

SUN 28 1939

The Billboard

The World's Foremost Amusement Weekly

JULY 1, 1939

15 Cents

Vol. 51. No. 26



Murray Norman



**KNIGHT
SISTERS**

(Kitty and Betsy)

"Adagio Poetique"
To Be Featured With
GEORGE WHITE'S
SCANDALS 1939



"The Billboard, to my mind, is an excellent publication in its field. It enables hotel men, who are vitally interested in amusement and entertainment, to keep abreast of the trend and public demand for various types of entertainment. Its complete coverage of the entertainment field in America is a fine example of good editorial work."

RALPH HITZ
President
HOTEL NEW YORKER
and the
NAT'L HOTEL MANAGEMENT, Inc.

"The Billboard has so complete a coverage of night clubs throughout the country that it is extremely valuable to the night club manager. It enables him to follow the success of the acts and bands he has used and it is a directory of new talent. It also is a valuable laxative for the agent's enthusiastic claims."

JOHN ROY
Managing Director
RADIO CITY RAINBOW ROOM
and the RAINBOW GRILL
New York, N. Y.

"I think The Billboard is a fine source of information for the night club field. I enjoy reading it every week."

FRANK W. BERING
Owner
HOTEL SHERMAN
Chicago, Ill.

"You haven't the slightest idea of how much value it is to me to read in The Billboard what the critics think of the press agent, and then again to read what the press agent thinks of the critics. If I were to pay \$1,000 for this knowledge, it would have been bought cheap; as a matter of fact, I would refuse to sell it for \$1,000."

"The Billboard permits me to keep tabs on what the other night clubs are doing, without spending an hour waiting them."

"The Billboard keeps me informed of everything pertaining to the entertainment end of my business, such as new features, novelties, etc."

BENITO COLLADA
Owner
EL CHICO
New York, N. Y.

"I get The Billboard regularly and we rely upon it for information we may need in arranging bookings. The Billboard is the outstanding medium of its kind."

LARRY MCGOWAN
Entertainment Director
ST. REGIS HOTEL
New York, N. Y.

"I find quite a few interesting articles in The Billboard, especially regarding the reviewing of acts which are submitted to us from time to time, and in this respect we can always judge whether they are suitable for our room or not."

MAX SOURKES
Manager
CHEZ MAURICE
Montreal, Quebec

"I scan The Billboard religiously in an effort to locate new talent and also to learn the whereabouts of favorite entertainers so that when I am in their neighborhood I can spend my money to see them."

JAMES LOUIS SMITH
General Manager
LA SALLE HOTEL
Chicago, Ill.

"The value of The Billboard as a trade paper cannot be emphasized too highly. It is all inclusive in scope and it occupies an important place in the show business. Congratulations on the excellence of the magazine and lots of good wishes for the future."

ARTHUR H. PADULA
President
ARCADIA, THE INT'L RESTAURANT
Philadelphia, Pa.

"The Billboard is one of the finest media for night club proprietors, because it enables them to know which acts are available for presentation at Leon and Eddie's. Also its opinions and predictions, to my mind, are tops."

LEON ENKEN
Co-Owner
LEON & EDDIE'S
New York, N. Y.

"The Billboard's spicy, common sense chatter about the 'heat of hotel night life is valued highly at the Blinnack where our Walnut Room can take four shows 52 weeks of the year. Night club operators, looking thru The Billboard, know what the other fellow is doing and how their shows stack up with the rest. Mainly, we get criticism right to the core and a handy seat in front of a crowdful of acts."

ROY STEFFEN
Managing Director
NEW BISMARCK HOTEL
Chicago, Ill.

"The Billboard is of tremendous value to a night club owner, as it keeps one informed of how various acts and bands are going over in different clubs, and also gives one an idea of what certain acts are, especially when not familiar with the names. I believe the criticisms are quite sincere."

WILLIAM R. JOHNSON
Owner
BON-AIR COUNTRY CLUB
Wheeling, Ill.

"The Billboard's wide coverage of night club acts, grosses and trends enables me to keep my finger on the pulse of the industry. As such, it is invaluable to me in the operation of the Riviera."

BEN MARDEN
Owner
BEN MARDEN'S RIVIERA
Fort Lee, N. J.

"For many years I have found The Billboard's vital part in American entertainment of indispensable assistance for the type of establishment I have been fathering since 1931. Other night club entrepreneurs—and I know them all—have the same good things to say of The Billboard. Its background, criticisms, research, forums, and news items have guided me in presenting the sort of entertainment my patrons appear to enjoy. Seven years of the same stand speaks for itself."

BILL HARDY
Owner
BILL'S GAY NINETIES
New York, N. Y.

They Spend
\$15,000,000 a year
for bands and acts

... and they read
The Billboard
every week.

"We make great use of The Billboard here at the Stevens in booking our showboat acts for the Continental Room. We use it to keep abreast of new acts and novelties in the entertainment field and also carefully scrutinize the impartial reportings of our shows by The Billboard experts to ascertain the reaction these shows might have not only on the public but on professional judges as well. Anyone offering entertainment of any kind to the public should consider The Billboard at their elbow."

TOM J. MONTGOMERY
Advertising Manager
THE STEVENS
Chicago, Ill.

"The Billboard has always been my first source of information. It's always given me the inside track on what's what and who's who behind the scenes."

MEYER HOROWITZ
Owner
THE VILLAGE BARN
New York, N. Y.

"The cool perceptiveness and accurate reporting of The Billboard qualifies it as a leader amongst trade papers in the show business. Criticism that is unbiased and a real human attitude towards performers appear to be the essential qualities and life blood of The Billboard."

H. A. LANZER
General Manager
PARK CENTRAL HOTEL
New York, N. Y.

"I think The Billboard to be one of the few publications in the entertainment field absolutely indispensable to the New York night club business. It provides a swell medium for the exchange of ideas between the performer and the man who hires him, and presents an exhaustive survey of the show business world with each issue. Count on me as one of The Billboard's heartiest boosters."

MARIO TOSATTI
Manager
MAYANA-MADRID RESTAURANT
New York, N. Y.

"The Billboard keeps me in touch with all the information I require concerning entertainment. . . ."

FRANK PALUMBO
Operator of
PALUMBO'S, Philadelphia, and
PALUMBO'S RENAULT
RESTAURANT, Atlantic City

"The Billboard is the finest medium of comprehensive information in the entertainment world."

BEN GINSBURG
Owner of
CLUB MAYFAIR
Boston, Mass.

The World

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July 1,
1939

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WORLD AMUSEMENT WEEK

Jersey Squawks World's Fair In Sidetracking Shore Trade

ASHBURY PARK, N. J., June 24.—Not only is Broadway and Gotham itself taking a kick in the pants from the World's Fair, but it seems as if Crover's Trylon and Perisphere have drawn away people who otherwise might have visited the Jersey shore.

All the way down from Cliffwood to Point Pleasant the cry is one of "instead of an influx of people, there is a decided exodus."

Most of the shore amusement companies and shows depend on local trade until the Fourth, when outsiders show up. To date, the local trade has been nil, all traveling to that Place instead of dropping dough here.

Particularly the people who can't take time off until Sunday, supposedly the beach's biggest day, exemplify how people are going for the fair in illustration at the Ashbury Park railway station where huge crowds gather to go rather than come in.

Some of the stalwarts still insist that as soon as July is here the story will be different. They claim the fair is still a novelty, but as soon as hot days set in the store will assert itself.

Contrary to popular opinion, the

Boardwalk veterans feel that the fair is definitely on the minus side for the shore.

Before the fair opened almost everyone felt that people coming to see it would be drawn to the shore. Those said vice-versa. Operators argued that people traveling thru this section on way to fair would be attracted by summer crowds and stop off either to or on way back.

George Zuckerman, publicity director of Ashbury Park, used the one good stunt designed to get outsiders to come this way. He lauded "Fugitives from the Fair" cards to friends and their friends to keep Ashbury in the limelight. The cards read:

"This is to certify that (name) is deserving of escape from the horde of visiting relatives who expect to be entertained amid the frenzy of the World's Fair. The above signifier is a member in good standing and is entitled to sanctuary in ASHBURY PARK, N. J."

One made Tommie Ricketts' sweetest twice in one night. But novelty soon wore off. Merchants and amusement operators in Keansburg, Atlantic Highlands, High-

(SEE JERSEY SQUAWKS ON PAGE 68)

RKO Down to Single Week; Warners Have 3, Loew 2

Golden Gate, San Francisco, sticks as Chicago Palace drops out June 29—RKO maintains flesh interest with "talent quests," beauty contests and similar stunts

NEW YORK, June 24.—Radio-Keith-Orpheum circuit, which operated between 250 and 300 vaude houses 11 years ago and at one time could offer acts more than two years' work without a repeat engagement, is now down to one week. With recent dropping of venue at the Keith, Boston, and with Chicago's Palace earning flesh June 29, when Frank Fay's engagement ends, the Golden Gate Theater, San Francisco, will be the only house preserving the RKO flesh tradition. Vaude situation has been murderous of late, and scheduled shuttering of Chicago mirrors the condition. Warners now have three weeks: Fox, Philadelphia, Erie, Washington, and Strand, New York. Loew has two: State, New York, Capitol, Washington.

Showbiz Unions, Writers Plan Net Air Shows

NEW YORK, June 24.—Two new radio shows, styled after the Screen Actor Guild's show of this past winter, are being planned for the fall, with talent writing committees chairman Walter Roberg. One of the pending deals calls for authors' writing royalties, their main source of income. Set-up thus places authors and actors in competition with themselves.

Progress on plans for an Actors' Equity-American Guild of Musical Artists program will be reported to Equity council Tuesday by committee chairman Walter Orvas. Plan is already in hands of an advertising agency whose option expires the second week in July. Of 85 letters Equity sent to top-notch members seeking their approval on the program, proceeds of which are to go to actor benefit funds, 35 have replied in the affirmative. Letters also indicated willingness to appear gratis if available and subject to contractual commitments. Raymond Massey and Tallulah Bankhead head the list. Similar letters sent by CMAA (SEE SHOWBIZ UNIONS ON PAGE 21)

RKO, however, still uses "talent quests," beauty contests and other true or false programs. Recent talent quest was a national proposition, and in New York played such spots as the Coliseum, Kenmore, Madison and other houses of the former Wake Time.

AFA Trial Out Until 4 A's Proves Investigating Power

Ralph Whitehead withholds answer to accusations—challenges right of international body to formulate charges and try accused—denies D. A. subpoenaed records

NEW YORK, June 24.—Abraham J. Halprin, attorney, speaking for Ralph Whitehead, executive secretary of the American Federation of Actors, today declared that the AFA administration will not stand trial before the Associated Actors and Artists of America unless by Tuesday the AAAA has shown constitutional proof of its power to conduct the investigation.

Halprin said the international body had no such right, and said he was considering taking the matter to the courts.

NEW YORK, June 24.—Ralph Whitehead, executive secretary of the American Federation of Actors, who was expected to clear himself of charges made by the investigating committee of the Associated Actors and Artists of America this Friday which was held by today, failed to answer the accusations and instead took measures to challenge the Four A's power to formulate charges and try the accused. Sophie Tucker, AFA prez, meanwhile denied that the district attorney's office has subpoenaed union records, the Whitehead had told The Billboard reporter the previous day that he was to have been filed by today. He also said he had subpoenaed the accountant's records from the Four A's office and that in spite of the Department of Welfare had been to confer with him, taking with them financial statements for union charity work. Devere, D. A., also was confirmed by Frank Gillmore, president of the Four A's, to whom the matter was referred.

The failure of the AFA to reply to the Four A charges as ordered is the culmination of the week's developments, which started with a near-break-outbreak of a mass meeting of AFA members called by Miss Tucker last Monday night to gain a vote of confidence for the administration. Week was also marked by

(SEE AFA TRIAL, PAGE 27)

AFA Charter To Equity Rumored; Legit Union Admits Possibility

NEW YORK, June 24.—Reports that the Associated Actors and Artists of America might redistribute performer jurisdiction to give actors control of the vaudeville and night club field now held by the American Federation of Actors, were given added credence this week when a high Four A's official confessed the possibility of such a move. Should that come to pass, Equity would, of course, retain its legit jurisdiction, and its membership strength in the International would be measurably swelled.

Serious consideration of such a reassignment is a result of the black eye all performers are getting because of the front-page daily newspaper spreads given to the Four A's investigation of the Ralph Whitehead administration of the AFA, and particularly from the riotous meeting held by the AFA itself.

The Four A's are who voiced the possibility of AFA taking the embattled jurisdiction added that the matter was premature now, but an arm of the performers' unions cannot be left dangling; all actors will suffer. In addition, it is logical in this case, then, to look

to Equity, despite the recollection that Equity relinquished two other performer jurisdictions, referring to the pit and radio fields.

Reason why labor sympathizers are looking to Equity to straighten the situation hinges upon the fact that the legit union has the undisputed confidence and respect of both employers and the public.

Reassignment of the vaude-night club jurisdiction might become necessary in the event the AFA administration is found guilty of charges preferred by the Four A's investigating committee. Trial opens July 10.

Sub-surface angles and possibilities are various in the AFA case. The AFA trusts in the AFA trouble not only a possible revocation and passing of the charter to Equity, but also the AFA claims the mooted tele charter, but it is reported that, in the event the AFA charter goes to Equity the legit union would be willing to relinquish the tele field to the Actor's Guild Performers (SEE AFA CHARTER ON PAGE 21)

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What Means More Taxes for U. V. Employers; But Employees of Traveling Units and Bands Profit

ALBANY, N. Y., June 24—Legislators, musicians and touring vaudeville units stand a better chance of collecting unemployment insurance from this State than they do from that Governor who has signed an amendment which enlarges the percentage of earnings to be credited to the law. Addition adds to tax burden of theatrical employers.

Under the law, the employer for the insurance benefits here, a performer had to prove that 51 per cent of his work was done within the State. Under the new amendment, much of his outside earnings too will be credited to his account, his employer being held responsible for the tax payment. (In New York employment law, the percentage of the unemployment insurance tax assessments.)

What the amendment means to show business:

1.—If a performer's out-of-State engagements are only incidental to his New York contract, they now come within the law.

2.—If a road company, or any other traveling unit which is not controlled by a troupe leader remains in contact with the headquarters, it will be held responsible for the tax on all the outside engagements, should any performer be out of the State. It is necessary that the company perform at all in New York. The principle of single source employment has to effect no matter where troupes roam applies here.

3.—Vaudeville units produced in New York by a New York established manager who retains New York official address, under same amendment, because numbers of engagements are increased and not of the theater or night club, will be held responsible for the contractual relations are such in which the troupe performers are considered employees of the manager. If not applied, then the New York law does not apply to them.

4.—Members of a traveling name band with headquarters in this State get in under the amendment, too, because the troupe leader remains the permanent employer liable for the New York State tax. (Headquarters in the case of bands and vaudeville units, is the permanent address with whom card leader has personal contact.)

5.—Even if name band, unit or legit producer does not maintain New York headquarters, and the company contract may still benefit from the changed law if (a) name band leader or producer "has an office in New York State" and does not book dates in same State where-

in he may conduct his permanent office; and (b) if members of such company are themselves residents of New York State. (The same applies to bands in these cases, must have been within State boundaries.)

6.—The purpose of this law, term "residence" coincides in meaning with that used under voting laws. Performer must maintain an official address coupled with "intent" to keep State residence.

While the amendment thus gives performer employees a wider base on which to claim unemployment insurance, the law increases tax responsibility of the employer, requiring them to pay the levy for this added expense.

Smith Starts AFA Balle in Frisco; Calls a Meeting

SAN FRANCISCO, June 24.—Al Smith, former Republican Governor of New York, has begun circulation of a petition calling for a meeting of the A. F. of M. in Frisco. It is reported he will be coming to hit back at Ralph Whitehead, AFA executive secretary, and a member of the AFA pay dues unit of his. Petitions were posted in offices of several prominent Frisco musicians attending the meeting and asking AFA members to sign. The petition demands that the members of the AFA pay dues unit of his, Smith, has been able to vindicate himself.

Meanwhile, Jack Mills, who is reorganizing the San Francisco branch, announced that all members and acts which signed the petition would be voluntarily suspended from the actors' union participation in an unlawful meeting.

He further added that Smith, being a suspended member, could not legally call a meeting, even though he should have a number of 200 or more paid-up members and dues. Whitehead is expected to file a suit said that Smith had also been suspended from the musicians' union.

Whitehead is expected to file a suit for a special membership meeting in which Smith has been invited to substantiate his charges. The petition would be voluntarily suspended from the actors' union participation in an unlawful meeting.

Since his ouster Smith has repeatedly stated he was given no opportunity "to throw light on the situation."

Philly Theater Group Suspends

PHILADELPHIA, June 24.—The plans for the establishment of a permanent company to produce plays in the Philadelphia Theater, Inc., have been temporarily abandoned, and the organization is now being reorganized to include those who bought tickets for what was to have been the first of a 10-week season during the coming plays were to have been presented.

According to Jack Rose, who has handled the project, the idea has been of sizable contributions needed to start the groundwork is the main reason for the abandonment of the project. The idea had been abandoned by Mrs. Mildred Pyram Fehrburn, originator of the plan, and the project was abandoned as soon as more support can be obtained.

The committee had already received more than \$1,000 subscription money. The tire sum is being returned. It was estimated that \$5,000 would be the minimum amount required to bring the first production here.

Cincy Promised Rep Group in Fall

CINCINNATI, June 24.—Cincinnati is expected to have a repertory theater this fall. Incorporated papers were filed in Columbus, O., Wednesday by Walter M. K. C. Morrison and Walter M. Belthart, directors of the company, which will be known as the Cincinnati Repertory Theater.

The organization, which will operate under the co-op set-up, plans a season of popular stage plays, featuring guest

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to clean up producers, agents and others connected with the circulation of letters in the major indoor fields thru the Billboard's coverage of every branch of the show business.

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

For FILLS

YVONNE BOUVIER—singer now appearing in *The Streets of Paris*, light revue at the Broadway Theatre, New York. A blonde she's breathtakingly beautiful—and has plenty of charm and vivacity to boot! In love. Her voice is easily adequate, and she makes it even more than by raising its limitations and remaining within them. A charming performer who could become one of the reigning beauties of the screen.

ILIA RODEN—performer in *From Vienna*, a revue presented at the Music Box, New York, by a Viennese revue company. A blonde, charming and appealing lass, she proves herself a versatile and outstanding performer. Her *Little Ballerina* number is one of the high marks of the act. An excellent dancer, she can't sing acceptably and does straight dramatic work with an appealing softness and feeling. Her acting, reading and underlying artistic concepts. Can't be recommended too strongly.

Indoor Bookers Eying Outdoors

CHICAGO, June 24.—Night club and theater bookers in this area, hungry for business, are making extensive drives for outdoor dates. A thorough coverage of the outdoor scene is being made by Music Corp. of America, and other indoor bookers. In activity because of numerous band attractions. Hogan Hank, MCA first representative on the road covering meetings and setting contracts as far ahead as October and November.

Many small offices are after the smaller jobs and claim they are equipped to sell in their own territory. They are looking to a lull in spots and theaters, expected to remain until September.

Chilton and Agar Win

CHICAGO, June 24.—The \$250 prize for the best original submitted to the Cash House Theatre of Cook County, Ill., was awarded to *Drugs and Drains*, comedy by Emerson Chilton and Herbert Gray, professional critics. It will be presented week of August 8 as one of six new plays to be staged there this summer. *Drugs and Drains* is a comedy presentation include *Wonder Child*, by Leslie Kigley, local radio script writer, and *Democrat* by Emerson Chilton. *How Come Home*, which will open the season July 18.

The summer stock ventures in Wisconsin this summer will center in Williams Bay, where six hits will be revived at the price of \$1. It is understood that a 10-week season opened Wednesday, Williams Bay vehicles include *Democrat* by Emerson Chilton, *How Come Home*, *Call It a Day*, *The Knatched April* and *You Can't Take It With You*. The Right Middlebroses is the Fort Washington operer.

Men supported by players recruited from Eastern summer stocks and college units. Five performances are planned each week with a price of \$1. It is understood that Emery Auditorium will house the new venture. Negotiations with the musicians and stage employes are well advanced.

Not Karna, director of the Yellow Spots, a musical and dramatic unit now at Yellow Springs, O., will stage the plays.

Thru Sugar's Domino

SPONSORS of radio shows who continue to be afraid to actually take part in participate in the theft of material might some day face the bar of justice and be fined for their actions.

Several columns ago we let out a blast against radio producers who steal goods from legitimate theatrical units. Existing laws and copyright regulations.

We indicated the producers as being poor sports and as being afraid to actually theft copyrighted material in fact far more serious and will, we predict, have far more serious consequences. On good authority we learn that powerful sponsors who are stealing material with impunity; that they feel safe in continuing with the practice because of their profound faith in their ability to control the public press; the papers in which their millions of dollars of advertising money supports them are spent. This sounds fantastic and—from the standpoint of the part alleged to be taken by newspaper editors is. But the fact remains that the co-operation of the sponsors who grab almost anything they desire to feed their idea factory assembly lines has resulted in the appropriation of material from legitimate theatrical units. It is further charged by those in the know that the powerful corporations guilty of the theft of goods are not aware of their ability to get the breaks in the courts.

It is with some credence to the charges because of specific examples of thefting have been called to your attention. That is not to say that all sponsors are guilty of their ability to get the breaks in the courts. It comes about that big companies that should and do know better than to do so, violate the law under the best conditions proceed to do it in the matter of permitting the thefting of material from legitimate theatrical units. It is and, to a lesser extent, our prediction that the manufacturers will soon get wise and stop their thefting of goods. It is to Hoyle. If they don't they have a big surprise coming, because cynical as we are, we are not so sure that the newspapers in the ensemble will allow themselves to be bought or that justice will be done. It is to Hoyle. It will be with our own eyes and ears in accordance with the assumption that money can buy anything.

AN ACTOR who reaches the top and manages to stay there and who refuses to lend a hand to his colleagues is a rather undesirable person. An actor who is on top and makes a superficial effort to help his colleagues is a better man who makes a terrific lot of noise far out of proportion to what he really accomplishes. He is a desirable person. The man in the ivory tower falls to perform his duty and the actor who is on top and makes a superficial effort to help his colleagues is a better man who makes a terrific lot of noise far out of proportion to what he really accomplishes. He is a desirable person. The man in the ivory tower falls to perform his duty and the actor who is on top and makes a superficial effort to help his colleagues is a better man who makes a terrific lot of noise far out of proportion to what he really accomplishes. He is a desirable person.

There are several such dangerous characters strutting up and down the highways of the show business. They are the tropic; they lord it over their contemporaries; they cash in on a reputation for being a man of letters; they are blasted; or public life. The man who stops to be pitiable but just a moment, is a man of letters.

The plan is simple. It has been suggested as previously in similar circumstances. The plan is simple. It has been suggested as previously in similar circumstances. The plan is simple. It has been suggested as previously in similar circumstances.

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KNIGHT SISTERS (This Week's Cover Subject)

The Knight Sisters, who will be two of the brightest stars in the new Broadway White "Islands" when it opens in New York late in July, were born in Lancaster, Pa., and were raised in the city. They are the first newcomers to show business. Kitty and Betty have been dancing since they were 6 years old, and they have been dancing for long hours doing stage tricks they had seen in the movies. They have been practicing their practice has resulted their present position which is said to be the only act of its kind.

Betty and Kitty made their first professional appearance in 1935 at the Tower Theater, Miami, Fla., and since then they have had numerous spots in the East. They were seen by A. B. Marcus during one of these engagements and he was so impressed by them that he secured their show for the following year.

Their first major tour of the states journeyed out to the West Coast, with Hollywood, of course, their goal. Unlike most performers, however, the girls seem to get themselves plenty of work in the movie capital, both in pictures and night spots. They appeared in several pictures for Paramount, notably "The Big Broadcast of 1935," and their early work took them into many of the better picture circuits, including the Tocadoco and the Billboard Bowl. They have three engagements at the latter spot to their credit.

They were first seen here by George White, then scouping round for a new act, and he was so impressed by them that the first producer has done in several years. White signed them immediately, and in the next few days they were seen here. They were the girls accepted a four-week engagement of the Roosevelt Hotel, New Orleans, where they are currently.

Broadway Beat

By GEORGE SPELVIN

INDICATIONS of what one commercial theater group thinks of the professional qualifications of the FTP are offered by the fact that a former FTP press agent, trying to break into commercial legit p. a.-ing, has thus far failed in his attempts to get the TMAI; he needs three recommendations by legit p. a.-s—and they've been sitting on his bid on the ground that the FTPA experience is insufficient. . . . The authorship of Loebl's article "Bill Right," which looks like the best big hit yet, is credited to Frances Faye. Dan Healy and Don Lipton, the authors of Miss Faye and Mr. Ray, will continue to be known on the street, but Maxwell will be a purser until closer inspection unearthed Howard B. Richmond, drum beater for Glenn Miller, hiding his song-writing light until after the Howell hiatus. . . . Newspaper pictures of the APA tour war at the Edison show Ernie Mack. "Mack a Thelma Peace," after he had been bopped on the eye during the festivities—and one was suggested that it was in a shiner, it could now be billed as "The Man of 3,001 Faces." . . . Various other belligerent parties in the Bronx have been appearing and their opponents be billed as men with just two or more.

Seventh avenue, between 42d and 47th streets, was obliterated Tuesday when the city's demolishable city street, located on both sides of Times Square and Duffy Square (the latter was formerly Lexington street) for five blocks now. At the same time the city fathers made official the new Broadway street, between 42d and 47th streets. All Times Square street signs were obliterated and the new ones carrying the name of Broadway in small letters. The Duffy Square signs also carry Broadway lettering. All the changes were authorized March 29 when Mayor La Guardia signed the law passed by the city council.

Frank Novak, the cork leader, rummaged thru his trunk and produced the handbill heralding his first appearance in a theater. He was all of four years old the first time he played several instruments, the performance in question involving the drums, which he mastered while playing "Young Maestro." . . . He's been supporting himself very nicely on music over street hits and now plays a couple of instruments, . . . which recalls the time Jacoba and Fred Groscuso were seen supporting himself on the riddle since he was 4—so Groscuso said, "And before that you were just a baby." . . . It's old, but it's still a swell ad lib. . . . Almost all of the supervisors on the Federal Theater Project have about one month's accrued annual leave coming to them, and for this they were to be paid the regular FTP salary. . . . Knowledge of which was something of a deferent to the general feeling of sympathy for the FTP. . . . A rumor spread that it was quite possible that supervisors would not be paid for their accrued leave on the FTP. . . . Those who are worrying almost as much about saving their accrued pay as they are worrying about the other pay are the "Isued Quarterly—Happiness"—This office is happy to announce that on or about June 1, 1939, the first issue of "Happiness" Magazine will be available. Mr. Arthur Bruce Benington, Publisher, in association with W. H. Harrison Averell Jr., Editor, Mr. John Golden is Promotion Director. . . . And there it is! It's a bit better than the "The Wanderer" that finishes, "I want to see the fishes, but."

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Berle's Sister?

ROSIINA, Saak. June 24.—It's a trade secret, but it's also the fact that a young woman is admitted to one of the best kept secrets in the comedy is showing a great deal of interest in the man who is supposed to put the rest of the audience in the right humor.

Brendel Resigns from Pa. Town Hall Dance Spot

PHILADELPHIA, June 24.—E. Brendel Jr. has resigned as manager of Town Hall because of contract difficulties with the bank which has been heading the activities of this dance spot and auditorium since November, when he was given a monthly contract by the Pennsylvania Co., the bank which is now in possession of the building on Thursday (June 19).

According to Brendel, he was promised increased bonuses and commissions proportionate to the increase in attendance a figure set by the bank. The figure having been reached under his management, he demands the increase with the signing of the new contract. The bank was unwilling to comply, and he resigned on Thursday.

Before Brendel took over the operation of Town Hall the spot was little more than a dancing parlor. Annual rentals returned approximately \$5,000. Brendel claims a gross of \$22,000 was returned in the past six months since he has headed the spot. Besides dance promotions, Town Hall also housed vaudeville and vaudeville shows with a capacity of 2,000. The dance spot was operated for a few months.

Financial arrangements, Brendel said, these stated other factors that he had been unable to work out. He was not permitted to provide extra accommodations such as additional vaudeville acts, and expenses prior to when the hall was leased were not allowed.

Wis. Showmen Faced With 3% Income Tax

MADISON, Wis., June 24.—Showmen are vigorously opposing the administration's proposed tax bill, No. 896-A, pending before the Wisconsin finance committee, which among other things proposes an annual 3 per cent gross income tax on theaters and amusement places. The bill defines each as "any place, in the open or within an inclosure, where any show, entertainment or performance is shown, operated, conducted, performed or exhibited: Theaters, plays, operas, musicals, vaudeville, pictures, vaudeville, burlesques, circuses, amusement parks, menageries, fairs, races, concerts, carnivals, shows, and amusements, any business giving exhibitions and offering amusements and charging admission fees directly or indirectly, for attending the same."

School and charitable entertainments are exempt from the provision of the bill. Operators subject to the tax are obliged to secure a permit from the State treasurer at a cost of \$1 and persons operating a business in two or more locations must procure a permit for each of such locations.

The tax due under the bill would be due and payable monthly on or before the 10th of the month and operators of amusement places subject to the tax would be required to keep records showing the gross income of their business. The tax is imposed on the net profit to be taken upon the property of persons subject to it and the treasurer is given power to seize and sell any personal property located in any theater or amusement place business until the operators have paid the taxes imposed by law can be issued and served and the matter disposed of in court where tax suits are brought. The definition of theater and amusement place is defined in the bill as any having its location at any place where the public is invited to enter and which is not intended to become and does not become a permanent theater or amusement place. It is expected that this tax will raise \$300,000 annually.

IBM Convention Is Biggest Ever; John Snyder Prez

BATTLE CREEK, Mich., June 23.—International Brotherhood of Magicians convention held at the Post Tavern here had the largest registration, 633, the largest in the organization's history, according to John Snyder Jr., the new president. Also present were some 5,000 members of the organization. The 1940 convention was awarded to Dayton, Ohio.

New officers are: President, John Snyder Jr., Norwood, O.; secretary-treasurer, T. H. Huber, Pittsburgh; regional vice-presidents, Al Saal, Doc Williams, H. Rodrick, Alden I. Dillenbeck, James Trimble, William Russell, Sigmar the Magician, K. E. Ingram, Ben H. Bradley, Dr. M. D. Overholser, Jerry Abbott, Les Scholty, the Great Leon and Tom Rowley.

New executive committee members are: Caryl Fleming, chairman, Los Angeles; T. E. Crawford, Detroit; Harry Cecil, Detroit; Robert Anderson, Dayton; O. C. Charles (Balfes) Brush, Canton, O., and Corbett Sanderson, Nashville. New constitution and by-laws were drawn up, but not formally considered, due to lack of time passing to the executive committee for approval.

Exhibitors included Abbott's Magic Co., Colon, Mich.; Chicago Magic Co., Chicago; H. Marshall & Co., Akron; Walter's Magic Shop, Philadelphia; Berg's Magic Studio, Chicago; L. L. Ireland, Chicago; Elmer Ring Studios, Cincinnati; Jim Sherman, Chicago; Seth Magic Studio, Rochester, N. Y.; Chambers Magic Co., Toronto, Can.; Wilton (Wife de Biete), Bewickley, Pa.; Ed Litman, Milwaukee; Chaney's Magic, Philadelphia; Al. G. Brown, Chicago; The Magic Shop, New York; Berland's, Chicago; Sterling Magic, Detroit; Flaxy, Chicago; Magic Magic, Long Spring, Tenn.; Mass.; Al Baker, New York, and C. A. Henry, Cincinnati.

A night before party on Wednesday drew over 300 guests. Daily shows were given in the Kellogg Auditorium, Thursdays drew 1,800. Fridays, 2,100, and Saturdays, 2,000. On Thursday's show were Harold Sterling, Russell Walsh, Elmer Ring, Fred King, Geraldine Mitchell, Lester Lake, John Booth, Bert Alberto, Dell O'Dell, Al DeLage and W. O. DeLage. The evening, Friday night, was an all-British event, with Wandman, Cedric, Darlington, Dowler, Ballard, Devere, Younger, Mackintosh, Ramon, Yon and LeVant the feature. It was one of the highlights of the convention. Saturday night featured the Great Harry by Tom Seymour, Majah, Doc Zola, Le Vant, Raymond Davis, H. A. Smith, Al Saal, Dr. Slesgor, Guy Stanley and Sidelite. All shows were staged by Ted Banks, who is Toronto as assistant stage manager.

Newspaper co-operation was excellent and free shows were put on during the four-day meeting. Including one for the children at the Bijou Theater, another at the Elks' Temple for crippled children, a children's matinee at Kellogg Auditorium and at Camp Center for the Disabled Veterans. Individual acts ap-

peared before Rotary, Kiwanis, Optimists and Lions clubs.

The 21 members of the English party at the mid-air collision Saturday at the State Theater, Kalamazoo, Mich., and were guests of Perry Abbott, Sunday at Golden State Hotel. The hostesses were given house at his home near there on Sunday.

AEA Okells Counter Proposal by Brokers To Waive Tax Deal

NEW YORK, June 24.—In answer to the concession the League of New York Theaters offered the ticket brokers Thursday, when the proposition was their willingness to waive the 3% cent tax in order to get the AEA okells, the ticketing firm thru March 31, the Associated Theater Ticket Brokers will submit within the next week a counterproposal of modifications.

James P. Kelly, executive secretary of the League and its chairman, declined to appear before complaints that they were unable to pay the levy during the month of March. The AEA okells were not paid up as of March. Permission to make the overture to the brokers was given to the ticketing firm to get the AEA okells, which will have to pass on whatever changes the brokers request also.

Providence Legit Out

PROVIDENCE, June 24.—This city will have no legit this summer. Atlantic Coast Productions (Jules Leventhal) came into RKO-Albee June 8 to 10 generally for a season of stage shows. With Eddie Dowling, local favorite, as the star. The RKO-Albee and Ray Payton pulling several nice time-ups and stands in way of advance and current publicity, season looked to be off to a good start. Friday local police board said "No dice" on proposal to put on the "Big Man" at the RKO-Albee on Saturday night theater closed.

No Ft. Worth Ice

FORT WORTH, Tex., June 24.—For the second time this year the Fort Worth city council has rejected the plan submitted by group of local business men to install ice facilities in the Will Rogers arena for the season of stage shows, shows and hockey games this winter. The business men offered the city \$5,000 to build the ice plant and to operate it from October to March, as well as 25 per cent of the net profits. Council voted to decline the offer of profit above a certain amount.

Powell and McGhee In'd

ALBANY, N. Y., June 24.—Teddy Powell, songwriter, and Johnny McGhee, trumpeter, turned maestri with newly formed acts in New York City, were given charters of incorporation this evening. Capitalization of 100 shares each, promoters and shareholders the same for each act. The acts are to be managed by Morton Perlowitz and Miriam Rosenblum, all of the EKO Building in New York City. Both bands come under the wing of Rockwell-General Amusement Corp.

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By THE TOLEDO TICKET CO., Toledo, O., U.S.A.

Plan Tape Transmission Show Using High Spots From Benny, Smith and Others Now on Air

HOLLYWOOD, June 24.—A melange of its own programs, taken off the air on the Miller tape transmission system and broadcast on the spot camps throughout the country, is being planned by General Foods thru Young & Rubicam. If the plan is consummated, the Miller system will be a revolutionary radio step. Show will be made up of high spots of the various shows General Foods now sponsors and to run a half hour. The splicing advantage offered by the film sound reproduction enables the re-use of parts of different productions.

Sponsor now has Jack Benny, Kate Smith, Pearce, Wee, the Peppy, Good News and Lum and Abner on the air. All the music on the show, however, will be by Dick Miller on the Katz Smith program, close of the show having Miss Smith singing her flag waver, *God Bless America*. After the tape only program has been taken off the air on tape, new announcements will be cut and spliced by Ken Van Kell, Young & Rubicam staff announcer. Agency has been working on the plan for over a year, it is claimed. Ken Zell's announcements will be placed on the film between the various numbers. General Foods will be the second sponsor using film for a repeat program.

NBC Retuses Airing Of Coast Oil Co.'s Fall Football Games

HOLLYWOOD, June 24.—After several reports that it was not well in new contract negotiations, NBC last week has held its announcements will be placed on the film between the various numbers. General Foods will be the second sponsor using film for a repeat program.

NBC will only pick games which will be available to the entire Coast net. Web has refused to let the largest amount of last fall from football fans who claimed that Associated's choice of important games was not the best.

Negotiations between CBS and Associated and Lewis Allen Deas, of Don Lee, will be held in only one or two spots on fall broadcast schedule. At present there are two nets apparently do not share NBC's football program. NBC will offer most schedule and will go ahead if details can be worked out.

Deas was taken by the three nets when Associated asserted got the Coast track meets in a big and tried to sell the net the largest amount of sponsorship. However the offers were reported to have sought that they be taken over by NBC.

NBC, CBS and Don Lee turned thumbs down on the deal and consequently dropped out the meets entirely.

American Tobacco having started this week with Kay Kyser on the show. Union angle on the show will mean that the lesser known performers will be paid for the second use of their work. Thus, APRA scale will govern those players. "Mondays" union regulations call for similar payment to its members. In all probability, however, Benny, Miss Smith and Pearce will not draw extra pay unless the sponsor feels like giving it. Reason is contracts with stars usually call for exclusive radio services.

Phoony on Hollywood Groan Radio Agents

NEW YORK, June 24.—Hollywood may be picture agents' paradise but it's the never-never land for radio agents, who claim no really important talent sales can be effected there. One agent, who opened a Coast office about a year ago and recently gave it up, said he had to make four trips back to New York in order to get the buyers' approval. Trips cost him about \$3,000 all told and it's not worth it.

Principal reason is that, with the exception of the guest stars, very few deals can be obtained by those in the Coast offices of advertising agencies. Agents claim most of the agency people are producers and, even those who have titles, they lack executive authority. This means that the Coast advertising agent man is sold on a show, he has to get New York approval, and if New York says no, he's out of there and not going to try to push the deal. Anybody who has the cash either has to make a trip to New York or forget about the whole thing. They'd like to see the Coast net built, and so they're Hollywood the brush for a New York location.

KSFO's Daily Deal

SAN FRANCISCO, June 24.—KSFO, Columbia outlet, has effected to tie-up with *The San Francisco Chronicle* for broadcast of copy published in the supplement. This deal was put together by Philip G. Lasky, KSFO manager, with Paul Smith, publisher of *The Chronicle*, and Ken Bewall, editor.

Broadcast will be conducted by Bob Carson, of the station's staff, Chronicle staff plugging with a box each.

PHILADELPHIA, June 24.—John & K. Hammond has left as sales manager of KYW, Station officials would give no ground for a successor is to be named next week.

Heat But Not Gaudy Profits Paid by Those Daytime Serials

NEW YORK, June 24.—Daytime serials, scorned by many within and without the radio trade, are nevertheless quite handsome sources of income to all concerned on the production side. They are making a good living to the actors, authors, and producers. The serials are showing juicy part really come in. They show has taught on and options like the price to.

Few if any serials cost sponsors more than \$2,500 a week at the start. Figures range from \$100 up. However, that's the best paid of all is the writer, whose take ranges from \$500 weekly up. Ira Finkle, however, says that serials may get double this as their minimum. Letter is now said to be top money maker in the business, but he is now sponsored by Prudential Life.

In most cases leads on the serials get APRA scale, although a good number go

Hot Baloney

PHOENIX, Ariz., June 24.—Governor Bob Jones of Arizona, pulling an APR, has launched a series of "pre-aside chats" over the Arizona net, with program originating at KOY here.

This roadside bobs is a brutal re-iteration of the same old same old. It is 105 degrees in Phoenix.

N.Y. Sales Drive Ups Luckies' Air Budget

NEW YORK, June 24.—American Tobacco Co. (Lucky Strike cigars) is shopping for an additional New York program to supplement its present airings on CBS, NBC and WOR. Step is based on Luckies' aim to boost sales in New York and environs. Report is that Luckies is running a poor third in the Metropolitan area, with Chesterfields and Camels leading. It is also said that Luckies is being hard pressed in New York by Philip Morris cigarettes.

New York sales situation is the principal reason Luckies just bought Thursday evening time on WOR for a reread-out of Kay Kyser's Wednesday evening NBC program, rereadout being made on Miller tape. One will also hear of WOR and WJVA locally, with Mark Warnow on the *Hot Parade* on WJVA. Luckies will probably buy, it is said, additional time on WOR, either Monday or Tuesday, for a musical show.

HOLLYWOOD, June 21.—Said here this week that American Tobacco is fighting to get another quarter-hour spot for Matty Malneck and ork for Pall Mall smokes. Malneck now has a 15-minute spot on CBS.

Actor, Go Away From NBC Directors' Door

NEW YORK, June 24.—NBC's second floor in its studio building, which had been a sort of happy hunting ground for actors trying to cast themselves into jobs on the various NBC directors' shows, may have been made into a Sahara by the grim network. Chain tried to allow the Thespians to walk into the directors' room (show directors, not the news had directors), but the actors' onslaughts have been so great lately that NBC had to erect a barrier to cast themselves into jobs on the various NBC directors' shows, may have been made into a Sahara by the grim network.

Now, when actors desire audiences, they must approach the producers of Miss Loeb, who will be able to apply a very effective brush if their malfeasance produces a show. In the good old days of a week or so ago the actors could go from director to director looking for work. Now the actors can just wait.

WASHINGTON

By EDGAR JONES

INCREASE in production of licenses from six months to one year gratified the trade to some extent, but still left some feeling that the Federal Communications Commission might have saved itself work by making the term for the licenses one year from the date, instead of the one year from the date of the license. The broadcaster can't get more than a year out of his auto tags, the FCC declares, and the one-year radio license will not prove to be incoherent either.

The big item now before the commission is the allocation of frequencies. Tentatively outlined is segregation of 25 channels for the exclusive right of use of 60-kilowatters. There are any number of smaller stations on the same frequencies now limited to daytime operation. If the FCC passes the proposed rule, because of the Havana Treaty, these stations will be limited for all time to the daylight hours. Indications this week-end were that the rule would be made permanent, as well as another clause, which ends the question of super-power. The FCC proposes to put a ceiling on power and make 50 kilowatts the limit for domestic power for all stations.

On the subject of short-wave, the FCC has so far left the hearing date for this question still at July 12. The National Association of Broadcasters has, as expected, created all the commotion over the FCC's proposal to limit short-wave broadcasting, will be in convention at Atlantic City on that hearing date. It is believed, however, that the FCC, after letting the NAB stew for a while, will postpone its hearing and allow the NAB to splash in the bathtub for a couple of weeks period.

In another couple of weeks the FCC will be passing its laws for the summer vacation, leaving the dockets and legal forces tied up in real problems until the fall session begins. Hearings are to be conducted during the latter part of the summer.

The FCC vacation will be lots happier now that the funds are more or less assured. The Board of Directors, who were going to forget about appropriating any money for the regulation of radio, but the House Appropriation Committee says "we were only fooling." Nevertheless, the committee which holds the purse strings was not fooling two or three months ago when members of the committee admitted that they wouldn't vote any money as long as the FCC was going to cut it up. That of course was referred to the House, and in which Chairman McNinch and other members of the commission were being asked to resign. The matter has been for two months and everything is harmonious and peaceful.

Coast Air Writers Vote To Quit AFRA

HOLLYWOOD, June 24.—Radio writers here this week voted to leave the American Federation of Radio Artists and form a new organization. The new group is the Writers' Guild, as an affiliate of Authors' League of America. Approximately 80 writers are expected to join the new group. Barnes was elected president. Lindsay McHarris, John Boylan, Hector Cheyney, Detroit, were elected vice president, John Plot, Dave Taylor, Noreen Gannill and Trust Boardman were named as members.

Around 26 members present signed forms requesting their release from AFRA. Constitution was drafted. Speakers were Marc Connelly, prey of AFRA, and John Plot, president of the New York Radio Writers' Guild.

Skinny Ennis Renewed

HOLLYWOOD, June 24.—Eppescent handed a renewal ticket this week to Skinny Ennis, who has been on the air, his ork and his gasping warble back fell on the floor. Hope show. Return Ennis to the radio. Ennis has been around Ennis would be replaced.

Program Reviews

EDST Unless Otherwise Indicated

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

Radio called up another first Thursday when WJZ Station the following series of full hour commercial show heard on one network was repeated on a different New York station the following night. Milestone marker was Kay Kyser's College of Musical Knowledge program. The program was repeated on WJZ's regular broadcast on NBC Wednesday nights. The show has the reputation of being at the W. H. Burdette and Mills' transmission (film). On the series the second reproduction was good. Program went off without breaks, fading or any other technical trouble.

Professor Know to Kyser's usual standard. The professor knows how to handle his material and, while a lot of comes straight from the cob, it's grating to the ear.

D. R.

Tab RAM BALTEAS as tops in sports commentary, at least to this listener. Radio has any number of men who do it, but his results are all-time. Commentators, also most are nothing more than audible ticker tape or headlines. But Ram, however, is a radio. A column that deserves comment on the late W. O. McGeehan's famous pillar in the *New York Herald Tribune*. He pulls no punches and lets fly at any particular group he deems worthy to include. In addition to comment, a good human interest or comedy yarn and gives his comments to the point at the end of his time. On Mutual for Friday evenings.

Meme Tress, Dunhill cizaret show, is among the lesser quiz programs. Last week's answer, BOB LAWSON having the program's interrogator, gave evidence of extremely poor taste and judgment when he asked a woman if she would marry any ally and stupid answer. Sure, the lady made a dopey answer, something to the effect that she would marry a man or that the water there was a river. For fully five minutes *Howdy* went on scripping, scripping. It kept on scripping a slipper. It went on scripping an answerable family of man. It was funny, since they weren't, it was worse yet. On WOR.

Finishing up its 39th week, the Chicago Motor Club's once-a-weeker *The Pecker* Family over WBDM, Chicago, still has a good amount of time left in its open drama show. Yarn revolves around a typical American family of man. Two wide and grandda joined respectively by CORNELIA OGDON, WILLARD WALTER M. N. FINKLIN ADAMS, JOSEBE KUMMER and GUILA ADAMS. Each week's episode is written as a separate unit enabling the listener to come into the story at any point.

Done in a wholesome and honey way with writer BOB LAWSON having the happy faculty of being able to wind more than one thread of plot into the same story and deal with it. A script show can confine its love interest to an old widowed grandmother and her grandchild, whether or not the grandchild and still make it interesting, that show definitely has something. Two breaks a week during the week. A good music play and another for some music. JAY GIBBS announces.

Quinther's Beer has been brewing a new brew seven in more and Washington then airing the *Quiz Of Quiz* Offices over the NBC outlets in each of the four major cities. The program is on WJZ, WMAL in Washington and WFBR in Baltimore, have been lining up four weeks with each a different set of questions, WMAJ in Washington and WFBR in Baltimore, have been lining up four weeks with each a different set of questions. Some popped at the contestants in a radio audience. Necessarily the contestant can't know the answers, but the radio audience hears the answers of each.

Spouse is well satisfied with the work done by each of the members of the cast, and Henry Hickman, who asks the brain-busters in Baltimore. **E. M. J.**

WJZ's two-hour session from 8 to 10 on Tuesday nights is marked only by a few words each night. The program is one of the four programs involved are pretty bad. However, the session is usually Bencher's, who has a very intelligently hilarious screwball stuff, and *Information, Please*, which doesn't need much to be better than the other best program on the air. As for the

other two, *The Inside Story* represents a good, funny and true *True Time* is twice as interesting than it is listened to.

The *Inside Story*, presented by Shred-dub, is a radio show that is a bunch of presenting the inside on all sorts of things—but the copy is so phony that the program is a waste of time. The swell idea deteriorates into a dull change-wait. On the show caught, EARL CARROLL, his brother's a lot of such publicity under the guise of giving the lowdown on how the picks his gals. Commander EDWARD EISENBERG did an interesting interview on deep-sea diving, and a "prominent" but unidentified doctor told of the fine effects of sulfanilamide in the treatment of blood-stream diseases. The interviews were far more interesting than the badly written, badly performed dramatizations—one of which had German, supposedly speaking German in German, talking with an accent!

Information, Please, presented by Canada's best 8 to 11 Hill, is only a fault—it ought to be at least four times as long. CLIFTON PADIMAN is still tops in the game. He has a good sense of humor. OSCAR LEVANT, PA. JOHN KIRKMAN and HELEN WILLS MOODY were tops. Even on Woody came thru with a few initials, and Levant is in Pan Alley's gift to entertainment. He is, to be sure, a little lame.

The pace is held up pretty well at 9 by the BOB BINGHELM show, with the musical *General*, supposedly speaking. BINGHELM and his band, JERRY GRAY, KNOX MANNING and various others, were tops. Even on Woody came thru with a few initials, and Levant is in Pan Alley's gift to entertainment. He is, to be sure, a little lame.

A good MacFadden Publications presents *True Story Time*, which definitely seems in the wrong spot here. It ought along the lines of *Information* and Bencher. "True" yarns of an inspirational kind are presented by FOLTON OUBRELL, the MacFadden drayhorse, the program caught concerning GEORGIA COLEMAN, swimming champion. The dramatization was of how she recovered from paralysis by using cotriage. She also met the program's reporter, the actor BERNARD MACFADDEN himself. If there's anything worse than a MacFadden dramatization, it's a MacFadden radio serial. Oubrell, in his copy and delivery, was well in the Eddie Quees groove.

Pitch Bandopace is one of the NBC radio shows that are really fun. It is the *Summer Bandopace*, featuring the band of tomorrow. Angie is to air before the show, and it's really fun. The public, JACK TRACARDER, the ex-sophomore artist for Paul Whiteman, got out with his own new band, the TRACARDER, another newcomer, did the vocalizing.

HENRY M. NEEDY, interviewer on the *Quiz Of Quiz* Offices, is a very good one. He is the "talent scout" for the show now. His work as general interviewer is very good. He is a lot in okeh with the scheme of things. The Shelton band proved to be a slightly better one than the one that was before, and their music has plenty of life. They most of their stuff in a semi-swing style. They also have a good number of numbers. Show naturally doesn't pack the punch that the name-band airing did, but it's still a good one.

As for vocalizing the oaks for the show and works a double tie-up by giving each new band a "surprise package" of ideas of given banding. It's a rocky road to fame. With Shelton it

"Youth Versus Age"

Reviewed Tuesday, 7:30-8 p.m. Style—Quiz. Sponsor—William R. Warner (Vince). Agency—Warwick & Lofel. Station—WJAF (NBC-Red network).

Particular angle on this quiz show is the comparison between parents and children. It is not particularly new idea, but will probably go by. Cal Thornton, who is a particularly good character. Tinney draws, questions his contestants in a way that gets laughs, and carries the program.

Opening program had two sons and two daughters competing with two fathers and two mothers. The parents give each of them getting a \$10 bill. Kids got 85 each and contestants submitting suitable questions receive \$2.

Questions used covered a wide variety of information, and audience was asked to answer the stickers.

Plugs for Vince were straightforward, given by Nelson Case. Ackerman.

"Yawn Patrol"

Reviewed Tuesday, 7-8 a.m. Style—Musical. Comedy. Sponsor—Parlophone. Station—KFSO, San Francisco.

An hour of swing music and gags emphasize each of them getting a \$10 bill.

Jack De Mello and Ken Craig do the vocals and Baldwin swings the entire cast into stanzas and members of his cast in the musical theater. "Square" drama.

Show is breezy and fast moving. Gags are meant of the show. It's a good one. It's a good one. It's a good one.

A good eye- opener.

"Night Cap Yarns"

Reviewed Monday, 10:15-10:30 p.m. PST. Style—Narrative. Drama. Sustaining on KNX (CBS Pacific network).

This show, a radio show, is a good one. It's a good one. It's a good one.

His story are narrated by Frank Graham and his efforts to put punch into the serial. The show is a good one. It's a good one.

Utilizing a spot formerly held by dance remote, KNX has built a show that has a big nighttime audience.

"Gulf Musical Playhouse"

Reviewed Sunday, 7:30-8 p.m. Style—Musical. Sponsor—Gulf Oil Corp. Agency—Young & Rubicam. Station—WJZ (CBS).

New summer season sponsored by Gulf will gladden the hearts of those who like good light music well played and sung. Program is a good one. It's a good one.

New summer season sponsored by Gulf will gladden the hearts of those who like good light music well played and sung. Program is a good one. It's a good one.

was a booking into State Play Bill, Milton Meyer, MCA. The show is a good one. It's a good one.

The Lonely Hearted and a strange interlude into the first. The show is a good one. It's a good one.

"John Brown"

Reviewed Thursday, 9-10 p.m. Style—Drama. Sustaining on WJZ (NBC-Blue).

As the first of a contemplated series of hour-long radio adaptations of dramas, NBC president James Cagney's selection and production of Kirk's *Mechem*, John Brown, a play that won the Maxwell Anderson Award of Stanford University in 1938 and has, according to announcements, been halted by critics.

The play is a good one. It's a good one. It's a good one.

Attempt is made to justify Brown to some extent and to explain him as a product of conflicting influences.

Reviewed Thursday, 9:30-9:45 a.m. DST. Style—Comments. Sponsor—Sheffield Farms. Agency—N. W. Ayer. Station—WEAF (New York).

A series feature, if there is one on the radio, is *Morning Market Guide*. The hour when housewives are mapping out the day's food, this is the time to get the most out of it. It's a good one. It's a good one.

The guide consists of type taken from data drawn up by the New York City Department of Health and similar bureaus in New Jersey. Miss Hewson thus indicates when to buy carrots, peas, etc., and also suggests what to buy.

Another point of commendation is the fact that Miss Hewson handles a toned-down copy as part of her market guide. Jack Coffey's handling is no better, but the handling is so capable that the program gains considerable merit.

Weta.

Conducted by M. H. ORDENKER—Communications to 1554 Broadway, New York City.

Columbia Records Plan a New Label on Goodman Preem

Records to be priced around the half-dollar mark—Brunswick and Vocalion lists and prices retained—other waxworks expected to make price changes

BRIDGEPORT, Conn., June 24.—Altho complete details as to name and price are still being worked out, it was learned that the Columbia Recording Corp. here will market a disk label in addition to the present Brunswick and Vocalion listings. Announcement is expected next month, and tentative plans call for Benny Goodman, who moves over at this time to this waxwork from Victor to the first name for the new label. New titles will also call for a new pricing and it is expected that figure will center on a 50- or 55-cent purchase price.

Status of the Brunswick and Vocalion disks remains as is. Later, at 35 cents, will continue to take in the dance, race and hillbilly music. Six-bit Brunswick label must be carried on basis of the contract that delivered the wax factory to the Columbia Broadcasting System. However, it is expected that in time Brunswick label will carry only the top-rumba and society-saloons, etc., singers and semi-classic music, with the name dance bands all on the new label. Basic change in the standard price structure of plates is undoubtedly due to the increased production costs in manufacturing and that unless the buying market is increased considerably the economic law of diminishing returns may take its toll. Not only has the production cost gone up because of the increased demands made by the musicians' union and music publishers, but even the factory pay rolls have jumped. In previous years a press man would earn \$11.15 a week. Now, with the unionization has set in, press men get a \$19.75 a week and average about 60 or 70 paintings to the hour.

(See COLUMBIA RECORDS on page 16)

Finds It Costly To Keep Dance Promotion a Secret

DETROIT, June 24.—That even a good name band can do plenty poor business when an adequate build-up to a one-nighter was exemplified last week when Benny Berigan played a date at an up-summer ballroom last before opening at Westwood Gardens here, where he is doing good business.

Upstate stand was at an established spot, leased for the evening by an independent promoter, who evidently expected to clean up on the strength of the Berigan name without any special appointment for the occasion. What was reported as "negligible" experience cost the promoter over \$200 after paying his bills.

Nichols' 6C Not So Forte

BRIDGEPORT, Conn., June 24.—Red Nichols, playing at Pleasure Beach Ballroom here last Sunday, proved rather a disappointment as a drawing card to Park Director Perry W. Rodman. Meager attendance of 900 looked rather slim in the ballroom ballroom. During the week 65 cents made gross of \$601.50. Poor about a profit, but it is thought not well known so well around these parts.

Boxing Is for Sissies

HARTFORD, Conn., June 24.—If the statistics of a local insurance company mean anything, it would seem that more intensive training is being put on an average of boxing and jiggerbugging than for a 15-round session with Joe Louis.

There was an average of \$4,526 claims paid on accidents of all types by the company, but was distributed for every prize fighter injured in the ring. \$-bills collected benefits for broken ankles, dislocations, sprains and an assortment of other hurts sustained while doing a different type of swinging.

But Definitely

OAKDALE, Neb., June 24.—When local dance advertised the "final" dance of the season in their pavilion here, they meant it. Place turned right after the dance.

Armstrong's Terrific 17C at Celeron and Neat \$990 at Oleott

RUFFALO, June 24.—Louis Armstrong, offering a show with the dance, topped the house record at Celeron Park Free Ballroom last Saturday. Capacity crowd of 1,600 gave Manager J. G. Campbell his biggest night since taking the ballroom over. Closest mark to Armstrong was Henry Busse's stand last amounting to 1,400. Advance sales, amounting to 300 pairs at \$1.95 per couple, gave the night a \$590 start. Door takings at \$2.25 per couple brought in another 800 pairs for \$1,125. Total take was a netty \$1,710, giving Campbell better than \$800 profit on the promotion.

Following night (Sunday) Armstrong took his gang to Oleott (N. Y.) Beach Dance Pavilion. No record-breaker, but Manager Glen Marks was plenty satisfied, with about \$800 left over. Armstrong drew 900 in a mixed crowd. Advance sales of 900 at 93 cents per started the night with \$240. Door take from 800 at \$1.10 added \$960, for a grand total take of \$990.

CHICAGO, June 24.—Fred Joyce, formerly of the old Sligh & Tyrrell office, has been appointed Radio Artists here as head of the small band department. Ed Kreisberg was switched to the Dallas territory by Greater Luxe to take over one-night bookings.

Songs with Most Radio Plays

"White Sails" Cruise to Top; "Stairway" Holds On

Songs listed are those receiving 10 or more network plays (WJZ, WKAJ, WABC) between 5 p.m.-J. a.m. week days and 11 a.m.-J. a.m. Sundays, for the week ending July 1, 1939. Figures are based on WGB, WJZ, WCAJ and WINN. Film tunes are designated as "M." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Rank	Title	Artist	Plays	Net
1	White Sails	Feist	51	29
2	Stairway to the Stars	Robbins	58	24
3	Wishing (F)	Miller	53	20
4	Moon Love	Pearson	52	19
5	Strange Embodiment (F)	Famous	51	10
6	Don't Worry About Me	Miller	50	17
7	New Moon and Sunbeam (F)	Robbins	49	19
8	If I Didn't Care	Chappell	48	20
9	And the Angel Sing	Begman	47	19
10	Beer Barrel Polka	Charnot	47	20
11	Back to Back (F)	Berlin	46	19
12	In the Middle of a Dream	Spiro	46	19
13	Comes Love (M)	Charnot	45	5
14	Three Little Fishes	Shirley, J. & B.	45	17
15	Well, All Right	Leedy	45	17
16	That Sky Old Gentleman (F)	Santly, J. & B.	45	17
17	Sing a Song of Sunbeams (F)	Santly, J. & B.	44	19
18	I Never Knew Heaven Could Speak (F)	Robbins	44	19
19	Benevolent in Paris (M)	Harms	44	19
20	You Grow Sweeter as the Years Go By	Wiltmark	44	13
21	Blue Evening	Miller	44	10
22	Cintarella, Stay in My Arms	Spiro-Bernstein	44	14
23	You're a Good Man, Good Heart	Miller	44	14
24	Sunrise Serenade	Jewel	44	13
25	My Heart Has Wings	Red Star	44	10
26	Sing a Song of Sunbeams (F)	Santly, J. & B.	44	13
27	Begin the Beguine	Berlin	44	13
28	I Found My Heart Into a Song (F)	Harms	44	13
29	South American Way (M)	Berlin	44	13
30	Concert in the Park	Wiltmark	44	11
31	Our Love	Miller	44	11
32	100 Sleep	Miller	44	11
33	You Don't Know How Much You Can Love	Remick	44	9
34	All I Remember Is You	Remick	44	9
35	Yours for a Son (M)	Robbins	44	7
36	It's a Wonderful World	Remick	44	7
37	Be Gone	ABC	44	4

Dean Nicked \$1,000 On His Remote Wire Phenak at Nick's

NEW YORK, June 24.—Peter Dean, band leader last at Nick's, this week live spot, was fined \$1,000 this village by the local police for a "remote wire" as a result of the union's investigation, which showed that he was to defray costs of a newwork wire for dance room.

Investigation of the case showed that Dean, who was booked by Consolidated Radio Artists was to collect a salary of \$45 a week, but on the third week of his engagement he was to return \$40 of this amount to the management to help make up the wire cost of \$100.

AFM regulations specifically state that the management, not the band, must pay for wire. Commenting upon such unfair competition in obtaining a job, the local indicated it would keep a weather eye cocked for similar cases. According to Max Aron, 803 trial board chairman, it is their intention to impose upon and enter into such collusive deals, which virtually means waiving the dance room.

Case was brought to light the previous week when Nick appeared before the local asking permission to discharge Dean because "IRA illegally refused to install a wire and he (Nick) could not afford to retain him." In preliminary hearing, Billy Shaw and James Richardson, both of CWA, and J. M. McKeena, both of IWA, testified that Nick at that time was allowed to discharge the work on condition that he give them \$1,000 for the one week's salary in escrow at the local.

Music Items

Music Men and Matters:
Edward B. Marks' protest to the industry's committee for increased availability rating resulted in a point raise of 250, giving the firm a 4,750 listing now.

Joe Davis' latest acquisition from Music Friends Service, or he established to unearth and complete the work and to offset the evil of the song shark racket, is Remick's Down, by Walter Vaughan and Howard Simon. Both of Detroit. Tunes, a novelty fox-trot, has a lyric rewritten by Davis, who is also publishing. Released this week at the Actor Hotel, New York. Writers and their songs were: Bob McKeena, Has Anyone Here Seen Kelly?; Fred Fisher, I'm a Bunch of Blowing Bubbles; Jack Mahoney, When You Were a Tulip; Harry Armstrong, Sweet Adeline; Eddie Mann, On Moonlight Bay; Frederick Bowers, Because I Love You; and W. W. Hardy, St. Louis Blues.

Songs and Such:
Vernon Duke wrote New York Nocturne as a theme song for Charlie Barnett, Robbins publishing. Same firm has also acquired complete rights to arrange for future Miller-Robbins-Fine Pop and Rhythm tunes. Duke's new English publication rights to *Grateful*, Superior Music tune, go to Irwin Dash of Los Angeles. Duke's new tunes, *Sleaze* (clerked *Went a Bouquet of Smiles*, Aaron Connors, Coast batones), placed on program by Robert "RKO" Starob, 1715 Avenue G. *Relax*, 12-13 Kelman Music Co. releasing *To Love or Not to Love*, by Stan and Ray. *13* Rath and Clarence Kelley, and *I'm a Little Tappol*, by Kelley and George H. B. *11* Mills has on *Freedom's Shore*, by Gilbert Patten and Everett Greer. Patten is better than standard, author of the Frank Merrill books for boys. Robbins thinks Peter DeLuca and Mitchell Perry are the best. *11* success equal to their *Deep Purple*.

Music in the Air

By DANIEL RICHMAN

Merle Like It

FROM both a musical and radio standpoint, BILL BARO (Roosevelt Hotel, New Orleans, WAFB) is a name to be excellent. Made his half hour seem like 10 minutes. The Barco crew is a large one and the boys can play either swing or sweet, in addition to being able to drop their instruments for a gleaming solo and some good music vocabulary that isn't a travesty on the art. A sister talent and some good music vocabulary round out an aggregation that has the ability to make an uneven audience happy.

Top soloists: a fine swing rendition of *Pagan Love Song*; a clever ensemble parody on *Cuckoo in the Clock* (with a really funny solo and special lyrics by singing the band); a tango and a Viennese waltz, *Vien*, with Barco singing a chorus in German and the waiters following with the English translation—this is the sort of stuff which listenable records in every case would not be made. Here were pace, showmanship and an excellent musical performance blended in a single remote.

Still on the Alkaline Side

OSKIN TUCKER (Mark Hopkins Hotel, San Francisco, WOKR), who lacks a group capable of bringing the microphone to the "hot" areas of the band like Baro's, turns in a remote performance that is plenty to entertain. **Top soloists:** about 90 per cent pop, but about half of those were tunes just starting to get their feet. **Merle** and therefore still more or less unfamiliar to listeners.

Young voice last among a male and female vocalist, a sister talent and a trio also results in more entertaining listening. **Merle's** program considerably and the performance of brand new aspirants for hitdom gives it a certain distinction.

Wilson's \$490 Good Draw

AKRON, June 28—Arden Wilson, making his first appearance here last Monday at Lew Platt's Summit Beach party, was attracted to the crowd by the bargain-billed two-bit scale. Made for a good grade of \$400. Good draw attracted to Wilson's name last season over WWA, Wheeling, W. Va.

Shelley and Benny the Bum's in Salary Fed

PHILADELPHIA, June 24—Lee Shelley, cork leader, filed suit with the APM for \$1,200 in salary they owed him by Benny Fogelman on a three-week engagement at Popelman's nightery. Benny, incidentally, here last week, told his New York attorney, Paul Friedman, claims that he received only \$300 cork money originally called \$400.

Fogelman says that he hired Shelley upon the promise of Jesse Shelley, Lee's father, to lend him \$1,000 to pay the day before Lee was hired. Shelley Sr. gave him a check for \$500, Fogelman claims, which allegedly bounced two days later, but he allowed the band to remain on the son's promise that his father would make good. Fogelman says he was given a check for \$2,000 on the week and four days, during which time the check was never made good, according to Fogelman. He says he was told that he paid Shelley Jr. \$1,100 and owes him only about one week's salary.

BOYD RAEBURN, Kansas City (Mo.) band, signed a management binder this week with Frederick Rorer, Music Corp.

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Duke Dingley

(Reviewed at the Lookout House, Coe-ington)

THIS youthful aggregation began its musical meanderings under the Ding-ding of Duke Dingley, who at the half age and, while confining most of the activities to the Southland, has seen considerable service in the Middle West and West.

It's an average combo, using fourth rhythmic five brassy. Five saxes, that beats out a lively tempo in rhythmic fashion to suitable arrangements rhythmic. Duke Dingley, who is the leader and Duke Dingley. When caught the band was laboring with a few tunes, which were brass men, which tended to cut in a bit on the outfit's precision and which brought an occasional unfavorable comment from the brass section. Rehearsals should have ironed that out by now, however.

Band runs a middle course between the hot and sweet, with the combo at its best on the specially prepared blues sessions. Dick House, trumpeter, and Jack Reeves and Paul Fonda, clarinetists, come in for solo honors on the blue sets and register nicely.

Allen Haines carries the ballads in capable style with Paul Fonda and Chet Lane looking after the hotter and faster tunes. Haines' ballads, such as *Love* (Bougie, Me and You) add little of value to the singing end.

Youngsters bring a good appearance, and Dingley cavorts personably out front.

Charles Vagabond

(Reviewed at Club Ball-Ball, Chicago)

WORKING in and around this territory for some time, this maestro has received a wide and varied amount of the ordinary in dance bands. It is billed as a "tone control" orchestra, and has a number of instruments, electric organs around which the rest of the orchestra revolves. Vagabond has a unique feel that the public is tiring of the stock rhythm, brass and reed combo in the territory. It is a feeling that the "color tones" in dance orchestras is coming thing.

This creation is strictly unorthodox, carrying, besides the duo organs, three sax men who double in many of the parts, a double bass and a big drum-trumpeter. One of the organ pumpers takes to the piano keyboard occasionally and the electric organ provides a lot of the vibes. Vagabond uses an electric steel guitar on a floor stand, interspersed with his big band. The use of the electric with this unique set-up are very listenable and also very danceable. Band is a natural for theaters and hotel rooms because the brand of stuff played fits right into the tastes of that kind of crowd.

Library has mostly the modern stuff and it's all cleverly arranged for this group. Despite the wide variety, only seven members besides Vagabond, cork sounds twice that size, due, of course, to the organ. The organ is the backbone of the body to the tunes. Just how this type of band will strike the public eye remains to be seen. There is one question that it is radically different and should have its place in the territory.

Jack Teagarden

(Reviewed at Blackhawk Cafe, Chicago)

PULLING up stakes in the Paul White-man band the first of the year, Teagarden has been a trouper for many months. He is 15 other tootlers to form his own crew, and from the sound of things he hasn't done any harm at all.

Lads, divided into five reed, four rhythmic and six brass (besides 'T's tuba-camp), had some very pleasing standards. Band is hard to catalog by title, but it does not seem to have the usual division of labor between a few killer-diller blasts and the more regular tunes. Teagarden's solo arrangements of the New Orleans type. In the latter things Teagarden outfit excels. The boys all play without the five reeds of the string solo heavy on the brass end, making for a heaviness that is a bit dull. The boys all play. But these tunes play a minor role in the cork's library, and rightly so. Teagarden never cut plants on his slider, as he should, because he has

plenty to offer on that instrument. Charlie Spivak, trumpet man who used to hold coo with the Bob Crosby gang, also comes in for a share of the solo work, making another definite asset for Teagarden. Pium singing touch is furnished by Linda Kester, who has a throaty melow style of song-piping which is both lacking in verve and lift. Bing Crosby is the only one who has a hand which should have no trouble pitching it way to the top.

Wally Wallace

(Reviewed at Fulton Ballroom, Lincoln, Neb.)

A BOUT six months old, Wallace crew is a Midwest homegrower. Wallace broke into the one-nighting game in Al Menke's Minnesota-Iowa group, served a short time with Tiny Little in the same area, and went into his for himself last October. Formerly he sat in on occasion but now takes his licks on vibes.

Essentially a swing band, Wallace has little to do with sweats. Instrumental jams are furnished by Ray Lawson, clarinet; Larry Herman, piano; Jack Gunn, bass; and Dick Deane, drums. The spanking stand, three lads sing—Wallace, Leon Goss (second trumpet) and Johnny Dech. Deane has a good voice and sweeties. Ensemble singing is another feature. Set-up, basically, is three, three, three—two reeds, rhythmic and brass. Unit is favored strongly in this territory.

Bob Alvarado

(Reviewed at New Rainbow Club, Vicksburg, Miss.)

FORMERLY pianist and arranger for Herbie Holmes, Alvarado has had his own crew for several months, playing around this territory and finally locating at this new night spot. Band straggles into the territory and has a heavy swing style, with some clever arranging by the pianist. **Top soloists:** Alvarado, piano and front man; Charlie Cataano, Ed Bates, sax; and Frankie Foster, trombone. **Merle** (Dud) Detera, trombone, and Johnny Long, drums. Elsie Yabber is featured as vocalist. Detera also handles some wordage, mostly on novelties like Frankie and Johnny and parodies of new and old pops.

Jimmie Richards

(Reviewed at Turnpike Casino, Lincoln, Neb.)

KNOWN as the leader of the K-Bar Orchestra, in honor of its co-workers, Jimmie and Billy Richards, billing now goes solely to the former, although both share in the take. They graduated from Don Bestor's entourage six years ago.

Style is called "alken swing," which gives the impression the band's a lot sweeter than it is. There's plenty of jamming for the lovers of rhythmiana. With chamberlain ability, the band goes in to rattle the rafters with tonal strength, and then switches easily, by insertion of a couple of violins, and settles down to a slower tempo.

Merle, in front, looks very much like a trumpet player, which makes for a neat change of pace.

He jumps to it to get the section. Bringing it up to four when playing; rhythm and brass are treated to a new, rhythmic model for McCelland Barclay is the vocalist, a sophisticate with eye satisfaction. Detera and Scottie, otherwise tagged the Three Bachelor, take care of the voiced tidies in trio.

Red Blackburn

(Reviewed at Fairland Park Ballroom, Kansas City, Mo.)

JOE AND PATT are the former directors of the old Aragon Swing Band, have combined forces with Red Blackburn of Kansas City to make a new band and the new crew, billed as Red Blackburn.

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On the Records

Vocals

It's the solo singing and harmonizing that's making the thunder away from the tootlers. **Merle** Kenny Baker, on Victor, has chosen a couple of really lively tunes for his pipes. *Melancholy Mood* is built on a melancholy theme but in *Isn't She Cute* (with the bell) Baker has a biting fast waltz ballad. Bing Crosby, ever a cheerful soul, is assisted by a fine quartet of vocalists in giving a dandy in *El Rancho Grande* and *Ida Sweet as Apple Cider*.

Merle Good harmonizing. It's a breezy blues-bird offered by The Smoothies in the oldie, *Breasin' Along With the Breeze*. **Merle** Charles' *Chickadee*, *Green-Cheer-Chew*. Their contemporaries, getting a better musical setting on Decca with a fine quartet of vocalists, bring up the oldie, *Too Tired* and likewise couple with the novelty wordage of *Rampellin' Off*.

(SEE OFF THE RECORD ON PAGE 78)

Merle and the Knox Boys' *Ork*, is drafted from the topnotch players of both old and new. Red took his trumpet in front and three saxes, three sax and three rhythm.

Merle Band has been steadily clicking here more for its solid dance arrangements than its novelty numbers or personality. **Merle** Charles, with *Merle* Nichols and Carleton Coon Jr., is the funny chipper and does neat work.

Andy Kirk and His Clouds of Joy

(Reviewed at Rhythm King Club, Natchez, Miss.)

PLAYING a race dance here, Kirk gave **Merle** a place among the topnotch players and had every dancer in the crowded club yelling "Man, what's band!" And the music was a performance justified plain opinion. **Merle** Style is mostly a smooth swing, but the band can even play swing and the music is a variety of tunes, playing all requests of dancers, band sold solid on every cork.

Kirk, always obliging and courteous, makes a personable front. Instrumentation is five brass, four sax and four rhythm, men making a neat appearance in light suits only. Outstanding is **Merle** Louis Williams as soloist on the socko stomp combo as for his ivory podium playing. **Merle** and **Merle** are the sax scorcher. Vocal force is just as forte, with Eba Terrell's tenor pipes on the pop ballads ever ringing true. **Merle** Richmond (formerly with Jimmie Dorsey, who is still halfway for potent sent and shouting songs, and Henry Wells, out of the trombone section, who sells the pop waltzes with a California swing.)

It's a happy combination which has definitely found itself and is ready to take the full advantage of the territory and the other "greats" produced by Kansas City.

Charlie Gorman

(Reviewed at Rainbow Room, Astbury Park, N. J.)

THIS aggregation, headed by Charlie Gorman and numbering 11 men, is the largest dance crew in the territory on the night spot along this shore, and has been going rather pretty big here. **Merle** It is arranged in a sweet-swing line with several features copied from popular tunes. **Merle** style is definitely a few individual characteristics that make it a pleasing combo.

Merle and leaves the fronting to Buddy Byron, who also takes most of the vocals. Instrumentation is the largest dance crew in the territory. Trio comprised of Byron, Bill Haylor and Joe Farnham goes over big on specialty tunes. **Merle** background music on the rest of the cork.

Yellow

Yellow

Yellow

Yellow

Yellow

Yellow

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World's Largest Dancing
Floor in Lincoln Ball

DETROIT, June 24.—Arrangements for what is believed to be the world's largest dance are set for Saturday night (1) at the Drake University football field building, connection with world's greatest of Coney Flicker and movie talent hunt finale that'll bring the screen's notables here.

Hoping will be on a 40,000 square foot field space with an all-weather composition dancing surface. Top-notch, best-of-the-Architectural circuit in those parts, is shuttering his own Val-Air trip to Europe for the chairman of the magnificent Movie Ball committee. Glen Gray and his Casa Loma Band received the call for the music-making. With 90-cent box-office price, 25,000 dancers can be accommodated. Umbrella-covered tables will be spotted around the stadium for liquid sales.

Millennium Has Arrived

DETROIT, June 24.—Once a hotbed of difficulty between ASCAP and beer garden operators, this Motor City has cooled down since the first of the year. In the case of the Archibald, promoter for the performing rights society here. Into court have been charged the common here, but a few were vigorously prosecuted, and since the first of the month sales started have averaged one a month only—and these are being settled out of court by advice of attorneys for the defendant night spot owners in practically all cases.

No good have relations become, says Detroit. That new operators in the field are regularly coming into the ASCAP office and asking for a license before they even hire the musicians.

Waltz Variations
By M. H. ORODENKER

Trombone Trend
WITH TOMMY DORSEY still dandy in the top draw, ELLIOTT MILLER hotter than a pistol as he moves up the ladder, the bocking boys are lending a jaded ear to the leader. . . . at the present rate every alp alder is a potential attack waver, with the clarinet cut down in the choir. . . . With Dorsey setting the example, MCA is betting the bank roll on a couple jacks-in-the-box. . . . B-G-A-C, making the most of Miller, is prep'ing BOBBY BYRNES, who held down a chair in Jimmy Dorsey's band. . . . and now WILLARD ALEXANDER has grabbed off a trombone entry for the William Miller of his alp-horn stuff, with the old Detroiters and Ray Noble's first gang at the Rainbow Room in New York. . . . takes a new name and rents a rehearsal hall August 1. . . . Wilbur is one of the ace NBC staff sliders and is remembered for his new maestro an extra-sized band will feature and give billing to the drummatics of RAY MCKINLEY, who leaves Jimmy Dorsey next week with a new co-partner in Wilbur's combo and from the CRA camp BILLY SHAW who'll be back for Charlie Barnett's big-time, is bounding the woodsheds for like trombone fopper.

Chicago Call
BUNNY BERIGAN follows Court Blaine into Hotel Sherman's Panther Room (two clock Inn) Sunday (1). . . . for the old time jibbing haven has HARRY JAMES coming in with an extra-sized band of pianoology of the new. . . . Harry Ammons, Meade Lux Lewis, Pete Johnson and blues singer Joe Turner. . . . Jourdaine being a taste at New York's Cafe Society. . . . LOU BRISER, free from his CHA shackles, is free-lancing in these parts. . . . BILLY WILLIAMS took over where George Hamilton left off at the Del Shore, near-by summer spot. . . . EDWIN CHAPMAN, formerly associated with the Eddie Kazanor temp troupe here, left the Loop for Lake Michigan. . . . who'll be in charge. . . . Yo Williams' Lakeland Ballroom. . . . for the fall starter, Ches Paro is prepared with ABE LYMAN, opening August 31.

Doings in Dixie
ROQUOIX GARDENS, Louisville, has lined up a string of CRA acts for the summer dancing season. . . . BOBBY ROGERS' teens off Monday (29) thru Friday, with LADY LAWRENCE. . . . In ART MOONEY follows thru the 19th, with JOE SUDY on after 1st August. . . . BLUE BARBON set for GEORGE OLESEN takes in Beverly Hills Country Club, Newport, Ky. July 7, old gets LEIGHTON NOBLE July 12. . . . BILLY GERARD to the Stardust Club atop Chattanooga's lookout Mt. . . . VINCENT BUCKINGHAM, opening August 7, at Hotel Claridge, Memphis. . . . CARL HARTIG located at Chamberlin Hotel, Cincinnati, for the week. . . . BERT LOVIN plays the first three July weeks at Wrightsville Beach, near Wilmington.

Cocktail Combos
When BOBBY HACKETT unshatters THE TWO new best August 22. . . . snook on 523 street, additional incentives will be provided by the ADRIAN ROHLI TRIO, debuting from the act and dinner sessions at the Piccadilly Hotel's Circle Bar. . . . closing at Cocktail Club, near the Hotel, Cumberland. Hal Hartman's MELLO-AIRES stroll into Cabin Lodge, Deep Creek Md., on 2nd August. . . . BOB MORGAN'S SHERES starts an indef. stroll at The Lark, Devonport (Ill.) itinerary. . . . Rollie COLE the CAPTAIN, on touring, at the Capelle, fine bass-player, renewed for another month at the Cocktail Lounge, 3028 W. 37th St., Chicago. . . . THE GONDOLEERS moved into Chicago's Monte Cristo, succeeding JUAN PINEDA, who pulled out to start the summer at Villa Venza, Northbrook, Ill.

In the East
SUMMIT, Baltimore's ace summer spot, gets FRANKIE MARTINEZ Friday (30). . . . BAMBAY WATKINS, Cleveland

combo, summers at the 500 Club, Atlantic City. BUNNY COSTAS holds until mid-July at the Casades, Danby, Va. . . . BILLY CULLITION extended to take the top summer at Long Point, Genesee, N. Y. . . . MICHAEL EARIN set for a season at New Ocean House, Steamboat, Colo. . . . Sarasin, Ian Sarasin Lake, N. Y., gives the call to take the top summer at the DILL TMCORNER, open this week at Trout House Casino, Hagau, N. Y., for the July-August spell.

In the West
BENNY GOODMAN cancels his July commitments for the Golden Gate Exposition that month. . . . the San Francisco city gets FREDDY MARTIN August 1 for a stand at the St. Francis Hotel. . . . WALTER MILLER locates at the Hilltown Hotel, Santa Barbara, Calif. . . . HENRY STINE into New View Park, Des Moines, this week, with the next seven days taking him to Thorncroft Gardens, Coeda, Canada. . . . RAY NOBLE takes in a fortnight, starting July 10, at Ellick's Gardens, Denver. . . . BILLY RAY launches an all-summer stand at Tom Devine's Colonial Ballroom, Lake Mead, and in a month at Palm Beach Cafe, Detroit. . . . BILLY RAY takes on a month, taking on Sid Flecker for the personal management, opening Saturday (1) for an end of street, Tony Cavalieri's Mansion, Youngstown, O.

Gotham Gab
GRAY GORDON opens Saturday (1) for the summer at Westchester Country Club, Ipe, N. Y. . . . and in spite of his NEW YORK, there'll be no CRA omelia. . . . but they've still got to build a name. . . . Pan Alley proof. . . . club is an exclusive membership concern, but Gray can depend on less on summer courtin his respects. . . . M. K. FRANK, a steel magnate, who's hobby is Red Star songs, happens to be in the city, but Gray can't be sure his guest privilege will extend to his firm's single contractor, PAUL BARBER. . . . JOE HUTTON on the William Morris fold for B-G-A-C and under her new direction will head an all-male orchestra. . . . MITCHELL AYLES signed a binder with MCA, and BENNY MEROPY files the CRA tag next week. . . . formerly associated with Charlie Yates' combo counterpart to Artie Shaw, opens Friday (5) for a fortnight at the Polo Casino on the Brooklyn side of the bridge. . . . and at Colony Island, Long Park, high up this week. . . . JOHNNY COTTELLO on the band stand. . . . WALTER POWELL opens Sunday (2) for the summer at the Dean Hotel, New York at the World's Fair, his stand at the L. I. Show Bar taken over from the CRA tag next week. . . . ELI ALVER, leaving the Jimmie Lunceford arranging staff, will be back in the city, but Gray is ranging together a five combo for the summer. . . . JOE WATSON, in fashion the access for Tommy Dorsey.

Notes Off the Cuff
Deal was finished recently for ARTIE SHAW to be featured in MGM's forthcoming Broadway Melody Flicker. . . . the touring star is starting July 13, shucking into the movie factory for three weeks. . . . reports from Midwest fallows indicate that DEAN HUDSON has hit into his percentage on about 80 per cent of his stands on tour. . . . incidently, he made up his tie with the G.E. Edwards office this week. . . . BILTMORE BOYS open a run at the New York Hotel, New York. . . . LILL MARSHALL opens Saturday (1) at Lawsonia Lodge, Green Bay, Wis., for the LES MOVAK job. . . . the Saturday night dancers at Tripp's Cuban Gardens, Bethany, Mo., on Saturday. . . . opening on Sunday at Beverly Lake, Carrollton, Mo. . . . E. DOLAN has leased the Show Boat at New York. . . . about as JOSEPH JONNINI, Pittsfield (Mass.) booker, for setting the week-end band attractions. . . . WALTER BERBER draws a bond over at DuPont Hotel, Wilmington, Del. . . . and so we send our cuts to the

EDDIE DeLANGE
AND HIS ORCHESTRA

CLARIDGE HOTEL
Memphis, Tenn.
Wm. Morris Agency, Inc.
WILLIAM MORRIS AGENCY, INC.



CARLOS KENT

at his
Golden Voiced Organ
featured nightly at
The Barbory Room,
N. Y. C.
Exclusive Management
ARTISTS BUILDERS
1540 Broadway, New York City.

Beat the Clock Dances

TACOMA, Wash., June 24.—Lowered admission prices for the early evening hours was initiated at Century Ballroom here, serving both to build up patronage for the hall and to assure an early nucleus for the late-coming crowd. . . . Until 9:30 p.m. ladies is only 10 cents for all, with after 9:30 p.m. prices at 27 cents for admitt and 42 cents for gent. Dancers are urged to turn out early to beat the clock and save money in the race.

Roberts Set Locations

CHICAGO, June 24.—James A. Roberts, local band booker who has been concentrating on club date jobs in country clubs, is expanding into the steady equipment of a Century Ballroom. . . . Pieroani Thal for a season's engagement in the South Shore Country Club here, and set Peoria, Ill. into Blackstone Hotel's Ballroom Room opening July 4.

Sheet-Music Leaders

(For Week Ending June 24)
Acknowledgment is made to Maurice Richmond's Music Dealers' League, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon Healy, Carl Fischer, Inc., of Chicago; Hinged Music Co. and Western Book and Stationery Co., of Chicago.
Last Wk. This Wk.
1. Working
2. And the Angels Sing
3. Beer Barrel Polka
4. Gavotte Serenade
5. The Lady in Love With You
6. E. I. Don't Care
7. Little Six Feet Four
8. Don't Worry 'Bout Me
9. Little Skipper
10. Little Six Feet Four
11. Strange Enchantment
12. A New Moon and an Old Moon
13. Oh Love
14. God Bless America
15. Never Knew Heaven Could Speak
FOLLOW

post-convention spotlights

Extra Added
IT'S NOT so much what happened as what might have happened and will happen that gives added interest to the report of the results of the post-convention world. Many of the resolutions packed into a bill of particulars are reaching bands below the belt. And it took prey of Weber extra day and night sessions to bring the tide. When the convention in Kansas City closed last Saturday, long after the midnight hour, Weber dropped the gavel of a naggy but tired moderator, a staunch defender of the rights of the traveling musicians and just as loyal and sympathetic to the interests of the tourists who have to remain at home.

Television

WE CAN'T impede technological progress," impeded Weber in talking the convention out of calling a strike against the motion picture industry or calling for a special convention in December to deal with the problem. "It's not in the cards—what's the use of raising hopes that are not there."

But with the spirit to "fight" still alive, a resolution was passed in the closing minutes of the convention to close the bill by the horns on any other technological advance in the entertainment industry that might cause unemployment among musicians. In this resolution, the exec board is empowered to investigate television activities to protect the rights of musicians in the production and handling of recordings, electrical transcriptions and film and trade in records for radio broadcasts. Feeling was strong that the Federation was asleep at the switch with that kind of advance. It was felt that should get in on the ground floor in dealing with this newest frontier of the amusement industry.

Mountain Music

THEREY may be king pins in their own territory, but they are not far from the AFM is concerned the hillbilly bands are no music makers. Resolution to include them under the same financial provisions in the company of AFM-ers was withdrawn.

Since the dance remote wire situation remains as is for another year, delegates were able to push thru legislation providing that every dance remote must include a suitable statement that the broadcast is made with the consent of the AFM.

Traveling Testers

A MASS of legislation was aimed directly at the traveling musician, some of the resolutions finding their way to the limbo books and others below deck—thanks to the direction and foresight of Frexy Weber.

Attempt to tie up with the present appointment of the airtax of 10 per cent paid by traveling musicians failed to pass. Feeling that most leaders clustered on the 5 per cent pay-back to the musician, convention was asked to change the set-up so the 10 per cent of the traveling tax would be retained by the local union and the remaining 5 per cent returned to the Federation. The present set-up, with the local retaining 3 per cent, 4 per cent going to the Federation, and the remaining 3 per cent returned to the musician, remains on the books.

The 50-cent charge of Treasurer Brenton two-bit charge for traveling cards was raised to 50 cents.

Resolution that all travel orders shall charge not less than \$8 per man for a four-hour session (leader double), except that in local areas where a four-hour session the higher scale must be charged, was voted down. However, the scale was set up for neutral territories. Unless band is governed by scale of home local, one-nighters in neutral areas call for \$8 per man (leader 40.00) for four hours or less before midnight with overtime at \$1 (1.25 for leader) for each hour.

You may expect a bumper crop of musicians among the musicians in the fall letter of the AFM is followed in this case. Resolution was passed calling for the full letter of the AFM to be contracts with a local, to include the amount of money each member of the band is getting. Since most of the name bands

pay the men above scale, with the pay toll varying among the men, leader is going to be placed in a hot spot when his boys find out each other's salaries.

On Bands and Bookers

TRAVELING bands will now have to wait to be booked. A new local card, adding a three months' premium over existing rule. And to make it tougher around, law was passed that a traveling band may not remain in the jurisdiction of a local union where it has just concluded an engagement and while so remaining solicit another person or persons in the same local's jurisdiction. As a result, a traveling car coming into a spot must clear out of town as soon as the job is over unless they have another job which was already lined up before taking their first stand. It is doubtful territory who are in the New York card, since they will be unable to solicit any location jobs (of a week or more) outside of the town.

Further, existing law was amended so that traveling cars or out-of-town musicians, after entering the jurisdiction of a local to fill a permanent engagement, cannot accept any other job before getting into town for the location stand, contract for a week or longer, and leave within five days after the engagement closes. A further restriction rules that the out-of-town band is still in town cannot negotiate or contract for miscellaneous dates to be played in the same jurisdiction before the local is contacted.

Under the existing law a local union can place a spot on the restricted or restricted territory list for traveling bands if they can prove collusion between the employer and leader or booker. The AFM now will be called for the right to place a spot on the restricted list if a doctor and nurse contract in collusion on part of booker or band.

STRAIN of the convention was too much for Frexy Joe Weber and he suffered a breakdown on Sunday, the day after the session closed. He was taken to a hospital and his doctors advised his condition was due to a nervous breakdown and ordered the AFM chief to remain at rest in bed. He has been under care of a doctor and nurse contract remaining at Hotel Muehlebach in Kansas City. His condition was reported favorably later in the week and he is expected to return to New York this week.

DISCUSSIONS

MORE than a dozen resolutions intruded were concerned with recordings made by music machines in recording studios. Board was ordered to make a study of entire phonograph and recording industry in view of the trouble made by music machines in displacing musicians. Board was ordered to take the economic record of the industry and to establish the jurisdiction of all record playing devices, including the juke box and the juke box. It will mean a jurisdictional fight with sister AFM unions, principally the International Alliance of Theatrical Stage Employees in theaters, American Federation of Radio Artists at radio stations and the International Brotherhood of Electric Workers in the servicing of music machines.

Resolution that the AFM holds a whip (license) over the transcription and recording companies, suggestion was that the pressure be put on the works to secure this jurisdiction to provide some employment for musicians. Resolution that the AFM be authorized to investigate the feasibility of the AFM to go into the recording business and, if possible, to set up a wax factory was surprisingly passed. However, Weber was unable to handle a private study of the industry and that it would cost the AFM \$200,000.00 to enter the record business. And even if we did, "he was couldn't control the entire industry." Along the same lines, the exec board was empowered to investigate the feasibility of having all recording musicians assign their performing rights to the AFM and create a trust for that purpose. In view of the fact that the National Association of Performing Artists is expected to be the same thing, the ruling is not retroactive to those who have already assigned rights to NAPA. This ruling covers not only the leader, but also the individual musicians in the recording band, and is seen as a wedge in the setting up of a system to license nickelodeons.

ASCAP Relations

LEGISLATION requiring the AFM to buy up all music and offer it free to theaters, radio stations, intertunes and other establishments who employ live musicians didn't get to first base. It would have meant making an attempt to buy out ASCAP. Weber explained that not only would it avail the AFM nothing but would cost at least \$100,000,000 in the attempt.

If anything, relationship with ASCAP is on a most friendly basis, and on the basis of legislation passed and the position of ASCAP made known by a representative present ASCAP will bind with the AFM in common cause to try to push thru an amendment to the Federal copyright bill so that nickelodeons may be licensed. Much was made of the fact that the music machines have created a condition of unfair competition, making it possible for live musicians using the ASCAP tax while those using music machines do not.

In connection with music machines, Weber explained that ASCAP had been following a policy of "leave well enough alone," being afraid that any tinkering with the copyright act might find the radio industry stepping in with amendments that might harm ASCAP's present financial structure. However, the cause now seems to be in common.

Weber further advised that the AFM do nothing that might impair the friendship existing between the two bodies. He felt that if ASCAP wanted to make an issue of it, it could make the same leaders pay the performing fees, just as they do in some European countries. However, he explained that when ASCAP was first founded its organizers promised him personally that the Society would never make the musician pay the royalty fee on performances.

ROCHESTER, N. Y., June 24—Johnny (Seat) Davis, snubbing for Gene Krupa last Saturday night at Manhatta Beach Pavilion, broke an all-time record, 100,000, for the house to the doors. It was ideal weather for the intertunes, with about 800,000 in attendance at \$1.50 advance and \$2.25 at the gate per couple. Gross was about \$800.

Bands on Tour

—Advance Dates—

Paul Whiteman: Jones Beach Stadium, Jones Beach, L. I. July 1-4; Robin Hood Dell, Philadelphia, July 21.
Joe Venuti: Aragon Ballroom, Chicago, July 1; Trianon Ballroom, Chicago, July 2.

Brown: Sunnysbrook Ballroom, Pottstown, Pa., July 1.
Frank Trombar: Celeron Park, Jameson, Pa., July 1.

Ed Lewis: Hamill's Million-Dollar Pier, Atlantic City, July 1-2.
Leo Reisman: Hamill's Million-Dollar Pier, Atlantic City, July 2.

Jimmy Joy: Coney Island, Cincinnati, July 1 for two weeks.
George Hall: Kenwood Park, Pittsburgh, July 2 for two weeks.

Seiler Sisters: Aragon Ballroom, Chicago, July 5.
Benny Carter: Apollo Theater, New York, July 7 week.

Dicks Ellington: Riverside Theater, Milwaukee, July 7 week.
Mal Hallett: Surf Beach Club, Virginia Beach, Va., July 8 week.

Sonny James: Palmsdale Park, Fort Lee, N. J., July 18-21.
Dick Harrie: Kenwood Park, Pittsburgh, July 17 for two weeks.

Rose Morgan: Fairland Park, Kansas City, Mo.
Emerson Gill: Greystone Ballroom, Detroit, July 19, 21 and 23.

Carl (Drewson) Moore: Forest Park Highlands, St. Louis, July 27.
August 4 week; Lyric Theater, Indianapolis, August 11 week.

Ed Hopkins: Convention Hall, Saratoga Springs, N. Y., August 10.
Woody Herman: Hippodrome Theater, Buffalo, August 4 week; Lyric Theater, Indianapolis, August 11 week.

Johnnie Hammers: Manhattan Beach, New York, August 20 week.
Benny Goodman: Canadian Exposition, Toronto, Can., August 25.

Ascaph Cuffs Cuff Concerts

CHICAGO, June 24—American Society of Composers, Authors and Publishers thru its local rep, E. S. Hartman, granted the city permission to use all music at the New Navy Pier Pavilion. The Pavilion provided no admission is charged. A misunderstanding resulted when ASCAP presented fees from the 100,000 audience on the Pier where patrons are required to purchase tickets.

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PUBLISHERS OF . . .

- TAIN'T WHAT YOU DO
(It's the Way That Cha Do It)
- WELL, ALL RIGHT
(Tain't the Night)
- FOR DANCERS ONLY
(Himmie Lunceford's . . .)
- WHY BEGIN AGAIN?
(Patel's Blue)
- AT THE WOODCHOPPER'S BALL
- UNDECIDED
- THE SHOEMAKER'S HOLIDAY

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

Adler, William (Ambassador) NYC, B. Agnew, Charlie (Mickey Mill) Duquesne, Pa., B.
Alan, Bill (Cathleen) Mobile, Ala., B.
Almond, Harold (City Drum) NYC, no.
Alton, (Piedmont) NYC, B.
Arthur, (Crescendo) Pittsburgh, B.
Astin, Harold (Glen Park Casino) Buf., B.
Austin, Billy (Monte Carlo) Iron River, Mich., B.

Bardo, Bill (Horseshoe) West Detroit, B.
Baron, J. M. (Cathleen) NYC, N. Y. P.
Barrie, Dick (Jefferson Park) Detroit, B.
Barron, (Cathleen) NYC, B.
Barrett, Jackie (The Oaks) Wilmont, Md., no.
Barry, (Horseshoe) Buffalo, B.
Bart, J. J. (Loring) NYC, B.
Bartina, Alice (Sled Pier) Atlantic City, B.
Bartley, Charles (Joe Regis) NYC, B.
Bartley, Irving, N. J. P.
Bartley, W. (Cathleen) NYC, B.
Barker, Hubert (Tremont Lodge) Auburndale, Pa., B.
Basson, Ray (Monte Carlo Casino) Montauk Pt., N. Y., B.
Battag, James, (Storador's College Inn) C.
Baxter, Max (Horseshoe) Buffalo, B.
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RCA, Victor.

Orchestra Routes

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

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

Douglas, Tommy (Antlers) Kansas City, Mo., B.
Drummond, Jack (Cascaides) Rutland, Vt., B.
Duchin, Edgy (Waldorf-Astoria) NYC, B.
Duke, Jack (Cathleen) NYC, B.
Duke, Jack (Twilight) Birmingham, B.
Dunham, Eddie (Madras's Dancehall) Hammond, Ind., B.
Duranda: (La Congo) Hollywood, no.

Eddy, Teddy (Parsons Manor) Brown Lake, N. Y., ce.
Egan, Jack (Seward Hall) Detroit, B.
Ella, Joe (Queen Mary) NYC, re.
Egan, Freddie (Sue De Tom) Albany, N. Y., re.
Erbe, Val: (El Morocco) NYC, B.

F
Farr, Jimmy (Circus or Prince Club) Saint Paul, Minn., B.
Farr, Tom (Starboard) Bridgeport, Conn., B.
Farr, Tom (Starboard) Bridgeport, Conn., B.
Farr, Tom (Starboard) Bridgeport, Conn., B.
Farr, Tom (Starboard) Bridgeport, Conn., B.

G
Gamble, Jack (Lincoln Theater) Pittsburgh, B.
Garber, Jan (New Yorker) NYC, B.
Garber, Jan (New Yorker) NYC, B.
Garber, Jan (New Yorker) NYC, B.
Garber, Jan (New Yorker) NYC, B.

H
Hamilton, John (Crystal Hotel) Beach Park, N. Y., B.
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Hamilton, John (Crystal Hotel) Beach Park, N. Y., B.

Johns, Al: (Blumlee) Providence, B.
Johns, Al: (Blumlee) Providence, B.
Johns, Al: (Blumlee) Providence, B.
Johns, Al: (Blumlee) Providence, B.

K
Kardos, Gene (Kingsway) NYC, no.
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Ortzo, Al: (Belvedere) South St. Marie, Mich., B.
Ortzo, Al: (Belvedere) South St. Marie, Mich., B.
Ortzo, Al: (Belvedere) South St. Marie, Mich., B.
Ortzo, Al: (Belvedere) South St. Marie, Mich., B.

P
Pallo, Don: (Palm Beach) Detroit, no.
Palmer, Beverly: (Honey) Rochester, N. Y., B.
Palmer, Beverly: (Honey) Rochester, N. Y., B.
Palmer, Beverly: (Honey) Rochester, N. Y., B.

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Rainbow Room, New York

Cafe Society went out on a Brenda last Wednesday night and greeted the new summer floor show at Mr. Rockefeller's wind-swept Ivory tower on the 63rd floor of his Radio City edifice.

Dropping the policy of name acts (for the summer months), John Roy, managing director of the room, fills current entertainment line-up with unknowns in the main, but fairly good entertainment as floor shows go. The policy of name bands, however, still continues, with Al Donahue's crew holding sway over dancing and show, and Eddie Lee Baron's sizzly rumba one filling the itching feet need more than adequately.

First of the lesser known is Orion Chantry, eye-filling terp artist who performs as this spot is just, but just a little too much of it at one clip. Her style of tapping is more than faintly reminiscent of Eleanor Powell, including the smile, but lacks the zippliness and fast flash in Powell possesses. In all, however, she dusts off some nice work.

Nita Carol, another youngster new to the night club end of show business, has one featured spot on the singing chore but doesn't mix enough personally with a fine trained voice. (She was recruited from the operatic ranks.) Her arrangements are too slow at present, but she has the appearance and the training for a successful career.

A novelty act which has been playing the New York smart spots and theaters as though they were a circuit is the ping-pong team of Ruth Aarons and Sanford Olance. It's surprising how the fanatics trade maintain the same alience and astonishment that they would at an opera. The team, change of their own

countries, puts on a good show, mixed with a lot of showmanship. One of the pair usually challenges a patron to a game, while the partner invariably walks off with a quart of champagne, which is a neat trick on the good-will angle. Ed Sidney Ross, magician, performs at the tables only.

Al Donahue's Band plays for the show and dancing and is just about tops as far as this spot is concerned. Donahue also emcees with commendable modesty. His vocalist, Paula Kelly, is also one who shouldn't go unnoticed, because if there ever was an excellent, effortless singer she is it. She has a voice, looks and loads of personality without half trying.

Eddie Lee Baron handles the rumba assignments and is a show in himself, giving forth with personality as well as music from the band stand.

Edward Roy is still on hand as publicity director of the room. *Sam Hainberg.*

Blue Fountain Room, La Salle Hotel, Chicago

The Milt Herth Trio is proving a very suitable attraction in this cool Loop spot. Having started around here several years ago being familiar to his musical activities on CBS here, Herth should attract good trade. His combination is an unusual one, with his organ solos creating the illusion of a full band in action.

Assisting him are Bennie Leighton, alert pianist who comes thru with plenty of rhythm, and Dick Ridgely, drummer

who shades his work when Herth is in the spotlight, but reaches Gene Krupnik heights in drum-predominating numbers. Herth is a singer with a sylphlike neatness and generously during dance sets. An outstanding quality about Herth is that he has an enjoyable, equally well on the dance floor or from the stage. The room effects are pleasing to the ear and the showmanship on the part of the boys, while reserved.

This is the only attraction in the room with the exception of Mystic Affairs (the crystal-gazing sessions at the tables). Also entertained are the Milt Herth Trio, a vocal analysis and palindromy and her work does not interfere with the band-and-dance program.

Herth will probably remain here all summer. Room has no cover or minimum charge and is open nightly except Sundays. *Sam Hainberg.*

Vogue Room, Hotel Hollenden, Cleveland

Bob Miller's Orchestra is still chasing the hell waves for Cleveland who are taking advantage of the Vogue Room's "no cover" offer. Their night club in Cleveland are closed or lack an amusement policy during the summer. Miller's orchestra is the younger set.

Sammy Wubb is best and comedian and keeping his foolery light and summery and aiming his appeal at a broader target than is usually presented in the Vogue Room—the younger set.

Last show at the Hollenden featured love birds, a novelty act that drew much word-of-mouth comment. Management has followed it with Martinet and his Juggling Crow, standard act. The presentation is showmanlike and high in quality. Martinet's crew works with large props and can be seen from all parts of the room.

Ocellahan Sisters, dancers, turn in a workmanlike job and excellent dancing, a pleasant change from the usual ballroom pair. *Talbot Harding.*

The Oasis, Detroit

Opened six years ago as one of the first spots in town to be prepared for the night, the Oasis has finally changed hands. The M. B. Loyola, Sr. and Jr., and out that the new management is Mrs. George Swartz, of the Lexington Bar.

Show opens with Rita DeVere, acrobatic duo who has some clever party tricks and somewhat numbers in her routine, plus a sprinkling of contortionist work in dance style.

The Richardson "Tina, attractive blond dance team, give their own adaptation of conventional Spanish dances and manage to give conviction to a difficult and novel routine.

Charles Nolan, eccentric juggler and dancer, gives a nice smooth performance. Opening is a whirling dance number in total darkness, followed with novel ball juggling and a sort of scurrying dance routine that clicks.

Ken Conroy, singer, and also books the show, doing his job capably. He is accompanied by Helen Barber, who also plays the lull in the evening. Sammy Stern's Orchestra handles the instrumental. The show is short but rates top.

H. F. Reeves.

Leon and Eddie's, New York

New show which opened here Tuesday (26) takes for its theme the romantically sophisticated mood of April in Paris. The fact that the relationship exists in name only, with the entertainment having little or nothing to do with either romance, sophistication, April or Paris, doesn't detract in any way from the general entertainment value of a typical Leon and Eddie revue.

Emceed by Ford, the show is in a pleasant enough manner, things get under way with the six Wally Wagner girl, followed by the Lewis Sisters who bring a lot of enthusiasm. If not much harmony or distinctive arranging to a song about Cuba and Ever. Albee Albee Brent does well with an acrobatic routine and an encore would have been appreciated. In this connection, it is felt the show is given greater pace and tempo thru the omission of second numbers and encores, but in Miss Brent's

case an exception could very well be made.

The production's novelty is supplied by Ada and her Wonder Dogs. Pups go thru the usual rollovers, hurdles and further. Her number of the night is a real applause-getter, with one of the pooches doing a "hand stand" on the nose of the other. The show is a good visual entertainment.

Dual Sisters bring the routine back to the music (for something) and dance. Routine is out of the old familiar mold. Spanish rumba, a rumba, a rumba. Spanish rumba, asking her pie work for a temporary night.

Things really get down to business when Eddie Davis takes over with his collection of choice acts and acts. The former range from the old reliable She Gene Rolling Down the Mountain to new acts like the Milt Herth Trio and the latter go from burlesque to some really funny stuff, and the latter go from burlesque to some really funny stuff, and the latter go from burlesque to some really funny stuff, and the latter go from burlesque to some really funny stuff.

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HIT OF THE SHOW

SIMPSON SISTERS

CURRENTLY 27TH WEEK IN THE NEW ICE REVUE IRIDIUM ROOM

★ Hotel St. Regis ★
New York

Direction: MUSIC CORPORATION OF AMERICA

IRIDIUM ROOM

STARRING 34th WEEK

IrIDIUM ROOM
ST. REGIS HOTEL, N. Y.
Dir. Music Corp. of America

DIXIE HEY

Bids Farewell to New York and All Friends
Booked for the Next Three Months
TO DANCE AT THE SILVER SPARTY NIGHT CLUB
Cristobal, Canal Zone, Panama
Thanks to SOLLY SHAW

Mother Kelly's, Miami

Formerly the 32 Rio club is now owned by "Mama" Mabel Kelly, who manages Mother Kelly's and La Conga in Miami Beach. Spot has had a good reputation and is receiving wide publicity blow-ups, pop palms and a star-spangled ceiling all being in line with the southern belle theme. The new layout is estimated by the management at between \$30,000 and \$25,000.

Bob Bacon had not completed its acoustical arrangements, and this, plus a dead mike for part of the show, put the management in a bit of a predicament. The former under sea handicaps. In a few days these details are expected to be set out, as several people are negotiations for a CBS wire for the music market.

Livingston Ock, led by the 56-year-old composer, has foregone live for the most part and is dishing out a lulling brand of society music but the boys doing occasional chorals. Very conceivable, considering the group has been together about one month. Instruments include three fiddles, four rhythm, including piano, bass, guitar and drums, three tenor sax and one trumpet. Division backs the keys. Alternate band is Don Alfonso's rhythm crew, although which which which delivers schmaltz waltzes effectively.

Opener is Phyllis Col. Features brunet with an attractive freshness. Did three songs, including encores, works with straight arrangements. Late in the show.

Main attraction, too, is a charming personality.

Bob and Evelyn Wayne do interpretative tap footings to *Hungarary Rhapsody* in opening routine. Follow with a turn for more popular waltz and third novelty performers, but act has a very good sense in the girl, who is a striking beauty and strong personality.

Diane Reese, another vocalist, had her turn rapped up by a dead mike, but she has a very well-trained voice, perhaps more so than Miss Col, but without latter's personality.

Most distinct hit among the performers was made by Owens and Parker, slightly off-kilter comedy duo, who, in a tough time getting off, delivering some seven numbers. Technique includes a lot of music, and a few recitations, and a bit of singing by Owens. Lyrics are rather rough, but the diplomats loved it.

Policy is no minimum, and show will be an informal one, and will be according to present plans. All drinks 50 cents. Room's capacity is 265.

Press at 4-28-39.

Roof Garden, Hotel Pierre, New York

Stellar (and only) attraction at this lifted pinkly watering spot in the clouds is Hildegarde, that kid of exploding personality, who the pseudo foreign accent and with a batch of new material and tricks.

She has enough (and probably more) material to keep her half-hour entertaining assignment running at a fast pace. Her act has more charm in her than a lighted fountain, and it's surprising how she can give so much with so little. Her repertoire consists of some pop ditties and a new song about a journey in Cretaceous which earned a 15-minute standing ovation. The end of a *Private Secretary*, and the finale occur, then segue to a distinct act.

Music is forthcoming from Harold Nagel's band, which supplies punchy accompaniment to the ditties. Nothing distinctive and all very schmalzy. Service (more than the show) comes first in this type one would expect to find to the place, but at these prices (40¢ for dinner) it ought to be good. Food, first rate.

Harry Sobel and Ted Hartman handling the press work as usual.

Soi Zeit.

The Paddock, Miami Beach

Due to the manipulations of Miami Beach Ins, Jackie Mayo, female impersonator, has had to vacate his act. The top in the only spot in the Miami area dealing up a full-length song-and-dance program.

Working in pants instead of panties doesn't seem to be a good idea. For once in a dress and canopy, a touch of falsetto is a more effective entertainer.

than the chap who leads the applause and goes thru the motions of emceeing. Jackie's vocal pipes, however, are excellent, and his *Begin the Beguine* is thrilling to listen to.

At the Royal Palm closed, Virginia Manche gathered five of the chorus about her, tagged them the Virginia Manche Sextet and they sang a waltz—*the stars of the Paddock show. Group works on a postage stamp dance. Manche is to be highly commended.*

A pair of nervous nineties, La Fern and Dora, fit the mad cap, are plenty amusing. They are billed as "World Champion" afterbubs, "not so weight is irrelevant."

Folie Miller, a pit-lit girl, completes the show. Miss Miller taps and does some of the best tap in town.

Band leader Tony Lopez has a rare first-class combo playing the 45,000 weekly operating nut, came thru with a winning week with \$31,717. Only one to leave the show in the past week is Bill Brady, singer. While there have been no plans for cutting the George Hale show, it has been indicated that some of the headline performers have been asked to take salsy stiles.

Club Talent

New York:

JACKIE HELLER, tenor, and not Jackie Heller, as innocently reported here last week, has returned to New York after a long and successful tour in Hollywood, where he worked night clubs, radio and films.

GIJOVANNI has returned to the Versailles, where he opened four weeks ago. Nicholas d'Amico and Sara Ann McCabe went in Friday.

CONBUENO MORENO, Don Casanova and the Cubanians are in the new show at the Cuban Casino. THE ARTISTS, Dolores Rodgers and GEORGE SHREVE, returned to the American appearance at the Monte Carlo Cabaret.

BETTY HEYER is in the town at the Waldorf-Astoria Plaza Hotel. LEW DOLOFFO concluded a four-week engagement at the Apollo.

PATRICIA SHAY, formerly of Patricia and Oscar, reports that she has received an offer from Wm. Morris and GEORGE SHREVE, current at the Waldorf, set to follow Sara Ann McCabe at the Versailles.

Chicago:

THE CANINOS (Carmela and Gabriel) will be in the new show at Colosimo's spot at the Waldorf-Astoria Plaza Hotel. The show again, with the death knell sounded to the early career.

MARTY BLOOM, of the Chicago Hotel, explains the reason no shows are in conjunction with the swing bands in the Panther Room is that the management can't find suitable talent under the existing budget.

CHERRY BROTHERS have split the act and Louis Sher turned agent in Jack Pomeroy's office in Los Angeles. FLO ONIEL, of the West Coast. FLO ONIEL, of the Three Sophisticates, is laid up with an injured foot.

ESPERANZA VILANDREY, is playing at the Bal Tabarin, San Francisco. OLLIE HODGINS, former emcee, is in Dave Rosenberg's act.

CHARLES LEVINE is after an absence of three years, has returned to Detroit night spots.

Here and There:

JOHNNY WOODS held over at Earl Carroll's, Hollywood. GARLAND AND MARLA, back from South America. The new act at the N. Y. C. CASS, OWEN AND TOBY are now in their fifth month at the Hippodrome.

ESPERANZA VILANDREY is playing a four-week engagement at Frank's Casanova, Buffalo. LLOYD AND CHADY GO-MANING are doing a two-week return date at the Show Boat, Niagara Falls, N. Y.

JIMMY HADLEY, currently at the Hippodrome, Los Angeles, has signed a run-of-the-play contract for the opening at the Palladium, London, in August. Set for a couple of Pancho & Marco dates in between.

CHARLEY (RUD) HALL, emcee, is in his eighth week at Federal Gardens, Buffalo, where he will continue all season. The new act at the Edison, Billy Wells, the Four Pats and Burton Pierce comprise the "crash show" which opened at the Casino Club, New York, Ky. last week.

W. F. Spenders Give Breathing Spell; Int'l Casino Does \$51,000

NEW YORK, June 24.—World's Fair spender gave the fair crowd a breathing spell this week when a heavy portion of the patrons flocked to the Broadway Casino, which has had the smaller clubs generally and filled the coffers with the kind of lucre they have been waiting for.

The Broadway spots were the ones to clean up the heaviest. International Casino, which had heavy trade since its reopening several weeks ago but is taking it on the chin for a few days every week because of the \$45,000 weekly operating nut, came thru with a winning week with \$31,717. Only one to leave the show in the past week is Bill Brady, singer. While there have been no plans for cutting the George Hale show, it has been indicated that some of the headline performers have been asked to take salsy stiles.

Names Added To Star-Studded Revue at Texas Casa Manana

FORT WORTH, Tex., June 24.—Omesa and Winona and Frances Langford are latest names to be added to talent line-up for first two weeks of the Casa Manana Revue, which opens here July 1. Rose Korman's orchestra and Kenny Baker already are set for first two weeks. Seventy chorists and showgirls are being chosen, and more rehearsals will begin next week.

Director of the Casa Manana Association will also sponsor a small vaudeville show in Pioneer Palace, the only other original building, here in 1938. Fort Worth's Pioneer Palace show will be a honky-tonk revue presenting a line of six girls, several comedians, an emcee, old-time movies and old melodramas. Admission will be 25 cents. The Morris agency will handle the shows in both places.

The show in Pioneer Palace is to hype crowds along the lighted midway leading to Casa Manana. Directors believe this will be an asset to show. Last year only bright spot grounds was Casa Manana. Tom Day will again have food and drink concessions for both Casa Manana and Pioneer Palace. The association will handle all other concessions, including the proposed penny arcade in connection with Pioneer Palace, the shooting galleries and a few others.

Ft. Worth Casa Hypes Competit

FORT WORTH, Tex., June 24.—With stiff competition expected from the Casa Mexiana Revue, the local night spot in the Texas Hotel, has foregone its usual name-band policy for the summer. MCA will handle the act exclusively all season.

However, the other two big spots oper-

Billy Rowe's Diamond Horseshoe, which has reported consistently good business during the very dull days, has been averaging a gross of around \$2,000 weekly. For the first time in months, too, the spot has reported \$1,000.

Another top astro, the Cotton Club, which has been waiting for the fair crowds, also reports capacity business but claims it is taking a shellacking from the customers. Thus, lack of capacity, Cotton Club supposedly did capacity almost all week long, grossing \$23,000. At the normal take on the crowds it's been getting is nearly twice that much.

Other arteries, including the smart spot sector and the swing diva, have also had increased business and are preparing to put in better attractions to catch the trade when it comes to town en masse.

Herbie Kay's Orchestra is set for two weeks at the Show Boat and Casino Ballroom, are bringing in names to compare with Casa Manana and also figure on getting the after-show crowds from Casa Manana.

Local band, with the Dan.

Milwaukee Club Adds Show

MILWAUKEE, June 24.—Strand AmTex is now featuring entertainment, including Matthew Ryan, organist; Slim Whitford, balladeer; and Bert Snyder, emcee.

HEAR-DE LLOYD McKAY

and her SENSATIONAL PIANOLGY

ONYX CLUB, N. Y.

PHILA. DAILY NEWS says: "It's a place where you can get a drink and a dance. De Lloyd McKay, who is a kind of Pat Boone, and his orchestra, are in the show."

CONSOLIDATED ARTISTS, INC.

DE CARLOS AND GRANADA

CONTINENTAL DANCERS

THEY TREAT N. Y. CITY.

DON BOONE, Bill Berg, N. Y. City.

RENE & ESTELA & COMPANY

Cuba's Foremost Rhythm Dancers

5th Week HAVANA MADRID, N. Y., and held over indefinitely.

Just returned from highly successful engagements in Cuba, Mexico and California.

PROTECT YOUR PROFITS DANCE! DANCE!

Our Patented Dance Check Bill through our system, can be renewed and used in another without delivery. Guards your profits. Packed box, \$15.00. 50 Patented. Kasia, color, without printing. Bargain on quantity. Write for details.

WESTERN BADGE & NOVELTY CO., 405 N. Exchange St., ST. PAUL, MINN.

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

Aaron & Glavin (Rainbow Room) NYC, etc.
Alvin Sisters (Geo. Washington) Jacksonville, Fla.
Avery, Frank (Aqueduct) World's Fair, NYC.

Barbours, Four (Hollywood) Cleveland, H.
Baldwin & Bristol (Hirshberg Beach Park)
Balkara & Hae (Savannah) Chi. L.

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Acis-Units-Attractions
Routes

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

EXPLANATIONS OF SYMBOLS
-a=auditorium; b=ballroom; c=cafe; d=concert; ce=country club

h=hotel; m=music hall; ne=night club; ne=night club; ne=night club

NYC=New York City; Phila=Philadelphia; Chi=Chicago.

Davis, David (Lansing) NYC, h.
Davis, Johnny & Paul (Hollywood) NYC, h.
Davis, Steve (Hollywood) NYC, h.

De Courcy, Marie (Club Casino) NYC, ce.
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Leontis' Orchestra & Marlowe (Buck's Blues)
World's Fair, NYC.
Lester, Sam (Hollywood) NYC, h.

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

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POLLY JENKINS

Now on Tour

For bookings, contact: Representative, Edith Solomon, 1460 Broadway, N. Y. C.

K
Kaly, Chandra (Vergennes) Northbrook, Ill.
Kaly, Vera (Vergennes) Philadelphia, Pa.
Kaly, Vera (Vergennes) Philadelphia, Pa.

Kaly, Vera (Vergennes) Philadelphia, Pa.
Kaly, Vera (Vergennes) Philadelphia, Pa.
Kaly, Vera (Vergennes) Philadelphia, Pa.

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Kaly, Vera (Vergennes) Philadelphia, Pa.

Vaudeville Notes

BOB HOPE, who will shortly take a pleasure trip to his native England, will fill three engagements before sailing August 2. Along are Mrs. Hope (Dobson), Mrs. Jerry Colonna, who will appear in his act, and Mr. and Mrs. Hope (Dobson) uncle and aunt. Opening on the 28th week at the Olympia, Minneapolis, he opens at the Chicago Theater, Chicago, July 20. He will then tour Paramount, New York, for a two-week engagement beginning July 12. European trip will include an engagement at the Palladium, London.

GEORGE LUNDEN goes into Loew's State, New York, July 20, followed the next week by George Jessel. . . . **MAXINE SULLIVAN**, beginning Friday (23), doubles from the Covox Club into the Apollo. . . . **NBC KIDOODLES** set for a return engagement at the Capitol, Washington.

STEVENS BROTHERS and their bear will get a spot in a forthcoming Paramount picture, featuring Ray Milland and Akim Tamiroff. Set by Sam Branson, Chicago.

Buffalo Keeps Vade For Summer Months

BUFFALO, June 24.—Ebe's Buffalo, only vade house in town, is increasing its activities this summer, contrary to the opinion of many of the room and board house adherents strictly to band shows. Merry Macs make their first vade appearance here about a week before the start of the Fred Allen show. The same week a new conductor for the house ork, Earl Watson, conductor of the Cook radio program, will replace Signor Marchelli.

Will Rebuild Club

MANSFIELD, O., June 24.—Incorporation papers have been granted for the new Club and Amusement Co. with Harold P. Spreng, Robert P. Spreng and J. G. Groggert, owners. The new club, destroyed by fire in April, it will also operate a swimming pool on the property. The club is located on Route 13, south of Mount Vernon, O.

APA Enters Wildwood, N. J.

PHILADELPHIA, June 24.—Thomas E. Kelly, APA representative here, announced exclusive the room and board will be the weekly minimum for performers at Wildwood, N. J., Kelly expects to sign several spots before the season starts. Frankie Palumbo, who has recently undertaken the operation of the Wildwood, is expected to ink an APA contract shortly.

SHOWBIZ UNIONS

(Continued from page 3)
brought favorable responses from Lawrence Tibbett, Lily Pons and J. M. Jefferson.

Musical soloists, such as Heifetz, who are members of the American Federation of Musicians, will not be able to give guest spots on the cut-off. Old time dancing clubs, such as the Blue Bird. Furthermore, the AFM last week at the Kansas City convention turned down requests that the musicians sponsor radio programs such as performer unions are mulling.

It should be noted of this type is being groomed by the Authors' League and the Stage Relief Fund. Reported that Columbia Broadcasting has manifested interest in this deal for a Coast-to-Coast hour program. Details here call for services of the American Federation of Artists to be freed of royalty and copyright obligations by special arrangements being made out by the American Music Council, president of the League, is sketched in as emcee. Choral and orchestral numbers will supplement dramatic pieces. Committee, headed by Kenneth Webb, president of the Radio Writers' Guild, is said to be considering Enoble in Arms by Kenneth Roberts and Little Circus by Dorothy Parker. Proceeds from this show will be divided between Stage Relief and League's relief fund.

A Terrible Trip

NEW YORK, June 24.—Lewis Weiss, who night club act, returned here after a three-week tour in Australia last week and reports that conditions are not so good in that club field, at least for the summer.

Owners in the cities he visited, including Brisbane, Cleveland, Columbus, Cincinnati, Louisville, Chicago, Buffalo, Detroit and Albany, says Weiss, are making up on the spending for talent until local conditions clear up.

Expedient to prove his point, Weiss says he didn't book an act—and what's more the Kentucky Derby took its annual toll from the Weiss exchequer.

Harry Howard Unit to Africa

NEW YORK, June 24.—Harry Howard, whose Hollywood Hotel Resnie arrives in New York today, is planning to book, has practically set arrangements for a new show to play 25 weeks of South African dates beginning in Durban. He is to return to play Schlegel's Time in the three chief cities of Durban, Capetown and Johannesburg. He will then go to Australia in the event Howard's plans materialize. Cost of the venture will be between \$20,000 and \$25,000, about half of this going for fares for cast of 30 and half for production.

When third edition is built Howard will have three versions to route around the three cities. In Australia, where he played New York, the tour beyond the third will be given first, followed by return engagements of one and the unit.

According to Howard, most of the unit scheduled to return to New York July 4 has been a long time in negotiation, project being held up by the war scare. Shortly before announcement of South African deal Howard had figured to book the returning unit in about six theaters on the West Coast, but at present nothing had developed on this account.

Negotiations with the Cunard Line show the round-trip passage for \$5,744 per man.

Expectations are the unit will sail from Liverpool October 7 and arrive in South Africa October 19 in time for Johannesburg opening November.

APA TRIAL

(Continued from page 3)

refusal of many performers to continue paying dues until informed of fate of their money. Acts at the Village Bar, appeared to The Billboard today after they claim, an APA agent told them to pay up or stopped. Poor A officials took week work warning employers that any steps to take advantage of the performers during the crisis would bring down on them a new wave of the law. The parent body is also concerned with protection of present membership in their relation.

Through its newly acquired attorney, Abraham J. Hays, the APA took a preliminary step to the Poor A's for a bill of particulars "solely for information purposes" and to advise the members of international point out where in the constitution that body has the power to take such action.

1.—The APA appointed a trial board the judicial procedure. Poor A's reply indicated that the union would voluntarily call a special meeting at which the APA might ask as many particulars as it wishes, and that the filing of charges and appointment of trial board was within customary procedure. As pointed out, the main power, the APA pointed out:

1.—The APA requested the investigation, and the union refused to conduct one.
2.—Two years ago the APA petitioned the court to dissolve the union, and the court dissolved the union.
3.—The union refused to transfer of jurisdiction from Chorus Equity under the club

12 to 16 Weeks for Foreign Acts But Salary Payoff Too Difficult

Foreign acts may take out \$40—some acts take more thru slick agents—poor Italian films help vade comeback—Paris agents book most foreign acts

ROME, June 24.—After several years of experimenting and serious endeavors to improve the theatrical situation in this country, the government now seems to be out of the jungle. Conditions for performers appear perfect, except that they can take only \$40 of their salary out of the country. Few regulations are in force and none require the personal attention or appearance of the artist. The same laws and regulations apply to native and foreign talent and no restrictions on shows, though the foreign acts benefit under the Foreign Tourist regulations and are entitled to 80 per cent reduction on rail fares and extra baggage demands, 10 per cent off on all purchases, etc.

Acts booked from outside Italy for work here pay the customary fees to their agents, but all Italian engagements must pass thru the "Dir di Colonnato," 12 via Aurora here, a branch of the government's department of labor.

As in most countries the movies have been the last few years replaced vade, but owing to the poor pictures shown audiences are demanding the return of flesh. The government normally few foreign films. Millions of lire have been put into Italian studios and a parliamentary bill is pending to increase means to interest the people in Italian productions.

In the cities the larger houses have adopted flesh and are showing one or two acts.

Chorus and again the APA accepted the favorable decision.

1.—When the BAA petitioned the AAA for return of the act, the AAA—so granted it, the APA accepted that decree too.

Since the APA's letter had promised to be returned in 48 hours after receipt of the bill of particulars, the Four A letter insisted that the June 23 deadline be met. Unhappily, the APA answer to the date, dated June 23 and prepared by the administration of the union, failed to file a reply until given "proof" that the Poor A's has the right to ask it.

Four A spokesman said that, with or without a reply, the APA would stand trial July 10.

At the close of the mass meeting Monday night Miss Tucker denied that the meeting was called to get a vote of approval on the bill. The meeting was public notice which was sent out by the administration with that purpose printed on the invitation of the union, which was to Miss Tucker's reading of the Poor A charges and her reply to them. Then the meeting was taken over by the rank and file with complaints against the conduct of the administration. The rank and file, who when the chair refused to recognize Pefer Wells, leader of an opposition group, broke loose. Fists flung and order could not be restored, so Miss Tucker called the meeting to a halt in riot squad was a bit late, tho the police helped to disperse the crowds.

Reports that Miss Tucker was much grieved over the turn of affairs, as depicted in the news, were being given by her handkerchief at the close of the meeting, brought her own statement that the meeting was called "in the name of my life" and that instead of crying in her handkerchief she was "crying at the thought of her fellow performers." Through the week Miss Tucker continued to take shots at Eddie Kantor for resigning from the APA. In a letter to Kantor, former president of the union, released a letter in which he called the act a "Charlie McCann" and was being used as a shield by the organization.

Anti-unionism members have carried a mass rally for Tuesday morning at 1:30 at Palm Garden. The announcement says, where the "crack" is "thought" crack at the administration's meeting at the Edison Hotel last night. The meeting was a buffet refreshments before the session was opened. Meeting is open to public and unpaid membership.

Foreign Acts May Take Out \$40—Some Acts Take More Thru Slick Agents—Poor Italian Films Help Vade Comeback—Paris Agents Book Most Foreign Acts

These houses in general have a large seating capacity, permitting payment of good salaries. Engagements are usually for one to three weeks, but vaudeville uses flesh from several days to a full week. About 150 to 175 American artists work annually in Italy, most of them being booked from Paris.

The Dir di Colonnato handles all bookings and is charged with the welfare of the artist. This organization collects 3 per cent from the salary of the artist (there are no other taxes) and like amount from the theater. Each performer is required to file a record of the artist. This service is of small benefit to the foreigner, excepting those who play return dates. The 3 per cent is always returned to the native artist in any manner or another.

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Non-Italian acts that have played here claim living conditions are good, although conditions are not so good in Italy. There is not a great scarcity of any particular thing (albeit butter and cream are scarce occasionally). Good meals are procurable in good restaurants at 7 to 10 lire (15 to 20 cents), and in good hotels at 15 to 20 lire (25 to 40 cents). There is only one souz note, how to take out money earned. One department in Italy may allow a person to return a stipulated amount and another department may say 40 per cent. The amount of departure is 1,000 lire (600) by person and if one has above that is considered. If an act retains a smart booking agent it will usually discover that the difference between the \$40 and what he has in his pocket is being held in his favorite currency at the office of his agent.

Long at consular services of the various foreign countries from which these acts are recruited do not protest in regard to payment of salaries. It will be wise for vade acts to return Italian dates.

O'Malley Again EMA Head

CHICAGO, June 24.—David P. O'Malley, indie agent, was re-elected president of the American Federation of Musicians' Association of Chicago at its weekly meeting here. Best of all remains in the position of president and music agent, has 25 club date bookers in its membership, all of whom are licensed by the American Federation of Actors.

APA CHARTER

(Continued from page 3)
is an amended charter being saving in dues, because such a consolidation would ease the interchangeability set-up problem. In a letter to the members of the APA charter, stated that currently AEA was most emphatically not in the picture. The AEA would not be a club but if interference meant protecting the performers then Equity might agree to do so. The AEA would not be a club but would be set up to handle the field and that the union would probably have to be set up to handle the field and to float the necessary machinery. Money would have to be raised without Four A's aid. Poor A's is runned to a deficit.

He concluded with, "If we had to do it, we would."

Strand, New York

(Reviewed Friday Evening, June 23)

Last show Friday night got a tough break when the pit elevator went on the fritz and the house was static near a half hour, making Sammy Kaye and his orchestra work halfway below the railing and the regular house static was very noisy from the lower part of the house. Upstairs was not so badly affected. Kaye, however, made a pit stop—plenty to the audience and despite the handicap, played quite well. Vaude acts were really not affected since it wasn't that instead of working below the band they worked on the regular lower static. It was nice, for a change, to see a Broadway vaude stage in use outside of the State.

Vaude offering is a strong one, with three acts, three numbers. Three Samuels and Harriet Hayes and the Ghesias. Trueman, the circumstances lighting was off, but that was obviously to be expected. Kaye's band is a popular outfit, evidenced by the band given him on the playing of the opening theme. He transmits an affable stage personality and mixes his tunes fairly well, but too consistently on the sweet and slow side. Last number and a comedy number, *There's a Hole in the Old Oaken Bucket*, are really the only fast times he plays. At least one more should be substituted. Band has a very pleasant sweet style, too, aided by singers who fit neatly into the pattern. Tommy Ryan, one of the warblers, who's been out for some months with a serious throat condition—so much so he wasn't expected to return—got a truly warm band. Still shows signs his voice is under strain. Did the Numbers, *Beauty, Beauty*, of them, in a Tommy Dorsey-like choral arrangement. Retention, too, has a good vocalistic touch.

Best vocalist is the unblinded Clyde Burke, a sweet-voiced guy and really too good to be a hand vocalist. *There's a Hole in the Old Oaken Bucket*, with a male trio, the Three Barons, are the rest of the singing retinue. Incidentally, the band can sing as shown by the final number.

Three Samuels and Harriet Hayes are two girls and two boys in semi-comedy hooding turn. Hurt their own work, too, by staying on too long and keeping the comedy all along same lines—bump me and I'll bump you. Ask, however, shows several clever production effects and has enough on the ball to get them over.

Princess and Baby YVONNE
"PSYCHIC WONDERS"
"NEW BOYCOOP" (Also) DOC M. IRVING
"SENSATION" 433 Roosevelt Bldg., Philadelphia

Don't Be Misled — There Is Only One

ELSIE and NICKY

and

Week of June 22 LOEW'S STATE, New York
Opening July 3 ASTOR ROOF, New York, With Ben Bernie

Regards to All Our Friends

Direction — M. C. A.



Vaudeville Reviews

Precision tapistry, when straight and sans comedy, is good. Miss Hayes does an okeh afro routine. Mia Samuels and Ghesias also come and with the two boys at the opening.

Ghesias strong arm and muscular contortions and basic ones, as usual. Closing routine, imitating two jitterbugs, on their hands, is a smart get-off. State Recreators likewise, as expected, with their nut comedy and hooding. Fay Carroll, a blonde, sings comic numbers.

Business excellent. Daughters Contrapunctos the film fare.

Oriental, Chicago

(Reviewed Friday Afternoon, June 23)

House is again using a pair of second-run pictures in conjunction with its stage bill, but at least their brand is more recognized and should do more at the box office than a new but trashy feature. Combination of Deanne Durbin in *Three Smart Girls Grow Up* and East Bathone in *The House of the Musketeers* is a timely one for the vacationing school kids, who turned up en masse at first show opening day.

Lise opens, this time with a fast rhythm tap that is gingerly patterned. Winners of the weekly amateur contest Eugene and Jerry Stroder, are next with singing, dancing and voice impressions. That a couple of children who play a strong, sympathetic hand.

Arns and Fisher, two fast tap dancing boys, do a familiar turn, somewhat labored, but pleasant. Open with a chain number and go over good with their challenge idea.

Dave Seed, pint-sized comic, had them laughing at his nonsense. It is strictly his personality that nets the response, for the material is pretty thin and lacking in originality. Jack Jansie and Lillian White assist him. Some of Seed's own pantomime bits are very funny.

Edith Griffin, comedienne, did well when she concentrated on straight singing but erred when attempting to cash in on stunts. She can do without the effort of trying to get an Oriental audience, particularly a morning audience, to respond in song or play school children. Her tunes at the piano are good, particularly the "I'm a Soldier" which would rather be an ice man or milkman. Pitches in a patriotic ditty, *God Bless America*, and that stimulates an encore.

Carl Freed, the harmonica wizard who closes between acts and to stimulate results, is on next-to-closing with his five harmonica licks in a strong musical assertion. He catches in on all laugh-provoking angles that come up during numbers and nets fine response. Played

such fares as *Dinah*, *Whisper* and *The Toy Trumpet*.

The line couples close with a novel "rout" by diversion. Verne Bug remains on the stage to lead the band. On Friday night edition, *There's a Hole in the Old Oaken Bucket* will open for a week.

Sam Honigberg.

Loew's State, New York

(Reviewed Thursday Evening, June 22)

Loew's State this week should get some relief from the murderous grosses which have been plaguing the place. *Union Pacific*, is still calculated to be good box office.

Top billing to Bert Wheeler, veteran comic, who's aided by Hank Ladd and Frank Malloy. Turn is mostly chatter. Ladd playing a house manager's part, and a assistant to assist Wheeler on what to do and how to do it. Al Rosen, State's manager, is worked into the dialogue so much that it seems a publicity stunt; but notwithstanding this lapse the feature is a good one. Wheeler's act is not as extensive as Ladd's, but appearance and comedy sense are undoubtedly aided. Turn was of very well. Wheeler proving strictly sock in his encore—*There's a Hole in the Old Oaken Bucket* caused by Ladd's presence in the act.

Opener is Bud Analeka, four girl and two men balancing team. Act first does foot balancing, man on his back supporting girls draped on top rigging.

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Palace, Chicago

(Reviewed Friday Afternoon, June 23)

Frank Fay finally managed to return to his once profitable grounds, if only a little in the distance, after the setback in this house. It's mostly Fay, as it should be, and show consequently has a generous measure of hilarity.

Fay is still funny, even to younger audiences seeing him for the first time. It is an individual brand of comedy, dry, clean and always entertaining. Once the four acts on hand go back to work he gets down to work and creates a *Hellsopops* atmosphere for the rest of the bit. Two numbers are his—serious song version of Joe, while a fetching blonde struts on the other side of the stage, wearing an additional piece of clothing with each succeeding chorus, and the "slide for life" tops act by Fay and Ladd, acting as a comedy of customers who, with several others, go thru their routines while Fay makes a little attempt to return order.

Still another bit that drew laughs was the impression of wearing the magician's dress suit, with the owner in a robe coming out on the stage to beg Fay not to lend on the piano while working in his property.

The final scene ends in near riot, for

In addition to Pedro and Lulu's getting out of the act and re-acting as an elderly woman negels about Fay, a couple of plants annoy him from their seats and an embryonic prima donna displays her pipes at their worst.

Jackson and Nedra, musical comedy tap team, offer a little re-creating assortment of steps. Boy and girl are young and make a good appearance. *There's a Hole in the Old Oaken Bucket* a novel touch to the offering.

J. Burton DeVant, the magician who later in the act is working bit with Fay, stays on too briefly to be judged properly on his own merits. He appears to be a little thimble and "get trick."

Opener is Bud Analeka, four girl and two men balancing team. Act first does foot balancing, man on his back supporting girls draped on top rigging.

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Opener is Bud Analeka, four girl and two men balancing team. Act first does foot balancing, man on his back supporting girls draped on top rigging.

Musical Hall, New York

(Reviewed Friday Evening, June 23)

They probably couldn't get away with it, but a super de luxe house like the Musical Hall, but an entire production of the act. Joe Jackson, who occupies the stage for 20 of the 38-minute stage show, showing a specialty with evered of manikins. While he milked the audience dry, they seemed to enjoy every minute of it. *There's a Hole in the Old Oaken Bucket*, he's on much too long.

Opener is a beautiful, but unfortunately ill-in-callable in a semi-parody setting and gracefully followed by a well-paced number before retiring. The scene, incidental to the beauty and staging, had some outstanding line effects.

Following was the Hobo Convention number, which set the pace for Jackson. Number had some clever quips, but somehow, despite the shabby garb, they were not funny and unwholesome. Participating was the gee club, which not only was in fine voice, but recited poetry with authority.

Then the act of the evening, Jackson did everything he knows (or so it seems), from pulling a crumple into his crummy jeans to comic antics with his feet that are solid laugh getters. *Work with the collapsible table* also had the customers giving out with steady ripples.

Usual Rockettes' precision finish was in abundance this week, and substituted by the *There's a Hole in the Old Oaken Bucket* number that was precision drilling par excellence and thrilling to watch.

Joe Jackson to Paris on the screen. House jammed closing show.

Sol Zeit.

Roxey, New York

(Reviewed Saturday Afternoon, June 24)

With Shirley Temple's latest for posterity and 20th Century-Fox, *Susannah*, in the box, the Wonders Soldiers bill designed primarily for juvenile entertainment, the Roxey this week has had a good one.

Fifty-five-minute show doesn't waste much time on production trappings. One too big numbers, one of them the finale, a Northwest Mounted prolog leading into the film. Other is a number

Booked For 1 Week—Held Over Indefinitely!

JACK CASSETT and BAILEY GWEN

a unique and distinctive novelty

STRIKING A BALANCE AT
GEORGE JESSEL'S LITTLE OLD NEW YORK, WORLD'S FAIR

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GEORGE JESSEL and ALMON R. SHAFFER

Personal Management: BILLY JACKSON, Palace Theatre Bldg., New York.

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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.

Men

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

The Final Curtain

W. C. Huggins

VARBOS—Enrique Fernandez, 75, Spanish and Italian, was born in San Sebastian, Spain, recently. He is professor of violin at the Royal College of Music in London. He has more than 30 years. In 1883 he became concert master of the Berlin Philharmonic Orchestra and afterwards he was appointed as principal instructor at the Hamburg Conservatory. In 1889 he became concert master of the Royal Symphony Orchestra in London and with the Boston Symphony Orchestra in 1903 and in 1908 became conductor of the Metropolitan Opera Orchestra. In 1928 he appeared with the Negro Symphony Orchestra.

WATSON—George, an Hartford, Negro magician, June 16 at his home in Sparanburg, Ga. after a few days' illness. He was just completing his 49th consecutive annual tour of colored churches and colleges throughout the country, appearing at Teachers College, Windsor, Salem, N. C., May 10. He leaves his wife, Mrs. Lillie B. Armstrong, maternal, and a daughter, Ellen B. Armstrong, musician. Burial in Stevens Grove Cemetery, Sparanburg, Ga.

BARRETT—Earl Jr., 10, son of Earl Barrett, owner of an Atoka, Okla., theater, suddenly near Hot Springs, Ark., June 15.

BERSON—Willard, 75, pianist, track show operator and formerly connected with the monkey farm at the Pier View, Calif., suddenly June 2, buried in Santa Monica Cemetery, Santa Monica, Calif.

BOUTCHER—John, harness maker with the J. B. Williams Bros. Circus a number of years from 1908, at his home in Owatonna, Minn., June 19. He leaves a wife and his widow, one daughter, three sons and three sisters. Services in Owatonna, June 22, with interment in Forest Hill Cemetery there.

CARLEY—Jerome B., 62, president of the National Advertising Co., Williamsport, Pa., and well known to tent show and carnival advance men, June 19 in his home, Reading, Pa. He was a member and burial in Philadelphia under auspices of the Elks.

CHADWICK—A. D., 69, scenic designer, died of heart attack in Ithaca, N. Y., Besides designing for theatrical productions he worked also for motion pictures, from 1914 to 1928, in New York City for the Wharton studios.

COLVIN—Addison, number 30, theater owner, Glens Falls, N. Y., June 21. He was always interested in theatricals and in 1893 organized the first stock theater in this state. He was owner of the Empire Theater, that city. A leader in New York State Republicanism. He was State treasurer from 1894 to 1896 and campaigned for Calvin Coolidge in Connecticut. He was active in many other activities and founded The Times, Glens Falls, now merged with The Post-Journal in 1918 and 1920. He was director and vice-president of the Warren County Agricultural Society. Burial in Glens Falls.

DE SALES—Marquis de Rousey, 88, former chairman of the board of motion picture centers in Quebec, Canada, died in Paris. He held the position for 10 years, beginning in 1920, to represent France

in 1930 because of ill health. Three sons and a daughter, of Canada, survive. One son, Bernard, is in the office of the commercial attaché in the French Legation at Paris.

DOMGALSKI—Michael, 78, father of W. H. Domgalaki, former president of the Detroit chapter of the International Music Circle and grandfather of Helen (Skippy) Domgalaki, mentalist, June 7 in Detroit. Burial in Mount Olivet Cemetery, Detroit.

DOOB—Henry, 60, father of Oscar A. Doob, advertising manager of Loew's, Inc., June 16 of a heart ailment at his home in New York.

EARLEY—William J., former vaudeville singer on the Keith Circuit, June 13 in Chelsea, Mass. After retiring from vaudeville he was connected with New England stock companies. His widow, a son, James, and a daughter, Annie, survive.

FREY—Eldor, 61, assistant general counsel and member of the board of directors of Loew's, Inc., of a heart ailment June 18 in Mount Sinai Hospital, New York, after three weeks' illness.

GARDNER—George, Distinguished, retired circus acrobat, June 21 at his home in Pawtucket, R. I., after a long illness. Retiring in 1922 after 41 years in the profession, Gardner had trouped with Ringling Bros. and Barnum & Bailey, Spaulding Bros., Welcomes Troupe and Dick Farnum's act, and was featured with the Bounding Belfords acrobatic troupe. Survived by a sister and brother. Interment in Notre Dame Cemetery, Pawtucket.

GIRD—Philip W., infant son of Mr. and Mrs. William Geib, in Mercy Hospital, Canton, O., June 13. Father is a well-known Canton musician, a member of the Grand Opera House pit band there for several years. Services in Canton, with burial in Strasburg, O.

GRAVES—Ed., 68, concessioner, in Cullen Hospital, Crawfordville, Ind., June 18 from burns sustained in Linden, Ind., June 14 in a fire in his trailer home. His widow and a sister, Mrs. Mabel Shields, of Ontario, Ont., survive. Burial in Indianapolis.

HALL—Mrs. Fred T., of Bangor, Me.,

mother of Lorin D. Hall, at her home in that city May 30, survived by three sons. Services in Bangor, June 3.

HAMILLS—Lustie, 37, vaudeville and concert performer, June 17 in Kings County Hospital, New York. Her appearances were with Warner Bros. studio. Brooklyn. Survived by her husband, her parents, a son, a daughter, a sister and a brother. The last named, Ben Hamilton, is a business straight man and tenor. Burial June 22 in St. John's Cemetery, New York.

HEBER—Joseph M., 50, employe of the Coppley Theater, Appleton, Wis., June 16 in that city after a three-week illness. Survived by his parents, a brother, two sisters and his grand-children.

JONKINS—Clifford, 38, motion picture projectionist, June 11 in Columbus, O. He was employe by Shboygan (Wis.) theaters before going to Columbus. Survived by his widow, a daughter, a step-son, his mother, three brothers and three sisters. Burial in Columbus.

LIBBE—Ernest, 25, trapeze performer, in Los Angeles, where he fell while performing in Seattle, June 19.

LIND—Andrew J., 90, father of Harry H. Lind, juggler and prop maker, at his home in Jamestown, N. Y., May 19.

McKINNON—Edgar Miles, 60, a member of the old Star Cornet Band and for many years a cornetist with the McKinnon Orchestra, June 14 in Ely, Kan., Wis. Survived by three brothers.

MYLIE—Sam J., 69, veteran comedian and burlesque performer in Portland, Ore., May 25. Mylie started trouping when 6 and toured the East for years with leading comedians for Mammaries Ideas. He starred four seasons with B. C. Whitney's Eye of Space and Show Girl.

NEEDHAM—John C., comedian, during which time he joined Billy Burley in a song and dance turn. Years later he was leading comedians for Mammaries Ideas. He starred four seasons with B. C. Whitney's Eye of Space and Show Girl, and with the Chester Park comedy company in Cincinnati. He later became producer at the National Theater, Detroit, and the Academy Theater, Detroit. His last appearances were with his wife, the former Blanche Saunders, as the

W. C. (Spike) Huggins, 67, owner-manager of the carnival bearing his name in Seattle, Wash., died of a heart attack, June 15. He was playing Hildred, Wash., and DeWitt, Wash., in the Hildred Trilled Shows in Seattle when stricken. He was also in the Hildred Trilled Shows in the Abner Kline Shows, the Oakland Mundy Shows, of England, and the season of his widow, Mrs. Hildred Trilled, as general manager of the World at Home Shows. He was one of the owners of the Lakeside Shows, which operated from 1920 to 1926. When Levitt died Huggins purchased the Red Wings Circus, which was changed to the W. C. Huggins Shows this year. Survived by his widow, who will continue to operate the show. Services in Seattle June 19, with the Elks, Lodge No. 92, assisting.

team of Mylie and Saunders. She later retired and Mylie carried on for a while as a single mother of three daughters, he is survived by his widow and a son, Richard, by a former marriage. Burial June 22 in Seattle.

NATHANSON—Bernard (89), night club owner, June 20, in Atlantic City, N. J., after a long illness. He was partner of Charlie and 8y's Club Nomas, Atlantic City. Burial June 22 in Atlantic City.

PAINE—Mrs. Eleanor Jane, 83, mother of Fred F. Paine, assistant manager of the Detroit Pension Association of the Detroit Symphony Orchestra, June 6 in Montclair, N. J., after a long illness for 17 years. Burial in Windsor Grove Cemetery, Windsor, Ont.

ROWE—K. V., 82, father of Abner Rowe, a well-known operator of the Windsor Avenue night club, Fort Worth, Tex., at his home in that city June 17. He was married to Mrs. M. M. Rowe and has a daughter, a brother and a sister. Services in Fort Worth June 19.

SAMPSON—John, 69, actor, singer and playwright, in London June 9. He suffered a broken leg in a fall a month ago. He was a prominent actor in the old Columbia Opera Co. and acted in a revival of *Mills and Faces* at the Lyceum Theater, London, in 1927, and remained active in the theater until 1933. He is said to have appeared on the stage at the Old London some 1,400 times. Among his plays were *The Cardinal's Cottage*, *King of the Ropes* and *My Wife and the Girl of Dimes* *The Three Musketeers*. His first leading part was Captain Temple in *My Wife and the Girl of Dimes*.

SIMPSON—Harold Granger, 76, retired musician and newspaper man, in Doctor's Hospital, Columbus, O., June 12. Simpson at one time was editor of the Ohio State Journal, Columbus; served as associate editor of the old Cincinnati Post and was music critic for the *St. Louis Globe-Democrat*. He was at one time principal of the Cincinnati Old Columbia Opera Co., Harrison and Morton Oles Clubs and the old Republican Club, Columbus, Ohio. He was survived by two daughters, two brothers and a sister. Services and burial in Columbus.

SMITH—Mrs. Rebecca, 76, mother of a late actor, operator of the Grand Road Show, in North English, Ia., recently. Interment in North English Cemetery.

SMITH—John, 66, husband of the late Maye Oles, actress, in Boston June 19.

SPEARS—Mrs. George E., 59, mother of George Spears Jr., with the annex attraction of Tim Hodge's Motion Picture show on the Art Lewis Shows, suddenly June 11 in Atlanta. Also survived by her husband, George E. Spears, and Barbara and Billie, of Lansing, Mich., and two other sons, Hilton, Chicago, and Eugene.

SUMMERS—Thomas Nick (Doc), 73, veteran circus clown, in St. Joseph's Hospital, Memphis, June 20. Summers had been with most of the circuses during his career. His last few years had been spent in charge of the privilege act. He retired from the circus in 1933. He operated the Vaudeux Inn, Memphis.

THOMPSON—Barry, 73, burlesque actor on the Old Howard Theater, Boston, for the past 15 years, in that city recently. Burial in Mt. Hope Cemetery, Boston.

THOMPSON—Vernon E., 56, owner-manager of the Thompson Red Balloon and Parachute Co., in Aurora, Ill., June 19 of pneumonia. In the early days he managed the Red Balloon and Parachute Co. The business will be carried on by B. E. Thompson, a brother. Other survivors (see FINAL CURTAIN on page 48).

IN MEMORY OF THAT WHOM WE WILL NEVER FORGET

CHICK WEBB PASSES

The little colored King of Five,
"Nick-in-Northern" Webb,
Has left in God's sweet choir—
His earthly work is done.

There have been great Americans—
Chick rated with the best;
His smile was sweet—his hands so
fleet
Are strangely now at rest.

The trumpet of Bix Beiderbecke . . .
Guitar of Eddie Lang . . .
Now a drum in memory,
Chick Webb has left the gang.

by NICK KENNY.

Reprinted courtesy of New York Daily Mirror.

FROM ALL THOSE WHO WERE ASSOCIATED WITH HIM

Eddie Healy
Eddie Healy, 44, former vaudeville star and piano-playing member of the Eddie Dean team in Quebec, Canada, was burned and injured sustained when he leaped from the fourth floor of a Manhattan apartment building, June 1, in Providence, R. I. His former team-mates, Allan Cross, is now playing with the Eddie Dean team in Detroit.

From the post of choir boy Healy went to stock, playing with Eddie Healy at the Phoenix Theater, Providence. His first singing partnership was with Jack Ryan. In 1916 he teamed with George M. Abrams, song publishers, brought Healy and Cross together. George M. Abrams died three years ago. Healy and Cross nevertheless won the Keith-Albee contract, opening at the Columbus, N. Y.

Known for having introduced balalaika, team is credited with sending the following to the following numbers: *That Old Gang of Mine*, *I Wonder Why's Become of Sally*, *Hello, Gene*, *How Mr. Heavens Old Put*, *Why Don't You Answer Me?* Healy retired in 1931 and opened a cafe in the name Providence. He was operating the business at the time of his death.

His widow is the former Beth Cliff, of Texas.

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

Slip-Up in Release Backs Showmen's Cut-Gate Quest

NEW YORK, June 24.—Eight-page publicity release from the expo on Monday, giving attendance, per capita spending figures and other statistics, had some midway ops frowning because of one reference which apparently slipped in unnoticed. The handout by the press department, delivered as usual, as a statement from President Grover Whalen, included the line, "departures" from the fair are greatest between 10 and 11 p.m.

Why President Whalen let this get by in a statement credited to him is a mystery, since it brings up a touchy subject. Amusement points have contended almost from the go that their daytime grosses suffer because of competition from the rest of the fair and that the only real play they can get occurs after 10 o'clock, when exhibit buildings are sloughed and the Billy Rose quadruple lets out its \$100 to 10,000 people. If, as the statement says, "departures" are greatest between 10 and 11," which is the freerolls display on Fountain Lake, then showmen-concessioners appear to have a logical beef with the fair, which refuses to even consider seriously a cut in gate admission after 9 or 10 o'clock to encourage night trade. Showmen contend, also, that the great majority of those who leave the grounds between 10 and 11 have been at the expo almost all day. At 75 cents a copy at the gate, potential customers don't start to enter the gate in droves after the dinner hour.

Report on operations during the period between April and June 15 shows, according to Whalen, the following:

Attendance is twice as great as the corresponding period at A Century of Progress, Chicago. Major exhibitors are reporting attended at least 100,000 to 1,000,000 to one-third of the total gate. "Outstanding shows in the amusement area are doing a capacity business.

one spectacle breaking all records for total admissions." (Showmen deny the first part of this statement. "The second refers to the Aqueducts). There is an "unusually high" repeat attendance. (See SLIP-UP IN on page 66)

Gross Attendance

Previously reported	8,235,631
Saturday, June 17	203,023
Sunday, June 18	200,804
Monday, June 19	138,271
Tuesday, June 20	160,283
Wednesday, June 21	205,827
Thursday, June 22	185,689
Friday, June 23	149,892

Total

9,534,027

Includes fair employees, concession personnel, school children and other free admissions, estimated at between 45,000 and 50,000 daily.

Four Attractions Open in Fun Area; NTG Plans Eatery

NEW YORK, June 24.—Four new attractions opened in the amusement area this week, one neared the closing stage and contracts were signed for an additional concession, a restaurant.

Sunday saw the debut of the Ronderoo restaurant, a semi-open-air enterprise operated jointly by Dufour and Rogers, Frank Miller and Harry Russell. Popular fried food and drinks, clever merchandising, good location and popularity of operators along the midway indicate a NTG Norman "Hot Coddler" Crystal

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, June 24.—Concessioners were satisfied with business on first of a series of five and dime kid days, inaugurated Wednesday. With admission at front gate lowered from 25 cents to 10 cents until 6 p.m., such concentration of events on amusement, midway enjoyed a Wednesday considerably above average. All shows and rides went for a nickel with the exception of the Holler Coaster and Parachute Jump, and girl attractions were notified to remain dark until 6 p.m. Attractionists feel that in time kid days will develop into excellent opportunity for additional receipts. First occasion this week was not sensational by any means, the concessioners seemed satisfied.

Girl shows featuring nudity in one form or another covered up this week following arrest of two girls by Queens County police on a charge of indecent exposure. Strict adherence to a no-nude policy has several attractions based on that sort of entertainment worried more than a little. NTG's Congress of Beauty, for example, is built around semi-nude feature dancers, notably Blason, and Leboos and Jeers have preformed performers when they failed to reveal as much as public expected. Blason, however, had a good bin but it dropped abruptly one word got around that shows were being

There seems to be differences of opinion between License Commissioner Moss, who has been in charge of the work, and local police inspectors as to extent of nudity. Moss gave his ok to both performances, but was later dropped by Police Inspector Charles Mooney, John Pickens of the Congress, and Kay Proctor, who were before a subcommittee together with Arthur Gayner and David Bell, managers respectively, on charges of obscenity before a grand jury.

Just what the outcome will be nobody seems to know. Several shows, including NTG's Norman "Hot Coddler" Crystal Lasses, Dell's Dream of Venus and

Amsons became part of the midway after being assured by the fair corporation that a reasonable amount of nudity would be permitted. Just what is reasonable has become the problem and it stands to reason that without undraped girls the above shows lose greater part of their appeal. Moss indicated last week that he would be liberal in censorship, and actually has been, but Queens police put dampers on things in general with this week's arrests.

William Rabkin, operator of the Penny Arcade adjacent to the Boothhouse, is enjoying his building nearly 30 per cent to handle unexpected business. Arcade got off to a lull start due to lack of electricity and trouble with electrical unions, but since opening has shown strong and fairly steady patronage. . . . Gilbert Noon's shooting range, too, have been hitting it up lately, especially with advent of increased juvenile trade.

Not a few concessioners and expo officials have been in the interest and enthusiasm evidenced by the public in the Parachute Jump. A thriller of top-notch program, Artie Hoffmiller making entries that it might be too severe for the average flier. Such has definitely not been the case, as less than a dozen entries in the past two and a half weeks. At 40 cents a person, and two to a chute, tide has been generating plenty of interest.

It was a long, hard struggle for Jordan L. Mott, head of the operating company, financial manager, Artie Hoffmiller, making entries of the project a hectic task. He should realize some profit this season, the few weeks before the fair opened chances seemed 10 to 1 against it that the enterprise could be a financial success. With the fair entering the last stages of its operation, Mott's boys finally ironed out and Mott is apparently headed for success.

Concession department officials bear a semblance of peace and quiet and regular (See FLUSHING FRONT on page 68)

An Insider Looks at the Fair

—First of a Series—

The writer of this and forthcoming articles is a consultant on the staff of the New York World's Fair who sought an outlet for a frank discussion and analysis of problems of the amusement area. His aim was to help the fair to help the people, as does The Billboard, that the amusement world at large is entitled to the facts of the future before the curtain is pulled. The articles are intended as much for the attention of and action by Grover Whalen, president of the World's Fair, as for anyone in an administrative or managerial position. It is intended that the articles be used, a service to supply the outlet for the dissemination of constructive inside stuff by a constructive official on the inside track of the fair. For obvious reasons, the name of the writer cannot be divulged.

THIS is the first of a series of articles intended, in its presentation of fact and opinion, to open the eyes of the public to the problems of the fair and the problems of the World's Fair. The articles will be critical in the sense that they will be analytical, thorough and exact. Wherever the presentation of errors in judgments or in the use of words will be used only in the sense that they will make of them a sum total of experiences. In other words, they will be used to point a moral. Names, dates and places will be mentioned but not maliciously nor to offend. The articles will be used because the use of any constructive criticism lies not in innuendo and not in subtle implication.

The publication for which they are written has a long history. Of that history it is not need to be anything but proud, for it has always failed to offer battle for those things which would make of the show world a better, cleaner place for those people who live in it, as well as making that place profitable and enticing for those who come to see it.

It is with these facts in mind that this series has been promulgated. There will be no attempt made to whitewash anyone or anything, nor will there be any effort to create a false picture. The articles will be critical in the sense that they will be analytical, thorough and exact. Wherever the presentation of errors in judgments or in the use of words will be used only in the sense that they will make of them a sum total of experiences. In other words, they will be used to point a moral. Names, dates and places will be mentioned but not maliciously nor to offend. The articles will be used because the use of any constructive criticism lies not in innuendo and not in subtle implication.

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Much that has been done in the past by the fair and its officials is good, however, is of such a nature that it is better to be frank and to be honest than to be dishonest. Many things that the concessioner, on the other hand, has promised to do he has not lived up to, and the public, who has been misled, is entitled to be told deliberately and in many cases, with malice aforethought, done. As a result, there is much to be said for either side of any argument concerning the shortcomings of the fair. It is the hope of the writer that this series of articles will be rapidly becoming a vicious circle or errors, that there is need to speak up freely, frankly, and at once.

Let it also be said that the concessioner as well as the World's Fair is truly

EDDIE CORONATI, amusement equipmenteer (left), looking on as Eddie Vesper (right), former circus leopard adjuster, presents a silk Stars and Stripes to Charles (Chuck) Connor, old-time circusman who is owner boss of the fair-sponsored Wild West show (formerly titled Cantaloupe of Cantars) at the New York World's Fair. Chuck was in the navy, Vaughan in the army during the Spanish-American War. (But they're pals nevertheless!) Connor was Decorated Day, of course. Vaughn is also attached to the Wild West as a direct contractor. Coronati rented cannons, walls and other equipment to the expo.

Additional World's Fair News

Lenay Squawks World's Fair is Sledtrucking Shore Trade. . . . 5
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American Recreational Equipment Association 37

Cole Bros. Has Spotty Biz In New York and Pennsylvania

BUTLER, Pa., June 24.—Three weeks' work in New York and Western Pennsylvania gave Cole Bros.' Circus some big days and some that were not so good. Executives of the show informed a representative of *The Billboard* here. Some New York State stands did not come up to expectations. Williamsport, Pa., was a big day. At Altoona two good houses in the rain. Johnstown proved a disappointment. McKeesport, where a four-mile haul to the lot was blamed for poor attendance. There was more than half house at the matinee at Butler, and near capacity house at Erie. Show was early, then into Canada for three weeks. Show's biggest day to date was Wilkes-Barre, Pa.

Recent visitors were John C. Graham, Jack Newdow, Doc Mae, Ted Diphall, Robert McConnell, C. A. Klein, Mrs. Thomas Drunkenbrod and several folks from the John J. Jones Exposition.

Officials expressed themselves as being well pleased with business the first six weeks of the season. Most consistent town was experienced in Ohio, they revealed.

Visitors on Show

ERIE, Pa., June 24.—A camel was born at Altoona, Pa., and christened Atlanta. This is said to be the birthplace of the camel's mother.

James W. Crawford, of Stephensport, Ohio, was a visitor here with a big day at Butler for Attorney J. C. Graham, who rode in the parade and rode in the circus as a big attraction at his events at the matinee. John and Jimmy Malone, of Shenandoah, Pa., have been visiting at Altoona. Harry Harnett and group of friends were on hand at Butler. Mrs. Art Mix was visited by her mother, Mrs. M. C. H. H. H.

McKeesport was a big day for Josephine McKeen, who spent the day with her relatives and enjoyed a spaghetti dinner at night. The local newspaper ran a biography sketch of her and a three-column picture. Don Cooke's mother, brother and sister-in-law spent the day at McKeesport. Mrs. Collins joined at Williamsport.

Blue, prize dog of Harold Nicholson, is in the middle. John, a bird dog, he has been guilty of flushing rabbits. "Mabel," Farmer's best, recently broke his chain and foundered in a cabbage patch. Rex has been back on the job in the connection.

Paul Sale is taking a course in tent erection under Parker and others. Pank Ewing made the parade in Butler.

Charles Edwards and wife, and Harry Seymour were on hand. Wilkes-Barre, Pa. Conway, Sam Chumpert, Ed Conway, Jim Brown, Dutch Hoffman and Frank Mauer at Pottsville. Ben Cole and

One-Ring Show Being Framed by Act in Buffalo

BUFFALO, June 24.—A group of 40 former circus performers and musicians here have organized a one-ring-one-act show to operate on a part-time basis, evenings and Saturdays. Show has some lead stock, consisting of a variety troupe, trained mules, a snake, etc. A concert band of 14, all members of AFM, has been rehearsing for some time in Buffalo, N. Y.

Jack Lee, show director, plans to use a 100-foot round top and only one uncontracted event. He planned to operate a school during winter months to train amateurs for the snake, mule and other acts.

WPA Officials Receive Pledges To Save Show

NEW YORK, June 24.—Burns O'Sullivan, manager; Wendell J. Goodwin, press representative; and Harold Sullivan, of the WPA circus, were in Washington Thursday pleading the cause of the WPA show.

They received pledges from several senators and congressmen to vote to save the show.

wife and Bernard Macfadon, with big day party at Pottsville and Western Pennsylvania. John Ringling North, Val Prado, Freddie Bartlett and F. J. Frink joined at Lancaster. The show informed a Bob Crose at Sunbury.

Tommy Poplin, after a few days' illness returned to Sunbury. Joe Kula went to Rochester, Ind., on business and returned at Williamsport. "Bicycle" Longsting, driver, is now known as "Clark Gable," reports Stanley P. Dawson.

AFM May Bear Down on Circus Band Leaders

CHICAGO, June 24.—Unless conditions improve during the remainder of the season, steps will be taken by the union to bear down on circus band leaders other than the band leaders, according to William Stephens, AFM business agent, who says the union is not satisfied.

According to Stephens, conditions are very unsatisfactory at present. Instances are understood to have been uncovered where leaders have dealt unfairly with members of the band in the matter of wages. He will leave for New York shortly for the purpose of suggesting to President Joe Weber that a change be made in the union's method of dealing with circus bands.

Harmon's McCoy Clients To Receive Payments

WASHINGTON, June 24.—Richard A. Harmon, attorney representing former McCoy Wild West employees, said today that he would begin distributing money to his clients some time next week. Approximately \$3,000 has been recovered from the assets of the defunct show for the discharge of claims represented by Harmon. The local lawyer declared that the money he has at this time is only for those wages due employees when the show folded in Washington last year. Some of Harmon's clients, in addition to their wage claims, had general claims against the show's expenses and other incidental items. Harmon declared that it may be a year before the general claims may be paid and that the remaining assets probably will only permit a payment of 5 or 6 per cent of the claims. Also representing about 100 claimants in this case, Harmon stated that he has managed to keep abreast of most of his clients' third correspondence and is able to know their present addresses. However, he has money for Hugh C. Baker, James Connelly, Sherman Douglas, L. D. Hall, Walter Klosek, A. R. McLeod, Charles J. O'Brien, Stanley Sankler and Charles Vale but doesn't know where to reach them. He asks readers of *The Billboard* to advise persons to get in touch with him at the Evans Building in Washington so that they may get their money.



GLADYS WIKOFF, rider and trainer with Cole Bros.' Circus the past three years, will play Indiana and Ohio fairs and horse shows with a group of horses. Here she is shown with Sunbury, famous Carissa horse.

Cleveland Good for R-B

First time there in four years — convention of Rotarians helps business

CLEVELAND, June 24.—The Ringling-Barnum show, after its absence from Cleveland in four years June 10-20. In spite of threatening weather, afternoon house of the fair was big, evening house nearly a sellout. The air-conditioning was a godsend at evening show, as the heat-capacity crowd threw off a lot of heat.

Location, too, was better than ever, as the show was on the high at the intersection of two traveled streets, instead of down on the lake front, which was hard to get to, and entailed many a dreary walk thru sand on the part of circusgoers.

Dates were well chosen to coincide with the Rotarian International Convention, and at all four above attendance of Rotary delegates, many of them seeing the show, was unusually heavy. Business was heavy. Crowds were as good on second day as on first.

Publicity and advertising were well handled. In addition to illuminated placards, posters, newspaper, radio, press, billings, and press publicity was excellent. Gaudier Wilson even cranking some business cards, which were used to get up brown. Radio stations also plugged the show.

Business had been reaching the lot from Defiance, O., where it had shown Sunday, due to lack of adequate watering facilities in that town.

Other Ohio Stands Oked

DEFIANCE, June 24.—The Ringling-Barnum circus, playing here Sunday, June 18, had a good day. Rural section of the show, which was reported, the show having been billed many miles in all directions.

Business at Defiance was big and satisfactory at Marion.

Employees Are Recovering

CINCINNATI, June 24.—Three employees who were injured in accidents during the Ringling-Barnum visit here June 11-13 are recovering in good condition at local hospitals this week.

Roslyn Cimaron, who suffered arm injuries, was returning to her home, reportedly to have recovered from a slight infection that developed after the accident. Her general condition is good. She is in Good Samaritan Hospital.

Harry P. Hanson, who was hurt by an elephant in recovering rapidly. A number of ribs on his left side were fractured. He is recovering in good condition and separated and four transverse processes of the vertebrae were broken. He also is in Good Samaritan.

At General Hospital the condition of Herbert Brown was reported as very good. In a matter of days recovery for Roy is in an auto slipped from a Jack and fell on him.

Fair Season for Malloy

CANTON, O., June 24.—Malloy Circus, under direction of J. R. Malloy, now with the W. G. Wade Shows, has experienced a fair season. Best week for Malloy was at Iron River, despite two nights of rain. Nancy Darsell (Mrs. Malloy) is being featured in the midway. In addition to doubling with her husband on Roman Rings.

Malloy has all new canvas and banners and much of the equipment is new. Show is motorized and is being operated on a motor. Malloy says that he plans to play late later in season.

Shipley Joins Lynch

CINCINNATI, June 24.—Miss Shipley left Cleveland June 23 to join Lynch to join Jimmie Lynch and his Death Doogers, road unit under direction of Lynch. Shipley, who has been with the comedy numbers and clown. Unit opens six weeks of Canadian fair at Moses J. Law. June 23-24. Shipley will be in a string of fair dates in the States in August. Shipley's wife is with him.

R-B SHOW had about 8,000 in the afternoon and 11,000 at night in Dayton, O.

The Corral

By ROWDY WADDY

INDIANS will play a prominent part in the MacLeod, Alberta, stampede and race meet, which will be held soon.

THE WILLIS BROTHERS, trick riders and ropers, will perform at Mill Hampton's Annual Rodeo on his ranch near Parkburg, Sask., this summer.

DOROTHY, Alta., STAMPEDE, scheduled for June 7, but postponed until June 15 because of rain, was again rained out and has been postponed indefinitely.

JUDGES at the Lethbridge, Alberta, Stampede will be Ray Donaldson, J. W. Cooper and D. Whitney Jr. W. C. Cooper will do the announcing.

FIELD MANAGER at the Carmarney, Alta., Stampede was George Baldwin, veteran rancher, who had horses entered in the first Calgary stampede in 1918.

NEARLY 8,000 spectators crowded the Klamath, Ore., county fairgrounds June 15. There was a horse race and pig stunts competing for selection as queen of Klamath Buckaroo Days this summer.

THE LINDER BROTHERS, Herman and Warner, will direct the arena at the Carleton, Alta., Rodeo this summer. The Linder Bros. will also be in charge and announce and Allen Kirby, yodeling cowboy, will be a feature.

LYNN HUSKY and VAUGHN KRIBO drew well at the third annual rodeo, June 2-11, on their Flying V Ranch near Ft. Collins, Colo. More than 4,000 spectators attended the Sunday afternoon performance, said Tommie Randolph.

BUCK OWENS, who until recently headed the Wild West concert of Downie Bros.' Circus, is making personal appearances in Ohio theaters with his horse, Goldie, Rita Ty Bell and the Malibu Ranch Boys.

ARCADIA'S ALL-FLORIDA Championship Rodeo, under auspices of the 18th Texas Fair, will be held at the various State champion cowboys will be decided and suitable trophies presented. The Florida Fair association is eligible to participate. Bill Welles is manager.

E. K. KAISER, who has been named general manager of the Goldenstate (Wash.) Jamboree, is supervising erection of corals and fences at the fairgrounds and construction of chutes and bleacher seats. J. H. Abshire is secretary-treasurer.

THAYER, MO., OFFICIALS have announced that the first annual championship contest rodeo will be held there this summer in co-operation with the Thayer Community Center. The contest will be at the Southwest Rodeo Association.

CHET AND JUANTA ROWELL, trick riding and roping team of San Jose, Calif., replaced the LaRozs, billed to appear at the Swift Current, Sask., International Days celebration. Lee LeRoy Taylor featured with his horse, the Wild Bill Taylor Ranch, Bodego Bay, Calif., and was unable to make the trip.

WINNERS at the recent Trochu, Alberta, stampede were Sadle Bronk Riding, Brock Bronk, and the team of Clark Kemp, Bareback Riding, Jack Luffler, D. Clark, Wally Reynolds, Steer Riding, Ralph Thompson, Ken Brown, Carl Ross, Jack Burns, Slim Turner, Wild Horse Race, Jack Lauder, W. Reynolds, Chuck Jones, Ladies' Contest, Rose, Mrs. E. Haul, Mrs. J. Kary, Jim Ross, Calgary, was stamped manager.

WPA FUNDS are being sought by the Arkansas Live-Stock Show Association for construction of the new rodeo arena at the plant in Little Rock. Raymond J. Higgins, secretary, announces that Little Rock exhibit has completed plans and Clyde E. Byrd, manager of rodeo, has approved the outfit. Cost has not been estimated, but Little Rock will seek WPA funds and association will later reimburse the city.

CONTRACTED bands signed by Mayor Harmon Ferry for the Ogden (Utah)

Pioneer Days include Harry Rowell, who will furnish the stock, and Abe Lottan, announcer; Homer Holcomb and Jasbo Henderson, Harry Hawks, Hank and educated dogs; Jack Joyce, male and clown act; Polly L. Draper, Gene Creed, Dick Griffith, Weaver and Juanita Gray, Fay Dennis, June Burch and Elmer Quait, trick riders.

DESPITE cold weather, nearly 1,000 persons attended the sixth annual Moose Mountain Rodeo at Kennedy, Sask. A new location was used this year, and Mr. and Mrs. Silan Gates did trick roping. W. G. Gourlay promoted the event. Winners: Sadle Bronk—C. Anderson, M. Myers, A. Jensen, Louie Hope—M. Clifford, C. Fryer, C. Ismand, Steer Riding—Pegan, Kikkie Green. Wild Horse Bucking—C. Anderson, B. Gommersal, O. Fryer, C. Ismand. Wild Horse Race—T. Myers, B. Gommersal, C. Fryer, Cowgirl Travers—Mrs. Huust, Miss G. Rowland, Miss B. Armstrong.

ANNUAL Tulsa, Okla., rodeo will be sponsored by the Junior Chamber of Commerce and Hibbilly Masatro Bob Wells, in connection with the national convention of the United States Junior Chamber of Commerce. Rodeo will stage night performances and a matinee at the Tulsa fairgrounds. To date, 800 entries have been received. Madison Square Garden rodeo stock will be used for the first time in Oklahoma. Floyd Gale, arena director at the Garden for the past five years, will direct the Tulsa show, while Fred Alford, chief of the Garden staff, will be arena secretary. Jimmy Nesbitt will clown. O. W. Mayo, Tulsa, Okla., is in charge of the business manager. Publicity is handled by Glen Conrad.

LEVERMORE, CALIF., RODEO, June 10-11, was one of the best staged there, officials report. Johnny Schneider narrowly escaped death in an encounter

with a Brahma bull. Bud Bentley did a good job of announcing. Results: Buck Riding, first day—Harry Knight, Doff Aber, Ernest Mulkey, Paul Carney, Second day—Fritz Truax, Ed Fletcher, Nick Knight, Finales—Doff Aber, Fritz Truax, Burt Mulkey, Bill McMackin and Harry Knight split fourth. Brahma Bull Riding, first day—Dick Griffith, Bob Bates, John Bartram, Paul Carney. Second day—Paul Carney, Mitch Owens, John Schneider, Kid Fletcher, Bareback Riding, first day—Amil Ferrario, Paul Carney, John Schneider and George Mills split third and fourth. Second day—Joe Barrell, John Schneider, Lee Faris, Jim McGee, Carl Moping, first day—Carl Shepard, Tom Mansfield, Cleve Kelley, Buckshot Sorrell, Second day—Homer Pettigrew, John Bowman, Cleve Kelley, Clay Carr, Finales—Cleve Kelley, Buckshot Sorrell, Second day—Joe Hude, Single Hoping, first day—Jack Baltham, M. W. Del Re, Trudy Mansfield, Ashury Schell, Second day—Ashury Schell, John Bowman, Buckshot Sorrell, Clay Carr, Finales—Ashury Schell, John Baltham, Buckshot Sorrell, John Bowman, Team Hoping, first day—Willie Clay, Roy Stewart, John Bowman, Ashury Schell, Hugh Clifton, Ed Fisher, Buckshot Sorrell, Glen Shaw, Second day—Alan Jepperson, Vincent, Oral Zumwalt, Oscar Warren, Al Skilton, Ike Rude, Carl Shepard, Ray Kohrs, Finales—Oral Zumwalt, Oscar Warren, Al Skilton, Ike Rude, Alan Jepperson, Martin Vincent, Buckshot Sorrell, Glen Shaw, Steer Decorating, first day—George Mills, Howard Brown, Fritz Truax, Lee Faris, Second day—Oral Zumwalt, Frank Schneider, Bill McMackin, Harry Knight, Finales—George Mills, Howard Brown, Harry Knight, Oral Zumwalt, Country Buck Riding, first day—Gregory Lougner, Manuel Emos, Bill Ward, Second day—Ed Gomez, Merrill Hansen, Frank Weston, Mackie Toos, Finales—Mackie Toos, Ed Gomez, Gregory Lougner and Merrill Hansen split third and fourth. Frye Counties Roping, first day—Len Santos, Merrill Hansen, Fred Wiedemann, Jeff (See CORRAL on page 6)

Favorite Outdoor Performer Contest

See Coupon This Page

See Kyle Still in Lead position, but she is being closely pressed by Mabel Stark and Marjorie Sailer. New group votes during the past week came from the following: Frank Burke Shows, Shamus, Sunset Shows, So's Liberty Shows, Station East (Salt Lake City), Light Players (Sacramento), Wrightman, Micky's Steamy Midway, Weyls Show, Bantley's All-American Shows, Mills' Bros' Shows and Barnett Bros' Circus.

The first 50 leaders:

1. 98c Kyle	1,200 to 3,000 points	3,868
2. Mabel Stark		2,212
3. Marjorie Sailer		1,825
4. Hubert Castle		2,631
5. Marlin Apples		2,561
6. Fred Williams		2,463
7. Fans (1,000 to 1,999 points)		1,805
7. Offing Baber		1,746
8. Whizzing Bells		1,581
9. Chuck Tanner		1,531
11. Fun		1,520
12. Clyde Beatty		1,517
13. Fred Williams		1,453
14. Spying Phenix		1,399
15. Flying Shoes		1,321
16. Fans (1,000 to 1,999 points)		1,453
17. W/Ine		1,297
18. Terrell Jacobs		1,253
19. Midgets-Bellies		1,214
20. Flying Conchals		1,214
21. Hubby Dunn		1,160
22. Fred Williams		1,160
23. Elden Stratophore Man		1,137
24. Harold Barnes		1,135
25. Harry Knight		1,100
26. Arthur Henry		1,091
27. Micky King		1,060
28. Charles Segrist		1,063
29. Bert Nelson		1,008

(750 to 999 points)

32. Dave Grier	929
33. Offing Baber	919
34. "Critic" Kelly	895
35. English Macks	845
37. Graf Wallendas	819
38. Ben Sane	820
39. Micky King	820
41. Verne Jackson	794
42. Joe Yorkson	793
43. Fred Carsett	789
44. Zachells	784
45. Gillett Troupe	760
46. Virginia Senie	748
47. Rudy Rudyoff	726
48. Charles Fodney	726
49. Bobbas	724
50. Sal Solomon	720

*Leader in own division

**Omitted in error last week. Should have been in 41st position. Was listed in Class D—Barebacker.

OFFICIAL BALLOT FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Troops Co.

Baloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF NAME, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)	
2. (9 ")	
3. (8 ")	
4. (7 ")	
5. (6 ")	
6. (5 ")	
7. (4 ")	
8. (3 ")	
9. (2 ")	
10. (1 Point)	

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest checks with coupon in issue of November 25, 1939.

Your Name _____ Pen _____

Permanent Address _____ City _____ State _____

Amation in Show Business or by Whom Employed _____

Signature _____

BalLOTS without signatures are void

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

Satisfactory Business For J. C. Admire Show

WALKER, Minn., June 24.—J. C. Admire's Circus, showing in this State, is having satisfactory business, Bud Anderson, owner of the Anderson circus, says. The show, also sells 1000 tickets. Mrs. Smith now has the popcorn and peanut privilege, and Gladys Smith is now doing all promoting.

Admire, who had been in Montana and Washington on a scouting trip, was on the show at Alexandria, Minn., Hermina, Ala. At Henning Mr. Butterfield, wife and daughter, fans from Dos Moines, caught the show. Mrs. Ernie, 14 new trailer. Walter Beard joined as advance man. The show is under management of Russell Hall, has been doing okay, and concessions are getting a break when weather permits.

JOSEPH FLEMING cards that the Kelley-Miller show was well received at Trenton, Neb. Show is clean and acts snappy.

Pontchartrain, New Orleans, Has Large Attendance Opening Day; Estimated 65,000 on Hand

NEW ORLEANS, June 24.—All records for opening-day attendance for any event held in this city with possible exception of the annual Regatta on Sunday (18) when New Pontchartrain Beach, yet incomplete, got a belated wind-up estimated with an estimated 65,000 jam. Kids threatened early in the day, but a sunny afternoon and a clear night saw a 3,000-foot long pleasure center well filled. All rows were filled with a waiting line. The new beach, located five times longer than the old spot about two miles in the west, was brightened by about 7,000 feet of neon which with Manay Harry Batt's proposed double-steel towers of 102 feet with 50 floodlights would give spot the reputation of the best lighted area in the South.

Completed were the Auto Scooter, the Launch, the Oceanic Roller Coaster, Ship, Tumble Bug, Zephyr Roller Coaster of 2,500-foot length and height of 80 feet, more rides, and the new house set for completion next season. Being maintained are the Garden Gardens as restaurant with bands and dancing for night entertainment. A penny penny amusement building, five times land and a score of other concessions complete the finished facilities.

Miss Free Act

The Times Miss Free act on the Boardwalk and drew free attendance at their three appearances. The first booked, Miss Free, with Valendas to follow. Batt promises a full season of free outdoor acts with the "Bummer" ride as the showpiece. Man tentatively booked for later.

The opening day jam was bigger than any other hoped for, with new growth peak for the 12 years' history of the old and new beach. Batt held back our news to see what the jam would do to help to stave off Juke for our opening for which I am grateful," said Batt. The beach is leased from the New Orleans Levee Board, lakefront owners, Batt's Playland Amusement, Inc., of the previous year, and now, Harry Batt, replaces this year the old organization of Playland, Inc. for many years owned by his late father, John Batt, and Mrs. Batt are parents of two young sons, Harry Jr. and John August.

The Perked

Manager Batt announces the following line-up: Richard J. Batt, secretary-treasurer and concession manager; Emmett Jones, attorney; Frank Kramer, superintendent of rides and maintenance; William Scott, accountant; John Williams, Spanish garden manager; where Manuel Sandi and seven-piece Spanish band.

2-Cent Days Hype Chi's Riverview

CHICAGO, June 24.—Riverview, Chicago's only amusement park, has been having a fair coverage for June, and now that schools have closed attendance is increasing. Business has been stimulated by 2-cent days on Mondays, Wednesdays and Fridays, and 5-cent nights Tuesdays and Thursdays.

While the park has a pay rate, most of the attractions are free, thousands of dollars in amusement being distributed to grocery, drug and cigar stores. A special event staged Sunday was a parade on the Riverfront. The parade was held in the Park-O-Chutes. Stunt attracted considerable attention. Three parades were held for the ceremony, one for the bride and groom, one for the best man and matron and one for the bride and groom. The bride and groom, the best man and matron were selected by the 2000 guests who were invited to the top of the 225-foot tower and received.

Williams With Zoo Park

COLUMBUS, O., June 24.—Austin Williams, well known in Ohio amusement park circles for his excellent work in the past year, has been identified with the new Zoo Park here. He reports booking many of the large outings for June and July.

ork are playing: B. A. Murphy, bathhouse; Naylor Smith, penny arcade; George Deistery, bingo; Frank Stepp, pool; George Wiseman, pin-ball; Bug Jim Olen, Zephyr; John Dutcher, Scooter; Miss Fundergrast, parking facilities; Al Smith, estimator and director of file guards; William Wagon, technician; Gar Moore, publicity; Eugene Krizan, Joe Summerfield, ride 'n' Laugh; Al Barry, shooting gallery; Roy Truitt, Merry-Go-Round; John Leber, Octopus; Assistant Bait as utility men are Amor Orth, Bob Smith and Pops LeVan, of the Flying LeVans.

The beach has installed new RCA-Victor heavy duty record player. Two WDSU remotes several 15 periods weekly, still is hauling in 10,000 yards of Gulf W. Mexico water from Boro Island, 100 miles from site, to insure excellent beach.

Voonies Lines Up With Gauga Lake Biz Improves

GAUGA LAKE, O., June 24.—Ben H. Voonies has been named as a picnic representative and promotional director at Gauga Lake Park here. In his first amusement park connection, he has lined up a lengthy list of attractions. He also in charge of special promotions, which include stage shows in the park's Garden Theater, name dance band attractions and several special events for remainder of season. Mrs. Voonies is at the park as a cashier.

Good Biz at Pleasure Beach

BRIDGEPORT, Conn., June 24.—Pleasure Beach Park here, municipally operated, is doing a good business, according to Park Director Ferry W. Rodman. Upwards of 40 outings have been booked for the summer. The annual convention, the largest of which will be the annual Connecticut State Firemen's Convention in August, which is expected to draw about 60,000 visitors. Weekly symphony orchestra, the Central Music place Bridgeport Symphony Orchestra under the direction of Frank Post.

Jones Beach Program

JONES BEACH, L. I., N. Y., June 24.—A program of activity has been laid out for the summer at Jones Beach. There will be concerts, hot ball and water polo tournaments, pool shows, pecker stalling, roller skating, outdoor dancing, fireworks, archery and swimming meets. Amusement will be varied by variety shows every Wednesday, Thursday, Friday and Saturday nights.

LINCOLN, Neb.—Annual pool good-will stunt is under way here, with Capitol Beach, Munny, the Y and club pools the main spots. The contest is under the Stars' team-to-team week. Newspaper runs two full pages of rally on the event, with every pool manager getting in his say about swimming.

Coney Island, Cincinnati, Celebrates 53d Anniversary

CINCINNATI, June 24.—A huge birthday cake was cut at Coney Island Wednesday by park executives to celebrate the 53d anniversary of the Coney Island came into being as an amusement park June 21, 1886. Preceding it has been the case at the other Coney Grove, a picnic grove. It was provided as "Ohio Park, the Coney Island of the West," and before the first season was over the public, thru preferential usage and despite a costly, had definitely named it Coney Island.

To two members of the Coney staff and chairman of the board of Coney, more than to the others—William Devore, manager of refreshments, and Capt. Harwood, manager of the Casino, Queen. Both were Coney employes that season—in-

ATLANTIC CITY, June 24.—Samson, lion, with Clyde Beatty's Trained Wild Animal Show from the rehearsal arena on Hamlin's Pier last week and plunged into the ocean. Animal landed on the pier straggling along the pier. While that didn't save its life, it facilitated recovery of the body. Another lion, shipped from Beatty's headquarters in Rochester, Ind., for opening of his show today.

Beatty Lion Into Ocean

ATLANTIC CITY, June 24.—Samson, lion, with Clyde Beatty's Trained Wild Animal Show from the rehearsal arena on Hamlin's Pier last week and plunged into the ocean. Animal landed on the pier straggling along the pier. While that didn't save its life, it facilitated recovery of the body. Another lion, shipped from Beatty's headquarters in Rochester, Ind., for opening of his show today.

Folks Spending At Idora Park

YOUNGSTOWN, O., June 24.—Crowds at Idora Park have been exceptionally fine and spending better than last year. The Youngstown Baseball Team, playing night ball here, made the park its home drawing. Salt water bathing has started in the \$100,000 pool. Bookings have been more than for many years. Parlor dancing is in vogue at the ballroom.

Charles DeLois is general manager, and Harry DeLois is assistant manager. DeLois-Kibbin, booking representative; Pat Duffy, game concessioner; Robert Mills, ride concessioner.

Oaks, Portland, Ore., Showing an Increase

PORTLAND, Ore., June 24.—A slight increase over last year, in both general admissions and business done on the ride, has been shown in the first three weeks of season at Oaks amusement park, according to Robert Bollinger, assistant business manager.

Improvements about \$2,500 worth, including the new dining room, a new restaurant and soft-drink stand; was built and neon signs installed naming the concession. No new rides were added.

On the park staff are E. H. Bollinger, assistant manager; Harry DeLois-Kibbin, booking representative; and Frowin Arnoldy, personnel.

There are many interesting exhibitions on the park's fine big rink. The Rhythm Bunch, with Evelyn Perry, did a fine job of their act in the first three days, May 27-29. Free movies, and a variety of other attractions are each night with changes twice a week. This is the third year of the movie exhibition.

Shellenberger has arranged a full line-up of group and organization bands, and a variety of other attractions this year for the first time.

Klara E. Knecht With Brookfield Zoo, Chicago

CHICAGO, June 24.—Klara E. Knecht, who has written a number of books on animals and for several years has died radio broadcasts for several of the largest cities, has been named as assistant director of Brookfield Zoological Gardens.

During this week Miss Knecht, who is a sister of Karl K. Knecht, noted ornithologist, zoological expert and circus trainer, has been named as assistant director of Brookfield Zoo. A radio tie-up also is being arranged.

Biggest Crowds of Season At Galveston, Tex., June 18

GALVESTON, Tex., June 24.—Biggest beach crowds of the season here June 18 and concessioners reported good money spending for the first time. Improvements in the entire beach front were voted by city council last week, including the new playgrounds, netreons and playgrounds for children around Sixth street and beach. New movie and speedboat races, with a Miss Atlanta Bathing Beauty contest in the evening, according to the city manager, Secretary Virgil Meigs. Benton returned from a visit to the New York World's Fair with some new ideas. Two concessions helped to attract speed hundreds the past week.

Speed Carnival at Lakewood

ATLANTA, June 24.—Lakewood Park is planning a Speed Carnival for July 4, with Southern speed stars participating. On program will be race car, motorcycle and speedboat races, with a Miss Atlanta Bathing Beauty contest in the evening, according to the city manager, Secretary Virgil Meigs. Benton returned from a visit to the New York World's Fair with some new ideas. Two concessions helped to attract speed hundreds the past week.

ARCH E. CLAIR has been appointed manager of Bay Shore Park at Sparrows Point, Me. He recently resigned of the Newberry Park, near Boston, a berth he held down for nine years.

Park Island Biz Improves

Average grosses at Lake Orion, Mich., spot higher than last year

DETROIT, June 24.—Business has shown some improvement at Park Island, Lake Orion, since opening a week before Decoration Day, with average gross slightly higher than last year, indicating that up-State park business has not been as badly hit by industrial conditions as that right around Detroit, as reflected by local park reports. In the past week, however, there has been a slump in business, chiefly due to cool weather and cloudy week-end.

The park is under management of Carl Ruebelman for the third season and is well on the way in the second year of the five-year plan which will make this an important entry among Michigan parks. Definite improvement plans were announced last week. The park's correspondent this week and call for a series of construction projects that will easily double or triple the appeal of the park to amusement patrons in the next three seasons.

A new Dodgem ride was installed this spring in a newly erected building near the park entrance. A Ferris Wheel was temporarily installed upon a concession basis but did not prove a good money-maker and was taken out. Water attractions are on a more elaborate scale than before, with a new fleet of boats. Two new toboggan slides have also been installed.

A new archery concession is to be installed next week. This will be an outdoor range.

Ballroom on Six-Day Basis
The ballroom has been operating Monday, Wednesday and Saturday nights on a six-day-a-week basis.

(See PARK ISLAND on page 29)

In honor of the anniversary, special programs were put on by Tommy Nolan, chairman of the board of Coney, at the Clubhouse: George Hall and his orchestra, Fred Savoy Sisters and their orchestra at the Casino, and Art Morton and his orchestra on the Island Queen.

Fred E. Wesselmann, vice-president and chairman of the board of Coney, the oldest officer of the company in point of service, cut the cake and passed the word to the board. Robert Schott, president and general manager.

Ionis Books Large Attraction Program

IONIA, Mich., June 24.—President Howard C. Lawrence, of Ionis Free Fair, which this year celebrates its 25th anniversary of the inception, has virtually completed the amusement program, reports Rose Sario, secretary.

Fair will open with afternoon show by John Lynch and Dick Dodgers. And the following day Dick Graners, stunt flyer, will appear. A unit of the Royal Mounted Corps of America, contracted for the midway. Displays will again be furnished by Theatrical-Duffield Fireworks Co. Barnes-Curthurs' musical revue, Americana, has been booked for night's entertainment. Cast will include the 12 Aristocrats, dancers; Clara Neilson Dancers, American Singing Ensemble, the Bromberg Troupe, and Four Whitesons. Added attraction at afternoon and night shows will be the Royal-Regimentary band.

Plans are also being made for four days of harness racing and the custom of Children, American Legion, 4-H Club and Governor days.

Springfield Plans Comeback After Knockout by '38 Gale

SPRINGFIELD, Mass., June 24.—Despite the hurricane of last September, which closed Eastern States Exposition here with loss of \$170,000 in operating revenue and additional damage to plant, premiums totaling \$75,000 plus specials, will be offered at the 23rd annual. The sum compares favorably with that of previous years.

Of the total, \$10,000 will be paid to exhibitors with major breeds of dairy, beef and dual-purpose cattle; \$11,000 for draft and show horses; \$10,500 for speed-program prizes; \$7,000 for miscellaneous contests, and the balance is being set aside for junior divisions and competition.

Hempstead County Suspend

HOPE, Ark., June 24.—Following a disagreement between Hempstead County Fair Association and city officials, it was voted to suspend further activities in regard to the proposed fall fair. City council denied a request to waive the license fee and reduce charge for electricity for the carnival that was to appear on the midway. The association had already started printing of its catalog.

NORTH BATTLEFORD, Sask.—Citizens are again forming the Northwestern Attractions Committee to handle grand-stands at the 1939 fair here. Acts will be provided thru Hamilton Booking Agency.

CINCINNATI—Harry E. Kahn, secretary of Auglaize County Fair, Wapakoneta, O., and family were visitors here at the Billboard office on June 20. He reported that his grand-stand program would again be changed during a feature which drew heavily in previous years.

BICKNELL, Ind.—Starting four years ago as a "Bible and Gun" project, this year's four-day Knox County Fair is being enlarged in scope with the booking of W.E. Barn Dance performers, free acts and Rumbles Rides, officials report. County civic units are co-operating and plans are being made for horse pulling contests and a bigger premium list.

Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., says in a news letter that the 23rd annual is expected to make a strong comeback this year after sustaining loss of \$175,000 in operating revenue plus plant damage as a result of the 1938 hurricane. More than \$17,000 in premiums will be paid this year, a sum on a par with that distributed in previous years.



EXTENDING OFFICIAL greetings to a delegation from The Billboard stating "Old New York" at the New York World's Fair last week. In the photo, which was taken outside the office of Alton R. Shaffer, vice-president and general manager of "Old New York," are (left to right): Elias E. Superman, editor of Indoor Department of The Billboard; Harry Spear, vice-president; Chuck Conners to "Old New York"; Claude R. Ellis, associate outdoor editor of The Billboard; Mr. Shaffer; Mrs. Ellis; A. C. Hartmann, editor of Outdoor Department of The Billboard; Mrs. Hartmann. Photo by Pictorial Feature Service.

Birmingham Annual Plans Bigger Publicity Program Premium Facts

(Data collected from lists received by The Billboard)

BIRMINGHAM, June 24.—J. Warren Leach, executive vice-president of Alabama State Fair here, on June 15 outlined publicity preparations being made for the 1939 annual. Three radio stations will erect studios on the ground. Newspaper advertising budget has been increased 20 per cent and the usual Billboard and tire-cover advertising will be used. Broadcasts will be made for 13 weeks prior to the fair.

New agricultural building is nearing completion. Arrangements have been made with railroads to run 81 excursion trips to Birmingham during fair week, which will be held for about 20,000 to the city. Premium lists are now in the hands of printers and will amount to \$30,000, nearly double the 1938 figure.

Timonium To Run 8 Days

TIMONIUM, Md., June 24.—Maryland State Fair here, Matt L. Delger, manager, is expecting larger daily crowds this year due to shortening of the schedule to eight days, reports Harry J. Bowen. Heretofore the fair ran 12 days. John J. McCheslin is midway manager and Dave Woods heads the press department. Afternoon and night fire acts will be seen on the midway and there will be contests and racing. New buildings and roads have been constructed on the grounds.

WAPAKONETA, O.—Auglaize County Fair, 79th annual August 20-September 2, 28 days. Officers: K. W. Lait, vice-president; Len Carmin, secretary; Margaret B. VanPeppe, assistant secretary. Admissions: Adults, 16 cents; children, 10 to 12, 25 cents; grand stand No. 1 (reserved), 75 cents; box seats, \$1; grand stand No. 2, 50 cents; auto admission, 50 cents. Attractions: rodeo, H. A. White, C. P. Zeiger Shows.

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BELLEVILLE, Ark.—Officers recently elected for the annual Cobscook here are Jack White, president; Charles Few and H. Harro, vice-presidents; E. A. White, secretary-treasurer, and P. H. Slingetary, general manager.

Agricultural Situation

Condensed Data From June Summary by U. S. Department of Agriculture, Washington, D. C.

JUNE is the month of heaviest seasonal farm employment, with 12,000,000 busy family workers and hired hands busy with crops and live stock from Maine to California. Eyes are on the winter wheat harvest in Texas, Oklahoma, southern Kansas and Nebraska. How much has it been damaged by dry weather? In the South cotton is being chopped. In Texas some is being picked. No one knows how much cotton is planted, not even how much the cotton crop will be. The 1939 official cotton acreage report will be out next month. In the great midcontinent corn is being cultivated. Plots are being made for next season's crop of pigs. Unless the corn crop is small many pigs

Two Lynch Units Now Playing Fairs

CHICAGO, June 24.—Jimmie Lynch's Death Dodgers showed off Monday for the first time in 1939 at the five weeks of Western Canada Fairs on June 20-21. The unit, in charge of Pat Purcell, played a successful engagement in the Wisconsin State Fair grounds, Milwaukee, on June 18, drawing nearly 6,000 people. It was their third engagement in the city within a month. Young Bobby Maynard did a loop roll through the Hayward fair from New York, where he is appearing in the thrill arena at the White Horse.

Second Lynch unit, headed by Frank (Sulcic) Winkley, opened Thursday at North Dakota State Fair, Minot.

Trenton May Be Extended; Bigger Race Track Planned

TRENTON, N. J., June 24.—Franchise to permit legalized pari-mutuel betting on Trenton Fair grounds, where plans are under way to replace the present 1/2-mile track with a 1/2-mile half course, will be sought as soon as the proposed State Racing Commission is formed. George W. Babin, owner of the grounds.

John Bregue, manager of Trenton Fair, said that engineers have already drawn plans for construction of the track. He is expected to plan to organize a jockey club, with local business men acting as stewards and as a board of governors to see to it that the track is operated on a high plane.

Pari-mutuel betting may be allowed for the first time at the fair held at the 1939 fair. It is unlikely, however, that the fair will be extended for this fall if a franchise is granted, because track construction would necessarily stop other activities.

Possibility of extending the 1939 Trenton Fair over a two-week period from June 24 to August 1, according to Lelreque said, in order to feature running and harness races with horses of the Hambletonian Circuit.

Bastrop Raises Show Funds

BASTROP, Tex., June 24.—With more than 3,000 people attending the first county-wide rodeo here on June 17, Bastrop County Livestock Show association raised several hundred dollars toward defraying the expenses for the fall exhibition. Higgins was in charge of the program.

Fair Grounds

WEYBURN, Sask.—Weyburn Fair board ordered 3,000 extra copies of The Weyburn Review's exhibition edition for distribution. Booster tickets, entitling holders to awards, are being given in store quantities.

YORKTON, Sask.—Free gate at Yorkton Fair has been abandoned this year. Advance tickets are selling at half price, and the association is urging buyers to participate in prize awards.

BROWNSTOWN, Ind.—Six-day Jackson County Fair here has booked the Blue Ribbon Shows for the midway, reports William R. Hicks.

ABLAND, Kan.—Officials of four-day Clark County Fair here approved Grand Broodbeck Show. Shows have been booked as the midway attraction. Clark County rodeo will be held in conjunction with the fair.

DAYTON, O.—National championship CSRA-sanctioned auto racing has been added to the final day of the 1939 Fort Wayne (Ind.) Fair. The race will be run by executive officials of the national governing body here at Frank Funk. Officials of the association are in favor of a 1939 fair-day auto-racing calendar said to contain the greatest activity in the organization's history.

GRESHAM, Ore.—A. H. Lee, secretary-manager of Multnomah County Fair here, said work has started on a \$21,000 addition to the stock barn. Another \$100,000 in the grand stand and agricultural building are to be made in the fall.

EDMONTON, Alta.—Immediate construction of four barns on the exhibition

lead gallery, Charlie and Catherine Edie, bottle game, and Mrs. Clara Winters, high striker and ball game; Mr. and Mrs. Peter Hoffman, pitch-bill, and Mrs. Edith and Mrs. Edna Ball; Mrs. Robert Dugan, mouse game, and Ralph Low, guess-your-age.

BECAUSE of an auto accident early in the spring which put him in a Cleveland hospital during a few days, Franklyn Miller is off the road for the first time in 10 years. He says he hopes to get well enough by mid-time to take out his concessions and adds that Roy McGovern, Clyde James and Billie Ryan gave him a coming-out party recently. Ryan and McGovern leave the Ohio city to assume their duties at the New York World's Fair.

FIRST BENEFIT show of the season on the Cettin & Wilson Shows was staged in the Paradise Revue tent while the organization was playing Chariots, Pa. recently. The tent was packed and the event was supervised by Madames Cettin and Wilson, with production in charge of Julie Egan. Honored guest was Clark Quigg, postmaster of Mt. Pleasant, Pa., and proceeds from the show will go into a fund for the sick and needy on the organization. Members agreed to stage similar presentations elsewhere.

GUESTS at the annual press dinner staged in Mack O'Neil's cookhouse on the John H. Marks Shows in Fairmont, W. Va., on June 29, included Mrs. J. H. Marks, manager of The West Virginia, John Angell, managing director, and William Deak, executive editor of The Morning Times; Eddie E. Meredith, columnist and former press agent of J. Edgar Wallace and other circusmen; Frank E. Carpenter, managing editor of The Clariburg (W. Va.) Evening Telegram, and wife, Polly; Walter D. Nealand was emcee and Cash Miller the principal entertainer.

BIRTHDAY anniversary of Mrs. Betty Downs of the Snapp Greater Shows, was celebrated in St. Louis on June 29 by a progressive trailer party. Beginning in the trailer of Mr. and Mrs. J. A. Waters, through the trailer of Mrs. and Mrs. Dollie V. Snapp were visited, with the party ending in the trailer home of Mr.

What? No Keys?

EMERYVILLE, Calif., June 24.—Mysterious Pay and Lady Ellen, who present the Substitution Trunk Mystery on Crafts 30 Big Shows, experienced an amusing but anxious experience on June 23. The trunk which placed Ellen in the trunk after which it was locked and roped. She made her escape clever, but when Pay entered his trunk he took the keys with him instead of handing them over to the committee. Trunk is so constructed that Pay cannot get out until it is unlocked. A hurry call was sent to the penny arcade for keys which might open the trunk, but after a few minutes it had to be opened with a screwdriver by removing bolts and screws. Pay now has an extra set of keys placed whenever he performs.

and Mrs. Downs. Varied drinks and sandwiches were served and Mrs. Downs was given numerous gifts. Those enjoying the event included Mr. and Mrs. William Snapp, Mr. and Mrs. Tom Wilson, Mr. Jack Waters, Mr. and Mrs. Mr. Mack Downs and Mrs. Kathleen Tible.

SOME MIDWAY emcees should take cognizance of the fact that some of their lines are given numerous gifts. Those enjoying the event included Mr. and Mrs. William Snapp, Mr. and Mrs. Tom Wilson, Mr. Jack Waters, Mr. and Mrs. Mr. Mack Downs and Mrs. Kathleen Tible.

BEFORE LEAVING Hilderbrand's United Shows for the No. 3 unit in Plover, Ida. Owner O. H. Hilderbrand, Walton de Pellaton and Lucille King were arrested at a hotel in Plover at the Caledonian Hotel, Seattle. Among the guests were Mr. and Mrs. O. H. Hilderbrand, Mrs. M. D. Darity, W. C. Cox, Hazel Fisher, Verma Seeborg, Laddie King, Tommy Miller, Katherine Quivra, Mrs. E. Quivra, Billie Richley, Mr. and Mrs. Joe Steinberg, Mr. and Mrs. George Moran and Walton de Pellaton. In ap-

pearance, the party was the guest of the Grand Prix Casino, Plover, Idaho, and Mr. and Mrs. James Kidderman at the Devonport Hotel, and at Worley, Ida. Mr. and Mrs. J. W. Williams of the Evergreen Midway Shows, were hosts.

15 Years Ago

(From The Billboard Dated June 28, 1924)

One of the worst wind and hail storms to hit the Midwest occurred on June 27, the property of the Dykman & Joyko Shows playing there. Bob Hutch, animal trainer and mascot, was injured and body bruises when he was hurled across the tent in which he was trying to calm horses and ponies. St. Ignace, Mich., proved the best spot of the early season for the Lipps Amusement Co. . . . After one of the most disastrous seasons of rainy weather, the Wortham Shows got off the ground at the end of the season to chalk a good opening in Mattette, Wis. . . . Miller Bros. Shows and the Johnson Bros. Shows were both inaugurating it in Dayton, O. . . . Charles E. Arnold, concessioner, joined the L. J. Hart Shows in Indianapolis.

An early morning windstorm swept over Rochelle, Ill., on June 21 and turned over the front of the W. W. Brundage Shows playing there and also blew down two large tents of the big illuminated fair entrance. . . . With the retirement of C. M. Casey from the John T. Wortham Shows, organization's publicity department was taken over by W. L. Gordon. . . . Glenn Ashbrooke was recovering from a severe illness in the University of Chicago Hospital, Pittsburgh. . . . Concessioner with the Fredrickson Shows, Fredrickson, Wis., returned to his home in Indiana where he opened a scenic banner and the Fredrickson Shows were re-terminated soon took over the management of the minstrel show with the Morfitt Shows. . . . Ray-John Shows sustained damage to equipment when a terrific storm swept over Omaha while the shows were exhibiting there. . . . An agent's position was secured by W. N. Hall through the death of L. S. Howard. . . . Contract for the 1939 Fair Exposition at the Ann Arbor (Mich.) Centennial Celebration was awarded to the Happilyland Shows. . . . Bloomington, Ill., proved a lucrative stand for the D. D. Murphy Shows. . . . The good business greeted the Greater Sheesley Shows in Norway, Mich. . . . Frank H. Davis, former manager of the Rice Shows and the Wortham Shows, was doing special work for Russell Brown Circus and Barnum.

C. W. Finney With R. & C.

CHICAGO, June 24.—C. W. Finney, who recently closed as agent of the Goodman Wonder Shows, has joined the Hutton & Cherry Exposition on special assignment.

R&C SCORE

(Continued from page 41)

Robert C. Kimmerer and team of Veterans of Foreign Wars here paid tribute to their Legion friends by staging a parade on the 4th of July. Kimmerer returned to superintend the Monster Show after a sojourn with his wife, who is operating new shows at an attraction at the New York World's Fair, Mr. Kimmerer's wife accompanied him and remained for several days. Letter formerly was with this organization and she also visited the fair. Kimmerer and Mrs. Howard Gallett, of Detroit, Mrs. Kimmerer's brother-in-law and sister with him in operating new shows. He visited her here. Arthur Sharpe, treasurer, and Charles Shepherd, penny arcade operator, purchased new material. Milton U. Nelson, sword swallower, and Patricia E. Sison, tattoo artist, joined World's Fair.

Improvements, more noon and additional equipment, as well as putting in its appearance almost daily, as the shop department, under General Manager Robert E. Lohman and Mr. C. W. Conant, construction superintendent, is rushing work in preparation for the fair route. The new building, which is under construction; two new re-enforced steel stages are about completed and two new tops have arrived for the Irving Ter-

and William Aldrich's Hawaiian Show. Letter, show for the fair at Anderson, S. D. Buttons Grantman's Bughouse had added new banners and the front is undergoing renovation, as is the Monkey Town front. A p-a system, including a microphone, has been installed at front gate.

Alden Pile, designer and interior decorator, has been retained to design and build a new show for the fair. Mrs. Zella (Mrs. Thomas A. Rankin Jr.) entertained the fair at the fair. Mrs. Rankin-in-law (Mrs. and Mrs. Walter Tag and Mrs. and Mrs. Dick Maguire) on June 17.

BLOTNER CHALKS

(Continued from page 41)

manager, balloon stand, Penny Edstein, owner, and Carlton Nesbit, manager; grocery store, Frankie Mack; pitch-till-to-win, Mrs. Lawrence White, and Ted Scudder; Jerry Perlman, duck pond, Dave White, assisted by Kent Hussey; diggers, Dave White, owner, and Ted Scudder; manager; bucket game, milk bottle and bone, Jack Holburn, assisted by Bay Gliddin; mouse game, Sam Glaser, owner, and Frankie Valentine, manager; penny pitch, Ethel Nichols; hoop-la, Eddie Nichols; jump beach, Paul Hadden, owner; bird cage, Piper Lynch; Chinese coin game, Paul Patter; pop corn, Sam (Red) Brien; picture back backs, Max Winner.

Shows: Hawaiian, Boss Harris, owner, assisted by Mary Harris; Athletic, Boss Harris, owner; Dave (Killer) Mann, manager, assisted by Duke Tracy, Rides: Eddie Nichols; jump beach, Paul Hadden, owner; bird cage, Piper Lynch; Chinese coin game, Paul Patter; pop corn, Sam (Red) Brien; picture back backs, Max Winner.

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Show Family Album



THIS PICTURE of the Gran Circo Canaries, Cuban show, was snapped season of 1923-24. Among acts appearing above are the Arley Duo, Original Three Bernards, Great Fredric and Company, Koch Tam Kia Troupe; May and Cherry, bar act, and a Mr. Gordon, who presented a singing kangaroo.

The Billboard invites its readers to submit photos taken from 1923 to 1929 years. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if no address is added. Show Family Album Editor, The Billboard, 34-27 Opera place, Cincinnati, O.

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SWAGGER CANS, Per 100, \$3.95
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ADVERTISE IN THE BILLBOARD—
YOU'LL BE SATISFIED WITH
RESULTS

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.

Wire Graters

A new wire grater, which is said to be winning wide reception among pitchmen and demonstrators as a profitable item that turns over rapidly because it grates more effectively than the ordinary utensil, has been announced by Stearns Mfg. Co. Grater is made of an exclusive safety wire and will grate anything from fruits to nutmegs, the firm reports. Advance orders have been so heavy, it is said, that it was necessary to make plans for production of 250,000 of the utensils. Another item introduced by the company is a combination safety grater and shredder, with fine and coarse surfaces. Items come packaged in colorful containers designed to catch the eye and aid demonstrators in their sale, the company states.

varied list of foods may be prepared with this unit that it affords the operator to supply items he knows will click in that particular territory, the firm reveals.

Sun Visor Case

A new number catching one with motorists who carry important papers or other small items is a compact case that snaps onto the back side of the auto sun visor. It includes a mirror, comb, nail file, compartment for cigars and a pocket for larger items. Because it has utility, its maker, Bridgeport Leather Specialty Co., reports it is already a good seller both direct to car owners and in group demonstrations.

New Tie Lock

A handy new gadget that should prove a money-maker for the workers and store demonstrators is the Kent Tie Lock placed on the market by the Kent Tie Lock Co. Also the item is simply constructed and inserts into the knot of the tie, it keeps the tie from slipping and keeps the ends neatly in position. The number offers a good profit margin, it is reported.

Fun Bells

This simple and unique item is certain to claim the immediate interest of both young and old; the Franco American

POPS-UP CIGARETTES!



NOVELTY Satisfaction and AMERICAN MADE

Bells on sight, this Novelty Cigarette Case that pops up Cigarettes with a flash when cap is flipped back. Made in bright colored plastic in green, red, yellow and blue. Light in weight and easy case guaranteed to work. Made 10 cigarettes. Cash in with this one now. Order No. 852, price per dozen, \$4.75. Price per Gross \$51.50. Sample postpaid 10c.

Price list 2 1/2" cash discount.
25% Discount, Balance C. O. D.
Price \$7. O. D. Chicago.
Send for Our New Catalog 322 and 323. Mention your business, we do not bill retail.

JOSEPH HAGN COMPANY
The World's Bargain House,
217 & 223 W. Madison St., Chicago, Ill.

Extra Value! **\$2.25 EACH**

5 for \$10.50 5 for \$10.50

No. BB 8843—Ladies' Wristwatch, Elegantly styled 1 1/2" L. Crown Case in metal, engraved dial, with beautiful link bracelet by watch. Guaranteed jeweled movement. Big Value and wonderful premium item. Buy 5 for \$10.50 by ordering 5 for \$10.50.

DEAR, Write for Catalog.

ROHDE-SPENCER CO.
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SCOOT CONSEHS

PAY OFF IN 5 Weeks

MOTO-SCOOT OFFERS FAST PAY OFF FOR LOW INVESTMENT.



The new ride everyone has been waiting for is turning profits in fast for Brooklyn ops, who report pay off in 4 to 5 weeks with extra profit in sales. Built for rental punishment and priced so ops can make money.

WRITE OR WIRE TODAY FOR PLAN

MOTO-KAR

Specially designed for rental and track consists of 20 machines making big hit at Atlantic City Pier. WRITE NOW FOR MOTO-KAR TRACK PLAN.

MOTO-SCOOT MFG. CO.

8430 South Chicago Ave., Chicago, U. S. A.



Carnival Novelties

Just Stocked—Now Arrived

	Per Doz.	Per Doz.		Per Doz.	Per Doz.
BB1 Flying Birds, Outside White	\$1.80	BB8 China Head Cases	40	\$ 4.75	
BB2 Flying Birds, Inside White	2.40	BB9 Chatterful Cards	40	1.75	
BB3 Flying Birds, Inside White	2.40	BB10 Rubber Covered Balls	40	10.00	
BB4 High Hat Men's, 6 1/2"	3.75	BB11 Cardboard Banners	25	2.25	
BB5 High Hat Men's, 7"	3.50	BB12 8 1/2" Girls' Hats	25	3.50	
BB6 High Hat Men's, 7 1/2"	3.50	BB13 7 1/2" Girls' Hats	25	3.50	
BB7 High Hat Men's, 8"	3.50	BB14 8 1/2" Girls' Hats	25	3.50	
BB8 High Hat Men's, 8 1/2"	3.50	BB15 9 1/2" Girls' Hats	25	3.50	
BB9 High Hat Men's, 9"	3.50	BB16 10 1/2" Girls' Hats	25	3.50	
BB10 High Hat Men's, 9 1/2"	3.50	BB17 11 1/2" Girls' Hats	25	3.50	
BB11 High Hat Men's, 10"	3.50	BB18 12 1/2" Girls' Hats	25	3.50	
BB12 High Hat Men's, 10 1/2"	3.50	BB19 13 1/2" Girls' Hats	25	3.50	
BB13 High Hat Men's, 11"	3.50	BB20 14 1/2" Girls' Hats	25	3.50	
BB14 High Hat Men's, 11 1/2"	3.50	BB21 15 1/2" Girls' Hats	25	3.50	
BB15 High Hat Men's, 12"	3.50	BB22 16 1/2" Girls' Hats	25	3.50	
BB16 High Hat Men's, 12 1/2"	3.50	BB23 17 1/2" Girls' Hats	25	3.50	
BB17 High Hat Men's, 13"	3.50	BB24 18 1/2" Girls' Hats	25	3.50	
BB18 High Hat Men's, 13 1/2"	3.50	BB25 19 1/2" Girls' Hats	25	3.50	
BB19 High Hat Men's, 14"	3.50	BB26 20 1/2" Girls' Hats	25	3.50	
BB20 High Hat Men's, 14 1/2"	3.50	BB27 21 1/2" Girls' Hats	25	3.50	
BB21 High Hat Men's, 15"	3.50	BB28 22 1/2" Girls' Hats	25	3.50	
BB22 High Hat Men's, 15 1/2"	3.50	BB29 23 1/2" Girls' Hats	25	3.50	
BB23 High Hat Men's, 16"	3.50	BB30 24 1/2" Girls' Hats	25	3.50	
BB24 High Hat Men's, 16 1/2"	3.50	BB31 25 1/2" Girls' Hats	25	3.50	
BB25 High Hat Men's, 17"	3.50	BB32 26 1/2" Girls' Hats	25	3.50	
BB26 High Hat Men's, 17 1/2"	3.50	BB33 27 1/2" Girls' Hats	25	3.50	
BB27 High Hat Men's, 18"	3.50	BB34 28 1/2" Girls' Hats	25	3.50	
BB28 High Hat Men's, 18 1/2"	3.50	BB35 29 1/2" Girls' Hats	25	3.50	
BB29 High Hat Men's, 19"	3.50	BB36 30 1/2" Girls' Hats	25	3.50	
BB30 High Hat Men's, 19 1/2"	3.50	BB37 31 1/2" Girls' Hats	25	3.50	
BB31 High Hat Men's, 20"	3.50	BB38 32 1/2" Girls' Hats	25	3.50	
BB32 High Hat Men's, 20 1/2"	3.50	BB39 33 1/2" Girls' Hats	25	3.50	
BB33 High Hat Men's, 21"	3.50	BB40 34 1/2" Girls' Hats	25	3.50	
BB34 High Hat Men's, 21 1/2"	3.50	BB41 35 1/2" Girls' Hats	25	3.50	
BB35 High Hat Men's, 22"	3.50	BB42 36 1/2" Girls' Hats	25	3.50	
BB36 High Hat Men's, 22 1/2"	3.50	BB43 37 1/2" Girls' Hats	25	3.50	
BB37 High Hat Men's, 23"	3.50	BB44 38 1/2" Girls' Hats	25	3.50	
BB38 High Hat Men's, 23 1/2"	3.50	BB45 39 1/2" Girls' Hats	25	3.50	
BB39 High Hat Men's, 24"	3.50	BB46 40 1/2" Girls' Hats	25	3.50	
BB40 High Hat Men's, 24 1/2"	3.50	BB47 41 1/2" Girls' Hats	25	3.50	
BB41 High Hat Men's, 25"	3.50	BB48 42 1/2" Girls' Hats	25	3.50	
BB42 High Hat Men's, 25 1/2"	3.50	BB49 43 1/2" Girls' Hats	25	3.50	
BB43 High Hat Men's, 26"	3.50	BB50 44 1/2" Girls' Hats	25	3.50	
BB44 High Hat Men's, 26 1/2"	3.50	BB51 45 1/2" Girls' Hats	25	3.50	
BB45 High Hat Men's, 27"	3.50	BB52 46 1/2" Girls' Hats	25	3.50	
BB46 High Hat Men's, 27 1/2"	3.50	BB53 47 1/2" Girls' Hats	25	3.50	
BB47 High Hat Men's, 28"	3.50	BB54 48 1/2" Girls' Hats	25	3.50	
BB48 High Hat Men's, 28 1/2"	3.50	BB55 49 1/2" Girls' Hats	25	3.50	
BB49 High Hat Men's, 29"	3.50	BB56 50 1/2" Girls' Hats	25	3.50	
BB50 High Hat Men's, 29 1/2"	3.50	BB57 51 1/2" Girls' Hats	25	3.50	
BB51 High Hat Men's, 30"	3.50	BB58 52 1/2" Girls' Hats	25	3.50	
BB52 High Hat Men's, 30 1/2"	3.50	BB59 53 1/2" Girls' Hats	25	3.50	
BB53 High Hat Men's, 31"	3.50	BB60 54 1/2" Girls' Hats	25	3.50	
BB54 High Hat Men's, 31 1/2"	3.50	BB61 55 1/2" Girls' Hats	25	3.50	
BB55 High Hat Men's, 32"	3.50	BB62 56 1/2" Girls' Hats	25	3.50	
BB56 High Hat Men's, 32 1/2"	3.50	BB63 57 1/2" Girls' Hats	25	3.50	
BB57 High Hat Men's, 33"	3.50	BB64 58 1/2" Girls' Hats	25	3.50	
BB58 High Hat Men's, 33 1/2"	3.50	BB65 59 1/2" Girls' Hats	25	3.50	
BB59 High Hat Men's, 34"	3.50	BB66 60 1/2" Girls' Hats	25	3.50	
BB60 High Hat Men's, 34 1/2"	3.50	BB67 61 1/2" Girls' Hats	25	3.50	
BB61 High Hat Men's, 35"	3.50	BB68 62 1/2" Girls' Hats	25	3.50	
BB62 High Hat Men's, 35 1/2"	3.50	BB69 63 1/2" Girls' Hats	25	3.50	
BB63 High Hat Men's, 36"	3.50	BB70 64 1/2" Girls' Hats	25	3.50	
BB64 High Hat Men's, 36 1/2"	3.50	BB71 65 1/2" Girls' Hats	25	3.50	
BB65 High Hat Men's, 37"	3.50	BB72 66 1/2" Girls' Hats	25	3.50	
BB66 High Hat Men's, 37 1/2"	3.50	BB73 67 1/2" Girls' Hats	25	3.50	
BB67 High Hat Men's, 38"	3.50	BB74 68 1/2" Girls' Hats	25	3.50	
BB68 High Hat Men's, 38 1/2"	3.50	BB75 69 1/2" Girls' Hats	25	3.50	
BB69 High Hat Men's, 39"	3.50	BB76 70 1/2" Girls' Hats	25	3.50	
BB70 High Hat Men's, 39 1/2"	3.50	BB77 71 1/2" Girls' Hats	25	3.50	
BB71 High Hat Men's, 40"	3.50	BB78 72 1/2" Girls' Hats	25	3.50	
BB72 High Hat Men's, 40 1/2"	3.50	BB79 73 1/2" Girls' Hats	25	3.50	
BB73 High Hat Men's, 41"	3.50	BB80 74 1/2" Girls' Hats	25	3.50	
BB74 High Hat Men's, 41 1/2"	3.50	BB81 75 1/2" Girls' Hats	25	3.50	
BB75 High Hat Men's, 42"	3.50	BB82 76 1/2" Girls' Hats	25	3.50	
BB76 High Hat Men's, 42 1/2"	3.50	BB83 77 1/2" Girls' Hats	25	3.50	
BB77 High Hat Men's, 43"	3.50	BB84 78 1/2" Girls' Hats	25	3.50	
BB78 High Hat Men's, 43 1/2"	3.50	BB85 79 1/2" Girls' Hats	25	3.50	
BB79 High Hat Men's, 44"	3.50	BB86 80 1/2" Girls' Hats	25	3.50	
BB80 High Hat Men's, 44 1/2"	3.50	BB87 81 1/2" Girls' Hats	25	3.50	
BB81 High Hat Men's, 45"	3.50	BB88 82 1/2" Girls' Hats	25	3.50	
BB82 High Hat Men's, 45 1/2"	3.50	BB89 83 1/2" Girls' Hats	25	3.50	
BB83 High Hat Men's, 46"	3.50	BB90 84 1/2" Girls' Hats	25	3.50	
BB84 High Hat Men's, 46 1/2"	3.50	BB91 85 1/2" Girls' Hats	25	3.50	
BB85 High Hat Men's, 47"	3.50	BB92 86 1/2" Girls' Hats	25	3.50	
BB86 High Hat Men's, 47 1/2"	3.50	BB93 87 1/2" Girls' Hats	25	3.50	
BB87 High Hat Men's, 48"	3.50	BB94 88 1/2" Girls' Hats	25	3.50	
BB88 High Hat Men's, 48 1/2"	3.50	BB95 89 1/2" Girls' Hats	25	3.50	
BB89 High Hat Men's, 49"	3.50	BB96 90 1/2" Girls' Hats	25	3.50	
BB90 High Hat Men's, 49 1/2"	3.50	BB97 91 1/2" Girls' Hats	25	3.50	
BB91 High Hat Men's, 50"	3.50	BB98 92 1/2" Girls' Hats	25	3.50	
BB92 High Hat Men's, 50 1/2"	3.50	BB99 93 1/2" Girls' Hats	25	3.50	
BB93 High Hat Men's, 51"	3.50	BB100 94 1/2" Girls' Hats	25	3.50	
BB94 High Hat Men's, 51 1/2"	3.50	BB101 95 1/2" Girls' Hats	25	3.50	
BB95 High Hat Men's, 52"	3.50	BB102 96 1/2" Girls' Hats	25	3.50	
BB96 High Hat Men's, 52 1/2"	3.50	BB103 97 1/2" Girls' Hats	25	3.50	
BB97 High Hat Men's, 53"	3.50	BB104 98 1/2" Girls' Hats	25	3.50	
BB98 High Hat Men's, 53 1/2"	3.50	BB105 99 1/2" Girls' Hats	25	3.50	
BB99 High Hat Men's, 54"	3.50	BB106 100 1/2" Girls' Hats	25	3.50	
BB100 High Hat Men's, 54 1/2"	3.50	BB107 101 1/2" Girls' Hats	25	3.50	
BB101 High Hat Men's, 55"	3.50	BB108 102 1/2" Girls' Hats	25	3.50	
BB102 High Hat Men's, 55 1/2"	3.50	BB109 103 1/2" Girls' Hats	25	3.50	
BB103 High Hat Men's, 56"	3.50	BB110 104 1/2" Girls' Hats	25	3.50	
BB104 High Hat Men's, 56 1/2"	3.50	BB111 105 1/2" Girls' Hats	25	3.50	
BB105 High Hat Men's, 57"	3.50	BB112 106 1/2" Girls' Hats	25	3.50	
BB106 High Hat Men's, 57 1/2"	3.50	BB113 107 1/2" Girls' Hats	25	3.50	
BB107 High Hat Men's, 58"	3.50	BB114 108 1/2" Girls' Hats	25	3.50	
BB108 High Hat Men's, 58 1/2"	3.50	BB115 109 1/2" Girls' Hats	25	3.50	
BB109 High Hat Men's, 59"	3.50	BB116 110 1/2" Girls' Hats	25	3.50	
BB110 High Hat Men's, 59 1/2"	3.50	BB117 111 1/2" Girls' Hats	25	3.50	
BB111 High Hat Men's, 60"	3.50	BB118 112 1/2" Girls' Hats	25	3.50	
BB112 High Hat Men's, 60 1/2"	3.50	BB119 113 1/2" Girls' Hats	25	3.50	
BB113 High Hat Men's, 61"	3.50	BB120 114 1/2" Girls' Hats	25	3.50	
BB114 High Hat Men's, 61 1/2"	3.50	BB121 115 1/2" Girls' Hats	25	3.50	
BB115 High Hat Men's, 62"	3.50	BB122 116 1/2" Girls' Hats	25	3.50	
BB116 High Hat Men's, 62 1/2"	3.50	BB123 117 1/2" Girls' Hats	25	3.50	
BB117 High Hat Men's, 63"	3.50	BB124 118 1/2" Girls' Hats	25	3.50	
BB118 High Hat Men's, 63 1/2"	3.50	BB125 119 1/2" Girls' Hats	25	3.50	
BB119 High Hat Men's, 64"	3.50	BB126 120 1/2" Girls' Hats	25	3.50	
BB120 High Hat Men's, 64 1/2"	3.50	BB127 121 1/2" Girls' Hats	25	3.50	
BB121 High Hat Men's, 65"	3.50	BB128 122 1/2" Girls' Hats	25	3.50	
BB122 High Hat Men's, 65 1/2"	3.50	BB129 123 1/2" Girls' Hats	25	3.50	
BB123 High Hat Men's, 66"	3.50	BB130 124 1/2" Girls' Hats	25	3.50	
BB124 High Hat Men's, 66 1/2"	3.50	BB131 125 1/2" Girls' Hats	25	3.50	
BB125 High Hat Men's, 67"	3.50	BB132 126 1/2" Girls' Hats	25	3.50	
BB126 High Hat Men's, 67 1/2"	3.50	BB133 127 1/2" Girls' Hats	25	3.50	
BB127 High Hat Men's, 68"	3.50	BB134 128 1/2" Girls' Hats	25	3.50	
BB128 High Hat Men's, 68 1/2"	3.50	BB135 129 1/2" Girls' Hats	25	3.50	
BB129 High Hat Men's, 69"	3.50	BB136 130 1/2" Girls' Hats	25	3.50	
BB130 High Hat Men's, 69 1/2"	3.50	BB137 131 1/2" Girls' Hats	25	3.50	
BB131 High Hat Men's, 70"	3.50	BB138 132 1/2" Girls' Hats	25	3.50	
BB132 High Hat Men's, 70 1/2"	3.50	BB139 133 1/2" Girls' Hats	25	3.50	
BB133 High Hat Men's, 71"	3.50	BB140 134 1/2" Girls' Hats	25	3.50	
BB134 High Hat Men's, 71 1/2"	3.50	BB141 135 1/2" Girls' Hats	25	3.50	
BB135 High Hat Men's, 72"	3.50	BB142 136 1/2" Girls' Hats	25	3.50	
BB136 High Hat Men's, 72 1/2"	3.50	BB143 137 1/2" Girls' Hats	25	3.50	
BB137 High Hat Men's, 73"	3.50	BB144 138 1/2" Girls' Hats	25	3.50	
BB138 High Hat Men's, 73 1/2"	3.50	BB145 139 1/2" Girls' Hats	25	3.50	
BB139 High Hat Men's, 74"	3.50	BB146 140 1/2" Girls' Hats	25	3.50	
BB140 High Hat Men's, 74 1/2"	3.50	BB147 141 1/2" Girls' Hats	25	3.50	
BB141 High Hat Men's, 75"	3.50	BB148 142 1/2" Girls' Hats	25	3.50	
BB142 High Hat Men's, 75 1/2"	3.50	BB149 143 1/2" Girls' Hats	25	3.50	
BB143 High Hat Men's, 76"	3.50	BB150 144 1/2" Girls' Hats	25	3.50	
BB144 High Hat Men's, 76 1/2"	3.50	BB151 145 1/2" Girls' Hats	25	3.50	
BB145 High Hat Men's, 77"	3.50	BB152 146 1/2" Girls' Hats			



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Charlie McCarthy

But—THERE ARE 37 McARTHUR PREMIUM ITEMS

Coupled with the proven pull of the McCarthy name, the authorized licensees of Charlie McCarthy merchandise offer you a premium selection in a wide variety of merchandise under a broad range of prices.

This merchandise is produced by leading manufacturers in their respective fields. In the list of items shown below is the new, effective answer to your premium selection.

Balloons • Bandanas • Binders • Books • Clocks • Costumes
Dancing Dolls • Dolls • Games • Greeting Cards • Handkerchiefs
Hard Puppets • Jewelry • Key Chains • Lollipops • Masks
Mechanical Metal Toys • Metal Banks • Monocle • Napkin Rings
Neckwear • Notebooks and Fillers • Pencil Sharpeners • Radics
Soap Figure • Stationery

Mortimer Snerd was so pleased with himself in his last two pictures that he has decided to appear daily and Sunday in newspaper comics, and five of his licensed items are also available for premium use.

For Details Write

Edgar BERGEN Interest
5331 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIFORNIA



6,000 Firms To Exhibit

NEW YORK, June 30.—The Leipzig Fair will hold its 1,939 season August 27-31. Some 6,000 firms from 25 countries will enter exhibits. More than 150,000 business men from 74 countries will attend.

Housewares Show Scheduled

NEW YORK, June 24.—Operators, demonstrators and pitchmen who want to keep informed on what type of merchandise is wanted in the home, will attend the coming New York Housewares Show in numbers on July 10-15 in Hotel Astor here.

PHILLY GOES

(Continued from page 56)
authorities. The manufacturer has carefully labeled them as souvenirs and warns that they are to be used for humorous purposes only and are to be put on the car in conjunction with the regular Blue Horses plates. The ad was given great impetus here by a three-column feature in a local newspaper.

COONEY ISLAND

(Continued from page 37)
hot-dog concessioners in Cooney and closed a deal with Sam Wagner on his side-show premises. After a fortnight's operation and with the cash register not working up to expectations, they decided to sell out and return to their former profession.

Able Goldfeder, another Island newcomer, whose dad owns a candy store on St. Marks place, New York, arrived with a bank surplus of about 500 bucks. Decided to become a Cooney orange-juice merchant and so selected a small spot opposite Luna. Alert Able has been a Cooney business man now almost two whole months and knows more about the resort than any old timer. Incidentally, it is Able's second visit to Cooney in 12 years. . . . Harry Melnich on possessing a Cooney Island license discovered he had become father to seven burros left over on the premises from the donkey ride and so added another item of expense he had not included in the original list. . . . Junior Dowden, Steeplechase's publicity chief, is busy with the Greyhound bus people to establish, all for one price, a thru service to and from New York plus a combine ticket to the park. . . . Negotiations are on for an ice-berried-alive girls show in Luna.

Illumination Added

Saturday night, June 17, began the illumination of 15 miles of string electric lights the length and width of Surf avenue from Fifth to 19th streets and the entire Bowery for the benefit of fair visitors, which means that about 25,000 bulbs were added to the million lights that already blaze on the Island. This will continue straight thru until the end of the season. Cooney's Chamber of Commerce invited Mayor La Guardia down to turn on the lights.

. . . Outdoor bike-racing season will be inaugurated at the Cooney Velodrome June 27 under direction of the second year, Mike Santarpia, Brooklyn's promoter. Races are to be held every Tuesday thereafter during the summer and early-fall months. Cooney's saucer, incidentally, is said to be the only one in operation on the North American continent for both professional and amateur bike racing. . . . A Ferris Wheel operated by Herman Shapiro and owned by Steeplechase Park gives the Boardwalk in that particular location a midway atmosphere.

With the Zoos

DETROIT.—Patronage at the Detroit Zoo is seriously threatened by an act just signed by Gov. Luren D. Dickinson, according to Superintendent John T. Miller of the zoo. According to the act, the city of Detroit would lose jurisdiction over a bus line now operates to the zoo, two miles outside the city limits, and, accordingly, the thousands of patrons now arriving by bus might be lost to the zoo if the line is discontinued.

BALT LAKE CITY.—Hogge Gardens Zoo here will improve if plans of Commissioner P. H. O'Connell work out. At

Just Perfected!
2
NEW—QUICK SELLERS!

Packed in aluminum, decorated envelopes that have plenty of flesh. Here are fast-sellers. They are new, developed and profitable will stand. Mail 25c for sample today.

STOMAR
STAINLESS
SAFETY
GRATER

STOMAR
COMMINUTING
SHREDDER
AND
GRATER

STOMAR
MANUFACTURING CO.
1027 RIDGE AVE., PHILA.

ATTENTION!
BINGO AND SALESBOARD OPERATORS
Write for Details
Starting Proposition!
NATIONAL MANUFACTURER
Box 974, Care The Billboard,
1564 Broadway, New York, N. Y.

Elgin **SPECIAL VALUES**
Waltham
30 DAY GUARANTEED
M. FRIEDMAN - 74 FORTYST ST. N. Y.

5 Star, 7-Jew., Day Case, \$2.75
12-Jew., 7-Jew., Gold Case, 2.50
18 Star, 15-Jew., Day Case, 2.50
18 Star, 15-Jew., Gold Case, 2.50
Quartz Watch, with Kraton Case, 20c, with order, Nat. O. D. Sample, 25c Extra.

COMIC SHIMMIE DANCERS
For World's Fair, New, Soley, Fuzer, 10c
For 10c Selena's, Big Profit, Same as above, 10c
Mack Gage on Ash Tray, 2.75 Day
Mystery Hugs, 10c
Behind the 8 Ball, Day, 50c. And many others in new catalogues for 25c sample for 50c sample of Fair Sample.

present between 15 and 20 men are working, but this will be enlarged to 23 on the new project, which includes building of sanitary animal cages, fencing a 10-acre track for range animals and replacement of an irrigation flume which carries water across the zoo grounds. The outdoor 10-acre track will be used to house deer, buffalo and range animals, affording them shrubs and grasses for food.

MILWAUKEE.—Chilly weather failed to dampen the record of 3,000 zoo fans who were on hand for the summer opening of the Washington Park Zoo June 17. Pasture were talks by Louis Schneider, president of the Washington Park Zoological Society; H. W. MacKenzie, director of the State Conservation Commission; presentation of two Bactrian camels by L. M. Jeger, president of the Tripple Temple of the Shrine; acceptance of the gift by C. M. Dinesen, president of the County Park Commission, and Grant Underman, president of the George Waiston, former president of the Zoological Society, was master of ceremonies. Thirty tree monkey were released on monkey island for the occasion.

NOTES from SUPPLY HOUSES

S. Angell & Co. announces it has available a salesboard deal on fur coats. The firm also is entering to bingo counselors who make a specialty of offering better merchandise. The company is also offering bolognas and scarfs at exceptionally low prices.

Bennett Brothers, Inc., recently leased a complete prize or sales contest catalog, illustrating several hundred nationally advertised and trademarked articles it carries in stock ready for shipment. It is arranged for self-cover at quoted prices for various quantities, or more elaborate covers may be provided, using the self-cover page as a title page or for any other purpose. Best pages make provision for listing the point or other valuation of each of the prizes shown in the catalog. There are many articles low enough in valuation to permit wide selection.

HOLLAND, O.

(Continued from page 55)

day and intermittent rains on Sunday kept attendance down. Sunday's day a balloon ascension, was cancelled because of high wind. Other professional features were Tim Costello and his Fine Center Gang, radio entertainer; Witte's Pony Ride, and the Weer Brothers Wheel, Merry-Go-Round and Kiddie Ride.

Event opened with a prize parade and then, a band concert, and dancing to Mahlon Tibbitt's Band on Saturday night. Sunday's program included a balloon and queen contest.

As a means of publicizing the event, staged to advertise the town and raise funds for civic improvements, 30 weeks were covered, including Toledo papers. Three coloring printed special editions. Auto stickers, show cards and handbills were also used. A special program of radio and newspaper announcements broadcast from two stations prior to the fête.

N. Y. Firemen's Festival Is a Success Despite Rain

SHERMAN, N. Y., June 24.—Although hampered by adverse weather, the annual Firemen's Festival celebration here on June 23-24 went off successfully, all attractions getting some money, said H. A. Land, chairman. Rain fell on opening night, but the following two nights were clear and cool.

Mayor Dixon had his ride and some concessions on the midway. Other concessioners were J. L. Cleaver, F. B. Russell, Frank George, Harry B. McPherson and Earl Morse. John Rae did good business with his Street of Choir Show. Local Odd Fellows had a bingo stand and the Firemen's Auxiliary operated the coolhouse.

Ohio Festival Successful

NORWALK, O., June 24.—Despite the rain, however, the Volunteer Firemen's Celebration here on June 20-22 opened big and proved one of the most successful events in the sponsor's history. J. R. Edwards Shows had 8 rides, 4 shows and 30 concessions on the midway. On Monday evening Firemen's bands and drum corps were in a prize parade and the night was given over to Mardi Gras, which was conducted by C. A. Kelly furnished two free acts, Steiner Trio and Skyline Thrillers.

Shorts

AL TINT, impersonator, reports he was met all with wild and crazy crowd, cyclists, and Buck and Chickie, ropers and whip-crackers, at an outdoor show in Thess, Mich., on June 14.

YELLOWSTONE Shows have been booked for a three-day August (Arist) Southwest Indian Powwow, said Bill Farrar, general agent.

SAVIDGE RIDES were contracted for a three-day show at Foxe Street Carnival on June 27 and 28, reports B.

C. (Hungry) Hilker, whose bingo, among other concessions, was booked. Free acts and dancing were programmed. L. P. Bar was chairman.

FRANK HOFFMAN, cowboy entertainer, played the Art (Tex.) Trades Day on June 10 under auspices of the Civic Club, officials report.

EUGENE MARCUM, of Marcum free acts, reports having booked a route thru Indiana, Illinois and Missouri and that prospects look good for 1939.

OKLAHOMA Ranch Shows, fireworks and contests will be featured at the Sayre (Okla.) Celebration under auspices of the Chamber of Commerce, reports Elizabeth Bell, show secretary.

MIDWAY attractions will highlight the three-day annual East Palestine (O.) Street Fair under auspices of the American Legion Post.

MIDWAY, free acts and dog show will be featured at the four-day annual Lucas (O.) Street Fair under sponsorship of the Business Men's Association and directed by George Marlow.

W. S. CULL SHOWS have been booked for the six-day celebration in London, O., under auspices of the American Legion Post, and free acts, fireworks, parades, band concerts and merchant awards will be featured.

ORRAT PETERS and Eric the Great, juggler, were free acts at the 13-14 Cottage City (Md.) Volunteer Firemen's Carnival on June 19-24, said Spencer A. Sims. Other attractions were rides, concessions and an automobile give-away.

HARRY BURKE SHOWS have been contracted for the two-day Bogalusa (La.) Silver Anniversary Celebration, said H. B. Cawthon, chairman. Advance tickets have all been gone.

FEATURING Winters Exposition Shows on the midway, annual East Palestine (O.) Volunteer Firemen's Celebration on June 19-24, drew large crowds which spent. Rain on opening night caused postponement of a parade until Tuesday night.

KRAMER'S rodeo will again be featured at the six-day Covered Wagon Days Celebration in Salt Lake City.

L. C. McHENRY, manager of Crescent Amusement Co., booked for the Liberty (S. C.) Celebration, reports the event has been canceled.

RECENT non-profit Wellboro (Pa.) Laurel Festival broke even, reports Larry Woodin. Convention Shows, directed by Jack Chubbey played in the city during the fête and John B. Rogers Producing Co. staged a pageant.

UNDER THE MARQUEE—

(Continued from page 24)

dance floors for piano, also a chromatic harmonica, a C tenor Hohner."

JIMMY McGEY, with the Cavalcade of the Golden West at the San Francisco fair, letters the following: "Bally Rand and I have made a few changes for the Snake Ranch and Miss America show and now has most of her crew made up of circus men. The Snake Ranch has Ned White and Mel Smith as No. 1 talkers on the front. Jimmy Levine and Jack O'Brien, who were in the show last season, Miss Rand discontinued the fair's cashiers a few days ago. Mamie Ward's show made a few changes for the Snake Joe Trusey, formerly of the Hurling Show, is now manager and head ticket seller of the Miss America show. Ed Brown is mayor of the Gayway. Jake Newman has charge of the loud-speakers. Speedy Hutchinson and McClintock are still with Happy Brandon, ex-box butcher of Sells-Floto Circus, who has concessions with the Cavalcade show and who also is general manager. George Davis is doing very nicely with his cooking in the back yard of the Cavalcade, where the circus boys cut up jupskots."

HARRY THOMAS, connected with Station WRAX, Wilkes-Barre, Pa., writes: "Spent two glorious days with Cole Brown, a circus man, at the Wilkes-Barre June 5-6. Met many friends with whom I struck up the McCoy Show. Was shown a back yard of the Cavalcade, who practically turned the show over to me in

BANG! A SENSATIONAL NOVELTY



A generous size Blanket... 70 x 80 inches... that can also be used as a wall hanging or throw. Useful—attractive—in-keeping—no radium—everybody knowing New York will recognize the many skyscrapers and famous bridge. So flashy it looks there or four times as expensive... and when you show it, dramatize it. (Talk about it costing a dollar to ride

to the top of the world's tallest building and how taxi drivers sell the Brooklyn Bridge for as much as a million dollars to visitors)... Packed 72 blankets to a carton, assembled in six eye-catching color combinations, price 82 1/2 cents each, shipped only in assorted cartons of 72 blankets at \$59.50 per. F.O.B. Mill, Nashua, New Hampshire.

Send checks or money orders to:

Nashua, Mfg. Co. 40 Water St., New York

Registered 3223

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.

HERE'S AN AMAZING DIAMOND OFFER!
GENUINE DIAMONDS
ON 14 CARAT GOLD SETTINGS
THIS IS THE ONLY PLACE IN THE WORLD
WHERE YOU CAN BUY
A 1 CARAT DIAMOND FOR \$25
A 2 CARAT DIAMOND FOR \$50
A 3 CARAT DIAMOND FOR \$75

PRESS AND SONS
DEPT. EDWA. CHESTER ST. CHICAGO, ILL. 1 CARAT DIAMOND FOR \$125.00
2 CARAT DIAMOND FOR \$250.00

DOLLS OF ALL NATIONS

• ITALY • HOLLAND • HUNGARY
• RUSSIA • RUMANIA • IRELAND
• POLAND • FRANCE • SWEDEN

Dolls stand 12" high, dressed in their national colors and costumes. Very attractive, appealing and handy.

CIGARETTE DEAL 16 ctrs. \$7.75 Per Deal
1,500-Hole Board \$7.75 Per Deal
2,500-Hole Board \$11.95 Per Deal

1/2 Deposit With Order, Balance C. O. D.

WRITE—WIRE
STANDARD SALES CO.
2163 MILWAUKEE AVE., CHICAGO, ILL.

Wilkes-Barre for my broadcasts. Show tried an experiment in Scranton when it ran into a 'thumbs down' policy by the newspapers because of the Ringling Bros. troupe there last season. Ora Parks ran over to Wilkes-Barre for a conference with me regarding a radio campaign and we plastered the air with circus for a week prior to the show's appearance. A spot announcement campaign was conducted over Station WCHI in Scranton, and in Wilkes-Barre I went on the air

with two 15-minute shows each day, coupled with a spot campaign and a department store tie-up. Capacity shows in Scranton and street houses in Wilkes-Barre. At Wilkes-Barre I broadcast for an hour the unloading and setting up, the parade from a downtown vantage point and then broadcast the performance. Parks did a swell job on publicity. Harry McParlan, equitation director, keeps the performance moving at a fast clip."

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

CONSISTENCY

There has long been a suspicion that newspaper crusades against such petty things as pinball games is due to the fact that such games give no direct revenue to newspapers in the form of advertising. But it has been quite a wait for some newspaper to practically admit the fact.

The Commercial Appeal of Memphis, Tenn., is one of those newspapers that goes out of its way to make tirades against pinball games. But industries that supply advertising—well, it becomes their champion.

In its issue of June 16, 1939, it sounds a warning against two bills that have appeared in Congress: "The bills in point ban the advertising of alcoholic beverages by print or radio. Naturally this newspaper has an economic interest in the future of those bills. Frankly, if they pass, they hit our institutional pocketbook."

Then the newspaper goes on to argue for regulated liquor, producing revenue and furnishing employment.

It is interesting to note that the very same arguments the Memphis paper uses for legal liquor are also the very reasons for legalizing amusement games. In fact, the word "pinball" could be inserted for the word "liquor" in the editorial and it would be an excellent brief for legal amusement games.

Now the amusement games industry is perhaps even a stronger champion for repeal and legalized liquor than the newspapers. If national prohibition were returned it would probably wipe out half of the locations for coin-operated machines, all the way from peanut vendors to high-grade games. The coin-operated machine industry is one industry that will do its best to help make the idea of legalized liquor succeed.

But the coin-operated machine industry points out the inconsistency of the average newspaper in its crusades against pinball games. The frankness of the Memphis paper is to be admired; legal liquor means advertising of liquor in the papers, and for that reason the paper argues for legal liquor.

But such newspapers ought to be just as honest and fair as they are frank. If they think they can intimidate the operators of amusement games into advertising, then that is impossible. The big majority of operators merely make a living, and could not buy space if they wanted to. Furthermore, they pay 60 per cent of their earnings to retail locations.

Newspapers ought to be smart enough to see that when they strike at amusement games they strike at half the small retail businesses in their community. These retail locations of all kinds are selling advertised goods, and thus indirectly support the newspapers. But the newspapers have not been able to see beyond their noses yet.

Eventually big business enterprises and national advertisers will be champions of the idea of legalized amusement games to help maintain small retail outlets. But the newspapers have not been able to see that far yet.

So the papers break out at intervals in their "holy crusades" against a minor business that could contribute its

bit toward helping retail locations and individuals get along in the world. If it is a question of who's in "the racket," then why should the pot call the kettle black? It so happens that the "pinball racket," as the Memphis paper wants to call it, is just as clean and fair as the newspaper racket.

It is this deliberate inconsistency of newspapers that prompted The New York Daily News to point out that most newspapers, in their crusades against petty gambling, "do not let their editorial page know what their sports page doeth."

The greatest single factor today in educating the public to gamble is the sports pages and the stock markets pages of the newspapers. These papers go into the homes and begin this education in gambling even with the kids.

It is this gambling influence of the sports pages that prompted The Chicago Daily Times to point out that the Chicago papers openly violate the law each day they publish racing news.

If it were not so serious it would be amusing to consider how any newspaper that publishes sports, racing and stock market news could have the face to engage in crusades against any form of petty gambling.

It is perfectly fair for newspapers to cater to advertisers. But that does not require that newspapers enter into "holy crusades" against minor businesses that in no way interfere with advertisers.

Racing interests sometimes take a very selfish view and put pressure on newspapers to oppose amusement games. Chain stores and big department stores have also been known to put pressure on newspapers to oppose pinball—because pinball aids small competitive stores. But newspapers can and should resist such pressure with an appeal for fair play.

It is to the best interests of newspapers in general that they begin to give a little more attention to consistency and fair play. Perhaps the largest and most powerful religious group in the country is already beginning to question the moral influence of newspapers in the home. One of the best known retail publications in the country has recently stated that the growing consumer movement will eventually shake the advertising business—which means the publishing business—to its foundations. Back of this is the long and patient resentment of various groups of the public that have felt the careless and short-sighted attitude of newspapers in general in abusing the rights of the public.

Newspapers have taken the attitude that various groups which are of no particular value to them can be flayed and persecuted—and they will have no chance to cope with the "power of the press."

Such abuses can continue for a long, long time, but eventually public judgment gets around to making a day of reckoning. It so happens that practically every group in the population has a grievance to right with the press. Eventually there will be a day of reckoning. It would be much better for us all if the press gave some consideration to consistency and fair play.

Coinmen Aid Jewish Fund

Three groups of industry form committees to cooperate with agency

NEW YORK, June 24.—Responding to the call of the emergency refugee relief, members of the automatic vending machine industry will hold a trade dinner Thursday evening, June 29, at 10 o'clock, at the Hotel Astor to rally aid for the victims of overseas oppression.

The affair will highlight activities of the automatic vending division for the United Jewish Appeal for Refugees and Overseas Needs, now conducting a drive for funds to carry on the emergency program. The agencies called to the aid include aid, restraining, and resettlement.

Four sub-groupings comprise the automatic vending division. R. Z. Greene is chairman of the automatic cigar vendors; David Kaplan is Brooklyn chairman and Joseph Peisman, Manhattan chairman of automatic games; and Sidney H. Levine is chairman of automatic music operators.

In this endeavor, the chairman stated, Jews in New York are following a lengthy and cherished American tradition of furnishing succor and assistance for the victims of a great disaster. In the same humanitarian spirit, they pointed out, Catholics and Protestants are conducting refugee campaigns on behalf of their co-religionists.

"This is the first time that the members of our industry ever organized in such a campaign," they declared. "We are new to the work, it is amazing how generously they are responding, and how much spirit has been developed to further the humanitarian aims of the United Jewish Appeal." Besides the chairman, others in the industry helping the committee in its work are: Automatic cigar vendors—Martin Berger, Jackson Bloom, Aaron Gosh, Benjamin Crowitz, Lester Paul, Harold Pierce, Max Stern, Leo Williams and Matthew Verbee.

Automatic games: Morris W. Becker, Theodore Blatt, Louis Zarlin, Samuel Kramer, Philip Kurtz, William Levy, Benjamin Melnick, Jack Rubin, Charles Sachs, Harry Skoloff, Max Weiss, Louis Wolberg, Benjamin H. Haskoff, Joseph P. Hirsch, Joseph Schoffee, Marvin Leibowitz, Jacob Jacobson and Morris Silverstein.

Automatic music operators: Charles Bernoff, Alfred Bloom, Arthur Herman, Samuel Ershover, Samuel Rabinowitz, Harry Rosen, Lee J. Rubinow, and Irving Sommer.

On the executive committee are Martin H. Crivy, Al Green, George Holzman, Allen Jacobs, Harold Jacobs, Samuel Jacobs, Harold Kofsky, Harold Kofsky, Philip Turk and Samuel Yelen.

Reglo Makes N. Y. Scooter Conscious

NEW YORK, June 24.—About a month or so ago Motor Scooters started to show up in New York in great quantities. It was found that Murray Weiss, of Reglo Motor Scooter Co., distributor for Rock-Ola, is responsible for the sudden popularity of this machine.

Weiss did a first-class promotion job

of introducing these scooters to the public. He opened up four or five stores in various neighborhoods in Manhattan and Brooklyn. Each store had about 25 machines which he rented at 60 cents per hour. Soon the demand was so great that Weiss began selling the Motor Scooters to many other operators who opened up their own stores.

When Weiss saw the scooters were really making money for himself and the operators, he took a train to Chicago and made a deal with Rock-Ola for national distribution. Weiss reports that the Rock-Ola Corp. is now in production and turning these scooters out in large quantities. He intends to promote the Motor Scooters in many other cities all the way down to Miami, Fla.

An obstacle which might have curtailed Reglo's operations was overcome at the start. It seems that automobile renting organizations would have put a large bond with the State, but Weiss received a letter from the motor vehicle department advising him that Motor Scooters are not subject to the same law as motor vehicles. This permits operators to open up without having to put a large sum of money up with the State. The only investment being for the scooters.

S. Beloit, Ill., Pinball Plans

City's location owners would require permit under new proposal

SOUTH BELOIT, Ill., June 24.—The proposed ordinance regulating pinball machines was given its first reading June 19. The measure under consideration is patterned after the one now in effect in Rockford, Ill., and provides for a \$25 license on each machine. The license would be valid for one year.

Under provisions of the ordinance, persons desiring pinball machines on their premises must notify the city clerk for a permit. It is specified that the applicant must be of good moral character.

No person under 16 years of age would be permitted to play the machines and possessing of money, goods or merchandise for gambling on the outcome of such tests of skill or amusement . . . is expressly prohibited.

Purely on the part of the proprietor to live up to the conditions set forth in the proposed ordinance would make him liable to a fine of not less than \$10 nor more than \$200.

Chicago Coin Warns Of Misrepresentation

CHICAGO, June 24.—"We have heard that certain individuals are representing themselves in connection with their operation of coin machines, as members of the Chicago Coin Machine Mfg. Co.," declared Sam Grunberg and Sam Walberg, officials of the aforementioned firm. "It is an outright falsehood."

They declared, "Inasmuch as we are not connected with any operating ventures. Nor are any of our employees or representatives engaged in any phase of operating machines in any territory."

"We will take necessary steps to stop any misrepresentation in which our name is used. We reiterate, we are manufacturers—and the only ones—of the Chicago Coin Machine Mfg. Co. or any other State of the United States."

Fort Worth

DUNN, WORTH, Tex., June 24.—Jack L. Dunn, one of the well-known Chicago-Durham brothers and merchandise vending machine operator of this city, has sold his extensive route of vending machines to operator Joe Chernocky, formerly of Ennis, Tex. Chernocky has purchased several other routes of vending and he is now no doubt the largest operator of penny merchandise venders in this section.

Durham disposed of his operating activities in order to devote his full time to the manufacturing and selling of the Triple Durham Vender, which has been developed by the Worth

There can be only

ONE

Leader

KEENEY'S
'39 Super
TRACK TIME



There's always one leader in every field of endeavor. In coin games it's Keeney's '39 Super Track Time. And these are not just words as Track Time's supremacy has been evidenced by the fact that One Track Time location makes as much money as ten ordinary locations.

J. H. KEENEY & COMPANY, NOT INC.
"The House That Jack Built"
2001 CALUMET AVENUE • CHICAGO
for better games... better buy Keeney!

Dispensing Machine Co., Inc., of Ft. Worth.

The rains came, yes sir, last week in this section the rains came and clinched a bumper corn and cotton crop for the farmers which will mean a big fall business for operators. These ears of corn and bales of cotton will start coming rolling into the coin chute of every automatic machine in these parts. Visible results should start not later than August. The rain also assured a bumper melon crop, which will hit the local markets in about three weeks.

Miss Jimmie Temple has been named manager of the Fortex Sales Co., according to an official announcement made public by W. H. (Pop) Newland, of Wichita Falls, owner.

Miniature Golf is back with a bang in the city. Every vacant lot, not occupied by a filling station or hot-dog stand, is being converted into a miniature golf course. These spots will afford good locations for a number of different types of coin-operated machines. Particularly the vending machines will sell at these places as well as drink venders. Ops are losing no time in lining up these midsize golf courses with variety of automatic equipment.

The big Panther, looming majestically above the huge sign of the Panther Novelty Co., located in the Ft. Worth, Tex., League Baseball Park here, has not yet been hit by a fly ball. If ever a batter gets hold of the ball and lines it up against the big Panther, he'll be robbed of a home run, but Jack Maloney, owner of the Panther company, will see that the batter is rewarded. The big sign is

Keeney's FREE GAME
UP and UP

High score awards. Separate awards for individual skill shots. Instantly convertible to straight novelty play.

J. H. KEENEY & CO. Not Inc.
CHICAGO

PURE AND SIMPLE

People love themselves and other people. Therefore they love to take pictures of themselves, for themselves and other people. Therefore PYCOTOMATIC is the most Profitable coin machine you can operate. And it's 100% legal!

INVESTIGATE
International Mutoscope Reel Co., Inc.
518 West 34th St., New York

directly under the floodlights and actually overshadows many other large signs in the park.

GET KIRK'S
GUESSER-SALE
(PENNY BACK IF YOU ARE RIGHT)
with the WATCH YOUR
HEART BEAT feature
★
GREATEST
MONEY-MAKER
EVER BUILT — ALL —
C.R. KIRK CO. 209 N. WABASH ST. CHICAGO, ILLINOIS
MECHANICAL OPERATION

Call Meeting For Indiana

Hoosier State group to discuss new developments at summer meeting

INDIANAPOLIS, June 34.—A meeting of the Indiana State Operators' Association, Inc., has been called to meet Wednesday, July 9, at The Shades near Wabash, Ind., according to Charles W. Hughes, president of the organization. "This is our mid-summer outing and picnic and is being held at The Shades where it will be cool, scenic and pleasant for pleasure as well as business reasons," Mr. Hughes stated. "Members are invited to bring their family and friends."

Program

The following program will be followed in general:
11:30 a. m. Directors' meeting.
12 noon to 1:30 p. m. Time out for picnic lunch, dinner at hotel, or park luncheon.
1:30 p. m. Meeting of members and non-members in basement of dance pavilion. Very important for operators.
2:30 p. m. Meeting for members only at hotel dining room.

4 p. m. Final meeting of board of directors.
At this meeting the 1939 deocalanizations for members will be distributed and also the membership cards to all members present. New applications for membership will also be voted at this meeting. The by-laws of the organization will be ready for final approval, so that the association will then be in full readiness to function.

Officials of the association have stated that operators are confronted with some very important facts and that this information will be available to members, so that they may plan their business accordingly.

New Detroit Firm In Used Game Biz

DETROIT, June 34.—A new downtown distributing organization has just opened this week, to be known as the Central Coin Machine Exchange, by



an INTERNATIONAL PLOT is undoubtedly being hatched by this pair—one represents Canada and the other the United States. But it's only a plot to make all North American male conscious, and especially furtherer contacts. The gentlemen are, left and right, M. C. Hamberger, sales manager of the Warbler Co., North Tonawanda district, and Laurent Landermann, of the RCA Victor Co., Montreal.

Voice of the Resort Area . . .

An editorial reprinted from *The Green Bay Press-Gazette, Green Bay, Wis., June 16, 1939.*
WISCONSIN'S SUMMER AMUSEMENTS. The resort country wants amusement betting. Despite an ambitious start the Legislature grappled with amusement betting something like a wrestling match on a fish-covered mat. There has been considerable publicity and heavy lobbying.

The resort country wants the lawful right to install amusements involving the betting of small wagers—probably up to a quarter would suffice. This involves an element of self-interest but the overshadowing proposition is to entertain the tens of thousands of guests who come here for the summer. They cannot afford to fish. These are days when the Legislature has been passing outdoor amusements are virtually prohibited by the weather. Vacationers always are bored and weary.

And yet the Legislature staggers along with a law that makes shaking dice for a game of beer improver and those who indulge in this devilish pastime, maintain. Without either corrupting the officers of the law or scraping along on their noses and forefeet for official indulgence. For the Commonwealth to persist in pressing a law that is as unreasonable as it is unenforceable is dense and thickheaded. Gone is the time when the argument was considered valuable that if it were possible to bet a cent the doors would close and damnation was just around the corner.

Betting small change is only vicious when it is crooked. The law today almost necessitates dishonesty. The dishonesty in turn necessitates allowing what could be a simple and somewhat delightful if also somewhat foolish amusement into downright trolley.

We suggest that the Legislature permit county boards, within certain bounds, limits or maximums, to permit and then to regulate amusement betting and authorize them to designate the time of year it may be permitted within their counties. This is the best idea we have seen. It is not submitted as a piece of perfection but it is expected with good show of reason that it will be a substantial improvement on the delirious and deleterious conditions now prevailing.

two well-known local industry leaders, Maurice J. Feldman and Arthur P. Hauve. Hauve, who has long been a leading operator, as well as a trade association leader here, will be active manager of the enterprise.

His partner is the head of a jobbing organization in a near-by location, but will not be directly connected with the management. Under the general management organization will specialize in handling used coin machines of all types and will also handle some new machines. It will

also get operators crooked upon their older machines turned in on purchases of new machines at the Savre store thru an agreement between the two organizations.

Feldman plans to sell on a national scale and will be offering his used machines thru a distributor throughout the United States.

In addition to its central location, the new store will have adequate parking space and floor display and warehouse facilities for handling a large stock of machines.

Patents and Inventions

by KEN C. SHYVERS

Patents are issued once each week by the United States Patent Office. A search for all coin-operated devices and parts thereof, also games adaptable to coin operation, has been made. It is

Patent Bulletin of June 21, 1939
(Patents issued June 6, 1939)

Patent No. 2,161,612.
Pertaining to Shooting Gallery Game.
Application, January 5, 1937.
Number of Claims, 31.
Inventor's Name—Charles J. Grettenstein and Donald E. Hooker, Chicago, Ill.
Assigned to Raymond T. Moloney, Chicago, Ill.
Pertains to a target apparatus having movable targets.

Patent No. 2,161,646.
Pertaining to Parking Meter.
Application, March 27, 1936.
Inventor's Name—Arthur O. Hiltzman, Rockville, Ill.
Assigned to David C. Rockola, Chicago, Ill.

Pertaining to a parking meter containing clock mechanism, coin chute and means for setting of meter in starting position by deposit of token or coin.
Patent No. 2,161,129.
Pertaining to Game.
Application, May 10, 1936.
Number of Claims, 7.
Inventor's Name—Mervin H. Brook, Chicago, Ill.

A baseball game apparatus and means for scoring of game thru contact of ball with points of game board.
Patent No. 2,161,168.
Pertaining to Phonograph Apparatus.
Application, March 8, 1936.
Number of Claims, 14.
Inventor's Name—William H. Hutter, Chicago, Ill.

Pertaining to Rock-Oke Mfg. Corp., Chicago, Ill.
Bearings for the shaft of reciprocating turntable of phonograph and sound absorbing material applied to shaft.
Patent No. 2,161,483.
Pertaining to Automatic Phonograph.
Application, January 1, 1938.
Number of Claims, 14.
Inventor's Name—Hilmi C. Mueller, Chicago, Ill.

Assigned to John Gabel Mfg. Co., Chicago, Ill.
A phonograph mechanism providing for selective placement of records on a turntable and means for returning and return to magazine after playing.

Patent No. 2,161,511.
Pertaining to Parking Meter.
Application, May 17, 1937.
Number of Claims, 1.
Inventor's Name—Charles Klement, San Antonio, Tex.

A parking meter containing mechanism providing for setting of indicator and timing device for returning indicator to zero or normal position.
Design Patent No. 115,125.
Pertaining to Design for a Coin and Slug Detector.
Application, April 7, 1939.
Designed by William Patzner and Walter E. Tratch, Chicago, Ill.

The ornamental design for a coin and slug detector.
Patent No. 2,154,147.
Pertaining to Vending Mechanism.
Application, November 5, 1937.
Number of Claims, 1.
Inventor's Name—Edward Hans Tut Hensenman, Motuoka, Nelson, New Zealand.

Vending mechanism comprising a horizontal cylindrical casing having an opening in its wall on one side. A drum mounted axially within said casing and adapted to be moved thru specific proportions of rotary movement by the actuation of coin-actuated means, partitions dividing the surface of the drum into chambers, a series of holding trays arranged at intervals apart in rows around the drum, each tray in a holding position until they reach said opening in the casing at which point said trays are pivoted about their ends. A set-down means to pivot out thru said opening, said opening extending across the width of the entire drum, a bar secured to the casing and extending across the top edge of said opening, and means for adjusting the biasing of the downward turn one end to the other to regulate the discharge from the compartments.

French Trade Very Hopeful

Dream of some co-operative plan that will promote more trade

PARIS, June 24.—Before the French Deputies adjourned for the summer, the parliamentary committee that had been considering proposed new regulations for amusement games in France was able to make a preliminary reading of its report.

The committee report is said to be "most favorable," according to members of the coin machine industry in Paris. The final vote will be taken in October when the Chambre des Deputies convenes again.

Coin-operated machines have now "assumed a cosmopolitan character" in France and even since cable orders for machines were rushed to America.

Trade Exchange

Now that machines will begin to come into France, many people are beginning to discuss the possibilities of developing a few native ideas in coin machines. Friends of the coin machine industry say that even if a few fairly successful machines could be developed and made in France, and a few of them shipped to America, it would go far toward winning the favor of French officials to the large shipments of machines from America.

It is said that about 95 per cent of the machines used in France are of American make. Ambitions of Frenchmen as to the manufacture of machines do not go very far, as they know local conditions are against the manufacture of successful machines in France. But there is a latent feeling that something must be found to promote an exchange of goods.

The new regulations, when finally passed, promise to be very favorable to coin machines. If a few strictly French ideas should be encouraged, possibly it would lead to a reciprocity agreement between the two countries which would aid the industry as a whole.

French operators even dream of some such development which would lead to a lowering of import duties into France. Real co-operation and understanding between the two countries would bring very favorable results, they feel.

Cudahy Issues Licenses

CUDAHY, Wis., June 24.—Licenses were issued by the common council June 20 to five places for pinball and other amusements machines. Under the city's new ordinance regulating amusement devices.



H. E. GILBERT, Foncey City, Okla., and Jim Boyle (right), Rock-Oke distributor with offices in Tulsa and Chicago, are holding the new order for Rock-Oke Luxury Lightup phonographs.

For Legal Betting New Jersey Voters Show Favor for Popular Sport

Hailed by newspapers as new trend toward more reasonable laws

NEWARK, N. J., June 24.—State of New Jersey on 20 voted in favor of legal betting on horse races by a majority of almost two to one. The margin of favorable votes was about 156,000. As The New York Times suggested editorially on June 22, this brings to an end a situation that has existed in New Jersey since 1897, for it was in that year that betting by New Jersey citizens became a crime according to the law. But, suggested the New York paper, "betting continued, as in many States where it is prohibited, under cover and on a grand scale. The voters decided to bring it into the open, in the hope of abating some of its evils and providing a revenue for efficient state policing."

Newspapers Hail Vote

The vote in New Jersey was watched all over the country and newspapers hailed it as of national significance. The big majority of papers commented editorially that it was a victory for real law. "The State under the new act can now do legally what they had insisted on doing in spite of a State law. It was especially noticeable that a number of newspapers which go out of the State to circulate in other States operated amusement games landed the action of New Jersey voters in making racing bets legal. The selfish interest of the newspaper was seen in this attitude, in that papers profit immensely in publishing the news of racing bets."

New Liberal Trend

Members of the coin machine industry hailed the vote as an example of a liberal and popular trend. They deeply resented the attitude of newspapers, however, for they feel that newspapers have by their daily education of the public in gambling led to put over the racing cause in New Jersey and get these same papers staff "holy crusaders" against many petty forms of chance like bingo and pinball.

Operators of amusement games in New Jersey, however, had the double consolation that the State Supreme Court of New Jersey had recently shown in some cases that the people have shown, and had declared in favor of pinball games as devices for popular amusement. If newspapers were any sense of a sense of fairness, they feel, the people would approve of many popular forms of amusement and diversion presumably open to many years ago as racing bets have been.

Deeply Involved

The vote on legalized racing bets was deeply involved in New Jersey politics and many groups will come up for settlement for control. Rivalry among party groups is already very apparent. Competition with New York State is being keenly felt.

An interesting factor during the campaign for and against the racing bets issue was the methods used by opponents of legal betting. On the

day of the voting church bells tolled 10 minutes of each hour to arouse the voters who were against the proposal; some of the most maneuvered voters in cars and took them to the polling places. The opposition to legal bets is expected to continue its work into future elections, supporting candidates who led their forces this time. Politicians see that if a racing scandal should break before another election it would work against candidates who supported legal betting.

While city and State politics may be all the more bitter in "legal bets" elections because of the betting issue, still the idea announced by newspapers all over the country, that it is better to bet legally than to evade the law, is expected to prevail. The people of New Jersey have said that they want to bet and that they want to do it legally.

Lot-o-Fun in Heavy Demand

CHICAGO, June 24.—"For the third time in their amazing history of success," reports D. Gottlieb & Co., "we are offering Lot-o-Fun and its famous twin, Lot-o-Smoke, back into heavy production to keep up with the because popular demand. Orders continue to pour in, despite their many months of steady production, and it is impossible to keep all the stock on hand as we planned to do."

"Because our new patent pending, Betting Champ, requires such a heavy production schedule, we hoped to be able to concentrate our efforts on a limited class of exempt city employees." Each applicant would pay a fee of \$2.50. "Applications would be sold everywhere," Sharkey said, "at all police stations and fire houses for example. Even Department of Sanitation workers could carry books of 'applications.'"

Every six months a drawing would be held by a corporation composed of members of the Social Welfare Committee of the City Council. Jobs would be drawn from drums like those in the Irish Hospital Sweepstakes. There would be lump-sum salaries ranging from \$50.00 or \$75.00—depending on the number of applications received, down to several at \$1,000 and \$500. The job winner would keep his salary and of course would do nothing to earn it.

"Not only would this kind of legal lottery be a boon to taxpayers," Sharkey declared, "but it would stop the flow of American gold to all sorts of foreign lotteries."

Wanda after a trip that had carried him to the Pacific Coast on business. He reports conditions especially improved in the Gulf area and looks for further expansion in business this summer and fall.

Business in June is the best since the Midway Sportland opened for business nearly a year ago. Pat Calamari, manager, reports "With 10 pin games and other novelty machines on location, Calamari reports good results from both the Lot-o-Fun and Bally's Fifth Innings."

The Dixie Music Co. has received its first carload of new Mills Thrills of Music phonographs, and Sam Gentlich, manager, reports a shipment of the newly acquired line of machines. "We are convinced that Mills Thrills of Music will be the sensation of the year," Gentlich says.

The out-of-town operators continue to use the offices and display room of the Dixie Coin Machine Co. as their local headquarters when on a shopping tour of the city. Julius Pace, Kingston of local ops, reports that Bally's five-ball games continue to draw plenty of at-

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SPARKS

Ball Gum Vender with Automatic Token Payout



N. Y. City Plans Lottery

Councilman proposes 'job' lottery with 'applications' and big winning awards

NEW YORK, June 24.—In an attempt to find a substitute source of revenue for the present 1-cent city stamp on cigarettes, New York Councilman Joseph P. Sharkey has announced he would press for the passage of his own lottery bill. A substitute revenue is being sought in place of the cigarette levy because the State has recently levied a 2-cent per package cigarette tax which goes into effect July 1.

The lottery bill, drawn up by Emil K. Ellis, who was counsel for Mrs. Oliver Harriman in her efforts to defeat the anti-lottery laws, would create a new class of "exempt city employees." Each applicant would pay a fee of \$2.50.

"Applications would be sold everywhere," Sharkey said, "at all police stations and fire houses for example. Even Department of Sanitation workers could carry books of 'applications.'"

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1c or 5c Play
Open or Concealed Payout.
New Hammerfold Enamel Finish, with choice of colors.
A proven token payout counter game. Thousands now in daily operation. Ample proof of earning power and dependability. Guaranteed by Groetchen.

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Factory Reconditioned and Guaranteed

ROCK-OLA IMPERIAL 20

1937 Model—20 Records. ONLY \$99.50

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FOR SALE

5c, 10c & 25c

SLOT MACHINES

Excellent Condition

Will sell at reasonable price from one to four hundred.

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P. O. BOX 329

GALVESTON, TEXAS.

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tion with heavy sales made during the week of Double Feature, Variety and Pitch Innings. H. J. Albert of Hammond and Postchastota, strawberry centers, was a recent visitor.

Buster Cleist and Pat O'Brien, the former head of the Great Southern Novelty Co. are planning a two week fishing trip to Florida, where they will attempt to break deep sea records. The boys will make their headquarters at Camp Walton on Santa Rosa Island. Cleist has marketed a new phonograph cabinet this week and reports a brisk demand from operators.

New England Cig Operators Busy With Legislation

BOSTON, Mass., June 24.—Legislative action is occurring each of the attention of New England operators of cigarette merchandising machines in recent months, according to the Cigarette Merchandisers' Associations in the New England area.

One of the activities followed by common shows that New Hampshire was saved from a 2 cent per package tax until April when the Legislature defeated the bill. Vermont also increased the tax per package of cigars to 2 cents. This was an increase of 1/2 cent per package.

Rhode Island also has had its share of activity. On April 20 the Rhode Island legislature passed a 2 cent per package tax on all cigars sold in the State. This tax is set to expire on June 1. The Rhode Island Unfair Sales Act also occasioned cigarette machine merchandisers to worry until a ruling by the attorney-general in their favor straightened the situation. The attorney-general presumably be forced to mark up the price on cigars to sub-jobbers 2 per cent. Attorney-general ruled that they could disregard this mark-up in the sale of cigars.

In New York county find that a State tax is most contented with that after tax, and in New York City, with a city tax. The recent passage of a law by the State is 2 cents per package. The 1-cent tax collected by the city of New York, which has been in effect for some time, continues. New York's city council is attempting to find a substitute for the city tax.

One scene of activity on licensing of machines has been Boston. Cigarette taxes are favored in every legislative decision to date. In the latter part of April the mayor vetoed action of the city council which would permit cigarette machines. In an ensuing week the council proposed a license on each machine of \$53 per year. This proposal also met defeat at the hands of the mayor by vote. Immediately the council entertained a proposal to tax machines at the rate of \$20 per year. Upon its passage it met the fate of the \$25 proposal—3-0 by the council. Last night voters were told the council is considering a \$3 license.

Tax Collecting Device For Cigaret Machines

NEW YORK, June 24.—The addition of a State tax of 2 cents per package in addition to the local 1 cent tax already levied has been anticipated by the cigarette operators for some time, and they have been experimenting with many devices which might solve this problem.

Irving Silverman, of Metro Cigaret Service, with the Pan-Mac Cigaret Service and have invented a device which they claim is a necessity for operators. It hourly taxes the machine the cigarette operators for some time, and they have been experimenting with many devices which might solve this problem. The device is a small, rectangular box, which is fastened to the machine. It is operated by a coin, which is inserted into a slot on the side of the device. The coin is used to operate a lever which is connected to a small motor. The motor is used to operate a series of rollers which are used to collect the tax. The device is designed to collect the tax on each cigarette that is sold. It is a simple, reliable device which is easy to operate and maintain. It is a great help to cigarette operators who are faced with the problem of collecting the tax. It is a device that is well worth the investment.

Machines equipped with the device can be sold in packs at 10 to 15 cents per pack, according to whatever the prevailing sales price may be.

5 Billion Pennies Missing? Do You

Have 'Em Hidden?

WASHINGTON, June 24.—Speaking of lost things, mail officials have estimated that Americans have misplaced

3,000,000,000 pennies since the government started making them.

Comes summer every year and the loss mounts higher. For this is the time that children are out of school and on the loose—spraying pennies all about them.

Copper cent pieces—the government doesn't call them pennies because that is a British coin—are definitely the money of children.

Of the unaccounted-for five billions, officials guess that more than half have been dropped by children in parks or lost in the streets by youngsters.

Millions, of course, are in children's hands and a lot more in vending machines.

The government can keep track of most of its money, but pennies always have been a problem.

Of the rare 2-cent pieces once coined to a total of 91,202,500, upward of 57,000,000 still are in circulation. More than 94,000,000 3-cent pieces were minted, and 66,000,000 never came home. Collectors have relatively few.

Penny making is one of the nation's biggest businesses. They are turned out at the rate of 9,771 a minute each working day.

Enough 1-cent pieces have been coined to circle the globe three times had ends to end. Yet—

Officials say the average citizen has only three or four.

Where do they go? The government has given up trying to find out. Officials once tried, long ago, but the best research failed.

"Anybody ever seen your money making money? Uncle Sam makes a good profit of 9 cents on every cent's worth of copper used in the coinage."

San Antonio

SAN ANTONIO, June 24.—United Amusement Co., headed by K. P. Wilkison, is "going to town" with Rock-Ola juke boxes. Good business is being enjoyed on all models. Latest addition to the firm is a showroom on wheels which carries Rock-Ola models right up to the operator's door. Wilkison is one of the pioneer owners of the Lone Star State.

Several of the operators have moved into new quarters. A short while ago the Good-bye Inn was being driven over to 2224 West Kings highway, where he has attractive quarters, and R. C. Reed, who has been located at 1619 Broadway and moved up to 1624 Broadway. A. H. & N. P. McOnnis have moved to West Third and are now located at 1443 West Lyndon.

Sam May is seen along the row all dressed out in cowboy garb. Sam heads for his dude ranch most every day after closing time. He says the latch hangs on the outside and ops are always welcome either at the Sam May ranch or the home in town.

Summer tourists are now flocking into the town and ops are on their toes and are ready for the extra business these tourists bring. Located in the Alamo City area around the Alamo Plaza square always catch most of the tourist trade. However, R. C. Reed, through the city, is doing well.

Operating conditions in the city are fair. Music and vendors lead the parade, and the operators are doing well. Vendors are being given close attention and many of the beverage vendors have appeared on location.

H. W. Thompson, head of the Automatic Novelty Co., is enjoying heavy sales and is doing well. He was one of the State's best known coinmen, having been active in the business for some 20 years.

Nick Malas, De Luxe Amusement Co., still gets his mail at the Milan Building, which is owned by him. Nick has been located in the Milan structure for more than eight years. He was one of the first to manufacture a twin variable table, having the units made in San Antonio.

Simplex Distributing Co. reports a nice business on Wurlitzer phonographs and the Wurlitzer wall box.

H. J. Andrews, merchandise vendor operator, is now located at 1423 Lyndon.

Cigarette Merchandisers' Associations

The CMA of New York, managed by Matthew Forbes, has ended another successful fiscal year. At a recent meeting, which featured the last session of 1938 and of the year, new officers were elected to direct the association for the coming fiscal year.

Robert K. Hawthorne, of the P. & H. Cigarette Service, will serve as president. Other named were Aaron Bloomy, Supreme Cigarette Service, first vice-president; Benjamin Orovitz, Kings Cigarette Service, second vice-president; Samuel Yolin, Modern Cigarette Service, treasurer, and Samuel Jacobo, Aliso Cigarette Service, secretary.

Members named to the board of directors include Michael Glazier, Justin Cigarette Service; Jackson Bloom, Cigarette Service, Inc.; Louis D. Schwartz, Smokers' Service, Inc.; Harold Finna, Newark Vending Co.; Alfred Denver, Lincoln Agency, and Irving Silverman, Metro Cigarette Service.

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Mr. Hawthorne in accepting the chair pedaled to support the high principles of the CMA and its continuing its progressive program.

Following the meeting the draft talked by the bill passed in which N. Y. defeated CMA of New Jersey by a 14 to 2 score. Jack Mill's outstanding pitch was again the center of conversation.

New Jersey Meetings

A special meeting of the executive committee of the CMA of New Jersey was held at the New Jersey Club. At this dinner-session the group discussed the budget for the next six months. The CMA of New Jersey is still in operation, it was shown.

Following the executive session, the regular meeting was held at the Robert Trent Hotel. Special applications for membership were considered.

John K. Newman, counsel for the organization, reported that no State legislation regarding cigarette machines was likely during the remainder of the year.

The next regular meeting of the executive committee will be held July 11 and the regular meeting of the association on July 18.

Walter R. Guild, manager of the Cigarette Merchandisers' Association of Massachusetts, reports a successful business meeting of the Interstate CMA. He says the group expects "great good to result from the plans for obtaining co-operation between machine manufacturers and operators."

New Members Welcomed

The New England CMA welcomes Harry K. DeLoe, of the New England Cigarette Service. Seven Rhode Island operators with 867 machines are now members of the Rhode Island CMA. The new member contributing Co., Providence, is the newest member of the organization. Joseph M. DeLoe is the president.

Alfred T. Butman was named president of the New England CMA to serve the term of 1939. He was elected by him were Charles Murphy, vice-president; Charles E. Knight, treasurer, and Samuel Jacobo, secretary. Officers are Louis Borman, William B. Burns, Oscar Gerson, Abraham Lubarsky, Louis Blum, and Harry Spriner. Committees are yet to be named by President Butman.

Rhode Island Active

The Rhode Island group is active. At a recent meeting of the group, George Hanna was elected chairman of the R. I. division. Charles Soderenko was named to represent the group on the board of directors of the New England organization. In addition to the election matters, the group discussed the proposed legislation. Charles Wayne has been named representative for Stewart & McGuire in the New England territory. He succeeds Olyn O. McElsh, who died recently.

At a recent meeting of the group, Hanna failed to pass a L. B. 49, tobacco license bill. This legislation an amendment covering 1919 to 1938. The bill was 20 years has carried it unlawful to give

IMPORTANT!

TO CIGARETTE MACHINE OPERATORS YOU NEED THIS DEVICE TO COLLECT TAXES!



SOLVES YOUR TAX PROBLEM, KEEPS LOCATIONS HAPPY AND SAVES YOUR BUSINESS

IT IS NOT NECESSARY TO ADJUST MACHINES TO CHANGE MAKERS OR PENNIES WRAPPED IN PACKAGES

Machine operates the same as usual. Purchaser receives receipt only after inserting tax in penny slot.

Economical — Practical Adjusted to any make or type cigarette machine. Fits on any machine. No location, set for either 16¢ or 17¢.

CALL — PHONE — WRITE — WIRE FOR FURTHER DETAILS

PAN-MAC 328 WEST 24TH ST., NEW YORK CITY.

away tobacco, it is still unlawful for a politician or a proud papa to pass out cigars or give away cigars in the State.

At least one Nebraska newspaper has recently featured on its front page how Nebraska tobacco stores may be able to cash in on sales of cigars to Iowa smokers with new Iowa cigar law goes into effect July 4. Cigaret vendors are not allowed under the new law, which requires a special stamp on cigarette sold in Iowa.

Washing Machine Firm Enlarges

NEWTON, Pa., June 24.—W. Neal Gallagher, president of the Altoona-based Washing Machine Co., has announced the purchase of the Prima Mfg. Corp., Siding, Co., maker of laundry equipment. The plant will be moved to Newton.

The Altoona-based Washing Co. is maker of a complete washing machine.

Cigaret Output Rises 6% in May

WASHINGTON, June 24.—Cigaret production for May rose approximately 6 per cent, or 1,021,945,183 units, over the same month of 1938, according to a total of 15,445,103,793 units, according to the Bureau of Internal Revenue.

Fridrink Corp. Formed in New York

ALBANY, N. Y., June 24.—A newly formed \$100,000 venture, the Fridrink Corp., was issued a charter of incorporation by the Secretary of State. Its promoters are the Fridrink Corp. of New York City.

The promoters and stockholders are John H. Frisling, president; The Light Co., and Peter Blad, 405 Lexington avenue, New York City. The capital of the company is divided into 1,000 shares of \$100 each. The stock is divided into 450 shares, and 50,000 shares of common stock of no par value.

Columbia Records Plan a New Label on Goodman Preem

Records to be priced around the half-dollar mark—Brunswick and Vocalion lists and prices retained—other waxworks expected to make price changes

(Continued from page 10)

Record officials here feel that the other companies will welcome the change in pricing out of the fact that the recording industry is not only caught in the middle between labor unions and music societies, but must also fight the battles of the music machine operators, creating a condition that makes the present financial set-up of the recording industry unsafe. Feeling in that the 35-cent label, in spite of supposedly large sales, doesn't allow a comfortable margin of profit in view of the investment entailed. And with the 45-cent market very limited, a label centered around the half-dollar mark would be more inviting to the general public.

Officials feel that the linking of Benny Goodman to their label is as good a time as any to inaugurate the new policy. A heavy promotional and advertising campaign is being planned along these lines. Columbia is expected to announce the first week in July and becomes the company's highest priced performer. Contrary to the usual practice, Columbia is expected to issue 100,000 copies of \$75,000, based on potential platter sales.

Oberstein's Plans

NEW YORK, June 24.—Present plans of Eli Oberstein, new recording company, United States Record Corp., call for a record price scale ranging from 35 cents to \$1.50 per disc; 35 and 75-cent platters covering pop music, a large portion of the company's classified music catalog to be put out on 10-inch records, and 81 and 91-cent prices for 12-inch pressings.

Unlike other record firms with both 35 and 75-cent labels, Oberstein does not intend to issue a weekly release, but will issue each week a Weekly releases may contain only two 75-cent discs as against about 35 centers, or vice versa, depending upon the value of the particular batch tested each time. First shipment of United States platters is to go out to distributors no later than July 17. Oberstein thus far has 44 distributors lined up. He is active in sections not worked by the other companies. New company also intends to distribute to chain stores, using a 35-cent label.

Frenchman Cites Need For Phonos

PARIS, June 24.—Among the American machines that are unknown and untried in France is the automatic phonograph. Certainly, with a little effort there would be a large and paying demand for this machine in the vast territory of over 40 millions of music-loving Frenchmen.

The reason put forward by those opposed to each exploitation is the excessive tax for writers and composers when the music is put on the record, and the royalties demanded by the Societe des Droits d'Auteurs so high and the conditions so onerous. The only real methods of exploitation or the opening of new tributaries to increase sales for the music.

This criticism is advanced, but no serious endeavor has been made to counteract it. In losing the sales of thousands of discs each year by its own stupidity. If concrete suggestions and explanations were given by those familiar with the phonographic field, it is thought the society would gladly facilitate the task of exploitation, at its own interests, by cutting the royalty tax.

Plans are not as yet complete on this angle.

Initial batch of pressings has not been set as yet either as to notes or artists. On the Oberstein agenda for future releases, however, are a group of sides recorded for him by Marion Anderson, colored contralto, before she joined the Victor roster of concert stars, and a collection of standard tunes cut by Dick Robertson in his pre-Decca days. United States also intends to give Buddy Clark a build-up.

Oberstein is also working on plans involving setting up a plant in Mexico for the manufacture and distribution of Spanish recordings, which would give him the edge on the other disc firms in the Spanish export trade.

Wilkes-Barre Assn. Elects Officers

WILKES-BARRE, Pa., June 24.—Wilkes-Barre chapter of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey recently held its first annual election. Results were the placing of the following officers: John Moran, of Pittston, president; John Martin, of Berwick, vice-president; Benjamin Sterling, of Rocky Glen Park, secretary-treasurer. Also elected to serve on the following: John Kovacs, Lawrence Max Roth, John Wilkes-Barre; John Hausman, Hazleton; Harry Cohen, Wilkes-Barre; John Kovacs, Luzerne; Richard Getzinger, Harding; John Thomas, Summit Hill and John Campbell, Hazleton.

It was said at the meeting by the secretary in his annual report that the total membership of the association is 100 members to 36, representing 90 per cent of the operators within a radius of 50 miles.

Plans are now in formation for the first annual banquet to be held at the Hotel Biltmore in the latter part of July. Max Roth, Harry Cohen, John Campbell, John Moran and Benjamin Sterling are arranging for the affair.

Van Weiss Covers Illinois, Iowa

CHICAGO, June 24.—Bob Van Weiss is out on his regular tour thru Illinois and Iowa calling on phonograph operators for the Atlas Novelty Co. He left San Jose and transferred to this territory about two weeks ago from the Michigan territory, where he worked out of the Atlas office in Detroit. He had an excellent record in the Michigan field and is rapidly making a name for himself with music operators in the new field. He makes his headquarters in the home office of the firm.

Phono Showing At Salt Lake City

SALT LAKE CITY, June 24.—For the first time in the show business of Utah and Idaho, the Yellowstone Specialty Co. Salt Lake City, Utah, is arranging for a national showing of Mills-Troyer Music phonograph in its showrooms, announces the Mills Novelty Co. "This will give customers a chance to personally inspect the phonograph and learn of its features and mechanism. The date is June 27 and 28. Charles W. Schlicht, divisional sales manager of Mills Novelty, says that the company will be on hand to answer all questions about the machine."

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

Tabulation is based upon radio performance, sheet music sales and record releases. Figures from sources other than these are given where the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Wishing. The picture remains unchanged again this week as far as the biggest moments in the current life of the machine are concerned. This lifting ball continues to top far its nearest competitors in its own field, although once it starts to slide the descent will undoubtedly be the steepest. The most straight ball in its class type. It's the record Glenn Miller 80 per cent of the way, with Orr Tucker getting some play around the Midwest.

Beer Barrel Polka. Sensational novelties of this sort have generally staying power than fundamentally anemic tunes of the *Wishing* genre, for proof of which one has only to recall that they were rolling out the barrel long before the Buddy Be Sylvia number how into sight. Presumably *Beer Barrel* seems to be doing just as well as ever, particularly in the hands of Willie Glabe and the Andrews Sisters, also operators are distinctive in the case of the most straight ball in its class type. It's the latter called *Well, All Right* and are therefore turning the disc over to profit thereby.

The Lady's in Wait. Third of the triumphant holding down top positions is Glenn Miller's recording of this excellent rhythm tune. The informally leading into Tex Benney's vocal chorus plus an all-round good job of swing made the Miller disc outstanding for and in the machines. Bob Crosby has the second choice.

COMING UP—BETTER STOCK THEM

Stalwart to the Stars. With a larger than usual group of up-and-coming songs on the agenda this week, no more need be said about this really nice melody except to advise ops again to stock it without delay. It's the choice of Kay Kyser, Glenn Miller, Sammy Kaye or the as yet unreleased Jimmy Dorsey pressing.

I Put My Heart Into My Song. This is the first "plug" tune from Irving Berlin's score for the forthcoming *Sonia* Benes-Tyrone Power starring film for 20th Century-Fox. Second Fiddle, in its effort to push the first out of the score of six numbers the composer turned out for the picture, they hope to have a record made in the next few weeks. It will, ops had better be prepared. In addition to its distinguished history and endorsement by the most famous of vocalists, *Sonia* of Artie Shaw after his illness. Thus far, with the exception of Tommy Dorsey, Shaw has no competition as phono fodder on this one.

When I'm Gone. Another item out of the *Sonia* score that every operator of hitting the heights. *Sonia* couples this with *Poised My Heart* and Hal Kemp has another available disc.

I'm Sorry for Myself. No. 5 Second Fiddle's likeliest looking prospect. A little number (despite its rather lugubrious title) with that infectious quality that usually spells success. Hal Kemp troupe out of the picture, leaving the vocalizing to the Andrews Sisters, Sam Wynne and Bob Allen, with the maestro ever taking a crack at a chorus—and Glenn Miller does his customary swell job on his platter.

Back to Back. Depending upon the score of the picture that this fourth song in the *Sonia* pen may do as well as its comrades from the new picture. It's the B-side of Miller's *Sorry for Myself* and the companion piece to Tommy Dorsey's *Poised My Heart Into a Song*. There will, of course, be a flood of recordings of this and the other tunes mentioned above, any one of which is apt to walk off with machine sales. The versions noted here are the only ones available at the present writing.

Rendezvous Time in Paris. From the score of the new Broadway musical, *The Streets of Paris* comes this rousing record. Tommy Dorsey's trombone and Jack Leonard's vocal chorus make the Dorsey disc a good bet.

White Sails. Nick Kenny's latest effort (in collaboration with brother Charles and Harry Archer) is made up copy than usual and boasts a really appealing melody. Kenny's merits it. This is apt to be one of the biggest numbers of the hot months, so get it now. Ousse Nelson and Sammy Kaye have nice versions.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, big sellers.

San Antonio. This Glenn Miller number is the most popular he has had in the machines in some time, with the exception of *And the Angels Sing*. Continue to keep it around.

Well, All Right. This is about as good as it gets. Andrews Sisters disc is beginning to show some something to operators and it's our guess that it will mean a great deal more before much longer, not only as an "Operators' Special" but as a pop tune.

Little Brown Jug. If it seems impossible to get away from Glenn Miller for long, it's simply because he happens to be the most popular new band leader and one whose attractions in the country today. This disc is one of the reasons.

Pippinella. A Dick Robertson novelty disc that has been clicking under the covers in the show business of the country for some time.

Hot Pretzels. If they're still in the mood for polka and a beer-and-pretzel atmosphere after *Beer Barrel* finally departs this world you can give them a little more of the same kind with this one.

You Don't Know How Much You Can Suffer. Although this Dave Franklin and Clio Friend duet-number is going thru regular Tin Pan Alley channels, this departure from country to city is a novelty in the sense that it is a than-average prospect for the home, and as done by either Kay Kyser or the Andrews Sisters it will quite a few records.

(Double-meeting records are purposely omitted from this column.)

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.

New Orleans

June 24, 1939.

To the Editor:

And the Angels Sing is one of those all-round records that pop up now and then in the coin photograph operating industry. For instance, white and colored were for Bing Crosby in the Crescent City and his rendition pleases both. Jan

Bavitt's recording is the perfect selection for the dancers. But for the first place at this time we must credit at least two recordings at higher ratings on the ladder of success, namely, Woody Herman's Woodchopper's Ball and Bob Crosby's successor to his March of the Bob Cats, *Hiadance*, which if you notice is rendered much along the same lines as the last mentioned.

Count Basie continues to hold his favor for the night sessions, and Big Bill gets our call for the best blues, Frankie Hawkins' theme song, *Swing Out*, goes a long way as well for the steppers.

Mildred Bailey and Blind Albin are on par with any of the girl singers and compare favorably with Ella Fitzgerald. Holiday is on par with any when singing *More Than You Know*, and the Teddy Wilson crew helps her plenty. We have found this recording played a great number of late that we have used three records on one location in a few days' time.

As for Crosby, his *Rancho Grande* and *If I Had My Way* are played and played, but the latter would be even more popular if the players would be educated as to its good points. Where *If I Had My Way* is given the chance we have found it an often-played Crosby number. *Beer Barrel Polka* in its original rendition by the Glabe Musette Orchestra is a long-lifer, along with Kay Kyser's *Three Little Fishes* and *Penny Serenade*.

We have found a growing popularity in the New Orleans area for string specialists, and *Floyd's Guitar Rag* is a good example of a local celt. Jimmy Davis is also accepted often. Andy Kirk grows more popular with his two latest tries. Sweeter bands are not so good for operations of coin machines in our community, with Guy Lombardo, Horace Heidt, Rudy Vallee and Wayne King only good for exclusive spots. Local entertainers have faded from the picture of late, especially Connie Stewart, Louis Armstrong.

LOUIS MURPHY, Louis Armstrong.
Louisiana Amusement Co.,
New Orleans.

Louisville

June 24, 1939.

To the Editor:

We operate the service and music department of the Kentucky Springless Scale Co. Your column "What the Records Are Doing for Me" is becoming popular with dealers as well as operators and we are only too glad at any time to contribute what we can to help this column along.

Everyone, to reach the service the dealer desires, is making his brain to try and figure something new to give the customer and we are constantly trying something. Now we are giving away matches advertising our record department for up-to-the-minute service for latest hits.

Kentucky Springless Scale Co. for 24 years has been the public in Jefferson County, Kentucky, and has been directed to its present success by J. H. Cobb. Our customers are guided a great deal by their selection of records by the Hit Parade and we watch it closely ourselves. Best nickel getters have been *Beer Barrel Polka*, *Little Fishes*, *It Makes No Difference Now*, *Kate St. Julien*, and among the colored trade it has been *Woodchopper's Ball*, *New Hop Long Blues*, *If I Didn't Care* and *Summer Serenade*.

Another service that we watch closely is to give the customer quick service when in a trouble call so that he can't help but notice the fine service.

What we are trying to do now is to think of something that will greatly increase play on the quarter slot and when it hits we'll let you know.

ROBERT S. CONNER JR.,
Kentucky Springless Scale Co.,
Louisville.

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Seaborg Model J	25.50 Ea.	Wurlitzer 398	54.50 Ea.
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Seaborg Model L	25.50 Ea.	Wurlitzer 396	54.50 Ea.
Seaborg Model M	25.50 Ea.	Wurlitzer 395	54.50 Ea.
Seaborg Model N	25.50 Ea.	Wurlitzer 394	54.50 Ea.
Seaborg Model O	25.50 Ea.	Wurlitzer 393	54.50 Ea.
Seaborg Model P	25.50 Ea.	Wurlitzer 392	54.50 Ea.
Seaborg Model Q	25.50 Ea.	Wurlitzer 391	54.50 Ea.
Seaborg Model R	25.50 Ea.	Wurlitzer 390	54.50 Ea.
Seaborg Model S	25.50 Ea.	Wurlitzer 389	54.50 Ea.
Seaborg Model T	25.50 Ea.	Wurlitzer 388	54.50 Ea.
Seaborg Model U	25.50 Ea.	Wurlitzer 387	54.50 Ea.
Seaborg Model V	25.50 Ea.	Wurlitzer 386	54.50 Ea.
Seaborg Model W	25.50 Ea.	Wurlitzer 385	54.50 Ea.
Seaborg Model X	25.50 Ea.	Wurlitzer 384	54.50 Ea.
Seaborg Model Y	25.50 Ea.	Wurlitzer 383	54.50 Ea.
Seaborg Model Z	25.50 Ea.	Wurlitzer 382	54.50 Ea.
Seaborg Model AA	25.50 Ea.	Wurlitzer 381	54.50 Ea.
Seaborg Model AB	25.50 Ea.	Wurlitzer 380	54.50 Ea.
Seaborg Model AC	25.50 Ea.	Wurlitzer 379	54.50 Ea.
Seaborg Model AD	25.50 Ea.	Wurlitzer 378	54.50 Ea.
Seaborg Model AE	25.50 Ea.	Wurlitzer 377	54.50 Ea.
Seaborg Model AF	25.50 Ea.	Wurlitzer 376	54.50 Ea.
Seaborg Model AG	25.50 Ea.	Wurlitzer 375	54.50 Ea.
Seaborg Model AH	25.50 Ea.	Wurlitzer 374	54.50 Ea.
Seaborg Model AI	25.50 Ea.	Wurlitzer 373	54.50 Ea.
Seaborg Model AJ	25.50 Ea.	Wurlitzer 372	54.50 Ea.
Seaborg Model AK	25.50 Ea.	Wurlitzer 371	54.50 Ea.
Seaborg Model AL	25.50 Ea.	Wurlitzer 370	54.50 Ea.
Seaborg Model AM	25.50 Ea.	Wurlitzer 369	54.50 Ea.
Seaborg Model AN	25.50 Ea.	Wurlitzer 368	54.50 Ea.
Seaborg Model AO	25.50 Ea.	Wurlitzer 367	54.50 Ea.
Seaborg Model AP	25.50 Ea.	Wurlitzer 366	54.50 Ea.
Seaborg Model AQ	25.50 Ea.	Wurlitzer 365	54.50 Ea.
Seaborg Model AR	25.50 Ea.	Wurlitzer 364	54.50 Ea.
Seaborg Model AS	25.50 Ea.	Wurlitzer 363	54.50 Ea.
Seaborg Model AT	25.50 Ea.	Wurlitzer 362	54.50 Ea.
Seaborg Model AU	25.50 Ea.	Wurlitzer 361	54.50 Ea.
Seaborg Model AV	25.50 Ea.	Wurlitzer 360	54.50 Ea.
Seaborg Model AW	25.50 Ea.	Wurlitzer 359	54.50 Ea.
Seaborg Model AX	25.50 Ea.	Wurlitzer 358	54.50 Ea.
Seaborg Model AY	25.50 Ea.	Wurlitzer 357	54.50 Ea.
Seaborg Model AZ	25.50 Ea.	Wurlitzer 356	54.50 Ea.
Seaborg Model BA	25.50 Ea.	Wurlitzer 355	54.50 Ea.
Seaborg Model BB	25.50 Ea.	Wurlitzer 354	54.50 Ea.
Seaborg Model BC	25.50 Ea.	Wurlitzer 353	54.50 Ea.
Seaborg Model BD	25.50 Ea.	Wurlitzer 352	54.50 Ea.
Seaborg Model BE	25.50 Ea.	Wurlitzer 351	54.50 Ea.
Seaborg Model BF	25.50 Ea.	Wurlitzer 350	54.50 Ea.
Seaborg Model BG	25.50 Ea.	Wurlitzer 349	54.50 Ea.
Seaborg Model BH	25.50 Ea.	Wurlitzer 348	54.50 Ea.
Seaborg Model BI	25.50 Ea.	Wurlitzer 347	54.50 Ea.
Seaborg Model BJ	25.50 Ea.	Wurlitzer 346	54.50 Ea.
Seaborg Model BK	25.50 Ea.	Wurlitzer 345	54.50 Ea.
Seaborg Model BL	25.50 Ea.	Wurlitzer 344	54.50 Ea.
Seaborg Model BM	25.50 Ea.	Wurlitzer 343	54.50 Ea.
Seaborg Model BN	25.50 Ea.	Wurlitzer 342	54.50 Ea.
Seaborg Model BO	25.50 Ea.	Wurlitzer 341	54.50 Ea.
Seaborg Model BP	25.50 Ea.	Wurlitzer 340	54.50 Ea.
Seaborg Model BQ	25.50 Ea.	Wurlitzer 339	54.50 Ea.
Seaborg Model BR	25.50 Ea.	Wurlitzer 338	54.50 Ea.
Seaborg Model BS	25.50 Ea.	Wurlitzer 337	54.50 Ea.
Seaborg Model BT	25.50 Ea.	Wurlitzer 336	54.50 Ea.
Seaborg Model BU	25.50 Ea.	Wurlitzer 335	54.50 Ea.
Seaborg Model BV	25.50 Ea.	Wurlitzer 334	54.50 Ea.
Seaborg Model BV	25.50 Ea.	Wurlitzer 333	54.50 Ea.
Seaborg Model BW	25.50 Ea.	Wurlitzer 332	54.50 Ea.
Seaborg Model BX	25.50 Ea.	Wurlitzer 331	54.50 Ea.
Seaborg Model BY	25.50 Ea.	Wurlitzer 330	54.50 Ea.
Seaborg Model BZ	25.50 Ea.	Wurlitzer 329	54.50 Ea.
Seaborg Model CA	25.50 Ea.	Wurlitzer 328	54.50 Ea.
Seaborg Model CB	25.50 Ea.	Wurlitzer 327	54.50 Ea.
Seaborg Model CC	25.50 Ea.	Wurlitzer 326	54.50 Ea.
Seaborg Model CD	25.50 Ea.	Wurlitzer 325	54.50 Ea.
Seaborg Model CE	25.50 Ea.	Wurlitzer 324	54.50 Ea.
Seaborg Model CF	25.50 Ea.	Wurlitzer 323	54.50 Ea.
Seaborg Model CG	25.50 Ea.	Wurlitzer 322	54.50 Ea.
Seaborg Model CH	25.50 Ea.	Wurlitzer 321	54.50 Ea.
Seaborg Model CI	25.50 Ea.	Wurlitzer 320	54.50 Ea.
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Seaborg Model CL	25.50 Ea.	Wurlitzer 317	54.50 Ea.
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Seaborg Model CO	25.50 Ea.	Wurlitzer 314	54.50 Ea.
Seaborg Model CP	25.50 Ea.	Wurlitzer 313	54.50 Ea.
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Seaborg Model CS	25.50 Ea.	Wurlitzer 310	54.50 Ea.
Seaborg Model CT	25.50 Ea.	Wurlitzer 309	54.50 Ea.
Seaborg Model CU	25.50 Ea.	Wurlitzer 308	54.50 Ea.
Seaborg Model CV	25.50 Ea.	Wurlitzer 307	54.50 Ea.
Seaborg Model CW	25.50 Ea.	Wurlitzer 306	54.50 Ea.
Seaborg Model CX	25.50 Ea.	Wurlitzer 305	54.50 Ea.
Seaborg Model CY	25.50 Ea.	Wurlitzer 304	54.50 Ea.
Seaborg Model CZ	25.50 Ea.	Wurlitzer 303	54.50 Ea.
Seaborg Model DA	25.50 Ea.	Wurlitzer 302	54.50 Ea.
Seaborg Model DB	25.50 Ea.	Wurlitzer 301	54.50 Ea.
Seaborg Model DC	25.50 Ea.	Wurlitzer 300	54.50 Ea.
Seaborg Model DD	25.50 Ea.	Wurlitzer 299	54.50 Ea.
Seaborg Model DE	25.50 Ea.	Wurlitzer 298	54.50 Ea.
Seaborg Model DF	25.50 Ea.	Wurlitzer 297	54.50 Ea.
Seaborg Model DG	25.50 Ea.	Wurlitzer 296	54.50 Ea.
Seaborg Model DH	25.50 Ea.	Wurlitzer 295	54.50 Ea.
Seaborg Model DI	25.50 Ea.	Wurlitzer 294	54.50 Ea.
Seaborg Model DJ	25.50 Ea.	Wurlitzer 293	54.50 Ea.
Seaborg Model DK	25.50 Ea.	Wurlitzer 292	54.50 Ea.
Seaborg Model DL	25.50 Ea.	Wurlitzer 291	54.50 Ea.
Seaborg Model DM	25.50 Ea.	Wurlitzer 290	54.50 Ea.
Seaborg Model DN	25.50 Ea.	Wurlitzer 289	54.50 Ea.
Seaborg Model DO	25.50 Ea.	Wurlitzer 288	54.50 Ea.
Seaborg Model DP	25.50 Ea.	Wurlitzer 287	54.50 Ea.
Seaborg Model DQ	25.50 Ea.	Wurlitzer 286	54.50 Ea.
Seaborg Model DR	25.50 Ea.	Wurlitzer 285	54.50 Ea.
Seaborg Model DS	25.50 Ea.	Wurlitzer 284	54.50 Ea.
Seaborg Model DT	25.50 Ea.	Wurlitzer 283	54.50 Ea.
Seaborg Model DU	25.50 Ea.	Wurlitzer 282	54.50 Ea.
Seaborg Model DV	25.50 Ea.	Wurlitzer 281	54.50 Ea.
Seaborg Model DW	25.50 Ea.	Wurlitzer 280	54.50 Ea.
Seaborg Model DX	25.50 Ea.	Wurlitzer 279	54.50 Ea.
Seaborg Model DY	25.50 Ea.	Wurlitzer 278	54.50 Ea.
Seaborg Model DZ	25.50 Ea.	Wurlitzer 277	54.50 Ea.
Seaborg Model EA	25.50 Ea.	Wurlitzer 276	54.50 Ea.
Seaborg Model EB	25.50 Ea.	Wurlitzer 275	54.50 Ea.
Seaborg Model EC	25.50 Ea.	Wurlitzer 274	54.50 Ea.
Seaborg Model ED	25.50 Ea.	Wurlitzer 273	54.50 Ea.
Seaborg Model EE	25.50 Ea.	Wurlitzer 272	54.50 Ea.
Seaborg Model EF	25.50 Ea.	Wurlitzer 271	54.50 Ea.
Seaborg Model EG	25.50 Ea.	Wurlitzer 270	54.50 Ea.
Seaborg Model EH	25.50 Ea.	Wurlitzer 269	54.50 Ea.
Seaborg Model EI	25.50 Ea.	Wurlitzer 268	54.50 Ea.
Seaborg Model EJ	25.50 Ea.	Wurlitzer 267	54.50 Ea.
Seaborg Model EK	25.50 Ea.	Wurlitzer 266	54.50 Ea.
Seaborg Model EL	25.50 Ea.	Wurlitzer 265	54.50 Ea.
Seaborg Model EM	25.50 Ea.	Wurlitzer 264	54.50 Ea.
Seaborg Model EN	25.50 Ea.	Wurlitzer 263	54.50 Ea.
Seaborg Model EO	25.50 Ea.	Wurlitzer 262	54.50 Ea.
Seaborg Model EP	25.50 Ea.	Wurlitzer 261	54.50 Ea.
Seaborg Model EQ	25.50 Ea.	Wurlitzer 260	54.50 Ea.
Seaborg Model ER	25.50 Ea.	Wurlitzer 259	54.50 Ea.
Seaborg Model ES	25.50 Ea.	Wurlitzer 258	54.50 Ea.
Seaborg Model ET	25.50 Ea.	Wurlitzer 257	54.50 Ea.
Seaborg Model EU	25.50 Ea.	Wurlitzer 256	54.50 Ea.
Seaborg Model EV	25.50 Ea.	Wurlitzer 255	54.50 Ea.
Seaborg Model EW	25.50 Ea.	Wurlitzer 254	54.50 Ea.
Seaborg Model EX	25.50 Ea.	Wurlitzer 253	54.50 Ea.
Seaborg Model EY	25.50 Ea.	Wurlitzer 252	54.50 Ea.
Seaborg Model EZ	25.50 Ea.	Wurlitzer 251	54.50 Ea.
Seaborg Model FA	25.50 Ea.	Wurlitzer 250	54.50 Ea.
Seaborg Model FB	25.50 Ea.	Wurlitzer 249	54.50 Ea.
Seaborg Model FC	25.50 Ea.	Wurlitzer 248	54.50 Ea.
Seaborg Model FD	25.50 Ea.	Wurlitzer 247	54.50 Ea.
Seaborg Model FE	25.50 Ea.	Wurlitzer 246	54.50 Ea.
Seaborg Model FF	25.50 Ea.	Wurlitzer 245	54.50 Ea.
Seaborg Model FG	25.50 Ea.	Wurlitzer 244	54.50 Ea.
Seaborg Model FH	25.50 Ea.	Wurlitzer 243	54.50 Ea.
Seaborg Model FI	25.50 Ea.	Wurlitzer 242	54.50 Ea.
Seaborg Model FJ	25.50 Ea.	Wurlitzer 241	54.50 Ea.
Seaborg Model FK	25.50 Ea.	Wurlitzer 240	54.50 Ea.
Seaborg Model FL	25.50 Ea.	Wurlitzer 239	54.50 Ea.
Seaborg Model FM	25.50 Ea.	Wurlitzer 238	54.50 Ea.
Seaborg Model FN	25.50 Ea.	Wurlitzer 237	54.50 Ea.
Seaborg Model FO	25.50 Ea.	Wurlitzer 236	54.50 Ea.
Seaborg Model FP	25.50 Ea.	Wurlitzer 235	

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RACE30.00	40 MILLS BLUE FRONT	
KENEY'S FREE RACE25.00	SLOTS30.00

Order Balance of
ACE AMUSEMENT COMPANY

593 Linden Ave. Memphis, Tenn.

wear out in two days. The WPA Polka or any other polka played by Glabe has been getting a good play. Many operators in early this spring Artie Shaw was leading the orchestra, but the trend here is away from swing.

At that time Bing Crosby had everything his own way here, but now Dick Todd is giving him tough competition in Bing's own home town. All of Todd's waltzing get good patronage. Bing still is popular in town on *The Sly Old Gentleman*, and his *Funny Old Man* hangs on. *Sancho Panza* is coming up. *Half Sled*, by Harry's Tavern band, is popular.

Here's an operating tip on how to get the most out of your Rock-Ola. You should play Glabe's *Beer Barrel Polka* on the No. 1 plate on the phonograph, and lower the volume control. By this means you can invariably the customer plays the No. 1 plate. Then the location owner asks if he has heard the *Beer Barrel Polka*, and it plays out of 10 this is good for another nickel.

Here's an idea you probably won't print. I believe every operator would subscribe to *The Billboard* if you would stop advertising the prices of used machines. It makes sense of them more because the cheap lads put them on the spot with house owners, who can't see why they should give what they do to the operator who has a complete stock of little. For instance, one phono that cost me \$204 was quoted for \$22. If I had been told by the retailers to give prices only upon request, \$9 out of 10 location owners would not go to the dealer to see for them.

BILL PARADISE,
Spokane, Wash.

Rock-Ola Distributors For Calif., Ariz.

CHICAGO, June 24.—Distribution of Rock-Ola Luxury Light-up Phonographs in the States of California and Arizona is now being handled by the Rock-Ola Corporation Co., 1157 Post street, San Francisco, and the General Music Co., 2377 Wood street, Los Angeles, reports the Rock-Ola Mfg. Co.

"Operators in this section of the country may well expect the service from both of these fine distributing offices, where a complete stock will always be ready for prompt shipment."

"Another service which these distributing offices will complete stocks of parts and supplies for operators when and if they need them. Also this new distributing office started only in June. It covers a hundred Luxury Light-up Phonographs have now found their way into the hands of operators throughout the territory through the quick distribution handled by L. B. McCrisky manager of the San Francisco office, and by Paul W. Mather of the General Music Co., Los Angeles office." declared Rock-Ola officials.

Arkansas Ops In Convention

Music merchants discuss legislation, operating and future of association

CAMDEN, Ark., June 26.—Members of the Arkansas Music Operators' Association met yesterday, June 26, in Camden in a picnic get-together. Their annual convention, to discuss the music business and to be entertained in a royal manner.

Members from all over the State of Arkansas, including the wives, children and sweethearts into their automobiles and trekked en masse to the convales to hear the latest news about operating conditions, legislative action and to discuss the future of operators and the association.

The meeting was called to order by F. E. Ragsdale, president, who was followed by Mayor Don Harrell of Camden, who welcomed the delegates. H. W. J. Frigg, of Fort Smith, responded to the welcome. It was at this point that prizes were awarded. Prizes given were a valuable Northwest fan, a Detroit radio, a radio to the association member who brought the largest number of non-members into the convention, and prizes to the operators and wives of operators who told the best true story of some incident in the past.

At this point Louise Berry, secretary, read the minutes and called the roll. She was followed by the association president who spoke of matters pertinent to all Arkansas operators. Other speakers were E. E. Ackerman, of Jonesboro, whose subject was *The Advantages Derived From Act 201 in the Operation of Amusement Games*; E. W. Hood, of Pine Bluff, who spoke on *The Benefit of Having an Association for the Operators of Arkansas*, and finally, A. J. DeMars, of Little Rock, attorney for the association, who discussed on *Visualizing the Future of the Arkansas Operators*. The speakers were followed by a business session.

Delegates partook of a Dutch supper at 6:30 p.m. at the American Legion Hut. The meal was followed by a floor show and dancing by the entire party. The ladies attending the convales were entertained during the day by Camden ladies and visited points of interest in and around the city.

Committees in charge of the convention were: Program committee—E. Ragsdale, C. A. Laska, Canipe, Tom Reed, C. O. Temple and B. L. Hettig; reception committee—J. D. DeLoach, Bill McKee, John Bruner and W. B. Shelby; attendance committee—M. L. Armstrong, Cliff Cashion, J. D. Dunsaway and Ernest Watts; transportation committee—John Lima, J. F. McKee, James Wright, C. B. DeLoach and W. B. Woods, Roy Bangs and F. E. Ragsdale.

Under the liquor law the date of sale of the liquor must be stamped on the bottle.

The enforcement of these provisions brought cash machines into the discussion and operators have been asked to put miniature bottles among the prizes in their machines. The date of sale of the bottle of liquor on the bottles in the machines, the board stated.

Texas Lawmakers End Pension Fray

AUSTIN, Tex., June 24.—State Legislature disbanded here June 21, settling a record for the longest session in Texas history. The bill or cost of the session is estimated at \$850,000.

A total of 1,641 bills was introduced and about 650 became law. No bills except the first regular session would be in the January, 1941.

The session became a stormy one due to the cover of the pension law. A bill on sales tax proposed by the governor to pay for the pension. The old-age pension law of the State was practically doubled by new legislation that increases the number of people eligible for pensions. The State funds have hardly been able to carry the present list of pensioners, and the session was adjourned without providing any additional funds.

Tennessee Paper For More Stores

NASHVILLE, Tenn., June 24.—Nashville Tennessee, local daily, boldly argued for the issue of equalizing the tax on its editorial columns June 21. An issue is being made to try to limit liquor locations in the Knoxville area to 30-year dry era comes to an end.

The newspaper argues that licensed liquor locations in the Knoxville area are the greatest weapon against the bootlegger, and that the issue has thrived thru the years in Tennessee.

The new Tennessee law provides for liquor in the Knoxville area and several counties still remain dry.

OFF THE RECORDS—

(Continued from page 11)

Getting the toned arm in a groove, Mildred Bailey gives Vocalion a four-starrer on each side with a torrid *Tizolito* from *The Hot Mikado* with a scullful song for flip-over, *The Lamp Is Low*, a melody based on *Havel's Parvse*, and *My Heart Is a Song*. The latter is a duet with Sister Rosetta Tharpe, of the Cotton Club congregation, giving Decca a first-class howl but keeps the blues guitarizing in *That's All My Man* and *I*.

SHEP FIELDS is back on the Bluebird label with *My Heart Has Wings* and *A Home in the Clouds*. Titles are heaven-sent, and the singer is in top form, and being just another band hardly up to stock stuff standards. Fields has dropped the blues howl but keeps the blues (glasses and accordion runs for the sock (less mockery) out choruses. Similar grooves with little or no conception other than reading what is written characterize the Harry Roy double on Decca (British issue) for *See You First* and *It's All Jans*.

For the smarter and smoother inventiveness to *Clid* (the polishes) on the floor or for arm-chair earings, cup the ear to Lawrence Welk on Vocalion, his fistgiving music astounding in *It's Still My Men*, both standards, and Glenn Miller on Bluebird getting the most out of his virtuosity in *Swing High* and *Swing Low*. *Tempo* The *Lamp Is Low* and *Blue No. 1*.

Tommy Dorsey on Victor, borders the monotony for followers. It's always a sweet (without peer) slide chorus on the first run, the second ending running into a vocal with a stick out. And for the unimpeachable time, attacks to the selfsame pattern for *Swing High* and *Swing Low* and *It's Possible*, couple breezy ditties from the new *Streets of Paris* revue.

Jack Scatchers has plenty of klicks with a sax base. For the tender touching, dig into Charlie Barnet's Bluebird *My Heart Has Wings* and *It's Still My Men*, both standards, and Glenn Miller on Bluebird getting the most out of his virtuosity in *Swing High* and *Swing Low*. *Tempo* The *Lamp Is Low* and *Blue No. 1*.

For the alto bends, Frankie Newton is all desirable for his Vocalion five couplet *Jack Fever* and *Hitters*. Both are a little stumpy, and it's regular riding Tab gives to his scorings. On the same label, Johnny Hodges, with a little *My Heart Has Wings* and *It's Still My Men*, for *Doct' Woolf* with an extra kick in the flip-over, Don Redman's old *Mississippi Dreamboat*.

Oregon Pleased With Phonographs

PORTLAND, Ore., June 24.—The distributors for the Rock-Ola Luxury Light-up Phonographs in the State of Oregon are enjoying a fine business, according to Lester Beckman and R. B. Allen, owners of the Coast Amusement Co. The firm is well known through the Northwest.

"We've never seen anything like it," they exclaimed to a Rock-Ola official who visited them recently. "The Luxury Light-up phonograph gets the biggest sale out here among patrons. The new counter model phonograph is a sensation! There are so many locations that do not have room for the larger phonograph, and now they can get practically the same feature as the big Luxury Light-up phonographs in the smaller model, the same 99 per cent slugging profit charge, the continuous floating clouds colorfully illuminated thru the cabinet parts of the cabinet, and the tone! The separate speaker appeals to the location because it can be hung up on the wall or placed at various places around the room so that the music can be heard equally well in all parts of the location."

Miniatures Will Not Be Allowed

BALTIMORE, June 24.—Liquor Board is considering the banning of the sale of "miniature" bottles of liquor because minors could get liquor in this



OPEN HOUSE AT MINT VENDING CO., BRISTOL, Pa. Left to right: E. Duran, J. C. Allison, C. DeWahl, Joe Griggs, Ralph Franco, Jack Holt, Frank Trucker, Charlie Snyder, Joe Griggs Jr., Mrs. Cassius, Charlie Cassius and H. V. Perkins. Perkins explained the features of the Mills Throne of Music.

New Trend in Marble Games

CHICAGO, June 24.—"A new trend in novelty five-ball games is embodied in the new Exhibit Supply game, Flash," report firm officials. "It gives the player all the thrills of play, and it also makes the operator's profit pile up with a speed never before equaled in an amusement table."

"Flash is a table that gives the ultimate in amusement to the player. There are six ways to get winners. First is the usual high-score route, and inasmuch as each ball shot can be separate winner, interest is at high pitch from start to finish."

"We've never seen a five-ball game that gave the player so much fun for his money," said Leo J. Kelly, vice-president of Exhibit, "nor have we ever seen a five-ball game where every ball shot added high score and at the same time was a potential winner of immediate free plays. Those three free play holes make Flash an outstanding hit on every location. Flash is another long-lived, profitable game that operators are reporting is making money for them."

Brisk Business On Batting Champ

CHICAGO, June 24.—"What a game!" is the expression of some of the country's most seasoned distributors, as they marvel at the sensational success of "Batting Champ," a game by D. Gering, Inc., of Cleveland, O. Leading jobbers and distributors have placed large substantial orders, and operators everywhere are quickly getting in on its amazing earnings. This new hit is proving not only the outstanding hit of the year, but a record-smashing money-maker, due to two sensational new ideas.

"First is an astonishing big winner appeal, something which brings players flocking, because it permits them to build up an amazing total of batting average points by skill, right while playing. And second, it introduces an exclusive new electro-mechanical improvement, heretofore believed impossible in coin games. This revolutionary combination makes it possible to operate the game with top profit in practically any territory and under almost every kind of condition. Distributors agree that a game so extraordinary is never out of season, and provisions are being made at the factory for a long run of peak production, as demand is increasing by leaps and bounds."

Genco Airport Continues Run

CHICAGO, June 24.—"According to the reports of distributors, jobbers and operators in most of the States, Genco Airport continues to lead the field for top notch and long-lasting earnings."

"Games may come and games may go, but Airport seems to go on forever," asserts Ed Crenshaw, of Genco. "In our entire experience in the coin machine industry we have rarely come upon a game that has such an unquenchable spark for players. Many operators have been kind enough to inform us that Airport is setting new collection records for them in a great many locations. While locations demand a new game every two or two and a half weeks is the average life of Airport on location, and in countless cases the machine continues to attract attraction for even longer than that. Airport has that touch of appeal that makes the difference between just another game and a really phenomenal winner."

Palatrak Named Rock-Ola Distrib

CHICAGO, June 24.—Ben Palatrak, secretary of the Supreme Amusement Co. of New England, Inc., has joined Rock-Ola Mfg. Co. as New England distributor. Palatrak will distribute Rock-Ola Luxury Light-up photograph in conjunction with the distributor of Boston who has been with the Rock-Ola organization for many years as factory representative.

"Recognizing the outstanding features of the Rock-Ola Luxury Light-up, it is a pleasure to announce the appointment of representing the Rock-Ola organization in New England," Palatrak stated this

week. "We have spent a lot of money re-decorating our sales and service rooms in anticipation of increased business due to the sale of the new Rock-Ola photograph during the summer season. We are now planning a grand opening in celebration of our new Rock-Ola distributorship, dates of which will be announced within the next few days."

Jack Nelson, vice-president and general sales manager of Rock-Ola, commented as follows on the appointment: "Ben Palatrak is one of the most reliable and best liked distributors in the United States and we are proud to have him with us. We know this will be but the beginning of a long and mutually satisfactory distributing relationship."

Chicago Taverns Win Longer Hours

CHICAGO, June 24.—Chicago's tavern owners and automatic photo-graph owners will benefit under a new ordinance extending the hours which taverns may stay open. Closing hours were changed also for the city's night clubs.

Heretofore, under strict police surveillance, taverns have closed at 1 o'clock cutting receipts across the bar. Likewise, photograph operators found that cash-boxes held less nickels. Now, however, taverns will be open to 2 a.m. on week days and 3 a.m. on Sunday mornings. Night clubs, upon payment of an additional fee of \$700 above the regular liquor license issued to taverns, which is \$800, will stay open to 4 a.m. on week days and 5 a.m. on Sunday mornings.

The tavern license of \$800 was raised from \$600 formerly charged at the same time the time extension was granted. Night clubs formerly paid the same as taverns, but now on their option may pay an extra tax of \$700 for the privilege of remaining open two hours extra each morning.

The council in its ordinance, favorably voted upon 30 to 18, stipulated that Illinois Liquor Commission rules defining what constitutes a night club will govern the issuance of special licenses allowing the two hours extra time.

Ponser Needs Music Machines

NEW YORK, June 24.—Art Cooney and Gus Quaranta, of Mills Society Co. visited the offices of George Ponsler last week, and Jack Mitnick, manager of the music division, drove them over to visit some of the music ops who have the Throne of Music on location. The boys were much impressed with the enthusiastic comments of the ops.

George Ponsler, who tells us he has so many advance orders on hand, took ad-

vantage of Cooney's visit to extract a promise of volume shipments. "Cooley," Ponsler states, "had a first-hand opportunity to see for himself the need for larger and faster shipments. We showed him the orders we have sent thru and the machines we have been receiving, not nearly enough, to take care of our needs. However, Cooley told us he will personally take care of our orders as rapidly as we send them thru."

The elaborate Throne of Music is now on the presses and which received the highest praise from Jim Mangum, will be one of the finest pieces of literature ever seen in the industry.

Non-Payment of License Fees Is Industry Problem

CHICAGO, June 24.—Reports from various centers indicate that the non-payment of license fees in cities and States that have license laws threaten to become a problem for the industry.

In two large cities during the past week unfavorable publicity was given to the industry because amusement games were found on which the license fee had not been paid. Such incidents always occasion unfavorable publicity for out-of-proportion to what they deserve. Newspapers unfavorable to the industry seize upon such incidents to make a "meal" out of them.

In one city only two unlicensed machines were found, and yet the incident was given a two-column headline on the front page in a city daily. A payment of a license fee on these two machines would have saved operators a lot of unfavorable publicity.

Locations Report On Chain Locks

KANSAS CITY, Mo., June 24.—The 42d annual convention of the National Association of Retail Grocers discussed new angles of chain-store competition and



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AUBURN, ILLINOIS

June 28 1939

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Silver Anniversary
BUDIN'S, Inc.
174 S. Portland Ave., Brooklyn, N. Y.

"It's a custom old but true
Such an event to celebrate.
And we're depending just on you
To help make the occasion great.
So, on Wednesday, the 28th of June,
At our place let's congregate
At two in the afternoon.
(Please do not be late).
There'll be food for the inner man
And plenty of the cup that cheers.
On fun drinks'll be no ban.
(And when that ditty head clears,
Make drinks!). Our invite is sincere.
We're counting on you to be here!

Cordially,
MERLAN S. BUDIN.
Door Prizes.

Door Prizes.

Will Buy Used Penny Arcade Machines

WANT BE IN good condition, ready to operate. Write, giving complete information and price. BOX D-203, Care of The Billboard, Cincinnati, Ohio.

WANT TO BUY

MILLS AND AMUSEMENT SLOTS
Will buy Mills and Amusement Slot Ball Balls in the 10 and 20 cent denominations. Will buy any other Mills and Amusement Slot Ball Balls in 10, 15, 20, 25 and 50 cent denominations. Will buy any other Mills and Amusement Slot Ball Balls in 10, 15, 20, 25 and 50 cent denominations. Will buy any other Mills and Amusement Slot Ball Balls in 10, 15, 20, 25 and 50 cent denominations.

NOTICE: Those who write letters, who speak an hour or more at the convention, will be given a special certificate.

J. W. WEAVER, Box 429, Waukegan, Wis.

the trends of popular sentiment on the question.

Chain-store propaganda to the effect that chain stores hurt the farmers was attacked. Statistics were brought forth to show that chain stores spent an average of \$7.62 per acre in 1936 in Colorado to defeat a proposed chain-store law there.

A California delegate reported that investigation showed a contribution by chain stores to every member of the legislature who was a candidate in 1936.

A TRIPLE PLAY FOR EVERY LOCATION!!

That's just what every operator of VARIETY HEADLINER and BALLY BEVERAGE VENDER when every one of his business.

No faster money-makers ever built in all operating history than BALLY BEVERAGE VENDER and certainly the most successful year in and year out ready operation in every location. It's the VENDOR'S TRIPLE ADVANTAGE VENDER: It's better today than tomorrow—OPERATE ALL THREE

... JOHN A. FITZGIBBONS

VARIETY

THE GREATEST GAME EVER BUILT! RUSH YOUR ORDER!

HEADLINER

THIS YEAR'S BEST HIGH SCORE GAME

BALLY BEVERAGE VENDER

LIBERAL TIME PAYMENT PLAN! GUARANTEED PERFECT! 100% LEGAL! INSURES YOUR INCOME FOR TOMORROW! ACT QUICK!

SEE IT ON DISPLAY AT OUR SPECIAL SHOWROOMS... 630 10th AVE., NEW YORK

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362 MULBERRY ST., NEWARK, N. J.
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JULY SPECIAL

- Mills Blue Prints 50 plays, Each.....\$25.00
- Mills Cherry Bells 50 plays, Each..... 49.00
- Waltling Twin Jacket to play, Each 14.00
- Papa Gonnis Mystery Patrol 50 plays, Each..... 20.00
- Groschen Columbus Machine, Each..... 20.00
- Mills Q. T. 50 plays, Each..... 20.00
- 10 Mills Silent D. J. P. 50 plays, Each 20.00
- 4 Waltling Red-A-Top 50 plays, Each..... 20.00
- 4 Waltling Chief 10 play mystery game, used 30 days..... 27.50
- 10 Yurt Changes with back board control, used 30 days, mystery game with registers, Each..... 18.00
- 10 Used steel stands, Each..... 1.00
- Send 1/2 Deposit With Order, Bal. C. O. D.

D. & S. NOVELTY CO.
1005 Broadway, Rockford, Ill.

SPECIALS

- Mills 1-2-3 (Reversed Roofs).....\$34.50
- Mills 1-2-3 (Reversed Roofs, Bally P. O. Unit) 52.50
- 50 Rock-Ola World Series 89.50
- 50 Daval Bumper Bowling 64.50

MONARCH COIN MACHINE CO.

Cable "Mocolo"

1731 Belmont Ave., Chicago, Ill.

Detroit

DETROIT, June 24.—Joseph B. Mitchell, head of the Minit-Pop National Distributing Co., is organizing the national sales force for this company now, with the new pop-con vendors expected to go into production soon.

O. H. Peinberg, Stewart & McGuire representative, has returned from a trip thru Illinois and Indiana.

Jack Brilliant, cigaret operator, is buying a quantity of new cigaret machines. He reports very good business.

Sam Letas, of Flint, Mich., called up long distance to report good business on his cigaret vendors.

William Raack, who formerly operated up-State, has moved his headquarters to Detroit and is now buying more Wurlitzers for his music route.

E. R. Henry, who used to operate amusement machines over on the west side of Michigan, at Benton Harbor, has moved to Little Rock, Ark., and gone into the general novelty game field. He reports business very good in this booming State.

Irvin Chester, who started in the coin machine business as recently as January, is building up a small route of machines in the south end district of Detroit. He is specializing in phonographs and has headquarters on Hodge avenue in the town of Ecorse.

Thomas Berds, West Side operator, was back as a Seeburg customer, steadily adding to his routes, and evidently believes in replacing machines regularly at all well.

Edward Grodzicki, who is building up a route of Seeburgs, was a buyer of phonographs.

Sam Liebers, formerly of Liebers Bros. and now operating on his own, is keeping his pin-game route steady.

Automatic Golf, Inc., developing a new type of golf practice machine, now has a number of machines ready to be placed on test location, Henry Schmid Jr., manager to the company, reports.

New parking meter installations are expected in this State shortly, James B. Hunt, president of the Mark-Time Parking Meter Co., said this week. Recent developments in the field have been rather inactive, but a pick-up is evidently expected.

C. J. Van Gruenigen, who has been an operator in the Detroit music machine field for a little over a year, reports good business in all of his locations.

A new entry in the Detroit music-operating field is the recently formed Electric Music Co., at 1750 West Jefferson avenue. John Murphy is head of the company.

Edward Grodzicki, Detroit operator of phonographs, added machines to his

PICK-A-PACK

The New Outstanding Counter Game With Outstanding Profits.

ACTION • THRILLS • SUSPENSE

• The Last Word in Player Appeal.

• A Play and a Draw for One Cent.

• Three of a Kind Receives One Package of Cigarettes.

NO REELS—NO GIMMICKS—NO MYSTERY

Everything in full view of the player. Fits on any counter.

Small, Light and Compact. Size 8" x 10" x 10" High. Sturdily Constructed With Beautiful Chrome Trim.

A SURE PROFIT MAKER

Wherever Cigarettes Are Sold.

Specialty \$23.75
Priced P.O.B. CHICAGO

1/3 Deposit with Order,
Balance C. O. D.

5 Days' FREE TRIAL.

Will pay itself in 5 days or money refunded in full.

ONE CENT PLAY ONLY.

Think of the possibilities with the enormous amount of pennies in Circulation.

\$60.00 to \$120.00 Per Month PROFIT. A Sure-Fire Money Maker.

Agents Wanted Everywhere—Send for Circular

Write, Wire or Phone Your Order Today

BAKER NOVELTY CO.

2944 LAKE ST.

CHICAGO, ILL.



routes this week. Grodzicki has no complaint about business in this field, says he notices a good pick-up recently and he thinks he is getting his share.

Robert Jones, Detroit music machine operator, has a new address now, 709 Algonquin avenue, despite the fact that his house is still in the same place. They decided to renumber it for him.

Frank Hanoch, who used to operate in his own name, has formed the Dot Music Co. and opened a new store at 14204 Fenkel avenue out in North-western Detroit. He is operating in two fields, music machines and pin games, and reports considerably more activity in the last few weeks in the game.

John M. Gernack, operator of one of the largest tin snuff houses in the territory, reports that sale of nuts to

vending machine operators has shown a 40 per cent increase in the past few weeks over a year ago.

Samuel Pearlstein, manager at the New Era Sales Machine Co., has returned to the city from a business trip. His company expects to have its new game ready for the market soon.

Clarence J. Godhardt, manager of the Modern Distributing Co., says business has shown a pick-up in the vending field in the past couple of weeks.

Fred J. Gersbeck, manager of the City Music Co., is planning to expand his activities considerably this fall. Gersbeck, whose history goes back into the early days of music in this city, is now operating in the phonograph field exclusively.

Charles Hopkins, manager of the A. P. DuBois Co., reports business good these days—another statement of optimism typical of those just beginning to come from the larger operators and jobbers here. The sign points to a definite renewal of operator optimism, especially in the amusement game field.

D. G. Bartlett, who is operating in the music field as the Major Distributing Co., was away recently on a trip thru Indiana.

Felix Janaka, who operates out of Ham-tranck, Mich., was a customer for Seeburg phonographs again this week.

British Foreign Trade Up in May

LONDON, June 24.—British imports to May totaled \$78,541,325, compared with \$70,789,199 in April and \$75,594,000 in May of last year, according to preliminary figures of the British Board of Trade.

Exports in May amounted to \$42,273,350, compared with \$39,148,691 in April and \$38,165,600 in May of last year. Exports in May increased to \$5,015,968 from \$4,579,873 in April, but were under the \$7,177,000 reported in May of last year.

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Money

Eliminates all guess-
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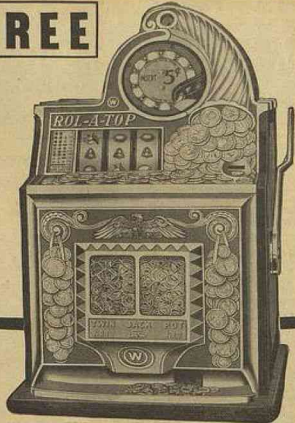
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1c or 5c Play
Cigarette
Reels.
New
Hammerloid
Enamel
Finish.
Choice of
Colors.
Open or
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FREE



Rol-A-Top Bell Twin Jack Pot

THE ABOVE ROL-A-TOP FREE

With every 10 Rol-A-Tops you buy you get 1 Rol-A-Top FREE. You do not have to buy 10 Rol-A-Tops all at one time, you can buy them 1 or 2 at a time, as you need them, as long as you buy 10 Rol-A-Tops before July 31st.

If you buy 20 Rol-A-Tops before July 31st you get 2 Rol-A-Tops Free, and so on.

The Rol-A-Tops are built in 1c, 5c, 10c and 25c play.

THE SEASON'S BIGGEST BARGAIN— DON'T MISS IT—DON'T WAIT.

Order your first Rol-A-Top today and get them going in time to get the 4th of July play.

15-DAY MONEY BACK GUARANTEE

Write for Special Prices

WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST., CHICAGO, ILLINOIS
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Ocean Park Hailed as Hit

CHICAGO, June 24.—"It's too early to say positively, but all indications point to the fact that we have another hit game in our new release, Ocean Park," stated Chicago Coin Machine Mfg. Co. officials.

"Naturally we hope we're right," they continued. "If the favorable reaction noted this week, the first following its introduction, is an indication of what we may expect in the future, it looks like we are going to be plenty busy for a long time to come. Ocean Park, although new to coin men, is a proven profit-reaper, for prior to its introduction we placed it on typical locations in various sections and tested it thoroughly.

"It more than proved its value as a location attraction and as a money earner. When any game so qualifies there must be a reason. And in the case of Ocean Park there are several reasons."

Distrib Flies To Get Stoner Snooks

CHICAGO, June 24.—"There's an old saying that when you want a thing done, do it yourself," says Hymie Budin, of Budin's, Inc., New York.

"With operators in his territory clamoring for Snooks, the new Stoner novelty hit, and shipments not coming in fast enough to satisfy the tremendous demand," Budin declared, "there was only one thing to do and that was to make a hurried trip to Aurora, via United Airlines, to turn on the pressure."

However, after traveling a thousand miles Budin wasn't going to be content with explanations or promises. Instead, upon his arrival at the Stoner factory, he inquired as to the location of the

shipping department and then went right to work pushing a hand truck and loading one of his own Snooks games to the carload he supervised loading.

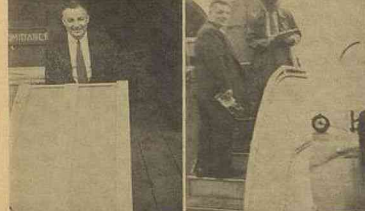
"Our job is to see that our customers get what they want when they want it," Budin said. "When the demand for Snooks grew to such proportions that we were getting behind in our deliveries there was only one solution, and that was this hurried trip to Aurora. Now that I have completed arrangements for greatly increasing our shipments on Snooks we will be able to assure all our customers immediate delivery on this swell game."

Tax Shrinkage Hits Many States

WASHINGTON, June 24.—A \$24,000,000,000 shrinkage in the assessed valuations of property has been found in a Census Bureau study covering the period from 1932 to 1937. On a national basis the shrinkage amounts to 14.9 per cent. It helps to explain several of the tendencies in Congress and presents a new view of the plight of the cities and counties with their clamoring relief and unemployment problems.

The members from several of the States that are hard pressed for funds are endeavoring to scrap the old 50-50 formula by which the Federal Government shares with the States in the expenses of old-age pensions and several other undertakings under the theory that the two have a joint interest in them.

Several factors are regarded by tax experts as having played a part in developing the decrease. They note that assessed values have moved down gradually, year by year, during the period covered. In some cases, rates have moved up in an effort to catch up with the drop, and level off the taxes paid. In others the cuts were made to give tax relief to hard-pressed citizens.



HYMIE BUDIN, NEW YORK DISTRIBUTOR, whose firm is known as Budin's, Inc., wants Stoner's Snooks. So we see Budin, at the left, helping to load his carload of Snooks at the Stoner factory. At the right, Budin displays to contented smile as he boards a United Airlines plane for his trip back to New York.



CASH IN— ACROSS YOUR COUNTER WITH... DANCING DOMINOES

Now the Top of Your Counter Can Be Made Into a Gold Mine.

Ideal for restricted territory. Flashy Play layouts screened in brilliant colors. Perfect mechanism gives the dice a quick, thorough roll. Will pay for itself daily—10 seconds per game to play.

Only \$9.90
SIZE 2 1/2" x 3 1/2"

All games equipped with Micrometer Die, 10,000th in.

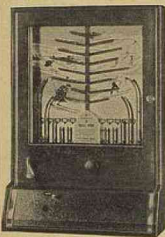
Dancing Dominoes 12x12x2
(Based on Craps).....\$9.90
(Number Model).....\$9.90

1/2 Deposit Down, Balance C. O. D.

HAWKEYE NOVELTY CO.
712 Park St., Dept. B-1, Des Moines, Iowa

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

SKILL JUMP
Legal everywhere



Counter and Console Models
1c or 5c Play.

A new novelty game that can be operated anywhere. Write today for complete details and prices.

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130 N. Union Chicago

Robbins Leaving For Europe Soon

BROOKLYN, June 24.—"I expect to visit England, Holland, Belgium, France and Switzerland—and if Europe has any new ideas in coin machines I expect to buy the U. S. manufacturing right," declared Dave Robbins recently discussing his forthcoming trip.

"Mrs. Robbins and myself will leave July 8 on the Queen Mary and we will be away for seven weeks. I also expect to appoint foreign distributors for some of our new machines."

Asbury Park Sportland Is Reported Doing Well

ASBURY PARK, N. J., June 24.—Sportland, owned by Arthur Greger, reports that the Pokerno machine, a roll the ball to fill the holes outfit, is getting the biggest play. It pays off cigarettes to the customers. Greger, also part owner of Fascination, says his is on the up and up there. Most comfortable seats on the Boardwalk are located at this spot.



LARGEST SHIPMENT IN HISTORY OF HUR ENTERPRISES, Baltimore, resulted after appearance of ad in June 17 issue of The Billboard. Hur executives were forced to hire up machines to front of building to avoid packing. There are more than 1500 outflows in this single sale.

London

LONDON, June 24.—Increase of London Transport fares necessitated alterations to 1,200 automatic machines on tube stations. More than 80 per cent of the 1,250,000 tickets issued daily are printed and delivered by the machines.

Violet Burrows, youngest daughter of "Sir" Arthur Burrows, celebrated her 21st birthday anniversary June 5. At the party were sisters Maggie, Lydia and Louise and brothers Arthur and Bob. Alf Makin, of Strand Automatique, British agents for A. B. T., acted as emcee. All named, with exception of Bob, have visited the United States.

Some members of British trade visited Paris for French machine exposition, among them being Buck Taylor, of Goddard-Noveky.

Bill Hooper, veteran operator and manufacturer, has retired on his 61st year in machine business. Hooper employs little labor outside his family, having five sons who work for him.

West London Automatic, jobbing business begun in 1935, has acquired new premises, giving it one of largest show-rooms in London. New quarters have unique distinction of huge painted sign showing Mills Century some five feet high. This is floodlit at night. Window display is also largely given to Mills products.

Fruit machines proved profitable source of income at annual Theatrical Garden Party held in Hanselagh Gardens, swell polo and sport center just outside of London. Machines may be used at functions for charity such as Theater Garden Party.

Large showroom outside of London has recently been opened in Manchester by Arcadia Automatic Amusements, now biggest jobbing concern in north of England. Twenty-five standard size marble games can be shown on their legs along each side of the shop. Space has been devoted to display of deceptive game, now being used extensively in London and seaside sportlands.

Best sellers of American marble games on this side are products of Genco, Daval and Chicago Coin. First named show a particularly happy knack of sending over games which go well with British public. Stoozer's making a hit with its Chubbie.

Despite sack policy on the part of some newspapers, the people here are less fearful of an immediate war. Unemployment figures have dropped, more people than ever will this summer have vacations with pay, and unless the German Fuehrer or the Italian Duce attempt a coup there is likely to be a reader inclination to spend money on amusements. A fair proportion of this should find its way into the games, established features in some form or another, at British seaside resorts.

Police department has continued its ban on giving prizes for marble-game play and on cranes at Blackpool, Britain's greatest seaside resort.

A group of M. P.'s has vetoed Exchequer Chancellor's proposition to scrap patent medicine duty. They fear it will increase number of machines vending such medicines.

BATTLING CHAMP

We Thought We Had
A GOOD GAME

But Our Distributors Tell Us
IT'S PHENOMENAL!

"A GOOD GAME
IS NEVER
OUT OF SEASON!"

PERFECT INVISIBLE
PERCENTAGE CONTROL!

Test locations definitely
established this machine
as the outstanding hit of
the year!

READY FOR
DELIVERY AT ALL
LEADING JOB-
BERS AND DIS-
TRIBUTORS!



NOVELTY
\$89.50

FREE PLAY
\$99.50

D. GOTTLIEB & CO.

2732-42 N. Paulina St., Chicago



BIG PROFITS

follow the PENNANT wherever it
is shown. A hit with players—a
Profit-maker for you. Features
Harlich's Exclusive Baseball

Tickets

67 WINNERS

No. 960 960 Holes

Takes In.....\$48.00

Average Payout.....22.37

Average Gross Profit.....\$25.63

PRICE \$3.86 EACH

Send for New Catalog Showing Hundreds of other Profit-makers

HARLICH MANUFACTURING COMPANY
1413 W. Jackson Blvd. Chicago, Ill.

QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO OUR EUROPEAN TRADE					
52 1000 Truck Trays.....	\$25.00	Keyway Free Wheel.....	\$25.00	Mini Blue Fronts.....	\$37.95
18 1838 500 Trays.....	\$5.00	Keeney Mill Races.....	\$2.50	Mini Blue Fronts.....	\$45.00
48 1838 Keeney Glide.....	\$2.00	Bally Kyles.....	\$5.00	Mini Blue Fronts.....	\$45.00
1 Triple Entry.....	\$20.00	Bally Palomares.....	\$2.50	Mini Gold Silver.....	\$2.00
8 Tardians.....	\$5.00	Bally Suesons.....	\$2.50	Mini Gold Silver.....	\$2.00
8 Ducky Days.....	\$5.00	Slide Klux, F.P.....	\$2.50	Mini Gold Silver.....	\$2.00
3 Fluctuans.....	\$2.50	Slide Klux, F.P.....	\$2.50	Mini Gold Silver.....	\$2.00

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNegie AVE., CLEVELAND, OHIO.

GUARANTEED SATISFACTION SPECIAL

Now 14x20 Side Wall Tent With 20 Counter Ball Games, Good for Games! Men. 5100 Takes Every- WHERE!	
30 BALLY POPPOON VENDERS, Perfect Condition.....	\$37.95 Each
18 ELECTRIC TRUCK STRUTLINGS, New.....	\$15.00 Each
1 6x6 GALLIE J JACK POT COMBINATION.....	\$5.00
1 MILLER'S GAMES WITH STAND.....	\$2.50
8 MILLER FLASHERS (Complete).....	\$7.50
2 PAGES RACER, Buy 10, Special, Serial No. 4514 and 4537.....	\$15.00 Each
100 MILLS, PAGES and JENNINGS BILLS, \$14.50 AND UP.	
1000's of other games, 1/2 Dozen, Blaine Co. O. D.	

UNION SALES CO., 407 N. UNION ST., GREEN BAY, WIS.
Advertise in The Billboard—You'll Be Satisfied With Results.

A FEW VALUE PARADE

A FEW LEFT!! BRAND NEW FREE PLAY GAMES
IN ORIGINAL CARTONS . . ONLY \$52.50

Write for Particulars!

PHONOGRAPHS		
Mills DeLuxe Panamaster	24.50	Wurlitzer #12 45.50
Mills Swing King	23.50	Wurlitzer #15 50.50
Mills De W. No. 10	24.50	Wurlitzer #16 52.50
Mills Zephyr	44.50	Seaburg Model B 32.50
Rock-Ola Regular	32.50	Seaburg No. 20 (1937, 20 Records) 119.50
Rock-Ola Rhythm Master (12 Records)	49.50	

NOVELTY GAMES		
Crackable	42.50	Go! Bill 224.50
Spinner	24.50	Bubbles 34.50
Separator (Free Play)	25.50	Shubman's (Free Play) 34.50
Slide Kick	24.50	Put Shot (Free Play) 64.50
Slap and Go	27.50	Reversi 14.50

TERMS: 1/3 Deposit, Balance C. O. D.
Write for your copy of our New Price Bulletin—also our New Phonograph Catalogue—
the only one of its kind available in the Coin Machine Industry.

ATLAS NOVELTY CO.
2300 N. Western Ave., CHICAGO, ILL. (General Offices)
1507 Fifth Ave., PITTSBURGH, Pa. 2101 Grand River Ave., Detroit, Mich.
Associate Office: 4241 Avenue B, New York, N. Y.

AMERICA'S LARGEST DISTRIBUTORS

Ventroseer Great
Summer Attraction

SANTA MONICA, Calif., June 24.—"A coin machine must be pretty good when an operator can get 500 coin credits of every type recommends it as the best money-getter of all," states Klayman W. Kirby, manager of the Ventroseer Co., maker of the machine containing an animated figure which apparently speaks the "fortune" of patrons.

"Tom Reid, one of the biggest operators on the Coast, had that to say about the Ventroseer," Kirby declared. "With the summer season opening, the Ventroseer swings into even greater popularity, because innumerable new spots open up such as the beaches, rinks, arcades and swimming pools where children predominate. Naturally the youngsters, next to women, are the best prospects for a moving figure that speaks a fortune."

"With the new individual earphone which the Ventroseer is now equipped with, only one player at a time can hear the fortune," Kirby is saying. "The others can only behold the smiles, exclamations and laughter of the listener. This makes the others all the more anxious to hear what the figure is saying and what he will tell them."

Monarch Shows
Sales Increase

CHICAGO, June 24.—Officials of the Monarch Coin Machine Co. report a marked increase in sales of their new and reconditioned equipment. "We stated these officials: "Business this past week takes a sharp turn upward. Sales for all types of equipment—such as pay tables, novelty games, counter games and the Monarch—has risen steadily, and it looks like we're on our way to having one of the best spring and summer business we've enjoyed for several years."

"Many of our operator-customers are preparing early this year for the 4th of July and resort business. According to some operators we've talked to, one of the most profitable operating summers is predicted for this year."

Keeney Games
Continue Strong

CHICAGO, June 24.—According to reports from the J. H. Keeney & Co. plant, "the latest profit-producing machines bearing the Keeney nameplate are even more popular today than at any time since they were first introduced to the coin machine trade."

Stated Jack Keeney: "Sales of our two top money-earners, 1939 Super Track Time and Up and Up, are still warranting blue ribbon awards. In most cases games are popular for a not-too-long period following their introduction, but 1939 Track Time and Up and Up have proved the exception rather than the rule."

"We believe there are many reasons for this prolonged popularity, but above all is the fact that they incorporate a seldom-found type of appeal that never allows the player the type of appeal that makes him feel he has a choice among players in all sections of the country,

and in foreign countries as well, because it maintains an underlying degree of interest that keeps players playing game after game, day after day, month after month."

Joe Ash Buys
Philadelphia Firm

PHILADELPHIA, June 24.—Joe Ash, formerly manager for the Ponser Co. of Pennsylvania, Inc., has purchased that firm's Philadelphia offices and stock at 800 North Franklin, it has been announced.

The firm will be known as Active Amusement Machines, Inc., with Joe Ash president of the organization.

Ash reports, "We intend to continue the same policy of supplying the latest and best games to the operators as well as giving them the super-service for which we have become famous. We will also greatly expand our present supply plans to cover a much wider area than we have previously serviced."

"On Thursday, June 29, we will hold a reception celebrating the formation of Active Amusement Machines, Inc., and will be pleased to have everyone of our friends through the country present."

Joe Ash continued, "The quarters of our firm are being revamped to meet with our new expansion policy. Repair departments, offices, storage and sales facilities will be increased to meet the new requirements. Bumper and larger coverage of the entire State and a personal contact system with all operators are now being arranged."

Cleveland Game
Distrib Lauded

CLEVELAND, June 24.—"Enjoying sensational growth ever since its formation less than two years ago, the Modern Automatic Exchange, Inc., Cleveland, is



A novelty game that never dies saves you repeated purchases of new equipment and wins the satisfaction of every location. Such a game is Mills Free Play One-Two-Three. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

One · Two · Three

rapidly making a name for itself among the nation's leading distributors of computerized games," reports a Chicago manufacturing firm.

"The reason for this rise to popularity is twofold. First is Modern Automatic's sales manager, Dan Hawley. Hawley's success formula is composed of a large quantity of go-gettiveness and an equally generous portion of good old-fashioned Irish wit.

"Backing Hawley in his sales efforts is a large and well-equipped shop manned by five factory-trained mechanics whose ambitions are to live up to Modern's motto, 'Quality Speaks for Itself.'"

"At present Modern Automatic Exchange is a coin game distributor for Chicago Coin Machine Mfg. Co., Mills Novelty, J. H. Keeney, Daval & Co., Bally Mfg. Co. and Exhibit Supply.

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
25th & Washington St., Philadelphia, Pa.
(MILLS DISTRIBUTORS)

Tom Mix Rtr.	\$69.50	One-Liner	\$5.50
Season Days	45.50	Silver Fish	5.50
Box Game	45.50	Bumpers (Dob- ble)	4.00
Jump Dodge	15.00	Bully, etc.)	4.00
Exhale Rifle	25.50	Five Clatters	4.00
Box Score	47.50	Make or Break	4.00
Contact	47.50	Carroll	4.00
Naps	15.00	Carom	15.00
Public Mood	12.50	Peek-a-Boo	12.50
Mills Soft	15.00	Dart's Joker	6.00
Excursion	12.50	Old Age	5.00
Peep	12.50	Peep	5.00
Paranormal	14.50	Red Dog	3.00
Zepp	2.50	Ball Game	5.00
Top	9.00	(with Stand)	27.50
Memory	5.00	Five Ball Comb.	15.00
Roll Over	4.00	Stand	15.00

THE FOUR GENTLEMEN ABOVE are (left to right) James Baker Jr., James Lee, Dr. Harold Farabee and Charles Baker. Farabee is Indiana divisional manager. The photo was taken in the showrooms of the Indiana Distributing Co., Terre Haute, Ind.

ATLANTA COIN MACHINE
EXCHANGE, INC.

395 Edgewood Ave. & E. Atlanta, Ga.

VARIETY

BIGGEST MONEY-MAKER IN PIN-GAME HISTORY

Actually earning 20 to 30 per cent more money than Bally Reserve at its best! Become the new "SKILL RESERVE AWARD BUILD-UP" has all the BIG WINNER fascination and "canoe-close" REPEAT PLAY APPEAL—plus added attraction of SKILL SHOTS to boost award! Get your share of the biggest novelty profits on record—order VARIETY today!



44 in. by 22 in.

\$94.50

FREE PLAY
MODEL: 39-39

BALLY MFG. COMPANY

2640 BELMONT AVENUE • CHICAGO, ILLINOIS

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing In

BARREL OF ACES (F-5075)

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want. 2295 Holes and the Top Payout is \$25.00.

Takes In \$14.75
Pays Average 59.29
Average Profit 5.55-46

Price \$2.49 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.

SOMETHING BRAND NEW!

JITTERBUG BALL

EVERY BALL HAS A CHANCE OF WINNING 10c to \$5! All Red and Green Balls Definite Winners Regardless of Pocket They Fall Into!

Punch a hole and a ball is released. It trickles down the slanted board and drops into a pocket. Players gets award shown under pocket.



WESTERN PRODUCTS, INC.

925 W. NORTH AVE., CHICAGO, ILL.

\$18.75

Natchez, Miss.

NATCHEZ, Miss., June 24.—With continued boom here, business is better and better in the machine department. This town, one of America's most historic and romantic cities, is now in the midst of a boom out of which a New Natchez is arising, which naturally is helping all operations.

With the progressive industries coming in, with the bridge across the Mississippi River well under construction, the business in machines is picking up on all sides and all of the owners report new locations.

Johnny E. Long, machine and cafe owner, and Mrs. Long have returned from a visit of several weeks in Washington, D. C., Long's old home town, and also to the "Fair of Tomorrow" in New York. They report a most enjoyable time and said they thought the fair was "really something."

Johnny E. Long, machine and cafe owner, and Mrs. Long have returned from a visit of several weeks in Washington, D. C., Long's old home town, and also to the "Fair of Tomorrow" in New York. They report a most enjoyable time and said they thought the fair was "really something."

Sam Berto and Sam McCabe, of the Seracum, report they are renting many phones for private parties during the summer.

Annie French Biter, of the Eola Hotel machine staff, is back from the fair

in New York and also from a side trip to relatives in Washington, D. C. She made the trip by bus and said she had "fun."

Monarch Makes Free Radio Offer

CHICAGO, June 24.—Al Stern, new director of domestic game sales, today made public an offer of the Monarch Coin Machine Co. to their customers. Stated Stern, "Altho the Monarch customer list is larger today than at any time in its history, there are coinmen who have never become acquainted with our service and dependable equipment. In order to reach them and also to make our old customers even more staunch in their support of Monarch, we are making an amazing offer.

"To every coinman who buys any new game we are going to give a new portable Majestic radio. Yes, we know that this sounds too good to be true, but it surely is—every word of it. The Majestic radio needs no build-up. Majestic has come out with this superheterodyne portable that is a crowning achievement in a compact radio. It weighs only slightly over three pounds and may be operated anywhere, indoors or outdoors, with no plug-in, no aerial and no wires of any kind. And it's all yours with the purchase of any new game. Here's one time when you'll really get something for nothing," concluded Stern.

"THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES

Five Alarm	\$25.50	Bally Reserve, Free Play, 3.50
Home-No-Home	15.50	Five (Metropolitan)
Paranorm (Novelty)	19.50	Bally Line Up
Zoo	14.50	Paranorm (Reserve)
Bally Royal	32.00	Daily Doors, Free Play, 3.50
Big Game	29.50	Paranorm (Reserve)
Gay Time	16.50	Stop-And-Go
Hot Line	27.50	Patrol Services
Lots Beach	18.00	Qualified, Free Play, 44.50
Europe, Multiple	27.50	Warrior's Fair

One-Third Deposit Must Accompany All Orders — Balance C. O. D.

J and J NOVELTY CO.

4840 MT. ELLIOTT, (Plaza 1433) DETROIT, MICHIGAN

AUTOMATIC PAYOUTS

Roy's Track	\$40.00
Parade	25.00
Turf Special	29.50
Parade	11.00
Phreakies	19.00
Bally Entry	16.00
Patsy Finish	14.00
Belmont	11.00
Fairgrounds	27.50
NY Parade	12.00

A BIG OPPORTUNITY FOR YOU!

Be Independent! Ask us how you can get the exclusive territory rights for the sensational Miniature Bowling Alley, 10 x 2 Feet. Pins disappear when knocked over. Fool Proof. Mechanically Perfect. 50¢, 50¢, 50¢.

We are the only firm manufacturing this sensational game.

FOR COMPLETE DETAILS — WRITE — WIRE TODAY!

MINIATURE BOWLING COMPANY

328 SOUTH 8TH STREET,

REARICK, N. J.



BALLY GAMES AT THE WORLD'S FAIR are said to be the only pinball games on the New York Jatgrounds. Located in the International Microscope Penny Arcade, each machine is equipped with an illuminated sign writing the player to "Clear a white—play Bally Games!"

JUNE BARGAINS

THE MACHINES LISTED BELOW ARE SLIGHTLY USED AND ARE OFFERED SUBJECT TO PRIOR SALE. C. GERBER & CO., CHICAGO, ILL.

AUTOMATIC PAIQUET		45 BALLY RESERVES	
2 MILLS 1-3-3, motor equipped, like new	\$75.00	100 to 1 cash and light cab. No. 28	\$8.00
100% like new	12.00	100-1 cash play 1000 cab. No. 2800	60.00
1 GALLY DERBY	10.00	100-1 1000 play 1000 cab. No. 2800	110.00
1 TRACK ODDS C. P.	25.00	1 COUNTER GAME	5.00
1 STONES TIPPERS	27.50	4 LUCKY PACKS	5.00
1 ROCK-A-LA TRUCK UP	27.50	7 TAYLOR	1.50
1 AIR RACE	25.00	7 WESTERN CIGARETTE DICE	2.50
1 FLASHERS THREE REEL	27.50	100-1 TAVOIS, Motor	17.50
1 FLASHERS THREE REEL	27.50	3 SPINNER WINNER	21.50
1 AFRICAN GOLF	75.00	1 JENNINGS GRANDSTAND 5c.	10.00
1 LURKA, motor equipped, like new	12.50	1 WESTERN CIGARETTE	1.50
1 KERNY PASTIME, sold 10 days	\$175.00	1 PENNY SMOKE	4.50
6 1938 SKILL TIMES sold 10 days	110.00	1 GRIP TESTER, single	1.50
6 1938 TRACK TIMES sold 10 days	110.00	1 WESTERN CIGARETTE	1.50
10 1938 DOMINION, like new, sold 10 days	120.00	1 WESTERN CIGARETTE	1.50
18 1938 DOMINION, like new, sold 10 days	120.00	5 WEST POKER	31.50
1 FOR THE LONG GAMPS, cash	10.00	1 SWICO STARS	\$12.50
4 KERNY PASTIME, cash	55.00	1 AUSTRON	7.00
1 KERNY BELL, like new	35.00	1 SWICO STARS	20.00
1 KERNY BELL, like new	35.00	10 DAVAL BOX SCORE true play, other pieces on intermediate payroll	20.00
4 SKILL TIMES, like new	12.50	10 CONTRACTS true play	22.50
10 1938 DOMINION, like new	12.50	2 STORER ZETA	12.50
3 DERRY DRAWER 7 slot	27.50	1 FIFTH INNINGS true play	42.50
1 AFRICAN GOLF	75.00	2 STORER CHURCHES true play	25.00
1 LOT O FUN true play 7 slot	50.00	1 LOT O FUN true play 7 slot	50.00
1 BELLING SAFE (double)	\$22.00		
38 BOX 2 STARS	20.00		

Write and Ask Us To Put You on Our Mailing List. The Above Prices are Effective July 1, 1939. C. GERBER & CO., CHICAGO, ILL. 100 Other Slots in New and Used Machines.

MOSELEY VENDING MACHINE EX. INC., 60 BROAD ST., Richmond, Va.
Day Phone 3-6111 Cable Address: Mosevex Night Phone 5-5228

PHOTOMATICS

Reconditioned
Ready To Operate
All Stainless Steel
Equipment
\$545.00
10c & 25c Chiefs.....\$19.50
50c Chiefs.....24.50
1/2 Dep. With Order
GERBER & GLASS
914 Diversey Blvd.
Chicago, Ill.

Plenty of Liquor For Pa. Resorts

WILKES-BARRE, Pa., June 24.—Under the new liquor law, adopted by the State Legislature during its current session, the State liquor Control will be less stringent in the rural districts and in summer and mountain resorts, it was revealed by State Representative James Malloy.

The Control board has the right to grant as many licenses as it sees fit for mountain and lake resorts, regardless of population. There are approximately 250 clubs in Luzerne County and they will not be affected, according to the legislator.

Parking meter collection for Wilkes-Barre for six months, starting December 1, 1938, totaled \$15,292.55. Collection for May amounted to \$3,197.40. A drop of \$418.45, over the same period last year. Reduction is traced to repaving of streets on which meters are situated.

Crazy Ideas For Coin Machines

NEW YORK, June 24.—Science claims it has discovered where all the crazy ideas for new coin machines come from. A Columbia professor says that sleep studies show that new ideas are born at that point of going to sleep "just when the mind is slipping into oblivion."

Thomas A. Edison is reported to have once said that all his ideas for new inventions came to him "in the air at the most unexpected moments."



MR. AND MRS. A. G. WOLF face the cameraman outside the display rooms of the H-2 Game Co., Minneapolis. Wolf is a well-known operator in the Twin City area.

ARCADE

IS STILL OVERSHADOWING EVERY GAME IN THE MARKET!

★

SEABARD SALES, INC., New York, Eastern Factory Representative

GENCO, Inc.
2621 N. ASHLAND AVE., CHICAGO, ILL.

COIN AMUSEMENT SUPPLY, Ltd., London, European Distributor.

A. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.

BUFFALO, N. Y.

distributor of
Wurlitzer Phonographs
and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

SLOT MACHINES

Elite serial numbers of Mystery Traveler with Jackpot, in excellent condition. Chiefly, Buller Type, like new. Double stage, Working Standby, also three Million Dice Machines, at sacrifice price. Time to take. Communicate.

DIXIE VENDING MACHINE CO.
Anniston, Ala.

CRANES

150 Motorized Electric Traveling Cranes, duty paid in Canada; sacrifice in any size lot.

CLUB ESQUIRE
Toronto, Canada.

WANT TO BUY

6 ROTARY MERCHANDISE MACHINES Must be in good condition and cheap for cash, and located in or around Minnesota. State year made, model and serial numbers if any. Address: BILL MCGILVER, One DEE LANE'S FAMOUS SHOWS, 707 Union, June 20 to 28, A. M., Minneapolis, Minn.; July 2 to 9, St. Paul, Minn.; July 9 to 15.

WANTED!

VEST POCKET, WURLITZER PHONO, SLOT MACHINES, FREE GAMES, HIGHEST PRICES. CASH AT ONCE.

KING-HARRY'S
1182 Broad St., AUGUSTA, GA.

ANOTHER HIT BY GLOBE

★ That's what makes every machine necessary about Globe's new Game Ball Book. Printed in 5 languages, whether for seasonal sale, it's a Big Business opportunity. It's a Big Business on any machine! Book takes in 2000 tickets at \$120.00. Pays out \$175.00. Average Profit \$25.00. Book, Colored 162 pages, 6 1/2 x 9 1/2 inches. Price \$7.50.

GLOBE PRINTING COMPANY
1023-27 RACE STREET - PHILA., PA.

LOOK AT ALL OTHER PRICES, AND THEN WIRE, WRITE OR PHONE US YOUR ORDERS FOR THE FOLLOWING

DAVAL SMOKE REEL, 5c CIGARETTE MACHINES (Like New)	\$6.50
PREMIERS (Good Condition)	\$12.50
MILLS VEST POCKET (Late Model)	22.50
BALLY PARADISE 10 Ball Free	12.50
TIP OFFER	27.50
BALLY SUSPENSE (8 Ball Novelty, Like New)	17.50
PEACHY (5 Ball Novelty)	30.00
BALLY RESERVE (25c 78 Wheel)	6.00
DAVAL DOLL Ball (Hours)	27.50
EXHIBIT 20 BALL	27.50

At least One Third Deposit sent accompany all Orders, Balance C. O. D. Always mention Method of shipment Preferred.

MORRIS NOVELTY CO., INC. (Phone: 4555 MANCHESTER AVE., ST. LOUIS, MO.)

MACHINE CLOSE-OUTS

Request	\$22.50	Mills Free Races	\$7.50
Booker (Free Game)	12.50	Ball Hit	10.00
Handicap	12.50	Ample	11.50
Pin Betting	14.50	Orion	12.50
Baroline	12.50	MISCELLANEOUS	
Panorama	12.50	Tom Mix Play Out	\$58.00
Bubbles	30.00	Stintony Clock	20.00
Being	12.50	Ball Book	14.00
Shopy	12.50	(1939)	60.00
Being	12.50	Ball Book	14.00

Repairs of price, no matter are thoroughly inspected and have the appearance of new machines. Write for special prices.

ROBINSON SALES CO. 2995 Grand River, Detroit, Mich.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

CRAZY LOW PRICES ON CRAZY 2,500 MACHINES

640 ONE-BALLS

190 PHONOGRAPHS

780 SLOTS

87 COUNTER GAMES

260 CONSOLES

112 VENDING MACHINES

220 NOVELTY AND FREE
PLAY PIN BALL TABLES

AS WELL AS SCALES, MOVING PICTURE
MACHINES, AND MANY OTHERS!!

EVERY MACHINE GUARANTEED REGARDLESS OF PRICE!!

WRITE OR WIRE STATING WHAT YOU CAN USE!! WE ASSURE YOU
PRICES WILL PLEASE ON EXACT REQUIREMENTS!

THE VENDING MACHINE COMPANY
205-15 FRANKLIN STREET-FAYETTEVILLE, N.C. "Cable Address: COINSLOTS"

Majestic Portable Big Evans Premium

CHICAGO, June 24.—"Without a doubt it's one of the most popular items we've ever offered in connection with any promotion in our entire history," declared officials of the Evans Novelty Co. They spoke with regard to their current premium promotion of the Majestic Radio and Television Co.'s new portable radio.

"We've been literally swamped with orders for this new set from the very first day we offered it to the trade. The tremendous number of orders we have received is, we believe, an excellent reflection of the opinion of the acceptance of this radio, not only by the trade but by the general public."

Continuing, they said: "We believe that one of the biggest reasons for the huge success of the Majestic portable is the fact that it has universal appeal and is so very practical. Everyone wants a radio and everyone can use an extra radio, in spite of the fact that they may already have more than one. And then, the compactness and weight of this new Majestic portable make it easy to transport from room to room, inside a house, or anywhere outside. Its total weight is only slightly over three pounds. And its size of 9 1/2 inches deep, 5 1/4 inches wide

and 6 1/4 inches high, makes it convenient to use in the smallest of spaces.

Pencil Machine A Hit—Robbins

BROOKLYN, N. Y., June 24.—"Since announcing our new 5-cent Profit Sharing pencil machine we have received orders from more than 20 different States," says Dave Robbins, of D. Robbins & Co., Brooklyn, N. Y. This machine is profitable to operate either as a straight merchandiser or as a trade stimulator.

"Libraries and schools are excellent locations for our machine, as pencils are always in demand in such places. We supply operators with the finest quality lead pencils, with gilt tip and red erasers at only \$1.25 per gross. Our low wholesale price for the pencils is due to the fact that we buy them in tremendous quantities directly from one of the largest manufacturers.

"Operators who have tested our Profit Sharing Vender with the 'prize' plan report that both the players and the locations are mighty pleased because our machine always gives 100 per cent value for each nickel. We are getting caught up with our advance orders so that we can now promise immediate delivery of all new orders."

**FIRST CHOICE! AMONG OPERATORS
WHO KNOW!**

EVANS' GALLOPING DOMINOS 1939

WITH JACKPOT AND NEW, LEGAL SKILL FEATURE!

NEVER
SUCCESSFULLY
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THE PERFECT GAME FOR
RESTRICTED TERRITORY!

Why gamble? Evans' GALLOPING DOMINOS is a sure bet—proven by the greatest record ever attained by a coin machine! 3 years in production, outlasting every game in its class! No other game can equal its performance and earnings!

Has a swanning new idea—BIG player appeal. Grand jackpot of \$3.75 to \$4.00 in nickels

PLUS the regular payout! Sensational new Skill Feature makes it perfectly legal.

EVANS' NEW 1939 COIN HEAD absolutely protects your profits—stops cheating cold! Stops grief from theft, gum, string, steel strips, etc. Engineered to accept the new Jefferson nickel. Silent, shielded mechanism, absolutely tamper-proof. Dozens of Evans' sure-fire features, plus Evans' famous precision engineering, make it an investment that can't be matched!

At Your Jobber or Write, Wire or Phone HAYMARKET 7630



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Lucky Lute — Lucky Star
Band Talk — Ballette Jr.
(Ideal for Clubs, Etc.)

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AUTOMATIC PAYOUTS		NOVELTY GAME		COIN-SLOTS	
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Bally Entry	24.50	Quinella (M)	40.50	Suzette	29.50
Daisy Churn	24.50	Short Paas	40.50	Trophy	27.50
Daisy Clock	75.00	Whirlwind	75.00	Wagon	89.50
Daisy Time (M)	27.00	Turf Derby	69.50	Painters	\$124.50
Daisy Time (M)	25.50	Winning Ticket	75.00	1838 Mill Train	145.00
Flowers	40.50	Billy Beal	17.50	Parlor Bank	48.50
Handicaps	25.50	Old Balls	24.50	1837 Mill Train	42.50
Millie Big Game	20.00	Parasoots	19.50	Top	27.50
Millie 1-2-3, Reversed	48.50	Repeats	20.00	Dark Horse	27.50
		Requests	20.00	Mr. Phid	27.50
		Sign Kinks	25.00	Mr. Paas Race	37.50
		Silver Flies	10.00	Pat. Paas Race	37.50

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10 Wristing Tokens 35.00	11 Lady-Fin, F. P. 35.00	6 Gen. 2nd Silver Chiefs 65.00
23 Thrillshots 75.00	2 David Edgar, F. P. 42.50	14 Gen. 3rd Silver Chiefs 65.00
2 Pop Shot 85.00	2 Strategic Prize 50.00	14 Gen. 3rd Silver Chiefs 65.00
5 Man-O-War 85.00	3 Side Kick 22.50	14 Gen. 3rd Silver Chiefs 65.00
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10 Fairground, T.M. 25.00		
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Write for Our Complete List of Thoroughly Reconditioned Photographs, Slots, Snake Balls and Novelty Games.

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Every Machine Overhauled and Guaranteed to be in Perfect Condition.
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