exhibits at the 1939 Ohio State Fair here, said Manager Win H. Ekinan. More than \$100,000 is offered in prizes and premiums, more than 80,000 boys and girls will have exhibits at the Ohio State Junior Fair.

Demand for concession and exhibit space is greater than in any previous year in history of the fair, the demand forcing the management to open a second midway north of the grand stand. Concession space is being rearranged. Many small stands formerly in front of the Coliseum and grand stand are being eliminated. Co-operation of the State Highway Patrol has been obtained in a new traffic-control system to provide more parking space and make ingress and egress to grounds safer and more convenient. Highway patrolmen will police grounds.

For the first time it will be a "no-pass" fair. Semi-monthly betting at racing programs will be banned. Space formerly used by legitimate machines has been sold to concessions at a good profit. At midnight services on opening Sunday speakers will include religious leaders from all organizations, with special music. More than 20 teams have been entered in the national junior horse-pulling contest.

Hankinson Speedways, With Long List of Fairs, Set Record in '38

PHILADELPHIA, June 3.—Hankinson Speedways got away to an early 1938 opening, having produced AAA-authorized auto races at Haverdale-DeBoto Exposition and Florida Fair, Tampa, on January 31 and February 7, 11 and 18. Eastern spring opening in Reading, Pa., on April 25, was attended by a record crowd of over 26,500. Inaugural at Langhorne (Pa.) Speedway, one-mile circular track, was on May 14. Attendance, 30,750. Best attendance in one day was about 13 per cent. Although there was heavy rain the night before, more than 30,000 spectators showed up at the Langhorne fair grounds, Trenton, on May 28. The inaugural class A auto-racing program on May 29, 1938, was the first of the half-mile track division was staged.

Last big-car race of the season at Lancaster Speedway was set for June 11 and some of the Indianapolis speedway stars will compete. An innovation by the Hankinson group will be a championship all-American stock-car race at

MADISON, Wis.—Directors of Dane County Agricultural Society voted on May 27 to raise \$125,000 in bonds to raise \$4,000 necessary to provide for the annual fair, the reason. As a result the Commercial State Bank is expected to foreclose its \$10,500 mortgage against the fair property and the land will probably be offered for sale. The fair has been held annually for 80 years.

MARYSVILLE, O.—Union County Agricultural Society voted to add night sessions to the 1939 fair.

WATTSBURG, Pa.—Valeburg Fair will be held for two days this year, starting over three Saturdays and free acts have been contracted.

SALT LAKE CITY.—Fire which destroyed numerous other structures destroyed a horse barn on Utah State fair grounds here. Manager E. S. Holmes said the damage of \$2,000 was covered by insurance.

MACON, Ga.—Georgia State Fair officials have been opened and E. How Jordan, secretary-manager, said that with 18-day 1939 fair planning preparations will be more extensive. Historical program will be a feature. Johnny J. Johns typically cooked for the fourth consecutive time. It is the first midway to have been contracted for straight

EDMONTON, Alta.—Plans for erection of four bars on Edmonton Exhibition grounds are being considered by directors and the city architect. One of the bars is to be destroyed if it is not recently, is to be borne by the city, which is co-operating with directors in having them rebuilt as soon as possible. Deficit on the Edmonton spring show was estimated with a loss of \$200 on the 1938 spring show, said Managing Director P. W. Abbott. He declared that future years looked for the fourth consecutive year to be considered.

WASHINGTON, D. C.—County commissioners paid Potomac County Agricultural Society here \$5,187.80 for improvements completed on the fair plant last year.

MANFIELD, O.—Richland County Agricultural Society set up appropriations totaling \$6,330 for premiums in live stock and farm products at the 1939 fair. Directors set up \$300 for a horse-pulling contest, popular the last two years. Midway will be greatly enlarged and grandstand show will be more pretentious.

BALEN, Ore. May 27.—New WPA grant of \$71,334 for the State Fair grounds of 1938 started an extensive improvement program. It raises to \$100,000 the amount allotted. The State has added some \$40,000 more. Improvements will include erection of a new grandstand, remodeling of stadium, stadium entrance (see FAIR GROUNDS on opposite page)



LOUIS E. CAMPBELL, Torrington, Conn., sponsor in the outdoor act field and long act for Hartington (Conn.) Fair, is in charge of publicity and concessions there for the seventh year. The 1939 jugs and the 3rd annual of the oldest country fair in the Nutmeg State.

Fair Elections

DENHAM SPRINGS, La.—Directors of Livingston Parish Association elected E. C. Low, president; E. Shouwer, vice-president; J. B. Myers, treasurer; R. A. Merrill, secretary-manager.

EMORY, N. C.—Caldwell County Fair Association, organized here by county commissioners and American Legion Post, set 1939 dates and elected County Agent Carruthers, fair manager; L. H. Robbins, secretary; A. O. Miller, president; H. O. Adams, fair name program director and business manager, said a five-year contract was signed with Crystal Exposition Shows.

MT. HOLLY, N. C.—Directors of River Bend Fair Association here re-elected W. J. Miller, president and G. C. Clegg secretary and treasurer. R. O. (Doc) Palmer, appointed business director, reported many contracts have been signed with Crystal Exposition Shows.

CHARLESTON, W. Va.—Manawha State Fair Association resumed H. C. Savage president, elected Y. C. Chatham, Jr. and J. O. Blackwood, vice-presidents; E. M. Johnson, secretary; J. R. Lott, treasurer. Association plans for West Virginia Grand Free Fair, which it conducts each fall on county fair grounds. Officers, attending a spring roadshow from Charleston to the grounds, nine miles from the city, named a committee, headed by H. C. Savage, to urge action by the State road commission.

FAIR, Harrington-Lawston (Pa.) Fair, Middletown (N. Y.) Fair, Alton (N. Y.) Fair, Bedford (Pa.) Fair, Champlain Valley Exposition, Essex Junction, Vt.; Merrimack (N. J.) Fair; Vermont State Fair, Tolland, Reading (Pa.) Fair, Allegheny (Pa.) Fair; Virginia State Fair, Richmond, Bloomersburg (Pa.) Fair; Shelby (N. C.) Fair; New Jersey State Fair; Twenton; Winston-Salem (N. C.) Fair; North Carolina State Fair, Raleigh; Spartanburg (S. C.) Fair; Greensboro (N. C.) Fair, Charlotte (N. C.) Fair.

Hankinson events are sanctioned by the central board of American Automobile Association, the 13th year that the speedways have affiliated with the AAA. The Hankinson speedways have had successful, combined attendance of 1,360,000 being recorded, breaking all previous records.

JAMES TERRY—Controller of a 4-H Club building and enlarging of livestock barn was voted by division of Hancock County to form a stock show. Terry was elected to contact the State association to determine whether there would be a conflict in horse-show dates. Conference has been signed with J. B. Sparks Shows for the midway.

INSURANCE GROUP RISK

Coverage 100% On Organization

Insurance plan is first known on carnival—medical bureau supplement

NEW YORK, June 3.—First known group insurance plan on a carnival with 100 per cent coverage, has been instituted on the World of Mirks Shows under leadership of General Manager Max Linderman and went into force last Monday. Prudential Insurance Co. of America is underwriter and Clem Reinhart, of Radio City, prominent theatrical and outdoor show insurance man, is broker. Plan is in line with World of Mirks' extensive benefits and social service to its personnel, which includes a full-time medical department under the supervision of Dr. J. H. Postman. Essentials of the set-up are:

1. Any present full-time employee is eligible and will be covered without a medical examination.
2. Policy calls for payment of \$500 in death benefit, except in case of accidental death. When the amount is automatically increased to \$1,000.
3. In case of sickness or accident, the policyholder will be paid \$7 a week for (See **W-M LAUNCHES** on page 43)

Old-Time Night Gets Turnaway

Benefit of Chi North Side showmen is big success—varied program presented

CHICAGO, June 3.—First Oldtime Night benefit held Thursday night by the North Side Showmen's Association was a huge success, being practically a turnaway. Several thousand people attended the affair, which started at 8 p.m. and lasted until near daylight.

Show was under direction of President Ernest W. Turner, and Earl Clinton, president of the Performers' Club, was emcee. Clinton and Capt. Ralph Emerson of show boat note, were in official entertainment committee. House committee, under chairmanship of George Ryan, functioned perfectly and handled the huge crowd without a hitch.

Show opened with an overture by Pete Kagar's Band and there followed a varied program of entertainment. Among soloists who appeared were These (See **OLD-TIME NIGHTS** on page 42)

Douglas Greater Notches Favorable Start in Aberdeen

ABERDEEN, Wash., June 3.—Clear skies and a steady after-noon breeze of rain resulted in the Douglas Orator Show winning its opening stand at Aberdeen, where the highly anticipated business on May 27. Said to be the first exhibition to play here this year, the show here has better prospects. Earl Douglas was the recipient of congratulations on the attractive appearance of the show, which was transported on 25 trucks and trailers.

Staff includes Owner-Manager Earl Douglas, Assistant Manager How Douglas, General Agent Harry Gordon, Special Agent Frank Ricketts, Treasurer Laco Peterson, Cashier and sound truck Jack O'Day, assistant electrician, Leonard Peterson, carpenter. (See **TOWNS** on page 42)

Wichita Citizens Suggest Trim in Carnival License

WICHITA, Kan., June 3.—A hope of many years that the \$1,000 weekly license issued on carnivals may be trimmed has been given new life with those sympathetic to showmen and non-discriminatory. Citizens who pushed through the city commission years ago by a theater chain manager and a group of showmen, opposed by same theater manager, may listen to pleas for cutting the license.

Suggestion meeting most approval is to make it \$100 daily or \$700 for week. Most potent talking point is bringing shows under city supervision and to make a stand on the city limit line at Matheison pasture, which is served by two bus lines. Max Goodman has always chosen the city stand.

Police report they would like to see the license drop down, as they have little or no trouble from shows when inside the city. Crowds are more orderly and they are sympathetic.

Motor City Proves Fair For Pacific Whaling Co.

DETROIT, June 3.—Pacific Whaling Co.'s Marine Hippodrome No. 1 opened last night for the first time on a main boulevard and Grand River avenue this afternoon. The show was very successful because the city is not acquainted with this type of attraction, in the opinion of the exhibitor.

Don Fyve, of this city, is general publicity agent. Size of the publicity being given is estimated to be the largest ever placing of an order for 100,000 circulars here.

Parade Helps Lynch at Halifax Opener; Midway Attractive

HALIFAX, N. S., June 3.—For the first time since 1929 Lynch Orator Exposition shows opened the season here on June 23 without the date being marred by rain. An customary, downtown business men decided a half holiday for the opening, and a huge parade led by Home Guard Hussars, and various civic organizations was staged, ending on the Commons where the shows were located. Shows are starting all new carnivals, and the marquee and front drive favorable to business. They were designed by Owner Lynch.

In addition to Lynch, staff include Howard Hornak, assistant manager; Charlie Billington, lot superintendent; and George G. Cavanaugh, trainmaster. Tom Mullaly heads the advance stand.

Pay Gate Policy Marks Happyland Debut in Detroit

DETROIT, June 3.—A new stage in development of local carnivals was inaugurated Saturday by Happyland Shows at the Wyoming and Michigan avenue location. In the introduction of pay gate, said to be the first on record by actual attendance check-up showed good results. A factor which was considered one of the reasons for poor business on the Goodman lot two years ago. Happyland erected a new four 10th gates today, and used it up-state, but the policy has never been tried by shows playing local, aside from the new traveling shows.

Located in Dearborn, a few feet outside city limits, show was sponsored by the VFW Post. Show had been playing lots in the suburbs of Detroit, but this date was their first with full equipment. Pay gate is the Flying Valentines. Pay-gate ticket, independent of the lot. (See **PAY GATE POLICY** on page 43)

Frank J. Lee Is Ward G. A.

MAYFIELD, Ky., June 3.—Frank J. Lee, business manager since start of the season of John H. Ward Show, which concluded their week's stand here recently, has assumed the post of general agent with the organization. Perry Madison would be in charge of advertising and handers and using a sound truck a week ahead.

Ballyhoo Bros. Circulating Expo. A Century of Profit Show

By STARR DEWELL

Short Con. N. D. Week ended June 3, 1939

Dear Misses: This is the first time that this apparently was one of the most promising dates that General Agent Lem Truckler had signed up to begin with, we had a very promising young committee that would promise anyone anything at any time, and we had a stand it see fit to refuse the show anyway, but kept on promising the office that they would be back. The promise turned out to be a dud. It immediately doubled up on a new one that looked better.

The contract for which we furnished the midway was billed as the Short Con. Benefit week and Monster Decoration Day celebration. Our committee not only promised this would be the biggest thing that we ever played but added that we would be the best lot on the Promised Land. It even promised the show free light, water, license, medical

PATY BRADER, Daughter of M. J. Brader, manager of Anderson Orator Shows. Has concluded her school activities in Concordia, Kan., and is back on the show, where she is looking after her interests in rides and assisting in the office. Paty also is active in great work and during the school term took great interest in her high-school's band, of which she was drum major.

Hoffman To Direct Dodson Legion Post

DAYTON, O., June 3.—Arthur H. Dodson, American Legion Post No. 741 on Dodson's World's Fair Shows held its first regular meeting of the season during the stand here in the newly constructed and furnished tent cañon, with business rooms for men and women. Annual election of officers was held, with John Hoffmann first vice-commander; Howard Perry, first vice-commander; Johnny King, second vice-commander; Roy B. Jones, third vice-commander; Charles Wright, adjutant and finance officer; Jerry Thompson, chaplain; Ray Baker, historian; Stanley Bizer, press; and Don Jones, secretary. Legionnaires present paid tribute to Post Commanders Melvin Dodson Jr. (See **HOFFMAN** on page 44)

Stiepp Gets Marks Post

CLINTONBURG, W. Va., June 3.—John H. Marks, president of the show bearing his name, said here last week that Nicholas B. Stiepp, was appointed secretary and auditor of the organization on May 29. Stiepp was secretary-auditor of the Goodman Wonder Show last season.

attention for our people, free vegetables, free billing and free newspaper publishing. The contract read: "We, our people should any of them pass away during our engagement. It promises us a mighty attraction, and we, in our contract read: 'The party of the second part promises Ballyhoo Bros. that \$3,000 will be \$25, in or under the midway daily.'

On their arrival the buses were a bit upset when they learned that the lot was an abandoned cemetery and immediately got into action to change the location. But our promising committee stood pat due to 'see, in our contract clause, believing that the location fit in nicely with the Decoration Day celebration. Thus the five big premises of the Promised Land was thrown into the trash can.

By the time the promising had reached such a high peak that the office de- (See **BALLYHOO** on page 44)

Mammoth Exposition Chalks Fair Opening Biz in Cincy

CINCINNATI, June 3.—Hutton Anfinger, Mammoth Exposition Trust opened a two-week engagement here on May 28, with railway equipment housing the exposition, located on the Freeway, via trucks over Court street, near the old O. & N. depot. Location is same as the one used for two previous local engagements of Hutton-Anfinger units, the first being shown here in 1931 and again in 1933. Equipment is freshly painted, presenting a good appearance. Lighted by the Hutton Anfinger, mounted on an international tractor trailer.

Essentially an animal exhibit, (See **MAMMOTH EXPOSITION** page 43)



ON THE PASSENGER list of the 3-2 Monday when it docked in Los Angeles recently from Australia were, left to right, Bert Anderson, of the Greenhills & Jackson Shows; Jang, boy with the suitcase said to appear at the New York World's; and Paul Werk, owner of the circus bearing his name. Anderson and Werk pose to represent the location in the States looking over Jackson, and across, A. J. Padd, G. E. representative of Greenhills & Jackson, was snapped by the Pacific News Agency when the party arrived in Hawaii.

BITING all the way in Iowa City that may a few has been given credit this season for a new record.

MADAM NEARBY (Mrs. Maude Larson), Buckeye State Show, is still in John Gusto Hospital, Memphis, where her condition is so critical that her daughter, Mrs. Dale Curtis, is with her constantly. Carrie Pezri is stubbing on the latter's bed game on the show during her absence.

TED C. TAYLOR came from Deatville, Ky.: "Just to quiet rumors about Manchester and this town being hostile toward showmen, Franklin Showmen played bull spots to good business and never experienced any better. Sometimes our own conduct plays a big part in things that happen."

MANAGERS should pick fourth of July eggs with at least a month care as it shows to bring more freedom help—Mrs. Upshaw.

IN THE picture section of the issue of May 14 *The Pittsburgh Sun-Tribune* printed a full page of photographs and commentary to thank Champ attraction with Orlin D. Wilson Shows, send her manager, Mrs. Peterson, being away while engaging members of the paper's staff in a game of ten pin.

REPORTS from Koezuko, Miss. where Mrs. Lois Oensack is recuperating in her parents' home from a recent illness, indicate she has gained 10 pounds and if the continues progressing at that rate will be back on the Buckeye State Show in August. Her husband is general agent of the Buckeye Kingdom.

RANTING, singing, weeping, weeping, bounding and kindling will not put money in the office.

EFFECTIVE on June 10, carnivals having a combined presentation of 16 shows and rides or less will be required to pay a \$500 license fee under a new ordinance approved by a council of South Beloit, Ill. Fee is based on a stay-day showing and carnivals will not be permitted to show 80 Sundays.

THING A DEAL, consummated recently, J. J. Page Shows will be housed in its own water quarters in Johnson City, Tenn., where a new office required a new building for storage of paraphernalia and an adjoining building, which will be used as an office. Simple space to house rolling equipment also prevails.

LEGAL action of the Great Fishhead Show says he prefers ad remedy to sue, even if he did not sue out satisfactorily.

GEORGE CONLEY asks from Bristol, E. D. that anyone knowing whereabouts of relatives of Al (Ewald) Landon, showman, writer and comedian, who died at the home of Mrs. Jean Schwartz, Crocker, E. D., please contact Mr. Schwartz at her address at the State's attorney in Clark, E. D.

A SUBSCRIPTION was raised on Crowley's United Shows recently for Capt. George Taylor of the Johnson City Show, who is in a Shawnee, Okla. hospital suffering from a broken back, sustained while he was doing his high net



A FEATURE of Western State Shows and built from the ground up in winter quarters at Del Crocker's Wall of Stars macodrome pictured here. In the photo, left to right, are George Stecker, ticket seller; Nick Weeks, Dorcas Crocker, Speedy Dodgers, riders; Milo Anthony, of ride-show notes; May Evergreen and Del Crocker, riders, and Frank Strickland, ticket seller. Photo furnished by Larry Mullins.

div recently on the J. George Loom Shows.

IMA STOOZE, explaining why he left the Great Snow Pete Show, said he could no longer obtain any lead to carry to the boss.

BEFORE leaving Crowley's United Shows for the East with the Mail of Odellie, Jack Hamilton and wife, Mercedes, were hosts at a dinner to Ed Waddell, Selmer Harris and wife, Dr. Victor B. Lund and wife and their mad-show performers and Herbert Heath and wife.

FOLLOWING a successful engagement in Philadelphia, Mo. and Mrs. George Hattley, concessioners, and agents are vacationing at Pompton Lake, N. J. Agents include Jack Burke, Speedy Peabody, Mike J. Howe, Jimmie Reed and Barney Schwarz. George Hattley Jr. is expected to join from Miami, Fla., soon to begin the New England tour.

TRYING to satisfy the owner, legal adviser and unpaid agent all at the same time leaves many a G. pondering on the folly of it.

DURING the Kokomo, Ind., stand of the Blue Ribbon Show, Mrs. Frances Burwell joined her husband, Happy, who mechanics, marking the first time out after a severe illness. Her mother, Mrs. Jack Nation, sister, Mrs. Phoenice Wood, and daughter, Mary, visited the show in Richmond, Ind. Joe Hican also had a brief visit with the Summitt.

TWELVE-YEAR-OLD Margaret Young, 556 Richard avenue, Dallas, says that she is anxious to have her father, Eddie E. Young, contact her at that address. She reports her mother is in ill health and that she (Margaret) broke her arm in a fall recently. Anyone knowing Young's whereabouts is asked to have him contact his daughter.

EARNING liquidity of a show is based on number of ideas and class of attraction carried. To measure good results it is necessary to increase the number of paid attractions.

STONED recently by Jack A. Montague for the newly formed Niagara Express on World's Exposition Shows are John Ott, second opening; Marvin Douglas, robot; Evelyn Doolittle, M. and Mrs. Earl Morris, Ellen Harrison and Hope Munroe, characters; Ed Holberg, props, and electrician. W. O. Nelms has charge of work/ignition.

DRIVER of one of the trucks with Royal Midway Shows, Jack (Tom) Morris, is in Mr. Vernon (Ill.) Hospital, where he has been after being struck by an auto near Vienna, Ill. When he is able to inspect time on his truck. A leg was broken in a severe accident. It is indicated he will be in the hospital nearly all season and he's anxious to read letters from friends.

THERE are some organizations that have great value because of neglected value equipment—and then they go to the place for a show's library shows.

"HAVING resigned as general mechanic of Tilly show after nine weeks there, Tom says that my old job is a gas

page, cards Francis Reed Madden from Indianapolis. "Mrs. Ann Tilly, owner and Manager George Bunting are grand people to work for and they have been doing okay, considering weather. Plan to stay here a few weeks before heading a show in Nebraska. My wife will remain here."

IT HEN'T take Hal Mercy, Goodman Wander Show, long to place a float in the parade in Manhattan, Kan., recently during the show's run. Hal recently bantered a truck and loaded the east of the show of his Broadway attraction. In among those participating were Earl Myers, Juanita Stanley, Dorothy Lane, Jerry Martin, Gilbo's Orchestra, Richard Allen, Nat Meroy, Rex Welch and Dot Meyer.

LEGAL advice of the Great Fishhead Show says the general agent will not be better in the future, as all engagements will be modern Union.

ROCKERS GREATER SHOWS signed Lankford's Concert Band for remainder of the season, making the third year for the unit under the Rogers banner. Lankford's band have finished their school term in Centralia, Ill. and will join the band. Lankford has one show, Broadway Palace, booked and will add another show. He knows he will remain in Illinois next winter instead of tramping in Florida.

"AM BACK in the fold again as general agent of Vic Horwitz's Motor City Shows," reports E. B. (Bob) Burman from Detroit. "Manager Horwitz has purchased two new semi-trailers and a new Kodjodan. Burman here with contracts to furnish highway attractions at the following Michigan events: Erie Celebration, Pontiac Blue Hill Festival, Hastings; Independence Celebration, Okemos; and Labor Day Celebration, Ann Arbor."

JOHNWAY department: "Tex Carson, operator of 11 acts, resembles me as they do as the C.M.I. including Big Happy Valley Ranch, has come through in the Ranch's book and is owed a good-sized carnival."

"ARRANGEMENTS have been completed between Strate Shows and Jack Hamilton for consolidation of two circuit-type sides here on the organization; the latter reports. Since opening of the season Hamilton has had his side show, as well as the Great K.M.I. one act, with Crowley's United Shows. Hamilton's equipment and personnel will move from Ottumwa, Ia., to Mt. Carmel, Pa., and



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Two weeks' deposit required. No commission
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WALLACE BROS. SHOW
London, O., this week; Jackson, 12 to 17.

FULL-DATE CARNIVAL SHOW LETTERS

Johnny J. Jones (Railroad)

(Pittsburgh). First week ended May 27. Weather, weather. Location, Exposition Park, Carnegie. Ideal weather and spending crowds gave the show another banner week...

Goodman Wonder (Railroad)

Grand finale, Wed. May 27-28. Audiences, Union Pacific Athletic Club, Location, U. P. Athletic Field. Weather, fair to good...

New England (Motorcade)

New Bedford, Mass. Circus days ended May 27. Audiences, American Legion Post, Location, Bristol Mill Grounds. Weather, clear and warm...

Hennies Bros. (Railroad)

Dinner, Week ended May 27, Location, Diner, Grandstand. Weather, variable. Business, booming.

and Homer Gilliland and Roland Davis had a good power showing. The Denver Post worked on an exclusive contract basis and Station KFKI removed from the list...

John H. Marks (Baggage care and trucks)

Elkins, W. Va. Week ended May 27. Audiences, FVP Post, Location, old Fairgrounds. Weather, hot, some rain.

John H. Marks (Baggage care and trucks)

Elkins, W. Va. Week ended May 27. Audiences, FVP Post, Location, old Fairgrounds. Weather, hot, some rain.

road grounds were too small. New grounds proved oh-so-good for inadequate space parking space. Good weather brought out big crowds...

James E. Strates (Fairgrounds)

Cum gratia, N. Y. Week ended May 27. Audiences, FVP Post, Location, Ctry Centre, across from Sears-Roebuck.

John H. Marks (Baggage care and trucks)

Elkins, W. Va. Week ended May 27. Audiences, FVP Post, Location, old Fairgrounds. Weather, hot, some rain.

John H. Marks (Baggage care and trucks)

Elkins, W. Va. Week ended May 27. Audiences, FVP Post, Location, old Fairgrounds. Weather, hot, some rain.

BY THE SHOWS OWN REPRESENTIVES

Thru a tie-up with the Apex Department Store, where a miniature carnival side-show was staged for three days...

John H. Marks (Baggage care and trucks)

Elkins, W. Va. Week ended May 27. Audiences, FVP Post, Location, old Fairgrounds. Weather, hot, some rain.

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John H. Marks (Baggage care and trucks)

Elkins, W. Va. Week ended May 27. Audiences, FVP Post, Location, old Fairgrounds. Weather, hot, some rain.

In Your June 17 Billboard

WANTED CAPABLE READERS FOR CAMP ALSO CAPABLE OUTSIDE WAR... NEW OPPORTUNITY FOR YOU

Graberg's World's Expo

Schrotondly, N. Y. Week ended May 27. Audiences, Franklin Welfare Association, Location, Wagon, Berenston Grounds.

John H. Marks (Baggage care and trucks)

Elkins, W. Va. Week ended May 27. Audiences, FVP Post, Location, old Fairgrounds. Weather, hot, some rain.

MONEY-METER System of REVENUE CONTROL

Fastest answer found by the Patron CARNIVALS! Speed up collections... handle larger crowds with Money-Meters...

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FEATHERWEIGHT BINGO SHEETS

Big B. B. New large numbers. Priced at 20¢ the dozen... Prices: Minimum Quantity 1000.

Postage Extra. Sample sheets listed in trade... J. M. SIMMONS & CO. 12 W. JACKSON BLDG., CHICAGO, ILL.

FOR SALE CHAMPAGNE BOTTLE CONVERSIONS... JOE E. HENKE 2915 W. 85th, Hammond, Wn.

World of Pleasure Shows World Showmen, Inc. 1215 W. 75th, Hammond, Ind.

DICK'S PARAMOUNT SHOWS, INC. WANTS SHOWS... DICK GILBERT, Massachusetts, Mass.

Tom Baker Wants Shows and Lastimate Conventions for the Following Locations...

DARE-DE OLIVER 1001 N. Franklin St., Chicago, Ill.

shows appeared at three places during the week... W. C. KAUS (Receipts cars and trucks) Chicago, Ill. Week ended May 27. Success, American Legion Post. Location, near front. Weather, warm, with fair.

Dee Lang's (Miscellaneous)

Muscatine, Ia. Week ended May 27. Success, American Legion Post. Location, near front. Weather, warm, with fair.

W. C. KAUS (Receipts cars and trucks)

Chicago, Ill. Week ended May 27. Success, American Legion Post. Location, near front. Weather, warm, with fair.

my Allen and Charles Teshky Mrs. Bentley purchased a new trailer... HARRY E. WILSON.

West Bros. (Miscellaneous)

Waterloo, Ia. Week ended May 27. Success, American Legion Post. Location, near front. Weather, warm, with fair.

Keystone

Dorville, Pa. Week ended May 27. Success, B.P. Weather, warm. All show played to good crowd...

Potter, Mrs. Victoria Lee, Jack Campbell, Enlist. Baiting. George Boon, Eddie Madison's cookhouse...

Enly Bros.

Rakewy, N. J. Week ended May 27. Success, American Legion and VFW post. Location, near front. Weather, warm, with fair.

Wallace Bros. (Buggies cars and trucks)

Dorville, Pa. Week ended May 27. Success, American Legion Post. Location, near front. Weather, warm, with fair.

Eric B. Hyde (Buggies cars and trucks)

Greenville, Pa. Week ended May 27. Success, American Legion Post. Location, near front. Weather, warm, with fair.

Art Lewis

Harrisburg, Pa. Week ended May 27. Success, Wideman Field. Success, Harrisburg Fire Department. Weather, fair.

Dick's Paramount

Paoli River, Mass. May 23-27. Location, creek grounds. Success, American Legion Post. Weather, good. Business, prof.

Snow Family Album



BAND MEMBERS of the Famous Broadway Show, Billie Clark and Tom Manion, managers, snapped season of 1919 in Anderson, Ind. Anthony Esposito, leader, is at the left in the back row. Among others in the photo are Rocco S. Aho, drummer, and Raffaele Di Girolamo and Marcell Sica, clarinetists.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago. It is especially requested that pictures be CLEAR and SHARP and be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Snow Family Album Editor, The Billboard, 33-27 Opera place, Cincinnati, O.

FOR SALE—SECOND-HAND GOODS

ALL TYPE REBUILT POPOGON MACHINES—All repaired. These aluminum framed popogon kettles, \$7.50 each. **CABREL CORN EQUIPMENT**, 123 S. Madison, Chicago.

CORN POPPER—GASOLINE. PRACTICALLY new. Also Welling Ventriquoil Figure. **REBUILT** popogon kettles. Price \$10.00 to COUTBERT, 953 S. Third St., Memphis, Tenn.

CORN POPPERS—FEARLESS, ALL-ELECTRIC, give award popping kettles. Carmichael Equipment. Call our prices before buying. **NORTHEAST CO.**, 1925 10th, Des Moines, Ia.

NEW RECONSTRUCTED B & FREEZE and Cream Freezer. **Clairmont**, Bergamo, Ohio. **REBUILT CUSTARD MACHINES**, 1200 Thomas St., Memphis, Tenn. **Call**

NEW VELVO FROZEN CUSTARD AND ICE Cream Machines. Complete freezing and storage unit, \$109.00. Write **FROZEMER CUSTARD COMPANY**, Gastonia, N. C. **Call**

REBUILT NAME PLATE MACHINE—LIFE NEW, with 1000, \$15.00. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL GAME SUPPLIES—WOOLLY DIES, 75¢ per dozen. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

CIRCUS BLEACHER SEAT, ALL SIZES, NEW and used. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

FANCY HAND-CARVED MERRY-GO-ROUND for Sale. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

MISCELLANEOUS

KNIFE RACKS AND SUPPLIES—RACKS 7-9-12-15 Feet long, with high quality blades. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

M. P. ACCESSORIES & FILMS

A NEW OPPORTUNITY FOR YOU BEGINNING THIS JUNE THE BILLBOARD WILL PUBLISH EACH WEEK A NEW COLUMN GIVING NEWS AND TIPS ABOUT THE BILLBOARD FILM BUSINESS. THE FIELD IS NEW TO MOST OF US. IF YOU ARE INTERESTED IN THIS OPEN UP YOUR EYES FOR EVERY GOOD SHOW. DON'T MISS IT ON PAGE 25—IN YOUR JUNE 17 BILLBOARD.

ATTENTION—HUNDREDS SHOWMEN MAKING GOOD MONEY are now getting their theaterhouse film booking equipment ready for the summer season. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 24. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 14. INCREASED CIRCULATION. MAKE YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

OFFERING FOR THE FIRST TIME AT LOW PRICE—one lot of 50 Brand New Eastman Kodak Super 8mm Cameras, complete ready to use, \$205.00 each only. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

SAVE MONEY ON YOUR FILMS AND EQUIPMENT—New money-saving service. Particularly for FILM BOOKING & EQUIPMENT EXCHANGE. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

THEATRE CHAIRS—1,500 UPOLYESTERED **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

WINTERBERRY ACTIONS, HORROR, COMEDIES—Dramas offered for outright sale for first time. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

MUSICAL INSTRUMENTS, ACCESSORIES

16MM. SOUND FILM PROGRAMS AND PROJECTORS for sale and rent. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

MUSICAL INSTRUMENTS, ACCESSORIES

WANTED TO USE HICKEL RESOON TYP. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW—4.00 P.A. ADME OPERATOR. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

ALL 4 JOB 100 OPERATORS—CUT PRICE ON 88 machines and supplies. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

ROLLS DEVELOPED—TWO PRINTS EACH **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

SALESMEN WANTED

DEMONSTRATE NEW MECHANICAL BURGLAR ALARMS. **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

SELL BUSINESS GEAR, \$1.50 THOUSAND— **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

SCENERY AND BANNERS

BEST CARNIVAL AND SHOW-SHOW BANNERS **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

7'X10' SPECIAL BANNERS, \$17.50— **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

TATTOOING SUPPLIES

TATTOOING OUTFITS, SUPPLIES—COLORED **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

TENTS—SECOND-HAND

FOR SALE CHEAP—ONE 40x80 EXHIBITION **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

THEATRICAL PRINTING

COLORS HANDBILLS—JOB, 1,000, \$1.25 **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

SHOW PRINTING—ON ALL SHOWS, 200 ONE **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

WANTED TO BUY

600 TWO-PHOTO CANVAS SIZES ON 1,000 **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

At Liberty Advertisers

BE A WORD (First Line Large Black Type) **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

MINIMUM PER. CASH WITH COPY.

AT LIBERTY ACROBATS

ACROBAT—130 Lbs., Training and Training **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

AT LIBERTY BANDS AND ORCHESTRAS

A "REAL TON"—AVAILABLE NOW. ONE OF **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

ATTENTION, DANCE MANAGERS, WISCONSIN

ATTENTION, DANCE MANAGERS, WISCONSIN **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

HIGH-CLASS PHONIC TRIO—VIOLIN, CELLO

LADIES' FOUR-PIECE RHYTHMIC DANCE ORK- **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

HELP WANTED

LED LEGAL WANTS SOBER, RELIABLE TICKET **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

WANTED—EXPERIENCED TRUCK DRIVER **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING—MENTALISM **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

CARON PROFESSIONAL MAGIC CATALOGUE **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

MADE—MENTALISM, SPIRITISM, FORTUNE **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

SEASIDE NETS AND PUNCH FIGURES—PRO- **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

VENTRILOQUICAL FIGURES—24-PAGE ILLUSTRATION **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

WANTED—EXPERIENCED TRUCK DRIVER **Bill** any place. **V. VARA AOVIT**, Carlin & Wilson Shows, Port Rouse.

VERSATILE 5-PIECE BAND - 10 INSTRUMENTS... 2511 Denver, Colo.

AVAILABLE JUNE 30 - Five-Club Music Piece... 2511 Denver, Colo.

WELL KNOWN'S 10-Piece Orchestra... 2511 Denver, Colo.

CLONES BEVELLY BARB... 2511 Denver, Colo.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD... 2511 Denver, Colo.

COLLEGE 10-PIECE BAND... 2511 Denver, Colo.

BOB GOOD'S BIG ORCHESTRA... 2511 Denver, Colo.

HILLBILLY TRIO... 2511 Denver, Colo.

JOE BOONE'S ORCHESTRA OF 12... 2511 Denver, Colo.

BOY BANDS... 2511 Denver, Colo.

TRIO... 2511 Denver, Colo.

VIRIO... 2511 Denver, Colo.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY AFTER JUNE 10... 2511 Denver, Colo.

ASSEMBLY WILD ANIMAL TRAINING... 2511 Denver, Colo.

AN ACCOUNT OF DISAPPOINTMENT... 2511 Denver, Colo.

RIGIDIOUS TRIO... 2511 Denver, Colo.

DESINA BAYARD... 2511 Denver, Colo.

AT LIBERTY DRAMATIC ARTISTS

ALL CHARACTER MAN... 2511 Denver, Colo.

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LYRIO WRITER - EXPERIENCED... 2511 Denver, Colo.

YOUNG MECHANIC - 26... 2511 Denver, Colo.

A-1 MEDICINE LECTURER - DR. JOHN E. ORIENTAL... 2511 Denver, Colo.

YOUNG MAN - 26... 2511 Denver, Colo.

AT LIBERTY MUSICIANS

A-1 ALTO - TENOR - CLARINET... 2511 Denver, Colo.

ALTO SAX - CLARINET - 12... 2511 Denver, Colo.

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MODERN SWING DRUMMER... 2511 Denver, Colo.

MUSICIAN - (PIANO AND VIOLIN)... 2511 Denver, Colo.

TENOR SAX - CLARINET - 26... 2511 Denver, Colo.

AT LIBERTY - TENOR SAX MAN... 2511 Denver, Colo.

AT LIBERTY - RHYTHM CUTBACK... 2511 Denver, Colo.

AT LIBERTY - TRUMPET... 2511 Denver, Colo.

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TRUMPET AND ARRANGE... 2511 Denver, Colo.

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VIOLINIST - THOROUGHLY EXPERIENCED... 2511 Denver, Colo.

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COLLEGE COUPLE... 2511 Denver, Colo.

DRUMMER... 2511 Denver, Colo.

LEGATTO BARITONE CUTBACK... 2511 Denver, Colo.

LEADER... 2511 Denver, Colo.

STRONG MAN... 2511 Denver, Colo.

TRUMPET... 2511 Denver, Colo.

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ALL OCCASIONS ASCENSIONS... 2511 Denver, Colo.

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TWO COMPLETE STANDARD ACTS... 2511 Denver, Colo.

WASHINGTON COO ROLLERS... 2511 Denver, Colo.

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Wholesale

NOVELTIES PREMIUMS SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

RADIO "PICK-UP-AND-GO" SETS SECTION

Self-Powered and Midget Sets Clicking Big as Prize Awards

Salesboard ops, bingo ops, concessioners, etc., report big interest in radios, especially of "pick-up-and-go" variety —boys cash in on market for second set in the home

NEW YORK, June 3.—With the most profitable months of the summer season just ahead, a check-up here of prize awards clicking best with the public both in urban centers and in rural districts points definitely to the fact that the public is more partial than ever to radios. Salesboard operators, concessioners, coin-games ops, etc., report that the appearance of the new self-powered sets in airplane luggage finish plus the many improvements that have been made in the midget sets since last season has made the public more anxious than ever to win an extra set for the home. The "pick-up-and-go" models particularly have caught the fancy of the public. These sets all the longest used of an all-purpose type. Seldom has any number appeared on the merchandise markets in years that's caught on so rapidly. Families with two and three sets in the home are as anxious as the first-time radio buyer to get one of these clever numbers that provide music at any place and at any time.

Taps in Popularity

While a lot out of the prize range for most concessioners, the new self-powered sets are getting a big play from coin-operated and other operators. The radio concessioners who distribute prizes on the coupon-ward system. Coin-operated sets are the number one item at the stand. The flash sets get as tuned into a station so that the public can see the stand in the market, however, are rapidly meeting a popularity that will enable all concessioners to sell them.

Salesboard ops have found these sets to be right down their alley. It is impossible to estimate the number of eye-watching cards and board deals featuring these sets. Just the thing for summer picnics, camping and fishing trips, etc., ops report these sets enable them to turn cards over in 1/2 minute. So strongly does the average customer of the radio want to get his set that he works extra hard to turn his card even if it means begging down into his jeans to take set-aside punches himself.

The popularity of these sets has caused retailers of the salesboard world of the large-sized boards with a take of more than \$10. The last big deal to close the season was for the new radio was the one which featured the Packard-Lakro Shaver when that item was the only one which they were allowed to stock up, but the way in which these sets are clicking with all types of the country is an indication that the boys are forgetting all about their large card phobia.

Midget Sets, Too

But the self-powered sets haven't the field all to themselves. Midget sets both cash and coin-operated are doing definitely in the running. One up in striking new plastic cabinets of many hues, these sets are setting their "make-a-home" looks from thousands of carnival and park concession stands through the country. Mechanical improvements have been so numerous in these sets during the winter months that they now offer all the varieties of the larger sets, including automatic tuning, static eliminators, etc., with the added advantage of small size and low price.

Why This Popularity?

The popularity of these radios are clicking so well as prize awards undoubtedly is the ever-increasing need for the radio in the home and a

(See RADIOS "HOT" on page 54)

Conn. Legislature Okehs Non-Commercial Bingo Games

HARTFORD, Conn., June 3.—Legislation of the playing of bingo by non-commercial organizations under a form of lost option has been authorized by the Connecticut Legislature. The measure was adopted unanimously by the Senate, where city representatives are reported strong. The bill was carried thru the House, dominated by small towns, by a

vote of 113 to 111. Measure awaits signature of Gov. Raymond E. Baldwin.

Bingo plays were made for passage of the legislation by church and fraternal organizations to permit the holding of games to support their activities.

The fight was championed by Senator Albert C. Cole, who was opposed by a Republican faction, but a conference led to the drafting of an amendment designed to restrict bingo to a non-commercial basis.

Bill Is Amended

The amendment drafted by Senator Cole, tucked onto the bill, provides: "No bingo game or series of bingo games shall be promoted, operated or played unless game shall be sponsored and conducted exclusively by a charitable, civic, educational, fraternal, veterans or religious organization, volunteer fire department or grange. Any such organization or group must have been in existence for not less than two years prior to its application for a bingo permit under the terms of this act. The promotion and operation of said game or games shall be confined solely to the duly qualified members of the sponsoring organization. Where the words 'person' or 'applicant' are used in this act they shall mean the officer or representative of the sponsoring organization or the organization itself.

"All fees for said permits shall become the property of the town, city or town wherein the permits are issued."

Senator Cole said the bill, as amended, is virtually the measure he originally offered and is surrounded by sufficient safeguards of local option and police regulation to bar racketeers.

Opposition Answered

Senator Cole, in a letter to a member of the opposing faction, told that bingo under the control proposed in the bill is harmless diversion. The bill has passed legislation for the same purpose of eliminating illicit gambling, he wrote.

The expressed approval of countless organizations and lack of widespread contrary opposition, indicated that the measure appeals to all ages, all classes, all creeds, Senator Cole asserted. "The local option in the bill makes it possible for those towns which do not want bingo to continue the ban against it."

The proposed law also provides for acceptance of the measure by the various towns where bingo is banned, at present upon submission of a petition signed by five per cent of voters. This petition is to be given to the town governing body for consideration.

Merchandise
at the
World's Fairs
A Feature of
The Billboard
Summer Special
DATED JUNE 24

Holiday Take At Top Mark

Concessioners cash in on ideal weather over four-day Memorial week-end

NEW YORK, June 10.—Favored by weather, Eastern concessioners recorded peak receipts over the Decoration Day period. Merchants here went all out to beach and skyrocketed attendance marks at outdoor amusement places. Beach concessioners to the vicinity enjoyed excellent box.

More than 500,000 people were said to have visited Coney Island. Park officials in the Rockaways reported a crowd of over \$10,000 on Sunday. In both places many cars were seen from other States.

Crows at Asbury

At Asbury Park, N. J., George Eucherman, city publicity director, reported record crowds along the boardwalk. Beach concessioners found facilities in more sections of the promenade inadequate to meet demand. Long Branch and Atlantic Highlands officials reported attendance squalling if not surpassing records of 1938 and 1939.

Surveys of the merchandise horizon showed a shortage of new items in amusement centers. A poor business for the concessioners was no seasonal turn to any particular item.

Park boys with Fascination, Whirl-o-Ball, Free-Hall, Knee-Ball and other roll-down games displayed complete lines of higher priced goods. "Wholes, hooplas, ball games, handpads, knife games, etc., games went strong for lower priced merchandise.

Sings Leads Good

Operators who had expected topnotch business were not disappointed. Knowing that players demand worth-while (See RECORDS TAKE on page 54)

Rabbit's Foot Sets Quins Agog on Fifth Birthday

CALLENDER, Oct. 3, June 3.—The ever-popular rabbit's foot set opened some additional prominence with pitchmen and score winners the world over when the five little Dromedars were thrilled by the good-luck charm sent from Alameda, Calif.

The charm from the Pacific bore a card with the inscription "This should bring you luck."

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCAMPS & TRADE STIMULATORS

By BEN SMITH

The Evans Novelty splurge on the back cover of last week's issue of The Record hit the boys like a bombshell. It was the first time since the radio offered to claim to be the world's smallest portable battery-operated radio and apparently had everything to make it so like a house afire on a board. The set had the advantage of a national know-how and terrific consumer appeal because of its novelty and size.

My mailer bore dull business may be generally give a salesboard operator something he can get his teeth into, something which had a fair amount of flash and consumer appeal and he'll go to town. John Public will invariably chance a few pennies on a card if given half an incentive.

And talking of items that have flash and consumer appeal, that item does not necessarily have to be new. Of course, if it is new and timely, so much the better. However, we know of instances where operators picked an item of a jobber's shelf which had been around for some years, and turned it into real cash on a fast-turning deal.

There are any number of reasons why an item may not take when it first hits the market. More often than not, it doesn't take from scratch. It usually lies dormant indefinitely, despite the fact that it may have definite merit. The midget radio game was a good example of such an item. It didn't go too well when first introduced, but some years later became a splendid saleslead item.

Another example of what a nuisance the combination of bad judgment and cash-bait dangling can be is the current situation in Fort Wayne, Ind. Complaints of parents that cash prizes in spots near schools caused tuition and lunch money from children brought of their activities in the form of an order to put all boards away. While officials seem willing enough to allow deals featuring merchandise prizes to continue to operate, they have no authority to make such a distinction under existing regulations. It is like to be overruled, following the close of schools early in June that the ban will be lifted.

HAPPY LANDING.

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.

House Guide

Creating special interest is Sentinel, electrically illuminated house directory which bid for consideration of the housewife. The Sentinel, a product of the Glee and Electric Shop, serves as protector of the home in that it guides doctors and even policemen to the correct address without delay.

Social Security Plates

An automatic machine for stamping Social Security plates is imitating any etched plate not over 7 by 3 1/2 inches in size. Has been placed on the market by Hoover Bros. Inc., E. J. Neumann & Co. The device has every feature possible for economical operation, including reversible and interchangeable steel type hardened by scientific treatment, it is said. Parts are designed for simplicity, which makes the machine fool-proof and seminar-proof.

It's Here at Last! DETROLA Triple Purpose Portable RADIO

3 RADIO IN THE PRICE OF 1! SAVIEST use is in the whole year... 24 1/2

Write for further information to DETROLA CORP. DETROIT, MICHIGAN.

WALTHAM & ELGIN Pocket Watches - Taylor Engine Waltham - Elgin - 1925.00

PLYMOUTH JEWELRY EXCH. 182 Canal St., New York 2, N. Y.

"FOR KIDS FROM 5 TO 105" Sensionally Different

Sells for 25¢. EASY TO OPERATE, MANEUVERERS APLENTY, HIGHLY COMPETITIVE, MASS APPEAL. FULLY PATENTED. Be first to cash in on this smash hit of the year. SAMPLE 25c. WRITE—WIRE for Quantity Prices.

YIPPEE PRODUCTS CO. Waukegan, Illinois (In 1939-Visitors Products)

New Syrups

In answer to popular demand, Nat Lerzer reports a new marketing his Hawaiian tropical fruit juices in gallon lots. At the present time he is featuring three flavors: Pine Colada, made from pineapples; Papaya, made from papaya fruit; and Orange Champagne, made from Concord grapes. Each gallon of juice makes six gallons of syrup. Letter states, and offers drink stand one a chance to make \$50 per cent profit. The biggest money-making fruit stands are at the New York World's Fair. The States are those featuring Tropical Fruit Drinks. Firm has a circular describing the various equipment and decorations which it will send free to interested parties.

Advice-o-Hint

Advice is something which is usually free and worth little. However, the Advice-o-Hint, a bit of useful counsel framed for use in the bathroom, is a novelty every home owner will want. It not only serves as constructive advice to the person who owns the home and to members of the family, but to the guests as well. All will derive much fun from the advice card when they see it hanging in the home. According to the manufacturer, Monmouth Specialty Co., the product has received widespread acceptance wherever it has been shown, which definitely points to the ease with which it may be disposed of by salesman.

New Fountain Pen

John F. Sullivan (Pen Service Supply) is introducing a new fountain pen with the advice card when they see it hanging in the home. According to the manufacturer, Monmouth Specialty Co., the product has received widespread acceptance wherever it has been shown, which definitely points to the ease with which it may be disposed of by salesman.

TURN PAGE AND READ Sensional Announcement by EVANS NOVELTY CO.

BULOVA, ELGIN, WALTHAM, HAMILTON

CENTRAL WATCH MATERIALS & SUPPLY CO., INC. 124 E. 9th St. PHILADELPHIA, PA.

SHURE LEADS WITH REAL VALUES!

Our Shure's Famous Gold and Silver... \$4.50



Our Shure's Patent Covered... \$7.00

Special Close-Out

Ladies' Sterling Silver Rings... \$9.00



Super Value

Brightest Pink... \$9.00

We Offer 3 Assortments of Rings, Priced 25 1/2% Below Manufacturer's Selling Price. These Rings are limited in quantities and merchandise is offered subject to prior sale.

100% RUBBER... \$1.20

Ladies' Sterling Silver Rings... \$3.00

Men's Sporting Silver Rings... \$4.50

50% MORE... 25¢ each, 50¢ doz.

30% OFF... 25¢ each, 50¢ doz.

STUPID DOLLS FOR GAMES

DOLL HEAD... \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00

100% RUBBER... \$1.20, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00

FLYING BIRDS

Large size... \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00

100% RUBBER... \$1.20, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00

RAYON PARASOL

25 inch... \$1.00, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00

100% RUBBER... \$1.20, \$2.00, \$3.00, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, \$9.00, \$10.00

OUR BIG NEW CATALOG B-132

The Real Buying Guide of the Show World IS READY FOR MAILING SEND FOR YOUR COPY NOW!

N. SHURE CO., 505 WEST 40TH ST., CHICAGO, ILL.

AND NOW! A LOW PRICE REFLEX CAMERA • THE SIGHT-O-SCOPE •

The ONLY POCKET SIZE DOG-REFLEX on the MARKET. Now to you from the greatest maker of cameras... \$3.00

LLOYD MFG. CO. 142 West 42nd St. New York 20, N. Y.

Thank You for Mentioning The Billboard.

TODAY'S HEADLINER!

EXTRA NEWS
CHUSTLER CATALOG
READY!

ARE YOU INTERESTED IN BARGAINING?
 Here is one for you! LEVIN BROS. NEW 1939 CATALOG is a brand in the Big and Best "MUST" for the merchant.

Watches, Jewelry, Carnival Goods, Leather Goods, Binoculars, Cutlery, Sporting Goods, General Merchandise and Electrical Goods of All Brands.

LEVIN'S

NEW CATALOG

NOW READY

LEVIN BROS. Terre Haute, Ind.

VALUE THRILLER!

JUST ONE OF HUNDREDS TO BE FOUND IN OUR NEW 1939 GENERAL CATALOG

GLASS BASE ELECTRIC TABLE LAMP

No. 277 **\$5.50** DOZEN
 IN FULL DOZEN LOTS ONLY

Beautiful complete set of crystal glass base with white shade. Strong base. Glass shade is mounted with special fastener. Glass shade is mounted with special fastener. Glass shade is mounted with special fastener.

SEND FOR YOUR FREE COPY OF OUR NEW 1939 GENERAL CATALOG—FIRST WITH THE NEWEST AND BEST!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

BINGO CAGE

Well constructed cage with metal stand, complete with 75 numbered balls and master board at a ridiculously low price!

Write for confidential jobbers' prices!

MORRIS MANDELL
 (COMPLETE BINGO SUPPLIES)
 1107 Broadway, New York City

NEW SUPER SELLER
DEMONSTRATORS PEDDLERS-AGENTS

Price the lowest—Big Five International—Franklin, Ego, Wagonburg, Wheel, Stern, Hawk, Crow, Phoenix and Demonstrators are selling B to 500,000 each. Get started immediately with this Super Selling Device.
 Knoxville, Tenn., 44c.

50% Discount, Baltimore, B. & O. D. GROUP

Sample Prepaid 10 Cents to U. S. **\$7.20**

BENGOR PRODUCTS CO. NEW YORK, N. Y.

SPECIAL—CARNIVAL BULLETIN JUST RELEASED—HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO.
 10TH & BROADWAY, KANSAS CITY, MO.

EXTRA PROFITS DAILY—FOR YOU! WITH FULL LINE OF POPULAR SUMMER ITEMS!

Wash. Cases	Fly Ribbon	Perfumes	WITH FIRST
Card Cases	White Shoe Polish	Electric Shavers	\$7.50 ORDER
Collars	Shoe Laces	3 Blades	Write for
Premiums		Merryandlode	FREE CATALOG

SPECIALS: Edge. Side. Blue. Glides—St. 1,000—25.00 Deposit.

CHAMPION SPECIALTY CO. 812-84 Central Bk. KANSAS CITY, MO.

BULOVA - GRUEN - ELGIN - WALTHAM

Start at **\$2.95**

Wrist & Pocket Watches
 FOR LADIES AND GENTS

NORTMAN ROSEN

Wholesale Jeweler

301 SANSON ST., PHILADELPHIA, PA.

orange or blue. Bully says that he feels this number should stimulate per sales, and goes on. He further by saying, "It is a masterpiece of the penmakers' craft."

Mytic Balloons

Pulsating an incentive to do something about balloons. The Mytic Balloon Co. reports that it has "something new" in the Mytic Balloon. Production will begin soon. Its special process an ordinary balloon when inflated displays a brightly colored set of seven-inch picture inside. Picture to be featured in the product is the wood nymph by Tony Berg, model of which is in his collection. The picture is mounted on a pair. The company states that artists will be able to almost put on a one-man show when concentrating on the picture. After the balloon is inflated the picture, which is placed accordion style inside the balloon, is brought into view by a patented release. Item may be attached to the regulation stick and will be featured in the Bechtel-Purcell Show at the World's Fair, the firm reports.

Yip-E-Rope

Leading the novelty as "ationally different," Yippee Products Co. has introduced a new item on the market. The Yip-E-Rope, the firm reports, is easy to operate and anyone with a little practice can become proficient with the larist. The entire set consists with the Yip-E-Rope are unlimited, and the novelty, fully patented, has mass appeal. It is attractively packaged and a highly profitable item which will lend itself well to promotion of contest tie-ups, the firm reports.

Lap Table

O-I Specialty Co. reports the new price and premium item, a portable lap table, is getting fine reception. The table has a large folding leg and rests on the arm of chair, as it is easily adjusted to any height. Made of heavy fiber plywood, the table is 20x30 inches overall and covers the light brown finish. Sets at an unusually low price and comes boxed, one dozen to carton.

HOLIDAY TAKE

(Continued from page 58)

prime, one used, blankets, stulls, aluminum ware, electric appliances, clocks and chenille spreads at the purchase of these displays. Portable radios and raincoats proved especially popular.

Wholesalers in the metropolitan area reported increased demands prior to the four-day period on prices lower down on the price scale. Fluster, sorrelites, stuffed animals, whips and bats, including the new Robin Hood felt, rabbit feet, key chains, novelty jewelry and hoodies dobs constituted the bulk of prices.

Outlook Rosy

A survey showed conclusively that consumers are convinced the best way to insure healthy patronage is to allow retail merchandise in large quantities in the same manner as oldtimes did when the country was in the grip of depression.

The ops also are optimistic the four-day receipts will serve as a criterion for the summer trade. All optimistic over the outlook.

RADIOS "HOT"

(Continued from page 58)

radio in the car. Most people hate to make the cash outlay for this extra set, but are eager to take the chance of winning one when they see it displayed as a concession. Bingo or scratchboard radio was the big draw, with extra set in the home is wide open.

A recent survey by the Chamber of Commerce's Joint Committee of Radio Research disclosed only 14.6 per cent of \$395,041 of the country's 30,668,600 radio

RADIO SENSATION!

IVORY MIDGET

No. 28 DDBB—An Ivory Midget Radio. It's the best of ivory. Takes away from your pocket the size of a nickel. Ivory case, 4" dynamic speaker. This speaker is your money's worth. Fully guaranteed by the manufacturer. Underwriters approved. Complete set in 110 W. Madison St., Dept. 80, Chicago. No. 28 DDBB—An Ivory Midget Radio. It's the best of ivory. Takes away from your pocket the size of a nickel. Ivory case, 4" dynamic speaker. This speaker is your money's worth. Fully guaranteed by the manufacturer. Underwriters approved. Complete set in 110 W. Madison St., Dept. 80, Chicago.

JOSEPH HOGAN COMPANY
 The World's Bargain Store,
 877 & 823 W. Madison Street, Chicago, Ill.

Extra Value!

For \$10.50 \$2.25 EACH

For \$10.50 \$1 for \$10.50

ROHDE-SPENCER CO.
 223 W. Madison St., Dept. 80, Chicago

ALKALINE SELTZER TABLETS

Manufactured by well advanced chemical process. Guaranteed or REFUND.

BOZER BOTTLES \$2.25

BENGOR PRODUCTS CO. 875 Broadway, New York City.

ELGIN & WALTHAM \$2.95

Guaranteed

Men's Wrist Watches \$2.95

Swiss Made
 Waltham Jewels
 250 Dime, St. O. G. O.
 Louis Perloff,
 779 Walnut St., Philadelphia, Pa.

family have more than one set in the home. Consumers and own-sets are who work rural sections have practically a virgin market for second sets also only 6.8 per cent of the 13,721,000 rural families have them. While's more, this survey disclosed that only 43 per cent of all rural families have even one set. Even amongst families which own sets one set for the home—if any such sets—there's a big market for sets, since this survey disclosed that the average age of all radios in homes is more than five years.

Radios have been considered hot prime numbers for years. With the new sets now set for the home and the latest models now to draw from, plus the big market that exists for second sets, it's not surprising definitely to the fact that radios will be top in popularity throughout the coming season.

BINGO OPERATORS—CONCESSIONAIRES—PITCHMEN
NOVELTY MEN—PARK MEN

NEW CATALOG JUST OUT

COMPLETE STOCKS ON HAND IN OUR 3 CONVENIENT LARGE NEW STORES

B & N. SALES

HOUSTON, TEX. DALLAS, TEX. KANSAS CITY, MO.
 707 Preston 2030 Commerce 310 West 9th

MYNIE SCHREIBER, Representative

Pitman's Rights as Citizens

Double-Or-Nothing Citizenship

By E. L. KIEHL (Second of a Series)

IF ANY pitman at times thinks the... In many places, we found only...

under current government, the govern... (under the law) that each person was a kingdom...

Constitution of the United States, from... the very same time, the Tenth Amendment...

Newest in Jewelry World's Fair Souvenirs! A very big line of New York World's Fair...

1939 Engraving Jewelry We have all the best getting made in 1939...

HARRY PAKULA & CO. 5 No. Wabash Ave. Chicago, Ill.

complished governmental system in the... But how, how effective?

CARRY A CHAIR IN YOUR POCKET

Cash in on Newest Invention—YANKEE POCKET CHAIR BIG SUMMER SELLER



Up to 100% Profit... To a potential Netherland...

SPECIALTY MFG. CO. 3014 Commercial St., Denver, Colo., Ill.

MED ME AND HERB WORKERS

Get ready for the outdoor season with the Best known Herb Tea Package in America...

ARGYLE LABORATORIES 814 Broadway, New York, N. Y.

SALESMEN Send for samples and literature...

A NEW OPPORTUNITY FOR YOU Beginning with the June 27 issue, The Billboard...

not real estate, perhaps are nomads, have no... home numbers, go not to the same church...

Just think what the word "freedom" means... and maximize it in America. The 130,000,000 people...

Represent Our Equal Rights Don't dream that in 1975 an angrier mob...

Reserved Rights Bear in mind that we reserved rights as American citizens...

It is the only one possible effective answer to the problem. This court is empowered to pass upon the validity of any State law...

PIPES (Continued from opposite page) day. Just got the chief here, he's dead. I was at Winston-Salem for six weeks...

Pitchoom Five Years Ago Pete Thomas was doing okeh at the fairgrounds in Topeka, Kan...

Highly appreciated his platform show in Oregon. Mo... Lloyd Young was in an Oklahoma City hospital recovering from two months of treatment...

WE'VE BEEN TOOK that a number of the boys are working their stock this summer...

Events for 2 Weeks

- 11 June 5-11 CALIF.—Amador, Siskiyou Home + Coming... 11 June 5-11 CALIF.—Amador, Siskiyou Home + Coming... 11 June 5-11 CALIF.—Amador, Siskiyou Home + Coming...

NEW HOT SELLER! ENDURO

3-PURPOSE POLISH WILL CLEAN, POLISH AND SHINE... A NATURAL FOR DEMONSTRATORS

MIDWEST MFG. CO. 2570 Broad River Ave., Chicago, Ill.

MAN WANTED Capable Handling Steady GOOD PAY

STORE ROUTE... The Amazing Sales Package that is making money everywhere...

WORLD'S FAIR TOP SELLERS! MEDI-BAND

The Amazing Sales Package that is making money everywhere... DEMCO PRODUCTS 103 CRISTO IN BLDG., CHICAGO, ILL.

NEW EXPANSION Expanding the Country

PRESIDENT Advertise in the Billboard—YOU'LL BE SATISFIED WITH RESULTS

Pauline Webb Claims Shakedown in Arrest Of Russell Drivers

TOYKENTOWN, C., June 9.—Twenty truck drivers of Russell County are sitting out a five-day sentence in the Butler County jail as near-by Butler, Pa., while Sheriff Paul Tully is presented with a boarding and housing program as a result of wholesale arrests by the state motor police June 3.

All the drivers were arrested, arraigned before Justice J. A. Eberhart of Lyndora, and fined \$150 each, but none could pay the fine and they were committed to the Butler County jail.

Charges were for operating motor vehicles without a license, for having defective mufflers, failing to have back-view mirrors and other violations.

"We regard this as a general shakedown and we will never come back to Butler. We do not wish to pay the fine," Pauline Webb said.

Officials of the show said that the arrest of the drivers would not prevent the show from going on. Substitute drivers will be provided and the show will move out on schedule, they said.

Show executives said they had taken particular care to have motor equipment checked to meet the demands of the State law before coming into the

State. Altho the show has been playing in the Great Philadelphia area for the past five weeks and the drivers have been frequently stopped. It was the first time arrests have been made. It was said.

ROUTES

(Continued from page 21)
Pawlington, Ann (Laird Ohio) New York
Paula Kallman (Cotton Club) NYC
Paula Kallman (Cotton Club) NYC
Pickett, Alice (Verna Hotel) Washington, D. C.
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Pickett, Alice (Verna Hotel) Washington, D. C.

Quentner, Ed (City Musical) NYC, Pa.
Rade, Roger (Edinburgh Plaza) NYC
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DRAMATIC AND MUSICAL

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CIRCUS AND WILD WEST

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The Billboard,
25 Opera Place,
Cincinnati, Ohio.
Please enter my subscription to The Billboard, for which I enclose
\$ 85 for one year, 52 issues.
\$ 88 for two years, 104 issues.
\$ 110 for three years, 156 issues.



Glam Vaseline
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PREMIUM MART
322 N. 3rd St., MILWAUKEE, WIS.



HOLLYWOOD
CHOCOLATES
Double Layer Art.
Hand Made with
Only the Best
Ingredients.
Delicious.
Doz. \$1.20

DELIGHT SWEETS, INC.
New York City.

A NEW OPPORTUNITY FOR YOU
Beginning with this issue, The Billboard will publish each week a special page giving you a chance to win a prize. The prize is yours if you are in full of competition, and you can win a prize every week.
In June 17 Billboard

Write for your FREE copy today.
Please state your line of business.

De Luxe Am. Motion. Miss; Meatbeater,
 De Luxe Paramount, Manchester, Conn.
 De Luxe Yale; Longview, La.
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A SUPER VALUE

No. 68—PERCY THE BULL. Jumbo Size, Com-
 plete with collared Humer, Height 9 1/2 inches,
 12 to Carton. (No less sold.)
 Each **20c**

Also see New Low Price Prism, All Within 50 Cents
 New Only. Height 9 1/2 inches. 12 to Carton.
 1500-12 No. 3RD ST., MILWAUKEE, WIS.

De Luxe; De Luxe; De Luxe; De Luxe;
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STOCK UP WHILE THEY LAST

60¢ POTTERY TABLE LAMPS 60¢

New Shades—Rich Colored Glasses.
 10 inches High. 16 inch Decorated Shades.
 Packed Six Assorted to the Case.

INTRODUCTORY OFFER:
 20 Newest Flash Shades Only. **\$6.50**
 Paid in Advance. Cash or Money Order.
 Post a Limited Time Only. Get Accustomed.

25% DEPOSIT WITH ALL Orders. BAL. C. O. D.
ADAMS PREMIUM SUPPLY CO.
 2129 Ohio Street, ST. LOUIS, MO.

THE BEAUX CABARET

ANOTHER ONE OF MY EXCLUSIVE NUMBERS.
 This Wonderful Pottery Table Lamp and Appli-
 cated Glass Shades is at a Selling Price. Shipped in
 Superior Cartons. Minimum Order \$100 to Carton.

PER CARTON \$3.50

25% Deposit. Balance C. O. D. Cash for Illustrated Catalog.
MARVEL CANDY & NOV. CO. 158-8 45th Street, NEW YORK CITY.

FRED C. BOSWELL SHOWS

Have Complete Slide Shows open for capital
 attention. Wood Cases, Shetting
 Cards, Photo Shows, Digests, Candy
 Boxes, Fish Food, Pin-Tops, Top-Wax, Penny
 Machines, Book Enders, Stationery, etc.
 Write Book Loan-Books and Kidie Auto
 Toys.

Week June 5, 8:00, W. Va. with June 12,
 Clayton, W. Va.

Address: **FRED C. BOSWELL, Manager**

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CARNIVALS TRUCKS PARKS RIDES TRAILERS

INSURANCE

"THE SHOWMAN'S INSURANCE MAN"
ATFS INSURANCE EXCHANGE BLDG.
 CHICAGO, ILL.
 (EASY WEEKLY AND MONTHLY PAYMENTS)
CHARLES A. LENZ

1100 N. Wabash Ave., CHICAGO.

WANT KANNAPOLIS N. C.

Fourth of July and Vesp. Celebration
 with fireworks. Parade. etc.
 1937 Scotch Main Bldg. Kannapolis, N. C.

De Luxe; De Luxe; De Luxe; De Luxe;
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PAN AMERICAN SHOWS WANT

Showers. West Side Show Majorettes and Solo.
 June 10, 1939. 710 Franklin Street, 11th
 Floor, New York 11. All Applications, Complete
 Questionnaire and Photo, sent to 710 Frank-
 lin, New York 11. Phone 2-1111. All orders
 sent to 710 Franklin Street, New York 11.
 Answer this card. Licensed. Ill.

H. DOC ALLEN Contract

WORLD OF PLEASURE SHOWS
 Chebrygan, Mich.

De Luxe; De Luxe; De Luxe; De Luxe;
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HUGHIE BROTHERS SHOWS

Write Hughie Brothers Show with note. Show is good
 idea. Complete Questionnaire and Photo, sent to
 Hughie Brothers, 710 Franklin Street, 11th
 Floor, New York 11. Phone 2-1111. All orders
 sent to 710 Franklin Street, New York 11.
 Answer this card. Licensed. Ill.

H. P. Large's Show

World's Largest Outcomes of all kinds. Photo
 machines of first. Will show any State. Free
 Maps. Send note. Club and Say Name. Mail
 address, photo machine.

1937 Scotch Main Bldg. Kannapolis, N. C.

De Luxe; De Luxe; De Luxe; De Luxe;
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WANT FERRIS WHEEL FOREMAN

All men. No women. No boys. One month for 1000.
 Write, note only.

T. E. RICH
 Board City, Tenn.

EDDY BROS. CIRCUS WANTS FOR SALE CHEAP

For Sale Cheas
 One Year Design Trade in good condition.
 One Year Design Trade in good condition.
 One Year Design Trade in good condition.
 One Year Design Trade in good condition.
 One Year Design Trade in good condition.

MISCELLANEOUS

Armed Ship Replica. Three Flasks. Ky. 3-10.
 Arsenal. Machine. White Plains. Ky. 3-10.
 By-Book Tom Sawyer. Cornell. Pa. 3-10.
 By-Book Tom Sawyer. Cornell. Pa. 3-10.
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 By-Book Tom Sawyer. Cornell. Pa. 3-10.

Biographies

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 possible); married or single. If mar-
 ried, give wife's name and state if
 she is active in sentimental relation-
 ship. If married previously, give name,
 date, age, name and age of child-
 ren. If any, name and address of
 parents. Names of fraternal and
 business organizations you belong to.
 Date you are furnishing data and your
 signature.

Principals of the Staff Biographers
 have on file thousands
 of biographies of men
 of note. If you are in
 possession of the information
 and would like to make a
 contribution to the Biographer
 profession and allied
 fields. Not a few persons that this
 field is the most desired
 information for data on people who have passed
 on. If you are not represented in
 this field you are invited to the Biographer
 Biographical Editor, 33-27 Opera
 Place, Cincinnati, O., the following
 data about yourself.

Name; age; place and date of birth;
 home address; number of years in
 amusement business; or if I listed



Sally Rand for Coney As an Expo Opponent?

NEW YORK June 8.—Sally Rand... would have Sally Rand doing her usual stunts in Coney Island...

Interested audiences are negotiating for the right to appear at the fair as a free act behind a 75-cent gate...

He had got Coast-to-Coast news breaks when he came in here from the Knickerbocker...

Only kids at expo here who come anywhere near Rand in aristocracy is Rosita Norton of the Crystal Palace...

UPWARD SWING

(Continued from page 23) Malone... will be presentation of the 76-foot structure...

A fair act from the mechanical museum... will be presentation of the 76-foot structure...

Only kids at expo here who come anywhere near Rand in aristocracy is Rosita Norton...

CLEANINGS

(Continued from page 23) work take a much-needed rest by sanitation in Honolulu... private interests are ready to step in...

Signs of the times—the great A signs all over the Gateway... every day in everybody's way...

Special Events

- June 8-25: Maunaloa County Water...
June 8: Haiti Federation of Bases...
June 9: Quebec Day...
June 10: King and Queen of England...
June 11: Recreation, Pa. Day...
June 12: Portland Day...
June 13: Portland County Day...
June 14: The Oregon...
June 15: Oregon Day...
June 16: Birmingham Day...
June 17: Iceland Day...
June 18: Arkansas Day...
June 19: North Carolina Day...
June 20: Bethlehem Day...
June 21: New Hampshire Day...
June 22: Connecticut Day...
June 23: New York State Day...
June 24: National Doll and Toy...
June 25: Sweden Day...
June 26: American Turnover Day...

way included Mike Wright, Chicago, John Miller and wife, Los Angeles, who was directed to Alaska... Mrs. Dora Lee...

Kempy traveling, former grinder... was in Los Angeles and now prosecuted to Me... by taking many pictures...

Visitors to the number of 3,811,196 attended the exposition from opening till close... average of 23,960... Cavalcade and A. L. Yulman...

Harry G. Baker, partner of Harry G. Traver... visited the fairgrounds for the first time this week... to see a Cotton... Hogers have launched construction on their proposed restaurant...

FLUSHING FRONT

(Continued from page 30) Crockett... will show Amphibious... which is a 15-foot stand-up with a runway from the apron of the stage...

The sign has let a certain girl show her people understand that 'H'-owners... the concrete use of the principal...

JOHN R. WARD SHOWS

WARD FOR COTTON CARNIVAL... ARROUND THE SQUARE... WARD and Pavek for Cotton...

THIS WEEK, GABRIELTO, R. D. * * * NEXT WEEK, GARFIELD, N. D. * * * GARFIELD, N. D. * * *

It is understood to be looking for a man with fresh... The Most-Strong-Long-Life Saver Parachute ride... operating about a week in creating plenty of excitement...

Harry G. Baker, partner of Harry G. Traver... visited the fairgrounds for the first time this week... to see a Cotton... Hogers have launched construction on their proposed restaurant...

It is understood to be looking for a man with fresh... The Most-Strong-Long-Life Saver Parachute ride... operating about a week in creating plenty of excitement...

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It is understood to be looking for a man with fresh... The Most-Strong-Long-Life Saver Parachute ride... operating about a week in creating plenty of excitement...

HOLIDAY WEEK-END

(Continued from page 33) the advent of the Parachute Jump... Jumps constantly in front of Coney Island's Centaurs...

Other attractions to make their debut this week included Tom Wolfe's glass-blowing show... and the new New York Post's name-on-parachute experiment...

And to open next week-end are Longino-Wittauer's Time and Space... and the George Hamel-M. W. Hillyanger's Wood Indian Village...

Children's other project, the extravaganza in America's World show... the revamped promise the end of next week...

Following the opening, Knickerbocker Inn show in Old New York was cut short... by a fire at the building...

Following the opening, Knickerbocker Inn show in Old New York was cut short... by a fire at the building... of present Cuba seems to get built at after-midnight trade

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. NURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

GRADUATES

Among the list of graduates from the schools this season will be the children of many men who are members of the coin-operated machine industry.

It would be interesting if we could know how many fathers will advise their graduating sons to get into the coin machine business, and how many of them will advise the boys to get into something else.

In 1926 I spoke my last piece to a high-school graduating class as president of the school. Russ Hill, a handsome and dynamic young business man, delivered the commencement address to the class. He has since become sales manager in a firm the name of which is familiar in American business, and now he advises salesmen how to sell while I "advise" columnists how to succeed.

Probably we would both make a very different speech now to young Americans than we did that day. Maybe as adviser to a big force of salesmen he would still administer the old pep, so much a part of himself, in liberal doses. For salesmen must have their pep administered in large doses even though the world goes to pieces.

It is the privilege of every editor to fill space by advising the June graduates how to look at life, and possibly how to succeed. Maybe the same old conservative advice that you and I got when we finished school is still the best. However, here are a few ideas for operators to tell their sons so the father can say he did his duty in the matter of giving advice.

1. We must make the machine age succeed. That goes double for the coin machine trade. It goes more than over for the young generation. The machine age is about to get us who took up active life in the early '20s. Maybe the generation that begins to take over in the '40s can make the machine age a success.

It will not be an easy job. Government figures indicate that there are 33,000,000 jobs in business and industry, but population increases since 1929 have brought the number of workers available to 43,000,000.

A reliable statistical organization reports that, due to the use of machinery, industry can now produce 25 per cent more goods with 20 per cent fewer workers. This year's crop of graduates will have to face that.

Our American way of life has been built on a high regard for property. But it looks as if you will have to tell your son and daughter that jobs come first—or the American way may soon come to an end. Even public morals must yield in some cases in order to create jobs.

2. The growing list of graduates must help to make the regulation of liquor and gambling a success. Liquor has an important place in relieving the high nervous tension that a machine age produces. But we must learn how to use liquor when there are machines. Again, taxes have become a burden, and they cannot be lowered. Maybe we can learn how to use petty gambling to ease taxes and to support private charity. We must learn how to use and control liquor and gambling.

3. The growing list of graduates must compel the American press to meet its full responsibility as a reliable source of information for the people. The cartoonist suggests how graduates are subjected to all kinds of confusing propaganda. Much of it is deliberate and selfish; and there is no sound reason why young Americans should have public questions and problems so confused for them.

Mature minds find it extremely hard to see thru the mass of propaganda to find a semblance of facts. So we

owe a lot of sympathy to the young graduates.

Some of the graduates of today will be workers for the press tomorrow. It is to be hoped they will help to check those abuses of the responsibility of a free press.

Perhaps the highest and most patriotic ideal which can be given to American young people today is that they demand that the press do the job for which they and their parents are paying so amply in buying advertised goods.

That job is to give the American people the most reliable information on public issues that talented and conscientious staffs can give. If the machine age is made more confusing by partisan propaganda, the generation that takes over in the '40s may have a worse time of it than we have had.

We must make the machine age succeed. We must learn how to use liquor and gambling. We must compel the press to meet its responsibility. Probably not acceptable as a graduation address, but at least hard-headed operators can think about it.



YOUNG PEOPLE FACE, among other confusions, that of "poisoned" propaganda. It does not make life any easier for the young folks. (Cartoon by Cargill in The Chattanooga Times.)

Novelty Games May Be Operated in Oklahoma

Attorney general rules that pinballs sales pay-out and free game are okay

OKLAHOMA CITY, June 3.—Following the opinion handed down by the State's Attorney's office that marble machines played for amusement only do not constitute gambling devices as defined in the recently passed House Bill No. 125, and therefore cannot be termed illegal, business for operators of this type of equipment has been fair.

The new statute permits the use of the straight type of pinball games. Free games for high scores are prohibited. At the present time little equipment is moving in Oklahoma, operators being content to remove parts of games declared illegal, making them into the approved straight novelty type.

An explanation of the statute is contained in a letter written State Attorney Williamson by County Attorney Lewis E. Morris, of Oklahoma County, and Williamson's letter follows:

"John Doe owns marble boards which are operated mechanically, electrically, automatically and manually, which may be played by inserting a coin in a chute, whereupon a definite number of balls or marbles are delivered into a chute for playing by the player. By lifting the marble or balls from the chute, they are played onto the playing board by a plunger operated by the player. Upon being played on such board the balls or marbles strike pins, springs or slots, thus creating a score which is shown upon the board, being a part of the device. No prize is automatically given or paid in any such ordinary cash, merchandise, check or thing of value as defined in Section 2 of said House Bill 125, and the operator is not to receive any amount of value as defined in said Section 2, regardless of what score may be made by the player.

"The only thing the player received for the money inserted in the slot is an opportunity to play the definite number of balls for amusement, and the player does not stand to win or lose either by skill, chance or both, anything of value, as defined in said House Bill No. 125." The question asked by Morris was: "Is the ownership, opera-

tion, setting up, leasing, renting or possession of the board as above described a violation of House Bill 125 passed by the 17th Legislature of the State of Oklahoma?"

In handing down his decision the attorney general made it clear that a free game given the player is a violation of the new law and operators are living up to the ruling in every detail.

As may be expected, the smaller restaurants, cafe and tavern owners in Oklahoma welcomed the law by the law. As these merchants depended upon their pin games for a good part of their income, scores are being forced to close down now that they are deprived of them.

Operators are rising to the emergency by operating more vending machines, scales and phonographs and report a nice amount of business with them.

Hercules Opens Its New Building

NEWARK, N. J., June 3.—Hercules Machine Exchange, Inc., this city, today staged a gala grand opening party of its new building at 178-77 Broad street here. Large crowds of ops crowded the quarters all day. Irving Ornstein and his associates, Fred L. Lane, Sammie Goldie, Clarence Haeder, Joe Haag and Victor Gottfried, acted as attendants to the guests and carried many favors from visiting ops over the attractiveness of the new quarters.

The building has been rebuilt and modernized, with the office separated from the showroom. The repair department is now equipped with a separate entrance and exit. The upstairs office will be used for storage until a new one is completed and will be turned into special showrooms for deluxe equipment.

Flora from leading districts and manufacturers decorated the showroom. All the latest novelty games were on display. Food and drink were a big feature with a "serve yourself" policy in effect. Among the visitors who attended were John A. Flitigebner, Chief Buyer, Bill Gerber, Jack Berman, Jim Cropper, Frank Russo, Joseph Alpert, E. Samet, M. Stieglitz and son, Leo Ringler, Chester "Chin" Benin Polgar, Archie Kam, Ivy Morris, Sam Ehrenkrantz, Murray Ehrenkrantz, Peter Molits, Jack Haddon, Leroy Cohen, Bill Bert, Ed Clewley, Aaron Cohen, Harry Pearl, Bill Mittleman, Leo Server, Alfred Metzger, Stanley, Julie Baum, O'Grady, Phil Mason, Tommy Jones and Nat Turkel.

Many of the ops brought along their wives.

"It gives me a great deal of pleasure," stated by Ornstein, "to be able to meet with all my friends at this new showroom and offices. We have tried to make them impressive and yet business and our service will match the beauty of the showrooms and we will continue to make it our policy to supply all the operators with only the finest games at all times."

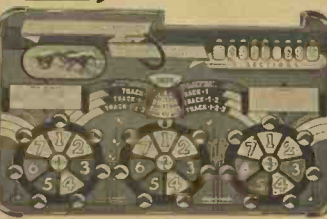
"Pencil Device Clicks"—Robbins

PROBOLYN, June 3.—Our first advertisement of the new 3-cent Perfitron Pencil device was approved in The Billboard last week and we have already received orders and inquiries from different States. Inquire Dave Robbins, of D. Robbins & Co.

"This new wonder will our trade-street plan is proving to be a big money-maker for operators. It is truly the perfect counter game, as it gives the players 100 per cent value and more for each nickel.

"Our machine trends a regular 3-cent profit with just 10¢ for the operator for every nickel. Trade awards given by the merchant for certain pencils stimulate sales. Our PENCILS are not only nice touch of counter space. As pencils are used daily, we anticipate this new wonder to be a truly long-life profit producer."

MORE MONEY ON Every COLLECTION



ONE LOCATION worth TEN with Keeney's '39 SUPER TRACK TIME

Imitations have come and gone—but operators and locations alike know that Keeney's Track Time is the only game for dependability and big profits. The new '39 Super Track Time is acclaimed everywhere as the greatest coin operated device ever made.

J. H. KEENEY & COMPANY, INC.
"The House that Jack Built"
3001 CALUMET AVENUE, CHICAGO, ILLINOIS

Ops Approve Keeney Up & Up

CHICAGO, June 3.—There must be a reason for the popularity of our Up and Up game," says J. H. Keeney, head of J. H. Keeney & Co., "especially when we stop to consider that in a very short time since its introduction four production runs have been put thru, each a complete success.

"Operators by this time take for granted the in-built quality and dependable performance of Keeney games," continued Keeney. "Such fundamentals are very apparent in Up and Up, and to them we have added a load of appeal in high-score five-ball play with intermedial awards for individual skill shots. It presents a doubly thrilling play for which players are paying well and often."

'39 Track Time Sales Move Up

CHICAGO, June 3.—As the mercury gradually creeps up the tube of the thermometer, indicating that at last summer has arrived, sales and production of our '39 Super-Track Time Console keep upward," reports J. H. [Jack] Keeney, head of J. H. Keeney & Co., "with the exodus of city dwellers to

New ODD OR EVEN FEATURE
Extra Coins Played Every Game, 5¢ Coin Head

Keeney's FREE GAME UP AND UP

High score awards. Separate awards for individual skill shots. Instantly convertible to weight novelty play.

J. H. KEENEY & CO., Inc.
CHICAGO

seaboard, mountain and country resorts, operators are quickly trying up the choice spots with editions of Super-Track Time. Late-winter and spring results from the operation of this game have been so encouraging that our operators who had had Super-Track Time on his regular locations wish to take a summer play. Already we are receiving reports as to the strong attraction. The new odd or even feature of the game has for recent visitors and vacationists everywhere, and those reports are highly enthusiastic," declared the head of The House That

110 Volts AC Anywhere!

WITH RECTIFYING PLANTS AND ROTARY CONVERTERS.
Patent Standard 110 AC. 60 Cycles, for operating re-entranced single phase AC motors, electric fans, pumps, etc. Made in U.S.A. by
Onatrolite 300 Watt, 110 AC Light Dimmer, etc. 110 AC
Onatrolite 100 Watt, 110 AC Light Dimmer, etc. 110 AC
120 Watt 800 History 2-110 AC
KATLIGHOT, Mankato, Minnesota, U.S.A.

IT'S A SMALL WORLD

... In Paris they speak French, in Portugal it's Portuguese and in Paduchai it's good old Americanese, the one language they all understand and love is PENCILS—our great machine PHONOMATIC for world-around year-around profit!

INVESTIGATE

International Microscope Reel Co., Inc.
518 West 34th St., New York

GET KIRKS GUESSER-SALE

(PERY BACK IF YOU ARE RIGHT)
with the WATCH YOUR HEART BEAT feature

GREATEST MONEY MAKER EVER BUILT—ALL

C. R. HARR CO. MECHANICAL OPERATION
CHICAGO, ILLINOIS

Quality MAKES THE DIFFERENCE in BILL FREY'S PROFIT ROLLERS

5 BIG MONEY-MAKERS! LITTE-R-ROLL COLON-ROLL CHECK-A-ROLL 12" X 14" \$15.50 12" X 18" 12.50 12" X 24" 12.50 Only 12" X 36" \$17.50 12" X 48" Only 173 deg. with order.



CHEAT PROOF! Dice Meter - accurate to 1/10,000 Inch. 140 N. W. 1st St. Miami, Florida.

Whooperdo Whoops It Up

CHICAGO, June 8.—'Tis the life of the location wherever it might be, in the Big Top Amusement Co. an instance for Western Products, describes the recent Western release Whooperdo.

"An automatic token payout counter game Whooperdo seems to be filling a long-felt need among operators," continued Anderson. "Orders have been mounting in, substantiating this opinion. Several features of Whooperdo combine to make it an operator's game as well as a player's game.

"In addition to the ever-fascinating presence of silver reels, there is the interesting suspense of automatic token payout. The attractive styling of Whooperdo, with its front-of-cabinet operating lever, has strong eye-catching value," he concluded.

New Orleans

NEW ORLEANS, June 8.—Plenty of bad weather here, but to date two weeks with hardly a break in the spell, rain has fallen through this area and operators and distributors of coin machines are wondering when the deluge will stop. For one thing certain, it has hurt customers. Many operators who have centered their attention for the late spring and early summer to the outdoor locations are being hindered, but every cloud has its silver lining and optimism is not wholly lost.

A steady distribution of phonographs is reported by three of the biggest distributing organizations in New Orleans. Despite the recent rain, J. H. Malley, manager of the Louisiana Amusement Co., reports the best sales of Rock-Ola phonographs in several years. Malley reports receipt of some fine territorial letters regarding the numerous good points of the new Rock-Ola. Also reporting continued good distribution for May are Julius Fenev, of J. H. Ferris Records Co., Würdinger distributor, and Sam Gentling, manager of the Dixie Music Co., seller of J. P. Beurgorj phonographs.

Recording distributors of this area also report a big May turnover. M. M. Corliss, distributor for Brunswick-Vocalion and Columbia records, is particularly enthusiastic over May results and looks for a big summer season. Ray Kyster's recording of Three Little Fishes, distributed by the company for Brunswick, has received a good Western audience. H. R. McCormick, Southern sales manager for Decca Distributing Corp., also reports a good May. Ring Crosby's new records are doing really well. The huge volume turned over recently for his renditions "I'm Building a Really Good Dress" and "Swirling in the Wind" and the Angelo King are very popular Crosby recordings of the moment. Mac says.

On the floor of the exclusive New Orleans Cotton Exchange, where scotch has been held for a meeting to keep King Cotton in the town limelight, a beverage vendor was placed this week with unshakable results.

At the Sport Center on St. Charles street, biggest display in the city, Marc Rosenberg is still raving about the fine play for Stoner's Clubhouse. Rosenberg is also doing a good business in Ottobello's Lock-Out and is now awaiting the new Ottobello table, Track Record.

F. P. (Bunker) Chiel, of the Orval Brass & Metal Co., is planning to market a new photograph cabinet that is most modern in its appearance. Chiel is not yet ready for a market survey, but has been coming in large numbers to see the sample box on display near the front door of the display room.

Chiel recently spent a week-end flitting trip with Jack Benar and his father, Earl Benar, and a number of other friends on his new sailboat.

Dan Cohen, head of the Pressure Pipe & Equipment Co., is planning to have operations of pipefit renderers and is now planning to buy a longer line for location in this area. Cohen plans to

MERCURY OR PENNY TICKET OR PENNY TICKET OR PENNY TICKET TOKEN PAYOUT



MERCURY will open your territory for you. Its working power is a guarantee. GROETCHEN TOOL CO. 130 N. UNION - CHICAGO

Table titled 'CLOSE OUTS' listing various machines and their prices, including 'RECONDITIONED PHOTOGRAPHS' and 'NOVELTY GAMES'.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

leave late this month for a trip to the New York World's Fair.

At a meeting of the Coin Vender Operators' Association of New Orleans held recently on Poplar street, President Julius Pace reported the best attendance in some time. All of the operators were in a cheerful mood, according to Kingfish Pace, lifetime president of the group, which is one of the most successful in the country.

Dixie Coin Machine Co. reports a good inquiry being shown by old and young from a week's business trip to Chicago, where he visited the factories of the H. O. Evans Co. and O. D. Jennings. He conferred with officials of local organizations. Today saw the new Dixie Bell machines being turned out for distribution.

Emil Isaacovelli, head of the Bell Distributing Corp., returned recently from a week's business trip to Chicago, where he visited the factories of the H. O. Evans Co. and O. D. Jennings. He conferred with officials of local organizations. Today saw the new Dixie Bell machines being turned out for distribution.

Whooping things up everywhere! WESTERN'S NEW

WHOOOPERDO AUTOMATIC TOKEN PAYOUT

The sensational new counter game with the famous Western "Lifetime" mechanism—no positive, fool-proof, perfected, safety-graded front operating lever—ball game vender equipped on one extra coin.



WESTERN PRODUCTS, Inc. 925 W. NORTH AVE., CHICAGO.

READY TO MAKE MONEY FOR YOU!

All Perfect Machines—Subject to Your Inspection!

Table listing various play machines and their prices, including 'FREE PLAY MACHINES', 'NOVELTY GAMES', and 'MISCELLANEOUS'.

BARGAINS IN NOVELTY & PAYOUT GAMES

Clean and in Good Operating Condition

Table listing various novelty and payout games and their prices.

JACK KEY

606 1/2 RIO GRANDE ST. AUSTIN, TEXAS

Table listing various coin-operated games and their prices, including 'CORSALES' and 'NOVELTY GAMES'.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Inventions made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears to be adapted to coin operations. 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 put together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,182,306
Pertaining to Amusement Apparatus.
Application, December 3, 1938
Issued March 29, 1939.
Number of claims, 10.
Inventor's name—Dietrich E. Miller, Oak Park, Ill.

Assigned to Mills Novelty Co., Chicago, Ill.
A pinball game apparatus, playing board and score recording device.

Patent No. 2,183,500
Pertaining to Automatic Shop Control Mechanism for Coin-Operated Machines.

Application, April 20, 1938
Issued March 20, 1939.
Number of claims, 12.
Inventor's name—Dietrich E. Miller, Oak Park, Ill.

Assigned to Mills Novelty Co., Chicago, Ill.
In a machine of the class described, means for starting rotation and for automatically stopping rotation.

Design Patent No. 183,200
Pertaining to Design for a Vending Machine Casing or the Like.
Application, December 27, 1938.
Issued March 29, 1939.
Designer's name—Louis Steiner, New York, N. Y.

The ornamental design for a vending machine casing or the like.

Design Patent No. 184,000
Pertaining to Design for a Vending Machine Casing or the Like.
Application, December 20, 1938.
Issued March 14, 1939.
Designer's name—Louis Steiner, New York, N. Y.

The ornamental design for a vending machine casing or the like.

Patent No. 2,180,818
Pertaining to Game Apparatus.
Application, October 22, 1934.
Issued March 14, 1939.
Number of claims, 11.
Inventor's name—John P. Meyer, Chicago, Ill.

Assigned to the Exhibit Supply Co., Chicago, Ill.
Amusement apparatus including means providing a ball playing court, independently operable ball projector arranged for competitive projection of a ball.

WESTERN'S SENSATIONAL COUNTER GAME

WHOOPER DOO



AUTOMATIC TOKEN PAYOUT

Sell Own Vender Equipped at No Extra Cost.

NOW DELIVERING

PALMANTIER-KING SALES CO.

1107 Tuscarawas, Canton, Ohio.

Patent No. 2,160,400
Pertaining to Vending Receptacle.
Application, February 10, 1937.
Issued March 14, 1939.
Number of claims, 2.
Inventor's name—Cornelius G. Toyer and Edward H. Berger, Hawthorne, N. Y.

An apparatus for displaying and dispensing vending machine commodities, a cabinet having package removal openings.

Patent No. 2,150,705
Pertaining to Coin Lock.
Application, May 11, 1937.
Issued March 14, 1939.
Number of claims, 2.
Inventor's name—Adolph Wunderlich, Cleveland, Ohio.

A coin lock comprising a housing having a coin receiving slot therein and a coin ejector.

Patent No. 2,150,883
Pertaining to Reading Machine.
Application, July 22, 1934.
Issued March 14, 1939.
Number of claims, 4.
Inventor's name—Ray M. Moran, Bronx, N. Y.

Assigned to the Coca-Cola Co., Wilmington, Del.
A vending machine having a storage chamber, an endless conveyor, operating means for moving articles to a delivery move articles into position with respect to the opening and removal of the article therefrom.

Design Patent No. 187,708
Pertaining to Design for a Vending Machine.
Application, December 20, 1938.
Issued March 14, 1939.

Designer's name—George A. Riatt, Chicago, Ill.
Assigned to Raymond T. Moloney, Chicago, Ill.

The ornamental design for a vending machine.

Patent No. 2,142,803
Pertaining to Billiard Eye Target.
Application, July 21, 1935.
Issued April 4, 1939.
Number of claims, 2.
Inventor's name—Irrving James Hawkins, Red Bank, Minn.

Assigned to One-half to Oueline Hochstetm, St. Paul, Minn.
A device of the character described, comprising a target member adapted to be actuated by firing a bullet, a fixed contact member, a spring member, a slidable contact member adapted to be engaged with said fixed contact member in response to actuation of said target member, a circuit including means for energizing said slidable contact member, and said slidable contact member, said circuit being adapted to be closed in response to movement of said slidable contact member.

Patent No. 2,168,182
Pertaining to Target Device.
Application, October 18, 1937.
Issued April 4, 1939.
Number of claims, 18.
Inventor's name—Frank Armando, Chicago, Ill.

Assigned to Phoenix Corp., Chicago, Ill.
In a target device, a generally opaque fixed target member, a rotor, a photo-sensitive member mounted on said rotor, and means for rotating said rotor.

Propaganda

CHICAGO, June 9.—Propaganda drives to pinball games is evidently being planned in Chicago newspapers that will accept the copy, according to specimens being reported here.

"Notes of the Blot" or "Notes on the Pinball Hit" appeared in The Billboard on May 28, 1939. "AU Pat. No. Take, Make Pinball Game Bucker" appeared in The Philadelphia Evening Bulletin on May 31, 1939.

One article was signed "By a Visitor" and the second "By a Pal Guy."

Both articles were such a similarity to theme and ideas covered and the similarity to the own de pinna request that somebody investigate the articles where newspaper will accept them.

HAWTHORNES THISTLE DOWNS	\$99.50	GRAND STANDS STEPPER UPpers	\$99.50
JENNINGS PHEASANT MACHINE 1-1030 MODEL Like New	\$9.50	STONERS 1 1/2 AUTOMATIC PLAY	\$7.50
BALLY 4 COIN MULTIPLE	\$27.50	KENEY'S 7 COIN	\$29.50
KLONDIKE DERBY CHAMP	\$27.50	ZIPPER	\$27.50
DERBY TIME MULTIPLE Like New 6 COIN MULTIPLE	\$39.50	ROCKOLDS - VERY CLEAN	
AK SAR BEN - PREAKNESS FOTO FINISH - GRAND DERBY	ANY 2 for \$25.00	TOM MIX RAY GUN	\$79.50
ARLINGTON - DERBY TIME SINGLE		KELLY'S CIGARETTE MACHINE Like New	\$39.50
TRIVE-SHOTGUN OUTRIGGER PAYOUT	\$149.50	ROCKOLDS SEP. 1938 PROBLE	\$77.50
SKEE BALLS A FEW WITH HD HIGH SCORE 1378P	\$77.50	ROCK-O-BALLS	\$69.50
YELLOW FRONTS Double Jack 5E-25; PLAY	\$109.50	GREEN FRONT SERIALS 11000	\$22.50
Q.T.'s SERIALS 17000	\$29.50	COLUMBIAS LATE SERIALS Like New	\$27.50
BELLS SERIALS 422000	\$44.50	MELON SERIALS 432000	\$47.50
VEST POCKET BELLS Used One Wash	\$37.50	1939 LONG CHAMP LONG CHAMP	\$69.50
1939 LONG CHAMP LONG CHAMP	\$69.50	WESTERN RACE MET FLASHING WORIES	\$109.50
DEWEY JR. GOTTLEB DERBY DAY	\$69.50	PARLAY RACES BUCKLEY'S COLORS	\$29.50
GINGER Large Bank of Used Counter Games from 12	\$14.95	POKER FACE	\$12.50
TALLY BRAND NEW	\$10.95	KOUNTER KING	\$10.95

Acme Novelty Co.
% CERTIFIED DEPOSIT MUST ACCOMPANY ALL ORDERS
1124 HENNEPIN AVE. MINNEAPOLIS MINN.

SOLD ON MONEY BACK GUARANTEE

AUTOMATIC PAYOUTS	Pinballs	Pinball	Pinballs
1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00
1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00
1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00	1000 Flashing Inlays \$100.00
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Oklahoma News

OKLAHOMA CITY, June 9.—Jimmy Brundage, of Nurdunge Novelty Co. is considering going to Fort Smith, Ark. where he will job and operate machines.

PHONOGRAPHS WANTED

Used 25 and on radio phonographs. Must be in good shape for resale.

P. D. EXPORTING CO.

6 E. 5th St. Lawton, Okla.

Clarence Kemp, of the Nickel Novelty Co. has moved the greater part of his equipment to Wichita, Kan., where he is operating under a hundred pieces of equipment. Has been there about three months.

Frank Myers, another former capital city operator is now doing business in Los Angeles, according to friends here.

Cigarette Merchandisers' Associations

Any operator or manufacturer of cigar merchandising machines who doesn't attend the CMA outfit at the Berkshire Country Club this week-end will certainly miss something. All plans and procedure for the week-end are out. "Nothing is going to stop the game event if the weather tries to interfere if we can't get any place for there is a large indoor reception hall where the affair will be staged. But the weather-man has promised cooperation. Many activities have been planned with the main idea of showing CMA members of New York, New Jersey, Syracuse, Buffalo, Pennsylvania, Connecticut and New England the time of their lives.

The schedule gets under way Saturday, June 10, at 2 in the afternoon. The main sports event of the day will be the baseball title. The CMA of Connecticut will meet the group from New York. Jersey will play New England. The feature and stage show, as we are told, will be Sunday when New Jersey meets New York to determine whether Jersey still has the edge it won a year in a last-minute rally. Three two teams are confident of meeting in the 11th and, of course, when victory is pronounced there is a great deal more talking to be seen.

Terms Are Ready

Both teams in the field after more or less field training. The trophy, in addition to an unlimited desire to do some business, is the main attraction. As well as the best strength and baseball strategy possible in an effort to win.

If you don't think the game is going to be a center from beginning to end look over this list of players:

See You There

..... E. Ziegler J. Sharbono J. O'Connell C. Mangan
..... M. Berger J. O'Connell J. O'Connell J. O'Connell
..... J. O'Connell J. O'Connell J. O'Connell J. O'Connell
..... J. O'Connell J. O'Connell J. O'Connell J. O'Connell
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The Jersey team will also have on the bench up at the Berkshire Country Club. Eddie Weinberger, Nat. Billings and Bob Dreyfus, who had a few more say, will be ready to take the field at a moment's notice. They're treated steadily and can fill in at any position.

The New Yorkers are defiant. They are so pepped up over their baseball team that they are confident that Sam Yelen will be a member of the winning aggregation.

Call Matches Scheduled

Outstanding in the grid match will be William E. Arthur, Chuck and Martin Berger, of the New York CMA; John J. O'Connell, CMA of New York; John Sharbono, New England CMA, and Anthony Massimo, Connecticut CMA. All are top-notch golfers and excellent match players.

In the handball journey Harold Piccus and Harold Jacobs will meet in a final match. The other match second till Harry Kolodny will battle Sam Malin.

For Transportation

Out-of-town members who will arrive here by train and do not have transportation to the Berkshire Country Club are urged to call Sam Yelen with Matty Porbo. The "ristor" will be taken from New York to the scene of the week-end at the Berkshire Country Club Saturday evening. In making the announcement regarding the riot to the CMA members, it was stated that it is 75 miles from New York on Route 2. Motorists should follow the New Mill Road from New York, then Route 10 to Pine Plains, then No. 112 to Croton Falls. From Croton Falls take Route 207 to the New York Hotel and Parkway to Kenosha Drive, turn right at foot of dam and follow State Route No. 112.

The Berkshires is a great place for water sports. In addition to the above mentioned activities, there are many more and swimming races. Participation in all events, with the exception of

horseback riding, is included in the \$7 tariff. This also includes room (two in a room with single beds and private bath) and four hearty meals. Those who do not subscribe as members will certainly hit the spot after those strenuous athletic events during the afternoon.

Robbins Offers Adams Gum Vender

BROOKLYN, June 8.—Quality chewing gum made by the American Chewing Gum Co. and a beautiful machine are a combination hard to beat," says Dave Robbins of 277 Madison St.

"That's why our six-column machine vending Adams Gum is going over in a big way. There are millions of people in circulation and there are millions of gum chewers. A great many of those people will find their way into our Adams Gum Vender.

"This machine rejects practically all types of other gums. It holds 200 sticks of gum. It winds six different flavors. The new modernistic design and the beautiful machine itself should make it easy for operators to place this vender in the best locations in their territory.

"There is a large demand for legal merchandisers which will not operators a steady income. We believe we have what operators need when we offer the Adams Gum Vender."

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"There is a large demand for legal merchandisers which will not operators a steady income. We believe we have what operators need when we offer the Adams Gum Vender."

Business License Act Is Revised

MIAMI Fla., June 5.—The Florida House at Tallahassee on May 29 approved by a vote of 67 to 19 a bill for the general revision of the state's occupational license law for business. The action provides for licensing almost every kind of business license.

It also proposed to tax merchandise vending machines at \$2 a year if more than \$5 a day is required to be taken. On penny machines the fee will be 20 cents per year.

The bill also states that no more bills would be passed or considered after 1 o'clock p.m. June 2.

Confections Escape S. C. Revenue Tax

COLUMBIA, S. C., June 9.—Up until the present time no effort has been made to reintroduce measures which would place revenue imposts on candy into the original Carolina revenue bill.

The original revenue bill proposal was for a tax of 20 per cent on candy up to 15 cents per pound and 40 per cent on all over that price. In addition, a tax of 20 per cent was contemplated on chewing gum.

However, the new revenue bill, which failed in the Senate, and chewing gum and candy men are confident that no new taxes will be placed on the confection industry will be proposed during the remainder of the legislative session.

Groetchen Metal Typer Ready Soon

CHICAGO, June 8.—Orders of the Groetchen Metal Typer recently that they are ready for general distribution. The most popular metal typer in the world, stated J. O. Gates, Groetchen Chief, the Groetchen company had contracts to supply the new typer for the San Francisco and New York world fairs. These obligations are now practically filled and the Groetchen Metal Typer will be available within a short time. Complete information regarding the Groetchen Metal Typer appears in an early issue of THE BILLBOARD.

Gates, continuing his discussion of the Groetchen Metal Typer, stated that the Bill Jump "had no idea that Bill Jump would become so popular in such a short period of time as it has."

"I am," he declared, "however, if I could say that I was very much mistaken. We put there an initial production order for skill jump with the thought that its use by operators would be limited to



\$50 FACTORY SALE!
PEANUT AND STICK GUM VENDERS!
ALL BRAND NEW! REGULAR \$5.00 VALUES.
ORDER IN LOTS OF 5 OR MORE. \$100 M. O. IN PAY.
A. M. WALKER CO.
Terminal Building, Minneapolis, Minn.

Inventions Show June 6

Over 500 ideas to be shown at 1939 exhibit of gadgets.

CHICAGO, June 8.—The National Inventors' Congress opens its exhibition at the La Salle Hotel here on June 6 and it will last for four days. The exhibition brings inventors and would-be operators of the country with new wrinkles and ideas for machines, gadgets—and even patents.

The great variety and novelty of the patents, models and ideas exhibited each year by the Inventors' Congress has made it a meeting place for manufacturers looking for new ideas. Albert G. Burns is president and honorees are at the La Salle Hotel.

"Tilt-a-Whirl, a counter game on the model principle, was one of the early devices to show up for the exhibit. It indicates that coin-operated games will be among those present. The counter machine is the work of E. K. Fisher, of Oklahoma City. Coin-operated ideas are expected to be on exhibit on the opening day.

Hoppe Firm Moves To New Factory

CHICAGO, June 8.—The Harry Hoppe Corp. is now in its new location at 3700 West Washington boulevard, according to announcement by Harry Hoppe, head of the firm. The new location gives the firm its own plant, with modern day-light equipment to aid its workers. The production facilities of the firm are greatly increased by the new plant.

Hoppe also stated that the firm would be in production on a Big Five-hand coin-operated game. The game is to be called Twinkles and is said to offer something new in bumper. The new bumper idea is patented, according to Hoppe, and will offer something new that operators have been waiting for.

writers where all types of pay-off equipment were absolutely prohibited. However, we have found that operators are using them in the same locations where they are using other types of machines and they are proving to be very popular. It is a new indication that the American public will still play games on which they are only given amusement and pleasure on which they can indulge in competitive play with friends."

Join the Parade!

Cash in with
HAMILTON'S
Entirely New
MICKEY MOUSE AND PALS
HIS
COMBINATION 3-WAY VENDOR
Adjustable CASH AND COIN MUTH
It's a Winner! These lovable Disney Personalities roll in the money—Colorfully hand-painted charms desired by everyone. Increase your earnings 50%.

WE WANT EXPERIENCED FRANCHISE MEN
Get full details and amazing Profit offer. Big Money for representatives in every locality. Send Name Today:
277 Madison St. Hamilton Enterprises, Inc., Kansas City, Mo.

\$50 FACTORY SALE!
PEANUT AND STICK GUM VENDERS!
ALL BRAND NEW! REGULAR \$5.00 VALUES.
ORDER IN LOTS OF 5 OR MORE. \$100 M. O. IN PAY.
A. M. WALKER CO.
Terminal Building, Minneapolis, Minn.

100 SNACKS, \$12.50 Ea.

On location from 18 to 18 months. With all of the new machinery. Write for full details. Write to:
221 Pulaski Bldg. Adams 1c Gum Vender

ADAMS 1c GUM VENDOR

STEADY MONEY MARKET
6 Columns and 6 Flavors.
Make your own SNACKS. 100 each. Minimum of AMERICAN CHOCOLATE CO. MICH. QUANTITY DISCOUNTS.
Write for full details. Write to:
221 Pulaski Bldg. Adams 1c Gum Vender

SALESBOARD OPERATORS

Read
"DEALS"
A column about new salesboard ideas, deals and personalities.
In the
Wholesale Merchandise Department
THIS WEEK AND EVERY WEEK

Monarch Big Sale For Summer Trade

CHICAGO, June 8.—The Monarch Coin Machine Co. here has announced a special sale of games for the fourth of July and summer vacation trade.

That is a big title for a sale, say Monarch officials, but it is meant to cover a wide variety of games and second usual bargains, they state.

Hotel Week

NEW YORK, June 8.—The American Hotel Association reports that good organization work had been done in practically every city to observe National Hotel Week from June 11 to 17.

The association has prepared a package of publicity material at a cost of \$10 in members, and once for the material came from hotels all over the country. The association also reported that interests allied with hotels have been co-operating to promote observance of the week.

Frank Berling, of the Sherman Hotel, Chicago, and secretary of the hotel association, will address a group of hotel men in Chicago during the special week.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Philadelphia

June 3, 1939.

To the Editor:

The first signs of spring are always welcome to me, since I find that more business are sliding into the slots around this time of year. I believe this is due to the fact that thousands of high-school age turn out in greater numbers to dance to the tunes on top of the phonos. The machines and the sets fountain are helpful to each other in this instance. When the schools close for the summer vacation I look forward to a greater increase in business.

Respectful cotender for the biggest

money-maker is the promise of *I Didn't Care*, by the Inkspots. This is especially true in locations where there is no dance-floor space, since this piece provides something that can be appreciated by the man as well as the girl. Several spots have had a second helping of this platter, the first having been worn down by the terrific play.

The Ray Kyser version of *Three Little Fishes* is being favored above other recordings of this tune. Gaele Dowell's composition is certainly giving ops something to talk about. I personally believe that this is one of the best sellers since Artie Shaw's *Begin the Begone*, and the nickle being spent to hear this number may even exceed the amount earned by the Cole Porter tune. Several of my locations prefer the Hal Kemp disc.

In the upper bracket for more than a month with no signs of a let-up is the Benny Goodman wailing of *And the Angels Sing*, with the hot trumpet art by Ziggy Elman. Incidentally, Goodman's popularity has risen considerably since the introduction of this number.

At the same time I find that Artie Shaw is on the way down. He would have stayed on top of the heap much longer had he given more attention to popular tunes instead of the revival.

Old Man River, by Kate Smith-Sweetser, awarded, by the Cash Lerma Band, Sammy Kaye's *A Rebel's Rhapsody* and the *Beer Barrel Polka* are also on the best selling list.

I had that I can collect quite a few 8-cent pieces from almost any selection made by Larry Clinton, Glen Gray, Goodman, the Inkspots or Tommy Dorsey. The Clinton was of *Deep Purple*, despite its comparatively ancient vintage, still warrants a place in the machines of several locations.

The Andrews Sisters, who have done so well by *Swing With Me* and *Hold Tight*, so my way of thinking have another hit on their hands with *Protector*. Even the title disc is little known among the general public as yet. I want ops to get behind it immediately. This record is going to pay big dividends.

Miscellaneous items to fill out the phonos in my spots include *The Juke-overide is Over*, *Pony Penance*, *Heaven Can Wait* and *I Get Along Without You Very Well*.

Since this is my first contribution to this column, I want to thank *The Billboard* for providing this forum for the exchange of ideas and information. Your entire record section has been very helpful in aiding me to determine what new platters to place in the phonos, and I hope to be heard from again.

MAX RUBINWICK
Capital Amusement Corp.,
Philadelphia.

Detroit

June 3, 1939.

To the Editor:

I find restaurants very good locations for the music machines. Today on account of the 2 o'clock close-up, I must see the all-night people to frequent the machines. It is surprising the way they hold up in these locations. I had *Three Little Fishes*, by Ray Kyser, and the *Angels Sing*, by Benny Goodman, making a hit. If *I Didn't Care* is a good second, followed closely by *The Maquerade Is Over*.

I believe the trouble with the music business is that the operator does not support the record that he has picked. I put 16 records out if I can show results. I keep my latest records on the shelves until all the chances are used. That is what I have been doing and that is why I have been successful, and I have no complaint to make about poor business. It costs more for records but you give the people something that they want. There have been in the business five years and I am making pretty fair with my machines. How often I put 16 or 12 records on a machine in a week, if a record is not selling, I throw it at a

PROMINENT MUSIC MERCHANTS • ORCHESTRA SERIES NO. 1



BEN D. PALASTRANT

President, Supreme Amusement Co. of New England, Inc., Boston, Mass.
 Note: When I find new ORCHESTRA, I know it was a natural fit for me. Here with a my order for twelve more, and PLEASE RUSH THEM!

ORCHESTRA IS NOT JUST ANOTHER PHONOGRAPH! A NEW PRINCIPLE — A NEW IDEA THAT ENABLES YOU TO GET LOCATIONS YOU WOULD NEVER OTHERWISE HAVE A CHANCE FOR! LOW PRICES — AND EASY FINANCE TERMS. FOR COMPLETE DETAILS WRITE OR WIRE ORCHESTRA, INC., 250 WEST 54TH STREET, NEW YORK CITY.

New York—Philadelphia—Boston—Chicago

IT'S THE NOVELTY RAGE OF THE SEASON!

"CHEW - CHEW - CHEW" Chew Your Bubble Gum"

Recorded by

Chick Webb's Orchestra
with Ella Fitzgerald

Johnny "McCarthy" Orch
(Bluebird 10257)

The Smoothies
(Bluebird 10293)

Don Redman's Orchestra
(Victor 26258)

Order Your Records Today!

Exclusive Publications, Inc., 1619 Broadway, New York City.

ILLUMINATED GRILLE



No. 75-G

Regular Price, \$147.50; Introductory Price,

\$695

FOR ALL MODELS—Improved Design, Can be installed in less than 30 minutes' time.

ECONOMY PRODUCTION CO.

120 BANK ST., PHILADELPHIA, PA.

Write for Our Catalog.

USED PHONOGRAPHS

(Three Payment, in 3 installments. Down payment, 25% down. Balance, 25% down. Balance, 25% down.)

Blues	75.00
Classical	75.00
Country	75.00
Dance	75.00
Drum	75.00
Harmonica	75.00
Hot	75.00
Rock	75.00
Swing	75.00
Tenor	75.00
Trumpet	75.00
Vocal	75.00
Waltz	75.00
Ballad	75.00
Blues	75.00
Classical	75.00
Country	75.00
Dance	75.00
Drum	75.00
Harmonica	75.00
Hot	75.00
Rock	75.00
Swing	75.00
Tenor	75.00
Trumpet	75.00
Vocal	75.00
Waltz	75.00
Ballad	75.00
Blues	75.00
Classical	75.00
Country	75.00
Dance	75.00
Drum	75.00
Harmonica	75.00
Hot	75.00
Rock	75.00
Swing	75.00
Tenor	75.00
Trumpet	75.00
Vocal	75.00
Waltz	75.00
Ballad	75.00

W. R. BURTT

324 W. Duane St., Philadelphia, Pa. 21.
 Wichita, Kan., Omaha, Neb.

O. K. USED PHONOGRAPHS

Waltz	2	\$147.50
Waltz	816A	135.00
Waltz	816	135.00
Waltz	812 or 812	75.50
Waltz	811	82.50
Waltz	8400	87.50

Thoroughly cleaned and checked. Individually rechecked. Returned records (85-90 worth), notes the checks, more and less than made many used instruments worth making. (Some records contain at least one Crosby hit. For information, please write to the following.)

DAVIS SALES COMPANY
 1084 East 74th Street, Detroit, Mich. 2, V.

It is the place of the music. When men are working they will spend as long as you supply records that they like. If you have the location owner give me a list of the numbers their patrons request.

New Orleans

June 3, 1939.

To the Editor:

The inevitable has happened in the Crescent City phonograph operating circles. The King of popularity has been

replaced. King Bing Crosby has been forced to abdicate for *Three Little Fishes*, any rendition, but mainly so Kay Kyser and his crew. But the question pervades as to extent of the Crosby placement, and the consensus of opinion here is that it won't be for long. There are even some operators who refused to accede first place to the denizens of the deep.

As for my business, Crosby must always be taken seriously, and practically every machine that leaves my place must contain at least one Crosby hit. At present his renditions of *And the Angels Sing*, if I had my way and building a *Salisbury* of *Drows* and in most popular demand. However, I do

SOMETHING BRAND NEW!

JITTERBUG BALL

EVERY BALL HAS A CHANCE OF WINNING 10c to \$31 An Red and Green Ball Wins Different Rewards. The details in Flyer Let tell!

Push a ball and a ball is released. It bounces down the plumb board and drops into a pocket. Player gets reward shown under pocket.



WESTERN PRODUCTS, INC. \$8.75
925 W. NORTH AVE., CHICAGO, ILL.

New Jersey Supreme Court Decree Asserts Need of Slot Definition

(File for Reference)

The opinion of the New Jersey Supreme Court in an appeal on a pinball machine is being reported as it calls attention to the need of a definition for the term "slot machine." The decision is reported in full reference purposes.

NEW JERSEY SUPREME COURT
NO. 1 JANUARY TERM, 1939

State of New Jersey,
Defendant in error

vs.
Robert Brandt,
Plaintiff in error
Argued January 17, 1939; decided
May 17, 1939.

On writ of error; before Brogan, Chief Justice, and Justices Bodine and Hendon. For the defendant in error, Samuel P. Orlando, prosecutor of pleas. For the plaintiff in error, Carl Kissel, counsel.

The plaintiff in error was convicted of a misdemeanor in the Camden County Court of Quarter Sessions for violation of the following statute: (2:132-2) "Keeping slot machines for gaming.—Any person who shall have or keep in his place of business or other premises any slot machine or device in the nature of a slot machine (the money or other valuable things, shall be guilty of a misdemeanor." The indictment charged that Robert Brandt unlawfully did have and keep on his premises a slot machine, commonly known as a pinboard machine, which might be used for the purpose of playing with money or other valuable things contrary to the form of the statute.

In presenting the State's case, the prosecutor of pleas offered one witness, a policeman of the city of Camden, who testified that he visited the place of business of the defendant in error and found a "pinboard machine" which was, the witness said, a machine that has "a place to put in a nickel." The witness continued, "after you put the nickel in, that releases five balls with which you play the machine by pulling and releasing a plunger. These balls bounce against the pins on the board and drop into holes which have different scores on them. You add up the numbers and that gives you the total score." The machine was produced and shown into evidence at the trial court. The witness further said that the machine had a slot for receiving a 5-cent piece; that there was no prize for the player; that at the time of inspection someone was playing the machine "for amusement." On

cross examination the witness said there "was no gambling on this machine" at the time in question, and so far as he knew the contrivance was used for amusement. There was no evidence in the manner in which the machine might be used for gambling.

The term "slot machine" was unknown at common law and our statutory law contains no definition of the term. Our Crimes Act, in several places, speaks of slot machines (2:132-1; 2:134-4; 2:134-9), but without definition. Was the term "slot machine" as used by the Legislature intended to include all machines which operate when a coin is placed in the slot? There are many machines of this type— vending machines, vending machines, machines for playing various games, e. g., baseball, golf, bowling, etc., as well as those in cafeterias which return food when coins are placed in the slot.

The charge of this indictment is the possession of a slot machine which "might be used for the purpose of playing for money," etc. There is no allegation that it was used for such unlawful purpose. In the record there is no evidence that it could be. It is readily perceived, of course, that the machine could be used for gambling. But the statutory phrase "may be used" connotes possibility of use as probability of use at best. The record contains no evidence even of the likelihood of such illicit use of the machine.

The prosecutor, in his argument to uphold this conviction, says in his brief that there is an electric scoring device on the machine. Even so, this alone is not sufficient to establish that the machine might be used for gambling. Further that "because of the peculiar construction of the machine's playing surface the element of chance is very

prominent in determining the final result." We find no such proof in the record, and even the what the State's attorney says is true, which we in no way doubt, the trial court did not rest his conclusion on either of those factors.

The validity of the statute is challenged by the plaintiff in error. It is our duty to uphold the statute if, upon any sound theory, that result may be accomplished. We prefer not to pass upon the validity of the statute upon the record before us. We reverse the conviction on the ground that no evidence whatsoever is in the case before us that the machine "may be used for gambling." There is nothing by way of proof that this machine or any other of its kind was ever so used that it could be. And this we think a fatal defect and requires a reversal of the judgment.

(Filed May 18, 1939)
(Fred L. Vonnahme, Clerk)

Geisey Tells Game Choices

BALTIMORE, June 3.—Jimmy Geisey, one of this city's popular coin men, advises that out of 25 of his best locations he has Chicago's best games.

"I'm making plenty of cocoanuts with those hot two Chicago Coin hits, Majors and Topper," says Geisey. The Baltimore operator further stated that he expects the take on Majors and Topper to continue high well into the fall season.

Joining Geisey in his praise for Majors and Topper, Al Simons and Aaron Goldstein, also of this city, reported excellent and daily increasing collections when they called on Topper's great popularity on location.

Pace's Saratoga Is Taking Over

PHILADELPHIA, June 3.—"Banner isn't a question in this territory," reports E. H. Holtheim, head of Thayer Specialty Co. "Every day that goes by proves my opinion and Pace's Saratoga Square Bell Conno's and Comet Bell have taken over as far as location play is concerned."

"More than that," continued the Pace distributor in the Philadelphia area, "the general concern and now they're rightly enthusiastic over the fact that the games may be had in 5, 10 and 25-cent-play models."

Distrib Open in Philly on June 3

PHILADELPHIA, June 3.—The distributorship of amusement has been awarded to Henry Laneman, long associated with the mail and vending machine industry here, who opens offices and showrooms at 133 Arch street today. The firm, which has been related to Hawk Ball Co. and will be a branch of a Chicago firm.

With an addition to distributing the amusement line, will also handle all popular pinball games and a full assortment of types of vending machines. The entire building, consisting of four floors, will be devoted exclusively to the amusement line, which has been selected not only because of its central location, which makes it easily accessible to all

NO
BETTER MONEY-
MAKERS WERE
EVER BUILT
THAN....

Chicoin's TOPPER
Down's GUN CLUB
Exhibit's ZIP
Keeney's UP & UP
Western's BASEBALL

MILLS
THRONE OF MUSIC
"RICHEST AND RAREST
OF PHONOS"
GEORGE PONSER
ORGANIZATION
519 West 47th St., NEW YORK
11-15 E. Ruyton St., BROOKLYN, N. Y.
1425 Bedford Ave., BROOKLYN, N. Y.
308 North Franklin, PHILADELPHIA

operators, but because of the fact that unlimited parking accommodations are available, the new firm reveals.

All operators have been invited to attend the opening day. Refreshments will be served from noon to 6 p. m. Laneman assured all his patrons that he will continue to sell first-quality equipment at the lowest possible retail price. In addition, he will maintain a staff of expert service men to keep the games in condition.

The amusement merchandise was formerly handled by the United Bairo Co. Eric E. Olson, of United, is co-operating with Laneman to start the enterprise and the two firms will work in conjunction with each other.

Natchez, Miss.

NATCHEZ, Miss., June 3.—Despite the usual summer slump in this section machine business as a whole has been very good in Southwest Mississippi and Northeast Louisiana.

With a new tire plant, the Armstrong Tire and Rubber Co., now in operation, a new municipal auditorium fast under construction, a \$4,000,000 river bridge being constructed across the Mississippi River and other improvements under way, Natchez's population has grown greatly in the last six months. This additional population is helping the machine operators to a great extent.

The Stranick Co. has a number of Big Rock-Off in various locations and the owners, Dan Stranick and Ram McCabe, both report that the customers are well pleased with the machines.

Dan Tucker, general owner of Le-At-Tax Co., is still on the sick list, but his condition has shown some improvement and his numerous friends hope that he will soon be back on the job.

Joe Ring, service man, is now occupied with the Deavo Corp. engaged in building piers for Mississippi River span.

Vidalia, La., parish seat of Concordia, is the scene of moving activities where a network levee on the Mississippi River is being erected and the area is being moved, is the scene of much machine activity.



CARTOONIST REVIEWS THE NEWS OF THE DAY. The decision of the New Jersey State Supreme Court on pinball games was used as the theme. May 13, 1939, in The New York World-Telegram.

**Lazar & Co.
To New Quarters**

PITTSBURGH, June 3.—B. D. Lazar & Co. will shortly move into bigger and more spacious quarters, according to a recent announcement by the firm. The new address will be 1533 Fifth avenue, Pittsburgh. Opening ceremonies are scheduled to take place June 17 and 18.

Outstanding attraction of the opening, according to the Lazar brokers, B. D. Lazar and J. D. Lazar, will be the presentation of the Rock-Ola Counter Model luxury light-up phonograph. This will be the first showing of the counter model in the Pittsburgh area and Lazar & Co. expect large delegations of coinmen to descend upon them as a result.

B. D. Lazar & Co. is one of the oldest and best-known firms in the Pittsburgh area, and their moving comes as no surprise to operators, according to the operators themselves. New quarters, they state, were necessary to facilitate the showing of machines and the handling of sales growing increasingly larger.

B. D. Lazar declares: "Our opening would attract many operators, of course, but we expect an even larger crowd inasmuch as we will exhibit for the first time in this area the new luxury light-up counter model introduced by Rock-Ola. This phonograph has long been awaited by phonograph operators and we expect to do a big bit of business as a result. I would like to extend an invitation to all operators who can possibly do so to drop in on our new quarters and the new counter model phonograph. It will be time well spent."

**Genco's Airport
Setting Records**

NEW YORK, June 3.—"Unprecedented success on Genco's sensational Airport are being reported daily by enthusiastic operators, whose repeat orders for the game are setting new production records at the Genco factory," declares Genco officials.

Ed Genesberg, official of the Genco firm, remarked: "We expected a great deal of the new and superior idea we developed for the Airport. The reaction of the coinmen, operators and operators who see the phenomenal play appeal in reproduced means stretching the imagination, for both in coinmen to operators and operators to coinmen, is an entertainment for players it has the spark of something that's close to magic." Genesberg said that the game is a similarity of opinion about Airport, backed by proof of what the game does on its own. "Reactional in the word," Genesberg concluded.

**Werts Reports
Santa Anita a Hit**

MUNCIE, Ind., June 3.—"Another small record deal made by the Muncie Money Game, with instant success and its tremendous popularity is justly deserved," declares Ed Obermayer, Werts' manager. "Player appeal was built into Santa Anita just the same as it was in Best Hit. It took about a year and a half, or more, six months ago. Santa Anita is packed with all the thrills and excitement of the track and shows a photo finish of an actual race in full color."

"Orders are coming in faster than we can fill them. Production being stepped up to provide Santa Anita for all our customers as soon as they find out about it," concluded Obermayer.

**U. S. Retailers
Get Recognition**

NEW YORK, May 27.—"The New York Times, commenting on the recent Retailers' National Forum in New York, offered the idea that retailers constitute one of the major classing houses of money in the United States. The National Retailers' Association," commented:

"The average man thinks of business as personified in the retail merchant; the little retailer from whom he buys his groceries, his clothing, his shoes, his stationery who runs a department store and sells everything. It is natural, then, that the retailer should be the central figure in the Forum at Washington should catch the attention of the nation, even if it had not been addressed by the chief Execu-

WE ARE DELIVERING

THE GREATEST GAME EVER BUILT!

MORE SENSATIONAL THAN "BUMPER" and "RESERVE" COMBINED !!



IT'S BY **BALLY** NUFF SAID!

imagination of the hour shall define of "Bally" PLUS the greatest coinmen-revenue building and a feature of all times. "Bally" bumpers become alive and continue to build a word right on a 2 1/2-board. Two balls bumper at bottom of flange player double opportunity to appear. Ball returns when center ball is in hit "bottom" play and starts player off with lights out or regular coinmen. What beautiful cabinet in play. SEE IT TODAY! YOU APPRECIATE THE DIFFERENCE!

IMPORTANT NOTICE!!
DUE TO DEMAND FOR VOLUME DELIVERIES GROWING HOURLY WE MUST HAVE YOUR RESERVATION WITH DEPOSIT SO AS TO FILL YOUR ORDER IMMEDIATELY! WIRE OR PHONE! CARLOAD SHIPMENTS ARE ON THE WAY TO US BY EXPRESS! ALL ORDERS FILLED IN ROTATION!

WE HAVE JUST RECEIVED MORE HEADLINERS
THE YEAR'S HOTTEST HIGH SCORE GAME!
RUSH YOUR ORDER IMMEDIATELY!

JOHN A. FITZGIBBONS
453 WEST 47th STREET, NEW YORK
362 MULBERRY STREET, NEWARK, N. J.
215-217 ELIZABETH ST., UTICA, N. Y.
509 W. PRATT ST., BALTIMORE, MD.

tion and the leader of the House opposition. "The President told the members that 50 per cent of every federally spent dollar passes over their coindens. A quiet consultation with the pocketbook suggests that a large part of anybody's dollar gets into circulation that way. The retailer is the necessary channel thru which we get what we wear, what we eat, and the things with which we live, from furniture to books. Any choking of the free flow in this channel brings stagnation in our national life. Tenders

else toward a glut of goods, as well as those which lead to scarcity and higher prices, must be watched and checked. "Perhaps in the past our retailers have assumed that they would solve their problems wholly as individuals. Every day this becomes more difficult. It is interesting now to find these assembling at Washington for mutual consultation on a nation-wide basis. It is a recognition of their power and power in the community that the moment they do so their approval and support are sought by leaders of both major parties."



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 3 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vinder and Gal Award. Built for 1c-5c-10c-25c Play Made Only by **WATLING MFG. CO.** 4640-4660 W. FULTON ST. CHICAGO, ILL. Est. 1885-1911 OOLumber 2770. Cash address "WATLING" BRIDGE

Atlas Busy With Sales and Visitors

CHICAGO, June 3.—"Morris Ginsburg is rapidly becoming a circuit rider, traveling the circuit of the three offices of the Atlas Novelty Co., including Detroit and Pittsburgh," reports the Atlas reporter.

"At present he is on an inspection tour of the office and has ventured into the far eastern territory accompanied by Phil Greenberg, manager of the Pittsburgh office. His report on the office is going along at a satisfactory gallop in Detroit, also in Pittsburgh, and these offices are keeping pace with the Chicago office, whose business is spurring with the approach of the summer season.

"The office recently took on an international aspect when they were visited by Max Jude of Johannesburg, South Africa; Mr. and Mrs. F. G. Lyle of London, England; Tony Casparro of London and 501 Silver, of Johannesburg. Also at the Atlas office was Mr. Ockerman, of the Transatlantic Forwarding Co. of Rotterdam, Holland.

"Thru the medium of The Billboard Office and Morris Ginsburg extend cordial invitation to all World's Fair visitors from abroad and all parts of America to stop off and visit the Atlas office."

**Jitterbug Ball
Makes Its Bow**

(New Game)
CHICAGO, June 3.—"Something new under the operating sun in the way of amusements has been introduced recently counter game," declares Don Anderson, sales manager for Winters Products, Inc. "The name, Jitterbug Ball, is played with suspense," continued Anderson. "Across the shinning top of the machine is a mechanical arrangement. The player pushes a hole and a ball is released. If it strikes down a pinned vertical board and is caught in the hole, the player then receives the award shown under the pocket. Red and green balls are desired. The ball is released from the pocket into which they might fall. "A series of levers indicate that Jitterbug Ball has a good taste. In simplicity, its color and its exciting play have proved a strong attraction for coinmen, already the game has received the approval of a number of operators, and advances orders from those who show its extraordinary popularity."

SUPER CHIEF



WITH SLUG REJECTOR
COIN SLOT
1c-5c-10c-25c PLAY

The Chief, long famous for its rugged and dependable construction, is now equipped with a slug rejector coin slot—the same dependable slug rejector used on high priced merchandise machines. Increase your profits and eliminate expensive service calls by using Super-Chief with slug rejector.

Ciga-Rola



A MODERN
CIGARETTE VENDER

Ciga-Rola now incorporates a new amusement feature that attracts play and makes a real profit. In addition to vending popular brands at established retail prices the amusement feature of Ciga-Rola makes it possible to receive a package of cigarettes for 5c. At any time is the purchaser required to pay more than the retail price, and never takes a chance of losing. Hundreds of operators are successfully using Ciga-Rola. Let us help you get started. Suitable models available for 15c and 20c territories.

D. D. JENNINGS & COMPANY
4309 W. Lake St. • Chicago, Ill.

Win, Lose or Draw— It's Mostly Luck Science Now Admits



See how complete illustration is of the roulette wheel and the deck of cards. See how the roulette wheel is shown in its entirety. See how the deck of cards is shown in its entirety. See how the roulette wheel is shown in its entirety. See how the deck of cards is shown in its entirety.

—From American Weekly

CHICAGO, June 2.—"Science has stopped laughing at gamblers' superstitions," declares The American Weekly. Hearst publication, said to have the largest circulation in the U. S. The article continues to raise the question of mathematics as to whether it is impossible to determine, for instance, how many jackpots will show up on a belt machine or how many payouts will be made.

This article, entitled "It's Mostly Luck, Science Now Admits," is very interesting to common men in that it takes a new tack in the method of giving or getting publicity in the public press. Long has the industry been acquainted with publicizing professors who promise announcements for the newspapers dwelling at length on the impossibility of winning on games of skill or games of chance. Usually these professors bring in such interesting publicity-getting terms as "a professor who looks a hell machine into the classroom and had students play the machine and tabulate the results."

However, to quote the article, mathematicians now admit that they cannot tell when a person's hand will be good on bell machines or when the jackpots are likely to pop. The American Weekly said: "For instance, if an anyone would devote his entire life, eight hours a day, to gambling on one of the nickel-in-the-hole machines, a mathematician could tell him in advance quite accurately how much he would have won by the time he returned at the age of thirteen and ten." "No one would answer this by saying that after all the bell machine does not mint money and declares that they are given every player a jackpot. Naturally, in any business concern which does not must be made by the machine owner. He returns the larger portion to his customers and contends that nobody neither he nor the mathematician, can say who will be the winner or the loser in the long run.

"The article follows: "How much a man may lose in a lifetime is not the important thing to know but something else which the mathematicians thought they could also compute in advance—how often the 'usual' would happen during the rare occasions when a jackpot occurs, during the machine to get big-hearted and let a generous flood of nickels.

"So several years ago some New York City scientists figured out by the laws of probability how often the jackpots should happen. Then they dropped in more than 100,000 coins and discovered that their earlier calculations were way off.

"Just as the gamblers always had suggested, the jackpots turned up often more than they should have, were far more for and they clustered together with long, luckless spaces between them.

In other words, if real gamblers had

FOR YEARS THEY SAID, "IT CAN'T BE DONE IN A COIN MACHINE!" YOU WILL FIND IT IN OUR NEXT MACHINE—

????? "Not many games a year— but they're ALL GOOD!"

D. COTTLIER & CO., 3736-42 N. Paulina St., Chicago.

AMERICA'S BEST CONSOLES and SLOTS		JAMES REGAN	
10 Game Room, 25c	30.00	2 Dead Walk, 10c	\$18.00
10 Game Room, 25c	30.00	10c (for 20,000)	25.00
10 Game Room, 25c	30.00	10c (for 100,000)	30.00
10 Game Room, 25c	30.00	10c (for 200,000)	35.00
10 Game Room, 25c	30.00	10c (for 300,000)	40.00
10 Game Room, 25c	30.00	10c (for 400,000)	45.00
10 Game Room, 25c	30.00	10c (for 500,000)	50.00
10 Game Room, 25c	30.00	10c (for 600,000)	55.00
10 Game Room, 25c	30.00	10c (for 700,000)	60.00
10 Game Room, 25c	30.00	10c (for 800,000)	65.00
10 Game Room, 25c	30.00	10c (for 900,000)	70.00
10 Game Room, 25c	30.00	10c (for 1,000,000)	75.00

been raising their nickels, playing for keeps, instead of scientists putting them in just to get facts. There would have been long runs of good luck and bad luck, and gamblers and users one to a far greater extent than the mathematical law covered to be possible.

"It is said that slot machine kiltizens' better all day near the machines until a sufficiently long string of losing customers induces to them that a machine has about passed their one of those long and periods and ought to be ready to get generous again for a while. Then the "kiltizer" tries his luck, convinced that Lady Luck should be with him, and science at last agrees that this theory may be sound."

But for the article was the research conducted by Dr. Harold Jefferys of Cambridge University. James now his application of mathematical theory to the problems of astronomy and physics, the article, commenting upon scientific theories, said, "Herbert Spencer's definition of a scientific theory? It may have been a theory confirmed by a fact." The mathematicians have recently been suffering quite a few of these theories.

To further show how silly some calculations of mathematics are, the article states: "According to a recent book, the laws of probability and their applications, the chance of dealing even one bridge hand out of four containing a 'perfect hand' that is, all 13 cards of one suit, is 1 in 63,513,556,000."

"Yet even a casual and incomplete search of U. S. newspapers in the past 10 years turned up at least 100 accounts of this and two accounts of all four players being dealt perfect 13-card hands on the same deal.

"No one knows how many bridge games are played in the U. S. in 20 years, but the country certainly does not possess more than \$0,000,000 or 60,000,000 bridge players, and it is doubtful if all of them average a hundred games a year each a year. If the original laws of chance were right it still would be 15 years or longer to see the first perfect hand would be dealt to an American bridge player."

"Yes, scientists are now admitting that there may be such things as lucky days, lucky persons and such things as long runs of luck. At any rate, science is beginning to admit that it is highly probable that all these things are true."

Pace Announces New Features

CHICAGO, June 2.—Officials of the Pace Mfg. Co. have announced that the slug-rejector models of their Paradise Square Bell Consoles and Comet Bell consoles are available in 10 and 25-cent-play styles.

"This," it was declared, "opens up even greater fields of operation for operators everywhere, since it enables them to triple the number of machines they can place at any one location and at the same time give them an opportunity to more than triple their income."

It is reported that the Pace factory is working at top speed to fill orders for Paradise and Comet Bell Consoles and Bell consoles since the introduction of the slug-rejector models Pace equipment has led to the fastest in popularity among coin men, and they express the opinion that the various coin-play models will establish Pace games as the outstanding equipment of its type.

Distributors Line Up For Orchestrola

NEW YORK, June 3.—"Since the introduction of Orchestrola, new coin-operated automatic music unit, distributors throughout the country have displayed a unusual interest in it," declares Orchestrola officials.

"The tremendous interest in Orchestrola comes as a result of recognition by the music merchants that Orchestrola opens a great new field which is non-competitive with coin-operated phonograph.

"In addition, the fact that locations are glad to pay fixed monthly rental for Orchestrola music is a great advantage to the music merchants since their regular income with steady earnings."

"Orchestrola is carrying every one of its leading distributors, taking precautions to be able to get merchandise the country over will be able to get their Orchestrolas from helpful, reliable sources of supply."

Majors, Topper Draw Comments

CHICAGO, June 3.—Officials of the Chicago Coin Machine Mfg. Co. today announced that they are pleased to be declared, was indicative of the general opinion of their most recent releases, Topper and Majors.

"It is better," it was said, "to come from J. H. Phillips, of Washington, D. C. and read in part as follows: 'Just a few words of praise for your Majors and Topper. In my estimation no other games can come close to them. I have tried them for one year and I think Majors and Topper have proved most successful for me. Topper, just as Majors did, is a wonderful competition.'"

"Statements similar to those of Phillips regarding his relation over the course of Topper can be found in the report of every one of our jobbers and distributors" continued the report from Chicago Coin Headquarters. "And the fact that Majors and Topper are continually returning to the shores of these distributors indicates a direct and growing popularity for Topper everywhere."



ZEPHYR
CIGARETTE VENDER

Fruit Reels included Free With Each Machine, 1c Straight, 5c Straight or 1c-5c-10c-25c Choice.

Zephyr is far ahead in mechanical construction, its quiet running reels are stopped positively by pneumatic pump, in the popular 1-2-3 stopping action. Cabinet in China Red, Horizon Blue or Green with Chromolam Base. 300 Ball Gum Capacity, Compact, 8" x 8", Wt., 13 lbs. A Proven Money Maker.

Write Today for Prices
GROETCHEN TOOL CO.
130 N. UNION ST., CHICAGO.

Pittsburgh
PITTSBURGH, June 8.—Merlin Jalmes and his wife have recently opened a confectionery store in the city of Steading.

Fraser Bros. of Williamsport, Pa., are one of the largest music machine operators in this section and are constantly growing due to the fact that both of these boys are popular.

On and Mary Kniersem, of Cumberland, Md., are also constantly adding new equipment.

Lester (Jack) Blinn, of Harrisburg, Pa., is also enlarging his territory. Jack is always one of the first to have the newest machines in his territory.

John Martin, of Berwick, Pa., is another operator who is always out regardless of the time of day or night. He

"Marbles" With Teeth in Cheek

To the Editor: "I certainly liked your last editorial about privileges, abuse and freedom (if any) of the press. It was nearly half as good, in my opinion, as the one you wrote several months ago entitled Pump Buckers. Mister, that was an article! I sent a clipping of it to one of the city editors here (a rabid anti-administration paper) and even he commented favorably.

"Next to Pump Buckers I liked Figures, then the last one.

"I always read your page first and mostly agree with you. The mostly papers to some of those like, for example, 'Marbles.' You must have had your tongue wag back in the old cheek when you wrote that one.

"You once said, in the same column we are discussing, that you were born north of the Mason and Dixon line. Such being the case, you are undoubtedly familiar with that grand old sport of crap shooting. Would someone offer to bet you even money that you couldn't roll two dice, an ace and a deuce, or any other two-way points, you wouldn't likely regard him as a gambler offering you a gambler's chance. You'd probably think he was a smart lad trying to play someone with lots of other folks, have looked on this as a pin game for a long time. Verily a slot machine of marble table is anything but a gambling device.

"You are editor of probably the greatest of all the coin-operated machine trade journals and, of course, I appreciate your position. You not attempting to be critical; simply congratulating a great journalist. I do fairly well on stuff I believe in, but I expect I'm fortunate in being regularly employed as a first-class news engineer.

"Keep up the good work. Some time I hope you get around to saying something about the evil of wholesale selling to those most able to pay retail prices, and one expense that manufacturers never mention along with wages, taxes, advertisement, etc.—the cost of selling. It costs more to sell a carload of lumber than it does to cut, mill and put it aboard the cars. Tobacco stems, skins, and staves not much better.
J. C. Texas, May 27, 1938."

is always trying to satisfy his customers with new records, service, etc.

Max Miller and Charlie Bernstein, two very popular operators of Lewistown, Pa. have recently opened a filling station.

William Thompson, of West Wilmington, Pa., has left for a much-needed vacation. He has gone to Canada to go fishing.

Ralph Weasner, Altona mechanic, has recently bought a Greer Chevrolet and claims that he has made it go 120 miles per hour without any effort whatsoever.



FRED PRAY'S OPENING OF HIS NEW NEW YORK SHOWROOMS of the Luxury Lip-Up Phonograph Co. was made doubly outstanding by his introduction of the Rock-Ola counter model phonograph. Above are a group of connoisseurs who attended the affair enjoying themselves at the refreshment tables.

They're all falling for
SNOOKS

Snooks is sky rocketing right to the top in novelty popularity. The fascinating new odds build-up feature has the boys hanging right on the ropes. They play—play—and play. Better get started with Snooks right now and enjoy a big healthy summer business. Snooks is fully metered and priced at only—

Regular
\$79.50
Free Play
\$89.50

STONER CORPORATION - AURORA, ILLINOIS

SNOOKS

A MONEY MAKER! IMMEDIATE DELIVERY

BUDIN'S SPECIALTIES, Inc.
174 Portland Ave., Brooklyn, N. Y. For Questionnaire, Write NEVINS 6-3183 4-5-5
See Photo Numbers.

CHUBBIES
LITTLE
SISTER
BUT
WITH A
BIGGER
APPEAL

St. Paul Man Invents Detector

ST. PAUL, June 8.—In recent years cities have realized that they must attract industries to locate in their cities under favorable conditions. Riding along on this revolution, the cities' newspapers usually co-operate by giving stories tending to encourage the founding of new industries.

Such a story was recently accorded the inventor of a slug detector. The story appeared in *The St. Paul Pioneer Press* and was headed, "Slugs May Bring Photography—St. Paulite Invents Coin Robot."

The St. Paulite, Joseph M. Cleste, 614 1/2 Winlow avenue, recently announced the latest of his slug-detecting devices. His latest device has been two years in the completion. The newspaper declares that plans are under way to establish a factory to manufacture the device.

Explains *The Press*: "The device is equipped with magnets which are adjusted to permit only genuine slugs to pass. One H. O'Neil coin or slug set up eddy currents between the magnets which change their rate of speed thru the coin chute and causes them to be deflected into another passageway that returns them to customer."

Cleste is credited by the newspaper with having invented an auto license machine that stamped the plates and automatically changed the numbers, all in one operation. He is also credited with the invention of an airline meter tube made of wood and steel springs for use when a motorist gets stalled with a flat tire.

PERFECTLY RECONITIOED

Lotus Fan	\$68.00	Peep \$18.00
Chickadee 62.00	Revue 12.00
Stardust 62.00	Big Top 12.00
Speedy 62.00	Maple Leaf 12.00
Speedy 62.00	Star 12.00
Star 62.00	Star 12.00
Star 62.00	Star 12.00
Star 62.00	Star 12.00
Star 62.00	Star 12.00

BASEBALLS AND OTHERS, 50c EACH:
Batter Up, Great Baseball, Football, W. V. Star, Home Run, Outback Power Play, Big Star, Baseball, Football, Star, Star, Star Star, Home Run, York King, V.P.

GENCO FAN — FREE PLAY
In Each Machine, 1c Free Play per coin. For Exact Details "GENCO" N. Y. **MAX MUNVES, 885 West 187th St., New York, N. Y.**

deflected into another passageway that returns them to customer. . . .
Cleste is credited by the newspaper with having invented an auto license machine that stamped the plates and automatically changed the numbers, all in one operation. He is also credited with the invention of an airline meter tube made of wood and steel springs for use when a motorist gets stalled with a flat tire.

Aimn' for Bigger Profits?

THEN GUN CLUB

IS THE GAME FOR YOU!



DAVAL'S BOMBHELL OF THRILLING FEATURES, INCLUDING "HIGHER SCORE" PLAY AND THE MOST REALISTIC RAPID-FIRE SHOOTING ACTION EVER SEEN!

ORDER GUN CLUB

STRAIGHT NOVELTY \$79.50
FREE PLAY \$89.50

DAVAL • 315 N. HOYNE • CHICAGO

Buy From The Best

CONSOLES	2nd	10.00
1000 8000	10.00	
1000 8100	10.00	
1000 8200	10.00	
1000 8300	10.00	
1000 8400	10.00	
1000 8500	10.00	
1000 8600	10.00	
1000 8700	10.00	
1000 8800	10.00	
1000 8900	10.00	
1000 9000	10.00	
1000 9100	10.00	
1000 9200	10.00	
1000 9300	10.00	
1000 9400	10.00	
1000 9500	10.00	
1000 9600	10.00	
1000 9700	10.00	
1000 9800	10.00	
1000 9900	10.00	
1000 10000	10.00	

Bally Features "Get-Wise" Offer

CHICAGO, June 3.—"Summer resort territory," says Bert Perkins, sales manager of the bell division, Belli Mfg. Co., "will see a large number of Bally Double Bellis this year. I have that statement on the unusually heavy response to our get-wise offer. We want bell operators to get wise to the more than double earning power of our double bell. Accordingly, we are shipping samples to bell operators subject to a 30-day money-back guarantee. The terrific earning power and trouble-proof performance of Bally Bell is now proven fact, and our get-wise offer is the operator's opportunity to get cash-on-edge without risking a penny. Responses to the offer have been gratifying, particularly since Memorial Day, and by month of July the big blue Bally Bell will be a predominant feature of the resort territory."

1938 Alcoholic Bev Tax Below Billion

WASHINGTON, June 3.—Direct federal, state and municipal taxes on the alcoholic beverage industry during 1938 totaled \$2,977,000, somewhat under the billion paid by the industry in 1937, the DuPont Special Institute, Inc., reported. Economic conditions reduced consumption and tax yield in 1938, the report said.

The federal taxes on alcoholic beverages last year were \$269,450,285, compared with \$275,252,242 in 1937, the report said. State and local revenues dropped to \$347,778,828 from \$340,246,181. The 1938 liquor revenues averaged \$123 for each of the 30,000,000 persons in the United States, the institute said.

The ranking of the states deriving the largest tax revenues remained the same. New York led with \$45,824,846. Pennsylvania was second, with \$23,871,728. Ohio came third with \$23,348,900; Illinois was fourth, with \$23,150,923.

EASTERN FISHES

NEW YORK, June 3.—Hymie Rosenberg knew what the kids meant when they called him a fish. He was in the 10th avenue office. This connection followed right on the heels of Hymie's marriage and honeymoon in the Eastland. Hymie has been identified with the coin machine his for some time. He once had his own district but in the opinion section and later worked for Bert Lane.

Nat Cohn, of Modern Vending Co., says he has never seen Hymie since he went on last long-planned vacation. "By Sommer has taken over and is doing the thing he likes most—working like a Trojan."

George Posner released for a five-day week-end in the Catskills with his family. "That mountain air sure gives me an appetite," he says.

Many New York ops spent the Decoration Day week-end in the mountains to get an idea of what they can expect during the coming resort season. Word has already come down from one authority that "there won't be very much doing in the mountains this season," but New York ops refuse to believe it. "Local merchants expect this summer's take to be among the best in years."

AROUND THE TOWN

Dave Kaufman was flashing the report cards of his boys sent her from Bordenwood Military Academy. "The boys were particularly proud of Norman," who knocked off six "A's" out of six subjects. "Does he take after his mother?"

Dave Robbins made final arrangements for his vacation trip to Europe. He leaves on the Queen Mary July 8 and returns the end of August.

Lou Ross has something new and it's not a coin machine. "But," he says, "just watch our smoke on this baby."

Thos Orchestral says when up to see if they had been fixed from a coin. Letters, wire, long-distance phone calls and ops even flying in by plane to inspect this new angle in the music machine biz.

A new machine being built in the past may be the answer to the merchandise machine ops' prayer, it is rumored.

AT THE POKER OFFICE

George Posner and Jack Mitchell are scouting about taking photos of the little Thomas of music localities. Both George and Jack are enthusiastic over this machine. "We're selling far ahead of shipment," Jack reported.

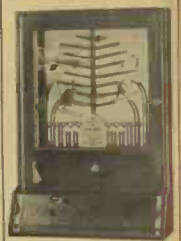
Milt Rofes at Posner's N. Y. C. office and Ivy Bode at the firm's New York office are both getting kept on the jump these days due to op' response to the many bit games the firm is showing them days.

JACK FITZGERIBBS

Jack just claims to be just about the best man in town these days. It seems he's forever shipping between the Bally Building on 47th street and the beverage showroom on 11th avenue. One minute he's talking to an op about the new Bally games and the next minute he's explaining the Bally beverage vender. "By the way," he says, "we

SKILL JUMP

Legal everywhere



COUNTER MODEL
Also Furnished With Attractive Metal Stand.
1c or 5c Play

Considered legal in all territories. A brand new idea in novelty games, with irrevocable player appeal. Write us now today for complete details and prices.

GROETCHEN TOOL CO.
130 N. Union Chicago

He Who Serves Best—Profits Most!

USE THE E Z PICKIN LINE OF COUPON GAMES

BASKBALL—GOLVES—SERIES
Three-Trade Stimulator—Double Coin. Etc. The Highest Amusement Attraction. Big Game—All Coupon Three Trade. Red, White and Blue Six Trade. Great! Special Numbers and Promotions. IT WILL PAY YOU TO CONTACT.



RECONDITIONED GAMES

1000 8000	10.00	1000 9000	10.00
1000 8100	10.00	1000 9100	10.00
1000 8200	10.00	1000 9200	10.00
1000 8300	10.00	1000 9300	10.00
1000 8400	10.00	1000 9400	10.00
1000 8500	10.00	1000 9500	10.00
1000 8600	10.00	1000 9600	10.00
1000 8700	10.00	1000 9700	10.00
1000 8800	10.00	1000 9800	10.00
1000 8900	10.00	1000 9900	10.00
1000 9000	10.00	1000 10000	10.00

MT. ROYAL NOVELTY
800 E. Baltimore St. Baltimore, Md.

BARGAINS FROM DAVE MARRON

1000 8000	10.00
1000 8100	10.00
1000 8200	10.00
1000 8300	10.00
1000 8400	10.00
1000 8500	10.00
1000 8600	10.00
1000 8700	10.00
1000 8800	10.00
1000 8900	10.00
1000 9000	10.00
1000 9100	10.00
1000 9200	10.00
1000 9300	10.00
1000 9400	10.00
1000 9500	10.00
1000 9600	10.00
1000 9700	10.00
1000 9800	10.00
1000 9900	10.00
1000 10000	10.00

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

Jar Deal Ticket Refills

COMBINATION — NOVELTY
RED, WHITE and BLUE
At Lowest Prices. Write
POLLY SALES CO.
1507 Chicago St. Omaha, Mo.

AMUSEMENT PARADE

SEEBURG MODEL A-12 Records - Selective BEAUTIFUL FIGURED WALNUT CABINET, only \$32.50

PHONOGRAPHS

Table listing various phonograph records and their prices, including titles like 'The Blue Danube' and 'The Merry Widow'.

SLOTS

Table listing slot machine models and their prices, including titles like 'The Merry Widow' and 'The Blue Danube'.

ATLAS NOVELTY CO. 2100 N. Western Ave., CHICAGO, ILL. (General Office)

AMERICA'S LARGEST DISTRIBUTORS

game



game must be pretty good to be still oversold two years after its introduction * MILLS FREE PLAY 1-2-3

ing the factory for faster delivery on both games and beverage venders."

NEW AND MACHINES... Men Haskell, well-known attorney for the eye in New York City, gets a great kick out of the new games now on the market. "They're making them more and more interesting," he says.

wedding anniversary... Frank Hart, of Eastern Machine Exchange, reported "We're going just about as fast as anyone can expect us to the days. Orders are coming in and our supply bin is ahead of last year. Looks like this is going to be a great year all around."

THE ORNSTEIN... Of Hercules Machine Exchange, Inc., Newark, has one of the cleanest showrooms in the city now that the front is up and the fixtures are in. "But," he says in a talk with the captioners still fling up our offices and with the hot days on the way, I'm wondering just when will be having our grand opening jubilee. We decided on June 3, and now someone suggests June 1. I only hope it's some time in June."

JOE CALVERT... "The Big Top really won't see the fair, (false to Joe! There are a lot of guys here who would like to meet you. Let us know when you're coming in.)"

MORE AND MORE ASSOCIATIONS... are banding together to help each other out. From way out in Los Angeles the Los Angeles Cigar Association is corresponding with the Amusement Board of Trade of New Jersey to get the low-down on the national advertising program the Jersey state has been promoting. New series of ads are scheduled to break most any day now.

JOE MURPHY... is as happy as they make 'em these days with the firm representing International Microscope and the Exhibit Supply Co. line of arcade machine, plus the Crooked line, and now the ART game, too. "With these lines, plus our reconditioned equipment and our own business advertising game, we've been better than we've ever been in all our years in the arcade biz. And that's really saying something."

I. H. (IZIE) BOTHSTEIN... of Racine Station Co., Philly, is working harder than ever. "It's a wonder," he says, "with a new game every day to keep up and test for our customers, with mail coming in faster, not to mention my home back, vegetable garden, apple and pear trees that need attention. I'm going to write Washington for a six-hour day."

FROM ELIZABETH, N. J... comes word that Harry Werhahsky started the Dentist Day display with a new machine for him. It's the Du-Rocier Adams game vander. "We intend to place 1,000 of 'em in bookshops in Northern New Jersey," Harry reports. "Add Dave Dyer, of National Vendors, who's taking the Rock-Ola counter model has the whole Elizabeth territory talking. "I'm getting one rigged up in my store, and I'll be in, too, and will tour the State. Ops will hear me coming a long way off. It's the way for it," he concludes, "this job's a honey."

ROY McGINNIS... of the Sun Max Co., down tender in Baltimore, reports "I've been one of the biggest bargains in our firm's history right at this time. Ops who are interested in clean, perfect

working equipment should get in touch with a right aw."

NEWARK MUSIC OPS... are continuing a series of sweet spots and ice-cream parlors to open up special rooms for dancing. One such spot has recently opened the "blue room," another is fixing up a "brown room." Both have a table in the center of the floor, on which is placed a brand-new phono. It seems these ice-cream spots will be going better than the taverns ever did if this keeps up.

ART NYRHEIM... of the Bally Mfg. Co. office in the General Motors Building here, maintains he's never handled any product in which he has been so much interested as in the Bally Beverage Vender. "Some of the men tell me they've spent hours watching the machines in action in the Warner Bros' theaters. Others have been in our office four and five times, bringing location orders with them to show them the machine they want to install."

THE PESHING FOUR... of Newark (Chasley Polgar, Harry Pearl, Sam Waldor and Ben Greenstein), went out for maccherella Wednesday of last week. Everyone returned with a peach-otto of a number, plus a catch of 12 fish, which they had a hard time disposing of to the neighbors. While all was going well, the only time I had a moment's kidding Charlie about how his business was facing while he was away. The comeback was: "The only time I had a moment's kidding Charlie about how his business was facing while he was away."

HTALEE BUDIN... known for many months as Chubbie, has been on a diet and lost from 15 to 30 pounds. The diet was caused by megalomania and business reasons. "I've lost 30 pounds," reports Budin, "and I'll stay in it. The diet was caused by megalomania and business reasons. "I've lost 30 pounds," reports Budin, "and I'll stay in it. The diet was caused by megalomania and business reasons. "I've lost 30 pounds," reports Budin, "and I'll stay in it. The diet was caused by megalomania and business reasons."

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO. 2418 & Montford St., Philadelphia, Pa. (MILLS DISTRIBUTORS)

AUTOMATIC 1-BALL GAMES \$10.00... PALM SPRING \$18.50... NOVELTY GAMES... \$7.50

MARKEPP CLEVELAND, O. CINCINNATI, O.

Chicago Coin's

TOPPER

-Best- 'cause it's making more money for Operators!

NOVELTY \$7950* FREE GAME \$8950*

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO OUR EUROPEAN TRADE

1938 Track Toys	\$25.00	Billy Top Operator	\$25.00	Johnny Cash	\$25.00
1938 Economy Game	\$25.00	Johnny	\$25.00	Black Top, Ill.	\$25.00
Track Toys, H.	\$1.00	Yankee	\$25.00	Black Top, Tex.	\$25.00
Track Toys, G.	\$2.00	Billy	\$25.00	Black G.T.	\$25.00
Darts, 8-10, 10-10	\$25.00	Billy Boy	\$25.00	Black Blue Front, Ill.	\$25.00
Quick Draw, First Top	\$25.00	Chick	\$25.00	Black Blue Front, Ill.	\$25.00

COMPLETE LINE OF NEW AND USED NOVELTIES

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNegie AVE., CLEVELAND, OHIO.

BATTER'S UP

Baseball's hero, and Superior is here with the greatest baseball board ever made! Symbols in a baseball board, with all the great features of Superior symbol boards combined with the appeal and color of the national pastime. Each colorful sheet bears symbols that represent the nicknames of major league baseball teams.



Jackpot in the form of a baseball diamond. Designated punches advance to each of the four bases. Something new in the realm of baseball boards that assures operators a profitable summer!

We sell operators only. Weekly commitments levited. Write for full details.

SUPERIOR PRODUCTS
14 N. Prairie St.,
Chicago, ILLINOIS

STILL THE BEST

PLACE TO BUY RECOMMENDED

1938 TRACK TOYS	\$25.00	WHEELS AND NOVELTY TABLE	\$40.00
1938 BATTERY GAME	\$25.00	GREY HEAD TOROGRAPHS	\$40.00
1938 JEWELRY LIGHT	\$25.00	GREY HEAD TOROGRAPHS	\$40.00
1938 BATTERY GAME	\$25.00	GARB FORREST 1000 Parts	\$5.00
1938 BATTERY GAME	\$25.00	BARBETTA SKALLOPING DOMINO	\$5.00
1938 BATTERY GAME	\$25.00	DE LUKE SKILLS ROBBERS	\$5.00

HALF DEPOSIT, GABLE ADDRESS: GIMBLE, CLEVELAND, OHIO
 COMPLETE LINE OF NEW AND USED NOVELTIES
 CHICAGO COIN MACHINE MANUFACTURING CO., CLEVELAND, OHIO.

Grand National Enlarges Quarters

CHICAGO, June 8—(Special) Grand National Sales Co. announced recently the addition of a third unit to its place of business. "We have recently added about 1,000 square feet of floor space to accommodate our workshop," he reported. "This now divides our place of business into three separate units which are connected by a central passway extending across the three divisions. The three divisions are the display room and office, the stock room and the workshop."

"Our organization has grown from its original location with but one man employed to our new site with six employees. We now occupy about 8,000 square feet of space. It is our third location; the other place having become too small to take care of our business. "We have grown because our aim has always been to build satisfied customers. To build this kind of customer we have carried the best in rebuilt and new equipment. A good part of our reputation has resulted from the rebuilding work we do on all kinds of bowling equipment of the coin-operated type. Our work on all other types of games and equipment is equally well done. "We have a large variety of equipment on hand at all times and are ready and able to supply all types of operators with the best equipment to be had."

Texas Uncovers Lady Operator

PORT WORTH, Tex., June 8—A frequent visitor to Port Worth is Jimmie Jones, pretty coin-operated operator of the Blytheville territory. Jimmie makes her route all dressed up in coin-operated, 16-gallon hat, white shirt, pants and real Western boots. She is 18 and services a string of 25 phonographs, jar deals, saloons and amusement games. Dressed in her coin-operated clothes she is a picturesque character in every location. She knows how to treat her locations and those who play her machines.

Recently while in Dallas purchasing records and other supplies she was stopped by a radio announcer who was broadcasting from the sidewalk. Thinking that Jimmie was from Texas ranch, he started asking her questions about the ranching business. The announcer was surprised when the little coin-operated informed him that she was an operator of coin-operated machines. He then went into detail and asked many questions about the coin machine business. The radio announcer, who was not doubt Jimmie's certain convinced those who heard her that there were plenty of people in the operating business and looking for operators.

Jimmie is the attractive wife of E. M. Jones, owner and manager of the Jones Novelty Co. of Blytheville, Mo.

Buy Mills From Vemco

★

VEST POCKET BELL
 THRONE OF MUSIC PHONOGRAPH
 TRYLON SCALE
 CHROME BELL
 SMOKER BELL
 SQUARE BELL
 GOLF BALL VENDER
 MOVIE MACHINE
 FREE PLAY 1-2-3

EVERY MACHINE IN STOCK READY FOR IMMEDIATE DELIVERY!

THIS WEEK'S SPECIALS

- 17—ARLINGTONS... \$22.50
- 12—GOLDEN WHEELS 11.75
- 7—BALLY ENTRY... 29.50
- 6—BALLY RACING FORMS... 11.75
- 7—BALLY ROVERS... 22.50
- 27—DE LUXE PRAEKNESS... 37.50
- 14—FLEETWOODS... 32.50
- 7—PRAEKNESS... 22.50
- 29—KLONDIKES... 39.50
- 19—SPORT PAGES... 74.50
- 18—1-2-3's, NEW STYLE... 89.50
- 12—STABLES... 31.50
- 15—MILLS HI-BOYS... 82.50
- 6—RAILROADS... 11.75
- 24—SQUARE BELLS... 92.50
- 14—BROWN RACES... 144.50
- 9—MARBATHONS... 139.50
- 4—SKILL FIELDS... 19.50
- 47—THIRSTLEDOWNS... 89.50

TERMS: 1/3 Carried Deposit With Order! Shipment C. O. D. for Balance.

★

THE VENDING MACHINE CO.

FAYETTEVILLE, N. C.

Cables "COINSLOTS"



N. J. OULCE, Twin City Minnesota operator and Chief Adm. Vending Machine (left), pose in the snow for the cameramen. Oulce has been operating in the Twin City area for over eight years.



**NOW AVAILABLE IN YOUR CHOICE
of 5c - 10c - 25c MODELS!**

Saratoga

THIS TOP — OR THIS

**SQUARE TYPE
CONSOLE BELL**
with **BELL and FRUIT**
or **HORSE SYMBOLS**

PRACTICALLY
100% SLUG PROOF
A MECHANICALLY OPERATED
BELL MECHANISM CONSOLE AT
ALMOST HALF THE PRICE OF OR-
DINARY ELECTRICAL CONSOLES!

\$10.00 Extra for Slug Rejector Model

A Roster of America's Leading Coin Machine Distributors . . .

- THEY HAVE THE BEST COIN-OPERATED DEVICES ON HAND FOR YOU!**
- BANNER SPECIALTY CO.**
1330 Parrish Street
Philadelphia, Pa.
- ALSO
1840 5th Avenue
Pittsburgh, Pa.
- SPARKS SPECIALTY CO.**
Superior, Ga.
- AUTOMATIC SALES CO.**
416-A Broad Street
Nashville, Tenn.
- SAVOY VENDING CO.**
406-408 W. Franklin St.
Baltimore, Md.
- CENTRAL DISTRIBUTORS**
1423 South 13th Street
Omaha, Neb.
- OHIO SPECIALTY CO.**
12 West Court Street
Cincinnati, O.
- WISCONSIN NOV. CO.**
101 North Main Street
Fond Du Lac, Wis.

- STAR SALES CO.**
108 West Hill Avenue
Valdosta, Ga.
- FRANK DE GRAAUW**
Aberville, La.
- H. B. BRINCK**
Front and Utah Street
Butte, Mont.
- UNITED AMUSEMENT CO.**
3410 Main Street
Kansas City, Mo.
- MONARCH COIN MACH. CO.**
1731 Belmont Avenue
Chicago, Ill.
- WESTERN DISTRIB., INC.**
3126 Elliott Avenue
Seattle, Wash.

- SILENT SALES CO.**
204 11th Ave., South
Minneapolis, Minn.
- ALSO
1547 University Avenue
St. Paul, Minn.
- EVERGREEN NOVELTY CORP.**
114 Elliott Avenue
Seattle, Wash.
- AUTOMATIC AMUSE CO.**
1000 Pennsylvania Ave.
Evansville, Ind.
- MOUNTAIN STATES SPEC. CO.**
615 Second Avenue
Salt Lake City, Utah
- AUTOMATIC COIN MACH. CORP.**
27 Essex Street
Springfield, Mass.
- ADVANCE AUTOMATIC SALES CO.**
1021 Golden Gate Avenue
San Francisco, Calif.

The first **NEW IDEA
IN BELLS**

**PACE'S
SLUG REJECTOR
BELL**

Doon away with
slugs and chas-
ing. Keep your
profits—don't let
the slugs rob you

Only
\$10.00
EXTRA



NOW AVAILABLE
IN 5c-10c-25c
MODELS

PACE MANUFACTURING COMPANY • CHICAGO

**Evans Announces
Midget Portable**

CHICAGO, June 3.—Officials of the Evans Novelty Co. have announced that announcements would begin within a few days on the newest novelty item released by the firm.

This item, according to officials, is the world's smallest portable radio, requiring no wires, no antenna and no plug-in to operate. The set, made by one of the outstanding radio manufacturers, Majestic Radio and Television Corp., is actually larger than the average camera and, like a camera, can be carried about in a shoulder strap. It weighs barely more than three pounds.

"This radio," continued Evans officials, "is the hottest premium item it has been our company. With many years in the premium field we have never seen

anything with so much appeal. The preliminary announcement made brought a veritable flood of inquiry and orders for the midget portable. In the face of this first response we feel that we have been justified in placing our order for the largest quantity of radios ever contracted for by a company of our kind. The set was designed especially for Evans Novelty Co. on the basis of information we had gathered in our experience with premium items.

"The market for our Majestic Portable Midget appears inexhaustible," they continued. "Whenever a person might go to relax and enjoy himself, there he can take the Majestic Portable, whether it be the park, the golf course, the fishing camp, the ball park or any one of a dozen similar places. This feature, together with the built-in quality of the set, gives the item an appeal that is unique, that will move them off the radio's counters as fast as hot dogs at a newsboy's picnic."

**BREAK YOUR PROFIT RECORDS WITH
BARREL OF ACES (F-5075)**

You'll Never Forget Investing in
BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with prizes and the lucky ones change the ones they want.

2250 Prizes and the Top Payoff at \$25,000.

Takes in \$14.75
Plus Amuse \$2.20

Average Profit \$ 33.46

Price **\$3.71 each**
IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS
Largest Board and Card House in the World.
6320 HARVARD AVENUE, CHICAGO, U. S. A.





PROVEN:

*It's got a lotta UMPHH!!!
It makes a lotta DOUGH!!!*

Player shoots for skill lanes to light up numbered skill lights in rotation. Each ball through any skill lane rings up as many thousands as there are lights lit up in rotation. Thus, if No. 1 is lit, each ball going through a skill lane scores 1000; if No. 1 and No. 2 are lit, a ball through a skill lane scores 2000, and so on, with five lights in rotation possible. Optional free ball return. ORDER NOW!

PLAIN MODEL \$8450 FREE GAME \$9450

F. O. B. CHICAGO

GENCO, INC.

2621 N. ASHLAND AVE., CHICAGO, ILL.

SEABOARD SALES, INC.
New York, Empire Factory
Representative.

★ COIN AMUSEMENT
SUPPLY, LTD., London,
European Distributor.

OPERATORS! PROTECT YOUR RECEIPTS!

SHYVERS MFG. CO. proudly presents The New Research Coin Checker.
The result of 32 years of originating and developing Coin Checkers.

5 Shattering
1000's Are
Standard.

Whispering
Mechanism.

Slide Support
Stops All
Bouncing.



Most Shyvers Steel Coated Checkers Work Perfectly.

The new check having only 7 principal parts assembled with 1 screw is truly the industry's most perfect check. No parts to break. Simple, rugged and adjustable.

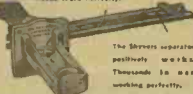
The Finest Guard Stops Cheating.

Stops Shimming, Stops Dipping.

Up or Down, Stop Driving, Stop

Tapping and Rejects All Off Size

Checks. Takes money softly.



The Shyvers operator
positively works.
Thousands in use
working perfectly.

This outstanding check has been tested by over 100 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty Shillings. No gears in check, simplicity and ruggedness of construction. Published for 1c, 2c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with scalator and register.

SHYVERS MFG. COMPANY 2315 W. MICHIGAN ST., CHICAGO, ILL.

Fort Worth

FORT WORTH, Tex., June 3.—With the Fort Worth Class Machine in operation within a few weeks, operators in this city are clamoring for spots on the busy West Seventh street artery of the Casa Manana locality. The Seventh street spots are hope during the big summer shows, which will run about eight weeks. Crowds linger in the taverns, cafes and drug stores until the wee hours of the mornings.

The hot summer days which are now in evidence are reviving night business in all amusement spots and coin machines are clicking right along. Photographers are showing an increase in earnings as well as other types of games. All indications point to a good summer for the coin-operated ops.

The big Texas grain crop is now moving onto the market and a good price is being paid for both wheat and oats. This means more business for the boys along the row.

Carlo Gebball, mechanic and designer, has designed and worked up working

models of several types of coin-operated devices for coinmen. Carlo has a well equipped shop where he resides and works day and night. He is a genius at developing mechanical devices of all sorts and is also an expert woodworker.

Exhibit's Zip Zipping Along

CHICAGO, June 3.—Exhibit Supply Co. reports that its new game, Zip, has established a new record for the big day's sales. Leo Kelly, vice-president of Exhibit, declares: "Well, all we had to do was let our 1826 Contact customers know that Zip was a game along the same general principle as 1826 Contact and was even better than 1826 Contact—then the orders poured in."

"Now that Zip has proved itself to be all we claim for it—and more—the demand for the game makes us sure that Zip will sell in larger numbers than did Contact. Looks like we'll have a night shift working at Exhibit all summer long. We hope so, and so do our employees."

Wanted—Right Kind of Definitions . . .

The New Jersey State Supreme Court called attention to the fact that neither in common law nor in the statute of New Jersey is there a definition of the term "slot machine." This would probably be true of practically all the other States.

Many State bills relating to coin-operated machines are very indefinite as to definitions and terms. It will probably require the combined brains of the industry and the legal profession to work out definitions that are accurate and fair.

While accurate and fair definitions are being found, an official of the Wurlitzer Co. has suggested that the term "Commercial Automatic Photograph" be used to designate the coin-operated photograph. Can you suggest a better one?

The Pinball introduced the term "Pinball," back in 1934, to give dignity to the bagatelle, marble board or pin games. The term pinball first came to our attention as used by a newspaper reporter in Kentucky. Since then it has been adopted by possibly two-thirds of the newspapers of the country. It is in keeping with such other terms as baseball, softball, football, etc., and gives respectability to the marble board, bagatelle or pin games. Who can blame a manufacturer who can frame an accurate and fair definition for pinball?

ANOTHER HIT BY GLOBE!

• Here, what double operators were using when Charles and Ben took Board. Pinned in a game, it was the only one that was a big success. It was a big success in 2000 balls of 5c or 10c. Free literature 17475 America Road, 6 1925 St. Louis, Mo. Send for literature on this game. Send for literature on this game. Send for literature on this game.

Write for one new folder on latest Money Game.

GLOBE PRINTING COMPANY

1023 47 RACE STREET - PHILA., PA.

Bally's Sensational New HEADLINER

high score plus "spottem" appeal

Here's the game for any location—any territory—any and all types of players! HEADLINER gets heavy repeat play from the standing army of HIGH-SCORE fans—and also from "Spottem" skill sharks. The spicy "revue" style backdrop insures immediate attention, and tantalizing suspense insured by 8 "WHEN-LIT" ROLL-OVERS and clever NEW "BOOSTED BUMPERS" feature (bumpers score 100 normally, but score 1,000 when lit—and they're lit by skill METERED, ADJUSTABLE, PAST 3-BALL PLAY.

Get ahead with HEADLINER—order yours today.



\$99.50
FREE PLAY
OR NOVELTY

64 in. by 22 in.

VARIETY

with new FUTURITY AWARD feature

AT LAST a really new score system—packed with "LOOK-WHAT- I-GET-IF-I-WIN" appeal! Player builds up award by skill—but can't claim a winner until game ends. Award keeps getting bigger and bigger—but, no matter how high the award climbs, player is never sure of a winner until final split-second of play. And, just like Bally Reserve, each game comes within a bumper or two of being a big winner—which naturally results in plenty of stubborn repeat play. In fact—although VARIETY awards are built up by skill and reset to zero at end of game—VARIETY has the same strong "do-it-next-time" appeal as Bally Reserve . . . and nets the same juicy profits on location.

VARIETY also features popular OUT-BALL RETURN . . . fascinating MISTEAY "SPOTTEM" idea whereby machine "spots" player 2 free numbers . . . PROJECTOR TYPE TOTALIZER . . . and is also IDEAL FOR COMPETITIVE PLAY. Past 3-BALL PLAY . . . METERED . . . ADJUSTABLE . . . Many new mechanical refinements. For biggest novelty profits since Bally Reserve, get started with VARIETY now!



\$94.50
FREE PLAY
MODEL 179-B

64 in. by 22 in.

Write for descriptive folders on
VICTORY Multiple Free Play,
CHEVRON, BALLY HELL and
BALLY BEVERAGE VENDER.

BALLY
MFG. COMPANY
2640 BELMONT AVE.
CHICAGO, ILLINOIS

In the Coin Machine Business
Since 1895

Distributors for leading manufacturers
SLOTS, COUNTER GAMES, NOVELTY
PIN GAMES, PAY-OUTS,
CONSOLES, PHONOGRAPHS.

Write for prices on latest machines.
Also bargain list of
GUARANTEED USED MACHINES

1922 Freeman
SICKING, Inc. CINCINNATI, O.

PHOTOMATICS

Reconditioned
Ready To Operate
All Standard Street
Equipment

\$545.00

1/2 Dep. With Order

GERBER & GLASS

914 Diversey Blvd.
Chicago, Ill.

HERE ARE ALL THE OUTSTANDING FREE
PLAY NOVELTY GAMES PROVEN A SUCCESS!

CHICAGO COIN MAJORS & TOPPER EXHIBITS CONTACT & ZIP,
COTTLERS LOT-O-PUN & LOT-O-
MOOSE

STONER'S SHOOKS & CHUBBIES
WE CARRY A COMPLETE STOCK OF THE FOLLOWING
PAYOUT TABLES — COUNTER GAMES — SLOTS — CONSOLES — PAC'S SABATOCA —
SQUARE TYPE CONSOLE BELL & JONIOR SABATOCA CONSOLE BELL
WRITE OR WIRE FOR ANY OF YOUR NEEDS!

SAVOY VENDING CO. (Cable: SAVENCO)

General Office: 406-B W. FRANKLIN ST., BALTIMORE, MD.
Branch Office: 2310 RHODE ISLAND AVE. N. E., WASHINGTON, D. C.

WE WILL PAY CASH

Or Accept In Trade. Counter Games, Novelty Games, Slots, Phonographs, Pay Tables and
Consoles.

WE HAVE FOR IMMEDIATE DELIVERY ALL THE NEW AND LATEST GAMES.

We also have in stock a complete line of thoroughly reconditioned Games of all types, including
Shoe Ball, Bingo Bites, Payoff Machines and Popcorn Venders. Write for Our Complete
List of Prices that Will Interest You.

GRAND NATIONAL SALES CO.

2304-06-08 West Armitage Avenue, Chicago, Ill. Armitage 4570.

\$7.45 or 3 for \$21.00 ALL PERFECTLY RECONDITIONED
EVEN REPAINTED WHEN NECESSARY

Great Game
New & Modern
Outstanding
Track Ball

Count 115.00 Handicap 115.00
Crane Range 14.75 Simon Light 17.50
25 numbers 12.50 Patrol 15.00
21 Yards 10.00 Soccer 15.75
St. Louis 12.50

Free Illustrated
Catalog! Write for
Your Free Table!

EXP-ORT
Write for the World's
Largest Catalog
"MAYNOVO"
Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

**BERT
LANE
Says:**

Get Wise... GET
MILLS

1-2-3
FREE PLAY

GENCO'S

AIRPORT

IMMEDIATE DELIVERIES!

Write, phone, wire... for YOUR deal!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.

ADVERTISE IN THE BILLBOARD
YOU'LL BE SATISFIED WITH
RESULTS

MODERNIZE AND SAVE MONEY

ADD STYLE, BEAUTY, FLASH AND COLOR TO YOUR OLD MODEL PHONOGRAPHS AT VERY LOW COST

Our Grilles and Light-Up Effects Have Made an Instantaneous Hit With Music Merchants Everywhere. A Proven Money-Making Set-Up Which Makes 1939 Models Out of Your Old Equipment.

WIN OVER NEW AND CHOICE LOCATIONS WITH OUR NEW BEAUTIFUL GRILLES AND LIGHT-UP EFFECTS

YOUR OLD MODELS LOOK LIKE THIS AFTER OUR EQUIPMENT IS INSTALLED ON THEM.

EASY AND QUICK TO INSTALL

Top Panels, door designs and Grilles come complete, packed separately, one to a carton, with full instructions for installing.

SEND US YOUR TRIAL ORDER FOR A COMPLETE SET TODAY — ONLY \$25.00

DISTRIBUTORS AND JOBBERS Write Us for Open Territory.

We Manufacture a Complete Line of Change-Over Cabinets, Grilles, Etc.

MODERN CABINET CO., INC.

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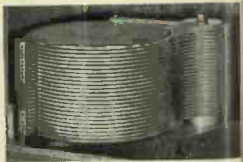
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