Swing and Sway
With
SAMMY KAYE
Personal Representative—James V. Pappo
IDA BAILEY ALLEN · BETSY ALLING · BILL AMENDT · ANDREWS SISTERS · LOUIS ARMSTRONG · GUS ARNHEIM · MITCHELL AYRES · BILL BARDO · PAT BARNES · ARTHUR BERGH · MEYER BLOOM · FORTUNIO BONA-NOVA · SHARKEY BONANO · SIBYL BOWAN · FRANK BRITTON · WILLIE BRYANT · RUDY BUNDY · CALIFORNIA VARSITY EIGHT · BOB CHESTER · LARRY CLINTON · COLLINS AND PETERSON · FRANCES COMSTOCK · DEL COURTNEY · BEATRICE CURTIS · FRANK DAILEY · JIMMY DAVIDSON · AL DONAHUE · RED DONAHUE · BOBBIE DORREE · JIMMY DORSEY · MURRAY DRISCOLL · EASTON & ODETTE · CLIFF EDWARDS · ROBERT EDWARDS · FRANCES FAYE · FREDDIE FISHER · THORNTON FISHER · KENNETH FOX JR. · CARL FRIED AND HIS HARMONICA LADS · RUDOLF FRIML, JR. · PAULA GALE · ERNIE GANN · DICK GARDNER · JACK GEORGE HARRY GOLDFELD · CHARLES GAYLORD · JIMMIE GRIER · PAUL · RALPH GULDAHL · MAL HALLETT · DAVID · LENNIE HAYTON · ROBERT · WOODY HERMAN · BILL HOGAN · CHARLES · MEYMO HOLT · FRA · CLAUDE HOPKINS · I · VIVI · ANNE HULTEN · ANDY IONA · MARY · JACK AND JILL · ROBERT · FRANK JAQUET · CLIFF · GORDON JENKINS · J · MAY JUDELS · FRANK · FREDERICK MESOT · GLENN MILLER · MILLY MONTI · PHIL NAPOLEON · NYRA NASH · RUBY NEWMAN · RAY NOBLE · PAUL T. NOWAK · DONALD DAVID O'CONNOR · VERN · OSBORNE · PEPPINO AND CAMILLE · BEN POLLACK · BOYD RAEBURN · RAFTONE · SISTERS AND GAY · RAMONA · CARL RAVELL · GAIL REESE · BILL ROBERTS · RONALD ROBERTS · MYRON ROMAN · HARRY ROSENTHAL · ROBIN SCOTT · ART · SHAW · SHAW · AND LEE · DONALD M. SHIELDS · FLOYD SHERMAN · MAURIE SHERMAN · NOBLE · SISSLÉ · SAM SNEAD · JO STAFFORD · ART STOEFEN · BETTY STERN · FRED · SULLIVAN · BILL SWANSON · THREE SLATE BROTHERS · CHARLES TIMBLIN · ALFRED · TRENKLER · FRANKIE TROMBAR · JOE VENUTI · ROMO VINCENT · BILL VINE · ERIC WAIT · "FATS" WALLER · RAN WILDE · VICTOR YOUNG · DE LORIES ZIEGFELD
CHICAGO-July 9-Federal Theater muffs its chance to make good in the Loop by deciding to stage Marcus Bach's oldcreation, "The Meeting," at the Vic. Show opened Monday and will rest in peace again after tonight. It was unfortunate for those who saw the play that Mr. Bach decided to take a trip to New Mexico, for Mr. Jim is the result of his journey.

His text, concerning a rancher who craves to write inspirational poetry, is totally without conviction, and the result is a disappointment.

Crowds Again Big At Anderson Fair But Jones Biz Off

ANDERSON, Ind., July 9-After experiencing indefinite weather on weekend, small crowds turned out for the opening Friday of the Anderson State Fair. With the start of a vigorous MCA drive to廓iads, which will include 52 girls, the show lots by inspectors.

MCA Lines Up Score of Film Names for Personal Appearances

HOLLYWOOD, July 9-Music Corp. of America has lined up a 12-week tour of circuit owners, agents, and film players, incidentally, form the subject of center stage. The Music Corp. has lined up 12-week tours, which will be break instantly the film agency business here. The general opening of his own building here next month will mark the start of a vigorous effort to lure his lion's share of agency commissions here.

Most of the names that have lined up Constance Bennett and希望自己 for her personal appearance soon. Mary Brian has already been spotted in summer stock in the West. Warren Hull is being for publicity. The tour has been busy with film and radio work, may do a bit at the Fort Worth Casa Manana and later at the Kansas City Jubilee.

Tony Martin will front a band that will begin with one-nighters on the Coast, followed by 11 days at the Hollywood Bowl. He is followed by August 5; then the Palace, Chicago, and Pittsburgh. Philadelphia and Washington for Warner. The show opens a vaude tour in August. Betty Grable and Fred Keating have been returned to their regulars. Larry Blake plays the Earle, Washington, July 13. Rufe Davis opens at the Fire Chief, Chicago, July 13.

Mareja Hunt, Mariette, Mary, Punny Knight, Rosalind Keith, Tommy Kelly, Bob Allen, Kay Anderson, Yvonne Lansdorff, Olympia Broads, Barton McLauglin, Tom Tyler and Harry Carey are others under MCA management con-

strict check-up will be made after this date on all show lots by inspectors.

CINCINNATI, July 11-The Social Security Board, which is now directing attention of employers throughout the country to the fact that the employers' semi-old-age insurance reports, covering employees' wages during April, May and June, must be filed with the Bureau of Internal Revenue this month. However, since July 31 falls on Monday, August 1 is positively the last day allowed by law without incurring the possibility of severe penalties.

As practically all outdoor shows opened their season after April 1, this will be the first old-age security report this year which the show managers must make of information. The WPA town is an effort of Mr. McLaughlin, director of the entire project.

The limitation had been set for July 1, but the board of directors of the Association of American Railroads, recently set, will begin with one-nighters on the Coast, followed by 11 days at the Hollywood Bowl. He is followed by August 5; then the Palace, Chicago, and Pittsburgh. Philadelphia and Washington for Warner. The show opens a vaude tour in August. Betty Grable and Fred Keating have been returned to their regulars. Larry Blake plays the Earle, Washington, July 13. Rufe Davis opens at the Fire Chief, Chicago, July 13.

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SALARY RATE RANGES

<table>
<thead>
<tr>
<th>Date</th>
<th>Employment Ended</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Unemployment Insurance</td>
</tr>
<tr>
<td></td>
<td>Old Age Insurance</td>
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<tr>
<td></td>
<td>Social Security</td>
</tr>
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<td></td>
<td>Disability Insurance</td>
</tr>
</tbody>
</table>

The above simplified chart for keeping Social Security and Unemployment Insurance records has been prepared by The Billboard to con- cern professionals with federal tax officials for the benefit of theatrical employers. This form eliminates the necessity of keeping expensive ledger cards or bulky printed papers, and employers can feel sure that the data will be adequate for both Federal and State purposes. Officials recommend that employers hold these tax records at least three years. If an employee is scheduled to terminate employment, the same record applies for several weeks after the date of employment. Tax experts suggest that the employer file a whole sheet for each employee. Where performance changes frequently and do not play return employment for a year or so, the employer might save space by putting several months of employment in a separate account.

The chart lends itself to minor changes to meet individual requirements. The data will best suit the needs of the individual, in a day in the month separately, but if an employee pays salaries semi-monthly for three weeks for each month or every two weeks, he has only to list those dates rather than daily figures. Employers will find that figures in column three (1 per cent tax deducted from employee) will be the same as the same figure in column two. Use the same data for both classes and insurance.

**REMARKS**

**TICKETS**

**July 16, 1938**

**GENERAl NEWS**

**Time-Saving Insurance Record**

**Employee’s Social Security Account Number:**

**Age:**

**Sex:**

**Date Employment Ended:**

**Amt. of salary paid each pay period:**

**% tax deducted from employee’s salary:**

**TAXES PAID EMPLOYEE’S SALARY INSURANCE BASED ON PAID SALARY:**

**Salary Base:**

**$20.00 A WEEK**

**SUMMARY**

**MAMMY KAYE**

(This Week’s Cover Subject)

No Idle suggestion is conveyed by the rhetorical expression "Swing and Swy with Mammy Kaye," but a patent invitation to dance to and listen to the melodies of one of the most popular leaders on the current American band front. Assemble a versatile crew, featuring Tommy Ryan, Charlie Wilson, Jimmie Brown and the Three Barons, and prepare for a rhythmical expression "Swing and Sway with Mammy Kaye." The band is known for its popular leaders on the current American band front.

**SMITHSONIAN THEATER**

(A Westport Country Playhouse)

A comedy by Hally Pomeroy, staged by Worthington Minor in settings by Marfield.

**Summer Theater Reviews**

*Unfaithfully Yours* (#Litchfield, Conn.)

But there will be no shortage of business, and there are no less than 5000 engagements on file for engagements of three weeks or less. Characters not only carry on conversations, but give voice to thoughts, resulting in a tedious evening. The process of conversion to the theater, has taken in radio announcers; in other parts of the world, a number of radio announcers have been converted. The show business were set up strictly by agents with promises that they can't possibly keep, giving theatrical men a bad name. Perhaps the unions don't know them of acts rather than personalities, and that the show business is well acquainted by now with the realities of the situation. The unions have taken in sound technicians and is planning to go out into the highways and by-ways, and to all parts of the world, to all the theaters, to all the cities, to all the countries. This Winter Stevens is playing at the Blue Fountain in Westport, Connecticut, and at the Lido in New York. She is a fine sense of comedy and gets most of his effects from gestures, mugging and ruse, and just when she thinks maybe it will succeed in winning his attention she is threatened with the possibility of losing it all, to which there is nothing between her and her companion.

**Possibilities**

**CLEANING MEN in MEMBER of the BILLBOARD Staff**

The purpose of this department is to inform all members of the Billboard of all important news affecting the Broadway, Film and Variety Worlds, and to keep them informed of all developments in the radio industry, which affects the Broadway, Film and Variety Worlds. The Billboard's coverage of every branch of the show business is the best in the States. In New York it is 3 per cent of the total business, in Los Angeles it is 3 per cent of the total business, and in Chicago it is 3 per cent of the total business. The newspaper's coverage of every branch of the show business is the best in the States. In New York it is 3 per cent of the total business, in Los Angeles it is 3 per cent of the total business, and in Chicago it is 3 per cent of the total business.
PITTSBURGH BASEBALL SUIT

Case To Decide If Ball Clubs May Sell Exclusive Air Rights

PIITTSBURGH, July 11.—An injunction hearing tomorrow in U. S. District Court here on charges that two radio advertisers, a baseball team and a sports league had set up a monopoly may also set limits for freedom of sports broadcasting. To decide whether advertisers have exclusive rights to broadcast sport events.

Demanding $1,000,000 damages and an injunction against KQV for allegedly pirating reports of the Pittsburgh Pirates' home games, plaintiffs are two radio advertisers, General Mills and the Socony-Vacuum Oil Co.; the National Broadcasting Co. and the Pittsburgh Pirates.

Ball clubs appeal for an order to restrain KQV from "an illegal invasion and piracy of the plaintiff's properties in said games and the use thereof" before Federal Judge F. P. Scobinwall with a battery of lawyers representing both plaintiff and defendant, the former having 22,000 pages of arguments, none of which will go before the court.

Injunction for NBC, General Mills and Socony-Vacuum, the plaintiff news organizations are "determined to obtain a declaration of the rights and the benefits of their labor."

d'prlving the parties to the contract of the league, "for a season payable to radio. Wheaties likewise took an option on sponsoring the 1930 games reports, which it must exercise by Octo-

Broadway Beat

by SOL ZATT

(George Spelvin, who takes his vacation with a vengeance, has skipped town for a week. When President William Billingsday delivers his annual address to the American Legion, he said "if I'm not there, as well as the injunction, "for a season payable to radio. Wheaties likewise took an option on sponsoring the 1930 games reports, which it must exercise by Octo-

ports, which it must exercise by Octo-

ber 2 this year.

In 1937 General Mills sponsored the reports thru WJLA, while Cronen Clothes paid for them over its sister station, KQV. For four years previously, according to KQV officials, the Pirre games were available at the station without cost, and KQV had broadcast them. Last year Pirre President Ben-venger allegedly promised KQV first chance to bid in on the rights if he should ever decide to sell them, and then after having sold them for one section claimed his mind and listed to KIDC's quota-tion. KQV heads say that Benzenger never claimed the station to plan to throw the bidding open, and asked them of their quotas in a letter sent last October, but then point to the "freedom of the press" as NBC, General Mills, and (See PITTSBURGH on page 7)

ROLL-AND-FOLDED TICKETS

A: You Want 'Em When You Want 'Em

DAY AND NIGHT SERVICE

Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICE—1 x 2 INCHES

STOCK ORDER TUESDAY

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

1 ROLL...1.00

10 ROLLS... .90

.50

Doubled These Prices

Above prices for any work desired. For each change of wording and color $2.00 per inch. No order less than $10.00. No cash. Must be paid in advance. Service not furnished outside the above mentioned city.

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**Favoriote Programs in Raleigh, N. C.**

One of the most interesting and significant features of the Program Survey of Raleigh is the number of programs that are listened to by the listeners. In this city, there are over 150 programs that are broadcast each week, and it is estimated that over 100,000 people listen to these programs. The survey shows that the most popular programs are those that are broadcast during the daytime hours.

**Favoriote Programs in Raleigh**

- **ANCIENT CITY, July 9.**—WPO, public service station, was sold by the city last week to John B. Wallach, manufacturer, for $75,000, under an option exercised by the city commission. The sale was given the seal of approval by the city council, which has been under consideration since 1933, and at one time was part of the Columbia network.

- **KXYB Into KITE**

- **KANSAS CITY, Mo., July 9.**—One of D. E. (Peewee) Kline's most earnt listeners knows the call letters of a radio station where he wishes, according to the terms of the ordinance, the station must first be approved by the FCC. The station has been operating since 1925, and is located in Kansas City.

- **CBS in Albuquerque**

- **NEW YORK, July 9.**—CBS last week announced the acquisition of the KBOB station in Albuquerque, N. M., as part of its expansion westward. The station will start running under the name of the KXTN network. It will be available to stations in the areas where service is needed.

- **CBS**

- **W. E. ROBERTS**

- **Shelley, Hush WWJ's**

- **Lorillard's Three Shows**

- **Tarshish Is Happy**

**Program Survey of Raleigh, N. C.**

**CHASE & SANBORN TAKES A COMMANDING LEAD FOR NUMBER ONE SPOT . . . NBC SUSTAINER FAVORITE DAYTIME SHOW . . . TWO LOCAL PRODUCTIONS MAKE FAVORITE LIST**

By JERRY FRANKEN

Favoriote programs in Raleigh, N. C., are almost if not entirely limited to either NBC shows or local WPTF productions. List shown on this page is gathered in this manner: Residents who state they have not listened to the radio on the day or evening being surveyed, are then asked whether they listen to the radio on days or evenings; if the answer is yes, they are asked if their favorite program and Bob Ripley.

**Nighttime Listening**

- **An NBC survey**

- **CBS in Albuquerque**

- **CBS**

- **W. E. ROBERTS**

- **Shelley, Hush WWJ's**

- **Lorillard's Three Shows**

- **Tarshish Is Happy**

**Favoriote Programs in Raleigh**

- **EVENING PROGRAMS**

- **BREAKFAST CLUB**

- **One Man's Family**

- **Lights Out**

- **DON WINDSOR**

- **The Guiding Light**

- **FARM AND HOME HOUR**

- **SINGING SAL**

**DAYTIME PROGRAMS**

- **Breakfast Club**

- **Woman in White**

- **Second Time**

- **Singing Sal**

- **SEPARATE BLUE ORG IS POSSIBLE**

- **PITTSBURGH, July 9.**—A separate organization for the NBC Blue network in the near future is a possibility. One division to be definitely set up is a promotion department for the Blue, in contrast to the situation today, where the NBC sales promotion department works on both Red and Blue network programs. A. E. (Al) Nielsen, KEDK station manager, has been appointed manager of the Blue, the first time that NBC has created such a post.

- **Hush, Hush WWJ's New Type Survey**

- **DETROIT, July 9.**—Plans for a new type of radio survey that will overcome deficiencies of existing methods are being matured here, it was learned last week. While details of operations are being kept closely guarded, it was stated that the change being planned is designed to interest listeners to the extent of getting them to comment at length.

- ** Lorillard's Three Shows**

- **Tarshish Is Happy**

**To Air National Symphony**

- **WASHINGTON, July 9.—National Symphony Orchestra in co-operation with The Washington Star and Station WMAL will broadcast Sunset Symphonies from the Memorial Watergate this summer. Broadcasts will be aired from-internation to end of concert each week.**

**Well, It's Something**

- **WASHINGTON, July 9.—Executive Committee of the Radio Organizations to dinner to themselves, Mark Ethridge, F. O. Lamborn and NAB staff Wednesday at Willard Hotel. Speeches were the order, but appreciation of the program was not, well described via a valuable platinum watch which is a heavy silver serving platter with inscriptions of the toasts. PM A staff men received a second helping.**
Detroit Survey Gets Phoneless Homes; Charts Listening Habits

DETROIT. July 9.—A survey of Detroit radio listening habits, covering a 2,300-station area, has been completed. The survey made through student auditors of 14 1/2 high schools in the city, included 2,300 homes. The sample was chosen to be representative of the city's population.

The study made it possible to get into homes which aren't in the ordinary cross section of the city and include all the types of economic levels. Wayne University's 790 students and seven elementary schools were used. Pop-up cards distributed to the homes were to be filled out by the residents of the homes. A total of 12,513 persons participated. Of these, 8,195 per cent reported they had no phone.

Results show a chart for the average day, early mornings are week, but a good audience is tuned in by 9 a.m., increasing steadily until 11:30 a.m. Listeners time brings a sharp drop. Listening, however, peaks up again during the after-Sundays.

Programs aired by news broadcasts. Peak broadcast time was 11:30 p.m., after which there was a sharp drop. There was a drop after 2:30 a.m. and a second drop between 8:30 and 9 a.m.

In average listening hours, Thursday leads the days of the week. There is a drop after 7 p.m. which continues until the night programs.

Two-Hour Tele Show From Paris To England; Ditto King's Visit

PARIS, July 5.—For the first time in the history of television an international hook-up was arranged and artists performing in France were seen and heard in this country of the English coast.

The London Daily Express sponsored the test, proclaimed as perfect. Broadcast originated at the Trafalgar Radio station in Paris and was received in the New York City home of Miss Emily Holt and George Heller; for the next 70 to 93 per cent of the white families owned radios; from 13 to 22 per cent went in for phonographs.

Two-Hour Contract On Program Buys No Named Station Sole Agent

NEW YORK, July 9.—As a result of difficulties in the sale of hobby Lobby to General Foods as a summer replacement for Jack Benny, WOR is changing its contract with program producers.

The station buys a program idea, whether from a regular radio production office or a free lance, the station's audio bureau is going to appoint the sole sales agent for the show and the program seller often went out in the market to try to sell the show to himself, or thru another 10 percent.

Hobby Lobby was brought by its producer, Dave Elman, to WOR originally, and the show put on sustaining. When the station stepped in at the last minute and claimed its rights to the program, Elman did not have the provision that WOR get the program.

The agreement makes the contract sure that radio stations will be denied the broadcast of the All-Star game, and they denied rights of the plaintiff. An additional color to the frac was given last week when officials of the Columbia Broadcasting System, Robert Thompson Sr., of WJAS, that they had been asked to request WJAS not to broadcast the All-Star game, and they denied rights of the plaintiff.

GILBERT KIAMIE, of the dance team Klime and Yaffe, reportedly describing the contest for the time to try to regain the $45, which over $1,000,000 left by the late "Blik" Steig, Najeb Kiamie, his dad.

PITTSBURGH—(Continued from page 5) ask why the October letter. They likewise state that anticipated for each match Baseball club officials, in applying for KQV's licenses that rights to game broadcasts cannot be expected to maintain that KQV anticipated a possible exclusive grant byKQV to first complete the promise to give KQV first chance for the right in 1929 when it would occur.

KQV stopped broadcast of the abroad games about May 20, but continued air- ing resumes of the contests from Forbes Field and some for away games, KQV allegedly trans- patched on the facts and disloyalty pro property 15 playing days.

Value of Games Setting them at $45,000, $100,000 is expected to reveal the comparative value of baseball. Broadcast ter, as well as the business-getting ability to certain clubs, which has cooperated KDKA. If to the 77 games abroad brought $75,300, says KQV officials, the station to give $100 for pro rate game basis would make them liable to only 15 to $77,500. If the damages, in whole or in part, are based on the value of the broadcast, they say that whatever trick, it was an exceedingly good one, for there was a doubt about the possibility of the blindfolding. The doctors saw that, with a pair of first applied to each eyes, then heavy cotton and finally a dozen scrolls wrapped around his head, all of which apparently did not stop Bux from reading sentences written by his thirsty to blindfolded. Demonstration was performed before an invited audience of about 200 at the Hotel Edison, and a "jury" of savants, composed of doctors, psychologists and authors. Whatever the trick, it was an exceedingly good one, for there was a doubt about the possibility of the blindfolding.

Bux entertained the broadcast with card tricks, his ability, whatever the trick, it was an exceedingly good one, for there was a doubt about the possibility of the blindfolding. Demonstration was performed before an invited audience of about 200 at the Hotel Edison, and a "jury" of savants, composed of doctors, psychologists and authors. Whatever the trick, it was an exceedingly good one, for there was a doubt about the possibility of the blindfolding.
**New York**

by JERRY FRANKEN

THIS and that... One of the reasons why George W. Allen didn't click was that Universal wouldn't have had a “Walk Like a Duck” gag. Or, if they did have it, Jane Froman set as the vocalist on the cast. Well, there is no one... Branchley shows how to make the good fights. Paul Prindiville, of course, Gordon Quitm the CBS production staff to go with General Foods.

Bob Benchley show, according to report he is a singer. I have the thrill of doing several other shows. I’m sure you’ll enjoy it, you can’t miss it. Forest Whitaker, of course, is weaving a melodious spell, piping his way into existence on a variety program.

In 1933 he tried with M-G-M material: admits he is a singer and, with his partner, Don Johnston, produced an entire show of his own. In November, WORL, one of radio’s standard comedy programs, featured the Lawrence Welk and his Orbitons.

**Chicago**

by SAM HONICHER

DEAR BOSS: Your old stand-by, Harold Humphreys, promises to desert his Wisconsin-issued friends before the traditional vocal night ball games cut into it, time too frequently.

Ameche )

Sandra Bruce (Mary Kirby), WCOP and the Yankee network today starts producing Valiant Lady.

Arthur How To Detect Counterfeit Money, unprepared. platters from the Coast.

Drake Hotel to New York for auditions. He’s a singer.

The flowers turned out to be tiger lilies.

everyone here seems to think it getting tough to see a bulb.

This year the Chinese Service Bureau, author and director, Al Lewis is weaving a melodious spell, piping his way into existence on a variety program.

After the legifer gets his part learned and the show is under way, he memorizing them.

... Hum and Strum (Max Drake) and the Yankee network today signs an afternoon program, supposed to be in existence on a variety program.

... Hum and Strum (Max Drake) and the Yankee network today signs an afternoon program, supposed to be in existence on a variety program.

What has been said about the legit stage, I still say the latter is a real challenge to the performer. 

... Hum and Strum (Max Drake) and the Yankee network today signs an afternoon program, supposed to be in existence on a variety program.

18-year-old lassie looking for a job de-

Washington, D.C. to New York for auditions. He’s a singer.

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**Program Reviews**

EDST Unlisted Otherwise Indicated

**Ray Heatherton**

**Weekly Schedule**

**The Fourth Estate is glorified**

Reviewed Monday, 11:30-12:30 a.m. 

- Madagascar's Carol Chalmers is back in weekend radio with a new musical program. The show features a new cast of characters, including Gisele,0 who is supposed to be the new love interest of the show's hero, Dr. Jekyll. The program is sure to be a hit with fans of the original series.

**Tea and Crumpets**

Reviewed Monday, 1:30-1:45 a.m.

- The new program offers a refreshing change from the usual fare of music and news. Hosted by a well-known radio personality, the show features a variety of guests, including musicians, authors, and politicians. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Sustaining on WOR**

- This program is a great addition to the WOR schedule, offering a variety of topics and guests. The show is hosted by a well-known radio personality, and features a range of guests, including musicians, authors, and politicians. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Your Hollywood News Girl!**

Reviewed Monday, 1:45-2 p.m.

- This new program offers a unique perspective on the world of Hollywood. Hosted by a well-known radio personality, the show features a range of guests, including actors, directors, and producers. The program is sure to be a hit with fans of the movie industry.

**Melodious Favorites**

Reviewed Sunday, 12:15-12:30 a.m.

- This program features a variety of musical selections, including songs from the latest albums and classic hits. The show is hosted by a well-known radio personality, and features a range of guests, including musicians and singers. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Elise Lichtenstein Presents**

Reviewed Sunday, 1:30-1:45 a.m.

- This new program offers a unique perspective on the world of music. Hosted by a well-known radio personality, the show features a range of guests, including musicians, authors, and politicians. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Winchell Column Quiz**

Reviewed Monday, 9:30-9:45 a.m.

- This new program offers a unique perspective on the world of music. Hosted by a well-known radio personality, the show features a range of guests, including musicians, authors, and politicians. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Game Hunt**

Reviewed Tuesday, 12:15-12:30 a.m.

- This new program offers a unique perspective on the world of music. Hosted by a well-known radio personality, the show features a range of guests, including musicians, authors, and politicians. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Blue Velvet Music**

Reviewed Wednesday, 9:30-10 p.m.

- This new program offers a unique perspective on the world of music. Hosted by a well-known radio personality, the show features a range of guests, including musicians, authors, and politicians. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Press Time**

Reviewed Thursday, 9:30-10 p.m.

- This new program offers a unique perspective on the world of music. Hosted by a well-known radio personality, the show features a range of guests, including musicians, authors, and politicians. The program is sure to be a hit with listeners looking for a break from their daily routines.

**Material Protection Bureau**

A Free Service for Readers

**Attention** is directed to the Bill-boards Material Protection Bu-reaus in each of the large cities. This bureau is a free service for the show business, but does not guarantee anyone liability in connection herewith.

The Bureau is not designed to supplement in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Bureau will not forward communications to any parties who are not authorized persons. The Bureau is provided with a means of establish- ing the identity of the person who is the owner of a copyright through the registration. If the reference is to the name of the claimant. A deposit or registration or the Bureau does not guarantee any liability in connection herewith.

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**ORCHESTRA ROUTES**

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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>B</td>
<td>Barber, John: (Palmer House) Chicago, Ill., b.</td>
<td>Bartlett, Charles: (Dixie) Shreveport, La., b.</td>
</tr>
<tr>
<td>K</td>
<td>Cash, Johnny: (Georgia) Atlanta, Ga., b.</td>
<td>Collett, Chas.: (American) Chicago, Ill., b.</td>
</tr>
<tr>
<td>L</td>
<td>Casterline, R. B.: (Beverly) Dallas, Texas, b.</td>
<td>Coming, Joe: (Cherry) Chicago, Ill., b.</td>
</tr>
<tr>
<td>N</td>
<td>Cashen, Joe: (Lamar) St. Louis, Mo., b.</td>
<td>Christy, Preston: (Outing) St. Louis, Mo., b.</td>
</tr>
<tr>
<td>S</td>
<td>Carlisle, Jack: (Palmer House) Chicago, Ill., b.</td>
<td>Cooper, Monte: (Hotel California) Los Angeles, Calif., b.</td>
</tr>
<tr>
<td>T</td>
<td>Carlisle, Monte: (Hotel California) Los Angeles, Calif., b.</td>
<td>Coons, Joe: (Lamar) St. Louis, Mo., b.</td>
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**Singer's Route**

<table>
<thead>
<tr>
<th>Singer</th>
<th>City</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Jackson, Paul: (Old Mill Tavern) Jackson, Miss.</td>
<td>Jackson, Miss.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>Jan, Johnny: (Palace) Corpus Christi, Tex.</td>
<td>Corpus Christi, Tex.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>Jannier, Dick: (Catalina Island, Calif.)</td>
<td>Catalina Island, Calif.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>Katz, Art: (Blue Angel Atlantic City, N. J.)</td>
<td>Atlantic City, N. J.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>Kerr, Ray: (Skyline Hotel, Atlantic City, N. J.)</td>
<td>Atlantic City, N. J.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>Kenyon, Bill: (World War II, Atlantic Beach, N. C.)</td>
<td>Atlantic Beach, N. C.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>King, Hank: (Brussels Hotel) Denver, Colo.</td>
<td>Denver, Colo.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>King, Herb: (William) Atlantic City, N. J.</td>
<td>Atlantic City, N. J.</td>
<td>July 16, 1938</td>
</tr>
<tr>
<td>Kirkland, B.: (Bamboo Grill) New York, N. Y.</td>
<td>New York, N. Y.</td>
<td>July 16, 1938</td>
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<tr>
<td>Kirkland, B.: (Bamboo Grill) New York, N. Y.</td>
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<td>July 16, 1938</td>
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**Songs With Most Radio Plays**

<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;15. Day Dreaming&quot; (F)</td>
<td>19.80</td>
</tr>
<tr>
<td>&quot;10. Lovelight in the Starlight (F)&quot;</td>
<td>19.80</td>
</tr>
<tr>
<td>&quot;11. Saving Myself for You&quot;</td>
<td>19.80</td>
</tr>
<tr>
<td>&quot;17. Drummer Boy&quot;</td>
<td>19.80</td>
</tr>
<tr>
<td>&quot;17. It's the Little Things That Count&quot;</td>
<td>19.80</td>
</tr>
<tr>
<td>&quot;19. I Wanna Go Back to Bali (F)&quot;</td>
<td>19.80</td>
</tr>
<tr>
<td>&quot;19. Stop and Reconsider&quot;</td>
<td>19.80</td>
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**That Hollywood Influence**

NEW YORK, July 9.—While most major film studios try to keep their orchestras out of the public eye, Cohn's Metro-Goldwyn-Mayer orchestra was the first to introduce it. The later moved to MGM's Sanitation Department, and the orchestra was put to work. The former Warner musical, "That Hollywood Influence," is being prepared for release. The orchestra will play in the film, which is scheduled for release this fall. The orchestra will also play in "The Big Sweep," a musical fantasy, "Metropolis," and "The Picture of Dorian Gray," all of which are scheduled for release next spring. The orchestra will also play in "The Big Sweep," a musical fantasy, "Metropolis," and "The Picture of Dorian Gray," all of which are scheduled for release next spring. The orchestra will also play in "The Big Sweep," a musical fantasy, "Metropolis," and "The Picture of Dorian Gray," all of which are scheduled for release next spring.
TRAVELING ORKS WELCOME

Thought-Transference

NEW YORK, July 9.—Artista Man-
germent, Inc., the Paul Whiteman con-
ractors, have been informed that the broken-down office radio set for a new show in this town. An efficient White man testimonial in exchange for the set, which American radio manufacturers would consider nothing but a plug on the Whiteman pro-
gram, will be held through the mail, so the swap was off. Shortly after, another contract was received from, AM, offering a Zenith set for a Whiteman testimonial. Zenith Corp. sponsors a thought-
transference program.

Dance Remote Ban in Pitt for Names No Go in Other Cities

NEW YORK, July 9.—That the Pittsburgh local saw fit to freeze out traveling bands was a complete surprise to everyone connected with the American Federation of Musicians, according to Prest Joe N. Weber, who declared that the local union has no means of handling the musicians' union to handle as it sees fit. Weber,patterned after Bill Green, the New Penn, Kennedway and Westview parks, Hotel William Penn and the Lincoln Terrace, failed to rubber-stamp the union's de-
mand, maintained that the extra fees de-
serve to be stand-by fees for all remote radio pick-ups.

Local 602 here exacts a $3 tax on dance remote, money that is not a stand-by fee but for local radio pep. This does not prevent Jack Rosenberg contemplating any change. However, local is not re-
ceptice to outside bands coming in, still maintained that its aim is to be forced by my straitened situation so that the 802 boys would not be thrown off by this, the World's Fair opportunities.

Pittsburgh's travel-band booking agencies are sitting in their offices with no shows or no remote plays, but watching, waiting and hoping. In order to anticipate any national proportions the Pittsburgh travel ban is expected to be followed by others.

Local 602 has the reputation of being the most progressive union in the country when it first presented the attitude of the local bands; Concerto for Piano and Orchestra, Alfred Gould will continue his Mutual network of the 802 boys.

Gould's Jazzy Cleffings, in traveling, will try to contact his own band, doing double figures than the booking agents them-
self.

In the role of conductor, he stated that the problem of dance remotes is purely a local one for each local association, local booking agents' org-
ization. However, local is not booked on the artistic leader, books are not to work for it.

Highbrows Go for Morton Gould's Jazzy Cleffings

PHILADELPHIA, July 9.—Musicians' union and the Entertainment Managers' Association, local booking agencies are at loggerheads over the alleged prac-
tice of orchestra leaders in booking their own bands.

Two conferences have been held between the members of the bands and the union leaders, but the conferences have been ironed out the situation. Presenting the situation, the union president, pro-
amese musicians were booking acts at cheaper figures than the booking agents, heading the name bands, a strict cut of the union-
duty. A tacit agreement among mem-
ers of the managers' association, Meeder stated, that a meeting in this manner has been instituted. Once a band is booked or the artistic leader, books are not to work for it.

Leaders Doubling As Percenters Hit By Philly Bookers

NEW YORK, July 9.—There'll be no summer vacationing for Morton Gould this year, as the orchestra leader is calling for his services as composer and conductor. Exponent of modern American music, Gould will continue his Mutual network show centered here and will continue to tour a number of American cities.

Morton Gould gives his impression to the booking local band, other than traveling bands, will now be selling out to local dancing clubs. He would have the traveling bands under control by the union.

PITTSBURGH, July 9.—Musicians' union and the booking agents have agreed to pay $2 sustaining rate fee for all dance remote. New Penn is letting Gray Gordon out, Artie Shaw was slated to open this week in Pittsburgh and the Paul Whiteman testimonial.

Philadelphia officials' sentiment at the Detroit conference, Arthur Ferentz, the union's local representative, said, was that the union's demand would be reciprocated. No minimum to employ orchestras, but it must extend this courtesy if it is to get the radio inventory because the union because the aerator has been found to be in collusion with the New York Times. Joe Weber warned.

Due to the travel would help the profession gener-
ally, the union's demand will be rubbustamped. Eddie Meeder, the Negro's manager, as-
serted that he might step in if a local exceeded its wage-scale.

HINTED THAT HEDROUT MIGHT STEP IN IF A LOCAL EXCEEDED ITS WAGE-SCALE

Joe Weber Warns

NEW YORK, July 9.—AM, Prest Joe N. Weber, sent letters to all booking agencies demanding the stand-by fees for all traveling bands, has warned the agents that he would be recaptive.

Due to the travel would help the profession generally, the union's demand will be rubber-stamped. Eddie Meeder, the Negro's manager, asserted that he might step in if a local exceeded its wage-scale. Weber is currently employing his own bands, while the booking agencies are being asked to apply the rules.

Due to the travel would help the profession generally, the union's demand will be rubber-stamped. Eddie Meeder, the Negro's manager, asserted that he might step in if a local exceeded its wage-scale. Weber is currently employing his own bands, while the booking agencies are being asked to apply the rules.
Music Lives On

NEW YORK, July 9—One year ago July 11, the world of music was shocked and saddened by the sudden, untimely death of one of its most gifted and colorful men. At the age of 38, the man who practically single-handedly lifted jazz music to a level of respectability on the fringe of a career that might have carried him to the top, is possibly to render things and greater critical acclaim. For Gershwin's talent was many-sided, all things and greater critical acclaim. For Gershwin's talent was many-sided, all

Sheet-Music Leaders
(For Week Ending July 9)  
Santayana's Eddie Rogers for Blackstone Music Corp., Inc., is not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to M. H. Orodenker and Ashley Music Supply Co., of New York for cooperation.

Eddy Rogers and his Orchestra

HEBBIE KAYE slated to come to the Paramount Theater. WEBB set for the August 10 week at Lake, N. Y.... closing at the Totem Pole, seasons OLSen for the 16th and GEORGE HALL of the Ornament at Leon Park, Miles City, Mont. —

Don Redman and his Orchestra

ON EASTERN SHORES
GRAY CUSTIS of the New Penn, Pittsburgh, for Waco Pavilion, Syracuse, N. Y., JERSEY SALISBURY'S Three Four Com quites, this week at Hotel Bennett, Binghamton, N. Y., Three Days...]

Lionel Rand and his Orchestra

REIDY, formerly operating the Fordham Hotel Bennett, Binghamton, N. Y., and so we send our thanks to the blessed one.

For Band Reviews

Turn to the review sections of the Night Club-Vaudeville Department for reviews of hotels, night clubs, and vaude houses.

Joe di Natale Pardwres


For Band Reviews

John Conrad, KFAB-KFOR replaced on the p. a. seat by Don Findley, KOIL-KFAB. John Conrad, KFAB-KFOR will originate either in the East or West Coast.

Ruthrauff & Ryan Sales

July 9—Ruthrauff & Ryan here have sold Quaker Oats Co. a contract with the deal to be launched on 58 NBC-red network stations October 1, Show will feature soap operas, Variety Club and Broadway personality.

Canada, and so on West Coast.

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Joe di Natale Pardwres

Bestor and CRA Clash in Court

As smoke-screen—bookers' contracts at stake—Don has ICA's attorney

NEW YORK, July 9.—One of the most curious cases involving the contractual obligations of bookers is the one involving Don Bestor, who is in a showdown with Consolidated Artists for the bankrupt artist's contract. The union has asked an injunction for the removal of the name of the artist from the Consolidated roster. Don Bestor seeks an injunction to stop Consolidated from interfering with his business. With still three and one-half years to go on his contract, Bestor seeks court relief on the grounds that the office failed to follow the procedure agreed to by the parties made to him when he first went under its banner. Further, Bestor avers, CRA has not, nor has it intended at any time, to adhere to its promises and commitments. Bestor has signed a five-year binder with the office in February, 1937.

For all a mystery to Consolidated, which points to the records to prove the contractual obligations of bookers as a whole. But this is a musicians' union found no justification in Bestor's charges, in fact ordering the matter turned over to a referee. The charges were sustained over a month ago, although Bestor completed four weeks at Adolphus Hotel in Dallas, Tex., and is now in the traveling sector, awaiting the issue of his contract, for CRA, opening Thursday (7) and slated to hold forth until August 3.

The same union denied that Bestor had made any contractual promises that were not kept. Record of bookings, said Berman, Bestor has been working consistently at hotels, theaters and dance palaces, including the Louisiana Palace, the Mansion.

While there is no light on how much concerned about Bestor," stated CRAProxy Cherney.

"It's a matter of precedence. If he can get out of this contract over a period of time by buying his way out of it, he can do the same with Consolidated or any other booking company can do himself."

Herry Berman, CRA attorney, intimates that Bestor has not been playing by the rules, lacks financial backing and is in competition with Consolidated or any other booking company can do himself.

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Sho’ Having Myself At TIme, Sigs Hutton

LINCOLN, Neb., July 9.—In the Bay Hutton will long remember her July 4 excursion to this town for a solo stand at the Bay Hop. At the time she left the Hutton was in hot water. First thing that happened was a jam-up. wrecker took away her diamond ring. valued at five hundred dollars. This time, however, instead of being run out of the Bay and having to thumb their way in for the last three miles.

Having barely given the downhill, a boy of 14, he has done better at the Hutton. With a band of Bestor came to this territory, with hoofing offered at 90 cents, July 4 regular attendance dance attracted a crowd of 1,800, making the last three miles.

The gross was under expectations, Kierson was plenty satisfied considering the fact that economic strain Consolidated Radio Artists from interfering with his business. With still three and one-half years to go on his contract, Bestor seeks court relief on the grounds that the office failed to follow the procedure agreed to by the parties made to him when he first went under its banner. Further, Bestor avers, CRA has not, nor has it intended at any time, to adhere to its promises and commitments. Bestor has signed a five-year binder with the office in February, 1937.

For all a mystery to Consolidated, which points to the records to prove the contractual obligations of bookers as a whole. But this is a musicians' union found no justification in Bestor's charges, in fact ordering the matter turned over to a referee. The charges were sustained over a month ago, although Bestor completed four weeks at Adolphus Hotel in Dallas, Tex., and is now in the traveling sector, awaiting the issue of his contract, for CRA, opening Thursday (7) and slated to hold forth until August 3.

The same union denied that Bestor had made any contractual promises that were not kept. Record of bookings, said Berman, Bestor has been working consistently at hotels, theaters and dance palaces, including the Louisiana Palace, the Mansion.

While there is no light on how much concerned about Bestor," stated CRAProxy Cherney.

"It's a matter of precedence. If he can get out of this contract over a period of time by buying his way out of it, he can do the same with Consolidated or any other booking company can do himself."

Herry Berman, CRA attorney, intimates that Bestor has not been playing by the rules, lacks financial backing and is in competition with Consolidated or any other booking company can do himself.

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BROADWAY RUNS
Performer to July 9, Included

Musical

The Comedy

I Married an Angel

Elroy Belt (Eng.)... Jan. 25... 193

Vivien L. H. Smith... Feb... 153

Dorothy Sells... ( quantity )... Jan. 17-500

Booth (Cot... May 18... 55

Stage Whispers

There’s real news—but of the deadly sort—from the ticket windows this week: for the first time since it opened on May 11, I Married an Angel fell out all day. By Harriet Ely and Cecile Chaminade, it’s a disaster. The news is so serious that it’s not worth saying much about the other shows. Shubert, with book by Eddie Dowling and Cyrus Wood, lyrics by Ray Magee, music by J. Fred Coots, dances and ensembles by Marjorie Fielding, orchestra conducted by George Goldine, the last performance will be on June 1.

The novelty elements are strong in the Jones Beach attractions. Why not let the people see them? Why not some sort of pontoon, raft or causeway toll; the 25-cent parking toll; the use of gasoline to drive the connection with the Leventhal cut-rate circuit? What a Life (Biltmore) 4... 181

It’s Theodore Dreiser, who’s working on a play for John Golden. No report as yet. It’s been a long time since anything good has come out of his pen, and the script was said to be ready at the time the play was announced.

American Academy of Dramatic Arts

Founded in 1884 by Franklin M. Sargent

The foremost institution for Dramatic and Experiential Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

Stage Whispers

Mr. Horton, who surprisingly deserts his usual vaudeville act for the occasion; Barry’s play. They are Donald Ogden Stewart, a Hollywood hack with a previous reputation as a humorous who, in the stage version of holiday, himself played the part of Rick Witter, and Sidney Buchman, who is a Hollywood hack. They have what they have done to the play as uncommitted as it is appalling. They worked, so far as I can see, according to just one rule: whenever the original dialog offered a page too long, they cut it. I remember a line in the final draft that ran something like: "Give me a break!" or something.

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Atlantic City
Spots Revived; Booking Names

ATLANTIC CITY, July 9—Local night spots like to live over the July week end and are already hoping for a future Labor Day. They got a terrific Saturday business and are expecting an even better Sunday and Monday.

Many night spots have booked, an improvement over last year, when the majority of the spots were just shooting arrows.

With the elimination of fans, tanesses and bubbles, talent looks like it is coming closer to getting the majority of the business, as evidenced by a few beach-front spots.

An old name parade was Belle Baker at the new Round the World Theatre, which opened Saturday, Johnny Hampa backed just as good and the Sunset, little 500 Club, with Vincent Travers furthering.

The Radio Ramblers headed bill at Paddock International.

The Gateway Casino tried a comeback after many years of flops with Mildred Bailey and Red Norvo and with more than 700 people showing up.

Ambassador Hotel went to town with very few spots. Two Clubs at Boulderemers emceed the floor show starring Alexander Collette—Ambassador with Paul Duke and 500 Club with Mike, Raymond and Sonny Silverman. A new and fast pace as emcee. Tiny Gorman and Mrs. Maybell Kitchen started the fastest emcee. Teddy Rosenberg is featuring a complete orchestra.

Sam Carol has taken over the Chesapeake with Betty Garrett and Lois. Peppino and Camille are still going strong.

Tymorey has the beach front linked with Nick's at the Folly, Del Sol, Stratfordie Room and Suburbia going strong and he opened his Paradise Club one of best known spots in town. Max Wilkins is still going strong as head man at the Beach and Surf.

Fox, Detroit, for Sale; Asking Million and Half

DEETON, July 9—Fox Theater, sole local vaude house, is understood to be sold for $1,000,000 to a management which plans to open their second floor in time for World's Fair and other show in October.

The Fox Theater was put out on a 10 per cent basis for rental equivalent, this amounts to an annual charge of $100,000—or about $100,000 per year.

House has operated on presentation of moving pictures and with straight films proved generally unprofitable, pictures dropping to around $8,000 to $12,000, which barely covered the operation of Fox. Thirds of the above figure, the basic unit is believed to be $30,000. This allows an operation of $3,000 per week for a stage show costing around $7,000.

Goldstone To Reopen Colony

CHICAGO, July 11—Sonny Goldstone, former manager of the Yacht Club, will take over the Colony this week. In September. Spot made a bad start phoenix, was opened with Dolly Weissberg, Colony will use same policy that was in effect at the new Yacht Club—small band combination and a name to headline the floor shows.

Wis. Spot Changes Hands

WEST ALLIS, Wis., July 9—Empire Theatre has been taken over by Arvid Lund and Herb Wilberg. Business has been going well and will continue operating as 19th Century Club.

Price to Club Milwaukees. Dancing nine nightly.

Powells Take Club in Wis.

RHEINLANDER, Wis., July 9—Mr. and Mrs. Lonnie Powell, Antigo, Wis., opera of the St. Paul, Minn. location, have taken over the Oxford Club, Janesville. The Oxford Club is right in the heart of the city, that have, taken over the Oxford Club, the local pot hunters, economy spot. Has been completely remodeled and enlarged.

Talent Agencies

N. Y. Biz Down; But New Clubs Planned Anyway

NEW YORK, July 9—Night club operators here, with business hitting a steady slow at best, are finding the．July 9 season has been marked by mists, but toward the close of the week business was expected to perk up, and until several people are picking around to try something new.

Paradise Restaurant, effective last week, went on a six-day week, closing Monday, with business going up very far. The Schnickelfritz Band, who are employed by the Paradise owners to stimulate business during the hot months, was given its closing notice, along with Jay Faggen and Dorothy Kenyon, who were booked for the season last week. Also, for the first time since Billy Rose opened the Casa Marnas, last week's business at that spot was on the downside.

International Casino's business is still pretty weak, but it has increased its summer business budget considerably, hoping that this will increase trade. The Hotel New York, spent $50,000 on the renovation of the Fifth Avenue side of the house in the June 27 opening of Henry Burme.

RIVIERA, N. Y., is staging a campaign for the Casa Marinas, lasted for the Coast to open a two-month run.

On the brighter side comes the announcement that the new summer house, the Eagle's Nest in the Winter Garden Building, turning it into a Swedish operation, is planning to book a new talent in addition to his regular girls and boys.

Clifford Pfeifer is still bargaining for the Winter Garden Theater. He wants to open the house in the fall.

The Samba Club, featuring a South American rhythm, will be the first to get in the fall, as a new upper Manhattan spot. It is planned that all club operation will be the advent of the Samba Club, due to open in several weeks at 48th and Broadway, featuring entertainment and all of the other usual features of a night club.

Billy Rose's collaboration with Robert Ripley to open the old Congress Restaurant as a freak show and museum is by the Ann. it is planned that the property on the property and plan to convert the second floor in time for World's Fair.

The Yacht Club Boys have taken an option on a New York club, with plans to open their own night spot in the fall.

Zorine Unit Booked

DEETON, July 9—Zorine and her Natural Aristocrat, coming in for four weeks opening Monday thru Tuesday, J. Ashton and Chuck Sniff, of the Em- press Theatre Booking Service. Spots include Saginaw, Mich, Arabian Gardens, Columbus, O., and Martin's Tavern, Lima, O.

Vade Out, Stagehands Gain

DEETON, July 9—Dropping of vade out by the Chicago theater men has caused a restoration of the wage cut of 10 per cent granted a few months ago. The Chicago theater men. However, only men are being employed in night clubs, and will continue working.

The original cut agreement was made on the basis of the house sticking to original terms and that their was dropped when the policy changed.

Ross Frico Buys Theater

BOSTON, July 9—State Theater, Marlboro, Mass., has been purchased by Ross Frico, local agency head, on an outright basis. The theater has been renamed the Modern.

Stickers are currently in for a tri-weekly change, but Frico may put the house on a combo policy, probably in the early fall.
Rainbow Room, New York

For the summer when this 6th floor night club goes informal the new show is just about right.

More of a break in the straight music program provided by the orchestra on a regular floor show, this show is high-lighted by variety acts and a good selection of personalities. Bromley manipulates his comic shtick in full sight of the audience, and proves his skill at provoking attention on the dolly. Bromley's artful-all-American antics are so good you forget he's there. His first doll is a hearing-impaired nucleus that is very funny. Then there's a colored tap dancer that will be fair, and closing is a Maestro Dini's grand performance.

Enlarged Falkenstein Brothers' spot has been a regular floor show while it is in its week-day runs from the conveniences who, fortunately, have been preferring nightly life to association section society meetings, and thus the place is holding its own to their own strings, however, and won't be closed since the building floors fall before all rate. What's on hand is good, artist who is working a permanent stage and expressive to face to good effect. Her work accents pantomime more than dancing and singing, and phonet not completely satisfying, is different enough to command attention.

Dr. Sidney Ross is another oldtimer returned to home grounds and is one more entertaining patron at their tables with his engaging manner, self-handicapped tricks and his varied readings.

Al Donahue, another favorite here, is still working a permanent floor show that's fair, and closing is a Maestro Dinn's grand performance.

One or two band novelty numbers and some very odd-looking moments make a floor show might be just the thing we're putting to use. Meanwhile business has been fair and managing Directors want to keep the house open.

The new dept of Rainbow Grill is going along splendidly. There is plenty of band and music, and the meal is another thing in the "hour of instruction." — Paul Denta.

Hi Hat, Chicago

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THIDA LOY

Maducson's by Jane Farrar

(An Agency)

Booking Talent For All Engagements

Suites 401-3, 1674 Broadway, N. Y. City.

Phone 213-127.

DR. ARTHUR MARIUS

"THE MAD MAGICIAN"

15TH WEEK

C inleton Hotel Sherman

CHICAGO

Lotus Verandah Cafe

O.T.E.V. Monarch of Bermuda

Lotus Cafe, on board the luxurious Bermuda O.T.E.V. Monarch of Bermuda, is the center of the social life of the hotel and on the dance floor, which features an Al Donahue dance band unit with a personality added to make it a favorite among fans of all ages. The music is in the easy listening style and offers a good variety of dance tunes.

Club Miami, Chicago

Formerly Nagel's, popular State street restaurant, which developed a rep for excellent food. Food policy has been relaxed, little entertainment added to make it a favorite among Chicagoans. First floor has a lounge, bar and cocktail lounge, while the main dining area features one floor dining served in a cool and informal atmosphere.

Young, piano, and Nick D'Ambrun, guitar.

Lotus has developed a style of its own that seems to be quite popular with the public. Bass lines are accented with Casta's square iron coming in frequently, and the music is frequently managed to corral some of the choruses for its rhythms. Crew has an innovation similar to the Dalkey style. Music stops without announcement and without direction, but is always effective in the end, however, after stopping in the music, the chorus, as usual, strolls about there and doesn't finish. People take it as a joke and have a lot of fun with it.

Dance hall is a beautiful room in its own right. From atmosphere to the stars, everything is reasonably党风. Satisfactorily tastefully decorated with the dolls, this show is high-lighted by variety acts and a good selection of personalities. Bromley manipulates his comic shtick in full sight of the audience, and proves his skill at provoking attention on the dolly. Bromley's artful-all-American antics are so good you forget he's there. His first doll is a hearing-impaired nucleus that is very funny. Then there's a colored tap dancer that will be fair, and closing is a Maestro Dini's grand performance.

Iroquois Garden, Louisville

A large amphitheater within a stone's throw of the downtown business district, that's right people at its door each night during its run of almost 300 nights. The garden has owned and operated this well-known spot for over 20 years. Roy Ham and his boys from California have just opened a two-week run. It is an excellent orchestration and music, presented by Mr. and Mrs. Harry and Joe Martin and the Three Top Operators are traditionally connected with the Yacht Club, and managed by Charles (Ham) Hamilton. Floor shows are impromptu affairs, featuring a variety of artists and musicians, and are notable for their improvisation in jazz and pop music. Although the club has only one room, it's a good size and provides plenty of room for dancing.

Cocoon Grove, Boston

Lou Walters, Still booker, inaugurates the summer season of Barney Welnaik's popular Buffalo show with a big dress affair, opened July 4. It marks the first time in the show's existence that a big dress affair has been given.

Miss Grenier warbling Same Sweet You.

This prefaces their adagio work, which is the only item amounting to anything. The orchestra is too mechanical. He melts when the turn shifts to a dog act, beginning with Billy Lossez Ork, who takes to the air like a shot. The gals themselves manage to corral some of the choruses for solo choruses frequently. This type, small, intimate, and the patrons indifferent to the way a floor program is conducted.

A number of intermission entertainers on hand, straddling all over the place and singing romantic and other numbers. Among the performers are Dorothy Johnson, Joe Cassidy, Harry Linden, Hortense Sims and Billy Rogers.

This spot shouldn't miss getting a portion of the night-clubbing visitors and the city regulars.

Sam Honsberg.

Astor Roof, Hotel Astor, New York

After two year Hal Kemp returned to the Astor Roof last week, and if the enthusiasm with which he was greeted by a large opening-night crowd is any indication of what is to come, the impression was that there will be a decided reaction to the opening.

Kemp's popularity lies in the all-round ability of his band and entertainers. Kemp can swing a number with the best of them, and with Johnny McCoy Bloom in the bandleader's chair, the Astor Roof will be in a position to do the most for the patrons.

The Great INDIAN FAKIR

FOLLIES

In Parisian Midget Folies in New York.

SPECIAL ENGAGEMENTS

IRES

Now Playing KOK THEATERS

ROSE'S

in New Eng.


At the Great Michigan.
July 16, 1938

NIGHT CLUBS - VAUDEVILLE

The Billboard

sweet evening the four-man sax section's himself on the air for a few minutes. For instrumentation you have to think hard. The principal influence is that of Raymond Scott's "Powershouse." His band is playing for dance or for the dance. The music and its presentation have brought the band stand during a specialty number, the "moping and love's" old-fashioned accent, "to the music of the air."

She has presented a new nickname for the show, "Of iodine, Martha," and the effect of the show floor, the emcee is Annette Guerlain, who does the announcements and then works her way into the act. Her version of "Moonlight, Mischief, Please," is a good beginning. Annette Guerlain's songs are a part of this, and she has a sweet, feminine, and relaxes dance. Dance appears to be her specialty. Gloria Mansen, a beautiful blonde, is on for a couple of songs, and another woman, Franoise, has a couple of numbers with her, including a pretty little catching voice.

Dorothy Donnel, young and cute bruntet, is on for a nimbly rhythm tap and a couple of songs for a 40-minute show. Although she is above average and had no difficulty in appealing. Angela leads the fourth song of the dance band (of four girls and a couple of men, a couple of minstrels and a couple of comedians) and Don Syvora is doing the dance band. Both are ok.

Dinner is $1.50 and up and the minimum is $1.60. No cover. Business has averaged $100 per night. Good. Jack Mandrell does most of the booking and uses APA standard contracts.

Beverly Hills Country Club, Newport, Ky.

Managing Director, O. G. Schmidt, operates with two bands and a 40-minute floor show.

The 12-girl line, an asset to the show, is doing a tap section. Jack Swift, honey-voiced tenor, who does the announcements and then works her way into the act. His impersonations are good, but the patter that goes with them is woeful. His applause with a couple of nicely patter that goes with them is woeful, and a swift flash number. Their number puts the idea over.

Park and Clifford add nothing new to their variety act. It is an interesting number, really worth-while minority failed to go over due to his antagonizing the first reactions to the show. He is a pleasant and professional demoralizer, stop talking and pay attention to him. His impersonations are good, but the patter that goes with them is woeful, and a swift flash number. A little girl in a sailor suit was dressed as a circus tattoo. Little girl was called back to encore with "You Leave Me Whispering That I Love You" and Goodnight, Angel. Whrops would mean much more.

Right round the World, Hotel President, Atlantic City

Most successful opening of the past week-end, and there were many, credit due entirely to the publicity of Belle (See NIGHT CLUBS on page 11)

Wind Mill, Natchez, Miss.

July 1 marked the opening of this Southern's largest night spot, located about a mile and a half from the city. Owned and operated by William L. Nellis.

The new club covers two acres of land and has 4,697 square feet of dance floor space alone. A circular bar in the dance room gives everyone a chance to reach it. Phil Band and Baxter supplied the music for the first two nights. A good band, with a well-known vocalist in front. Monday night Harry King Barth presented a "hilarity string band" and got great results, being the first attractor of this sort in this section for years.

Police called for popular prices and came bands at least once a month. Cocktail hours will be held Sunday afternoons, with Barth's combo furnishing the music and featuring Isabel Delmarco, piano, and Frank Fritz is manager. Harold M. Case.

Trocadero Grill Room, London

Charles B. Cochran's pop machine sees a newcomer in Mykky Banks, American tap, rhythm and song, dancer, who also does a spot of juggling. Gigi, snappy and gay, is very popular, but in Cochran's "Happy Returns," leads "Going to Town," current 40-minute floor show. Remaining specialties are Hector and his Pals and the Turand Brothers. Hector and his dogs come from America with a great and novel act.

Turand Brothers, Continental airmen, make the grade with a satisfying act.

Ira Lockwood, Helena Taylor and Alice Rhodes, young girls, do well in their assignments, while Cochran's "Happy Returns," making "Going to Town" a highly enjoyable and well-arranged show. Bert Ross.

The Famous YACOPIS

World Renowned Acrobats

Star Act with Ringling Bros. and Barnum & Bailey Combined Circus

Permanent Address — 29 West 46th St., New York City.
New York Vaude Outlook Good; Strand Is All Set

NEW YORK, July 9.—For the first time in recent seasons vaude has taken a turn for the better on Broadway, according to sources close to the Warner Strand August 28 and Kirt Kincade has been brought in by RKO to the Center Theater to stage a similar venture. 

Berry will stay at the Strand for three weeks, to be followed by Ozzie Nelson and the Brothers Four, after which the Straw Hat Trio, acrobats, and Bud Rollins will come in. The theater will also have two big-time vaude houses and two amusement parks for the next two months, including an all-day run of the Tottenham Exhibit. Several American acts are appearing at the Strand this summer.

Best show is that at the China Theater, which has Howard Nichols, clever American comedian, on hand; American comic, see hand, to Arnold Brothers, men with theei own act. They have also the Morley Sisters, Bertha, Mary, and Florence; Three Brothers, American acrobats; the Inagawa Family, Japanese acrobats; and the Swedish Ladies, music and dance. Two Olympics, acrobats; Marian and Ewan, Swedish comedians; and the Wario-Axis, jugglers, and the Singing Players.

Open-air show at the Coney Island Theater, Dubis has Two Bettens, local clown; Harry and Merkey, unusually good comedy act, hand; Cilla, Clair, Kaiser, and good-looking team, straggled hard to achieve width, a rocking floor. Freshly, in Russian colorful costume, Caucasian and Eastern European. The Wallace Brothers, colored boys, sang and danced and the Gibson Family, a group of Chester Doherty girls started with a can-can in rumbas and a set in a swinging dance, topped by their finale number, a "Moulin Rouge" exercise in color and effect.

The new room is quite novel, but its success is dependent upon the weather, so that a run of smelly pictures must be scheduled for the future.

The Rose show plays with a five-piece orchestra, but the A. B. Marcus is the last American group that toured Australia. Mostly a sight and girly show, the Marcus unit is a unique feature of the week, this being based on $2,000 profit and net $1,000 on its next dates.

Stanley, Pitts, Grosses Down 50%

PITTSBURGH, July 9—Stanley Theater business is down almost 60 per cent since the Pittsburgh Film Council has stopped its advertising and promotion activities. Boldface printables. Movie houses likewise reflect 5-6 drops. Currently featuring "The Little Foxes," Max’s Gang and the Cranes Twins, the War time Pictures, pictures the last of a three-attachment unit for a week starting July 15. Which is the seventh house to open in the trade in this area.

Cowboy movie scene Gene Autry is booked for July 29. Costa Nelson's Band is making a local circuit tour for an early August date.

See 2-Week Dates Again for B-K Chi

CHICAGO, July 9.—Two-week dates are again on the screen in Chicago after the big business grous about Chicago, which has long been exposed to the city’s vaude suicide. First week brought a strong $50,000, 10th week only $25,000, so that the budget has been cut to the bone. Helped by the visiting throngs over the holiday weekend. B. & K. execs had called their meeting a week ago to make some unpopular cuts and delay the move for the summer. The executive plant has been closed for a couple of weeks, but has not used the time to get an inspection.

Vaudeville Notes

HARRY GOURPAIN, former producer for the Hamman Shows, has been added to the staff of the Grossinger Country Club. BEN FROMMEL has been added to the staff of LITTLE JENIAR and Billy Mahoney opened July 6 at the State-Lake, Chicago, set for Thomas Burchill agency. 

RED AND AL WALDMAN split in Chicago last month, after doing an act for the Artie McKee. RED will open with his wife. . . . CAB CALLOWAY will play the Orpheum, Memphis, for the next three months. 

JOLLY GILLETTE, late of Milton Berle’s show, plays the State-Lake, Chicago, week of July 18. He is trying to get Edmund Lowe for a p. a. late in the summer.

$4,500 Guarantee For Howard Revue Set for Australia

NEW YORK, July 9.—When Harry Warner, studio chief of the RKO-Pathe-Publix Circuit in Australia it will get an average guarantee of $4,500 per week for the first dollar. Figures the houses can be guaranteed a clear a neat profit. The guarantee of $4,500 will be divided equally between Eugene Howard, Marty Lewis, and Ben Bernie, with Billy Yard (this being one salary) for Publix and on his own, is now a member of the cast and will have the honors of leading the show in the first few months.

The circuit has advanced Howard $20,000 for round-trip transporta-

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Baker’s, with the audience eating up his songs, he has introduced. A continued presence of specialty performers, emcee, doing a number of specialties with the boys of the band.

RKO Experiments With Smaller Units in N. Y.; Union Trouble

NEW YORK, July 9—Hard pressed by the weather, a run of smelly pictures must be scheduled for the future.

The Rose show plays with a five-piece orchestra, but the A. B. Marcus is the last American group that toured Australia. Mostly a sight and girly show, the Marcus unit is a unique feature of the week, this being based on $2,000 profit and net $1,000 on its next dates.

Cowboy movie scene Gene Autry is booked for July 29. Costa Nelson’s Band is making a local circuit tour for an early August date.
State, New York
(Reviewed Thursday Evening, July 7)
Ted Friend, little club commentator of the Daily Mirror, is one of the attractions here, making his stage debut. And so much so, we would like to see that another columnist bit the dust, we report that his initial appearance was auspicious. Not so much because his had so much in fact, practically nothing that he started, was anything surrounded with talent that needed no bit.

And, despite his very bad case of the shakers and a total lack of stage presence, Friend still turned in a performance thanks to the surrounding talent and the audience. As the evening wore on it looked more and more like a benefit performance—for Friend.

Anyway, sticking to the paid talent on the bill, Lathrop Brothers and Virginia Verrill handles all her good in efforts to present, their offering possessing a little too much polish for a perfect curtain rouser, but, as the trio warm up with their personality tap presentation tap and Miss Lee registers with a well-chose tap solo in an over-advertising abbreviated costume, they have the situation well in hand for a solid walk-off.

Bill Robinson still has the wizard of the strings and a a wow on records, but for the crowd of the Music Hall, New York, leaving ground to so many of the bashier youngsters. It was a good night. The audience took, however, a tricky simulation of the latter type of tune. She has a finger tapping on a uke, to raise the app.

Editions of the Hoop, is one of the most out of place in efforts to garner nice returns. Douglas and Ben extremes, and the mood raises the stairs, pinkies drawing chuckles constantly.

Basket, colored ravers of Paris, is a neat boy voice is distinctively not of much mean but little here. Is assisted by Boys of whom several have a corkscrew rhythm solo dance.

It made no difference whether he uses the serious shakers, Le Paul, with nimble fingers and hands, pulling cards from every part of his body, a near flop.

The Three Stooges, with Eddie Loughlin, close and provide the highlight of the show. They are lighthearted, humorous and antediluvian. They are still the same and is surefire.

Lillian Studebaker with some pleasant vocalizing. She proves her ability to sell her singing with two torch songs. The Little Hours, and After You Walked Right In, followed by a swingy song, Yvonne.

While Sam Honigberg.

The Three Swifts, with Eddie Loughlin, close and provide the highlight of the show. They are lighthearted, humorous and antediluvian. They are still the same and is surefire.

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Beverly Baker, colored ravers of Paris, is a neat boy voice is distinctively not of much mean but little here. Is assisted by Boys of whom several have a corkscrew rhythm solo dance.

Ted Ray, leading English monologist, back to back to music does a corkscrew rhythm solo dance. He offers his usual Tiger Rag and meets the current.

Jack Gregory and his hoops furnish a fair enough opening, with the dancing quite particularitf. He is kept for the closing trick instead of the anti-climactic one he is usually

For the week ended July 7, 1938, the following figures were reported:

The Billboard

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The Three Swifts, with Eddie Loughlin, close and provide the highlight of the show. They are lighthearted, humorous and antediluvian. They are still the same and is surefire.
Sway" (WB). and possibly a couple more men. youth, a seeming will to work together, who previously presented a solo medley. with mime hokum paced to offstage
to local news situations, he climaxes
school,
ad
swing style. versatility with a
good-looking Tommy Ryan, who also
stopped acro routine.

While it's the
tet and Dance Specialty, Tab and Burlesque,
back Guarantee.

16, 17, 19 and 20 for 84.10, with money -
Acts for Two Males,

Hundreds of
Monobits,

Ventriloquist Act, Female Act, Trio, Quar-
15 Monologues,

Dye Drops, Flat Sets, Cycloramas. Draw Ourtains,
Moving a night club review on a

BULLETIN No. 20

July 16, 1938

(Reviewed Friday evening, July 8) Show opens with overture by Sam Monberg, a Doctor of Music, and composer by Marion Shirley and Frank Conners, followed by Gene Krupa, whose new and
outstanding orchestra in the stage for all numbers, doing a spe-
tiollars of drums are in a constant white spot, and his drum duet. Doing m.c., Krupa missed a bit by get-
ing away from the mike before finis-
ing. The band's specialties was Blue Rhythm Fantasies, winding up with the piano and drums

Detroit House To Assume
Michigan Business in Dearborn

DETROIT, July 9—Arthur Thea-
terial Operation Circuit's Colonial may
return to vaude in two weeks. The
tents and plans were under discussion to put in

Names have been used in recent weeks
in circulars sent out by the Theatre Owners
League, but without good results.

The term that is shown on a state business as
reversed in the general loss of 50
states, with most houses of the Butterfield Circuit,
Indications that the company is
coming out of its slump with an
larger industrial cities now, this
is probably the future of urban

The many towns
as the

national vaude and are eager to trade. are not proving fertile money
makers this season.

Vaud in Rochester, N. Y.

ROCHESTER, N. Y., July 9—State
and Coleman, Schine movie theaters here,
added live talent plus their double fea-
ture for a night last week. "Uncle Bix"
showed at the Schine, Schine movie theater,
remed, with talent unable to get spots
locally. Pierc placed the piano; Eddie
Leeds the harmonica, and Columbia In-
strumental Quartet became the local members. Sports Shop presented models
local bands and the Harmonica, the
latter tied up with institute and sports
shop.

McCully Sues Line on Holding Burly Boat

NEW YORK, July 9—Tony McCully, burlesque operator, started a $1,000 suit in New York State Supreme Court against the Gotham Steamship Co., owner of the Showboat Yankee, for breach of contract in refusing him permission to take out the last boat Sunday for an exhibition of Moonlight doubles, the first burlesque show to be held on water.

McCully aver's that he leased the boat for 10 Sundays at $1,000 per, and that one hour before the boat was to pull out, officials of the Gotham Line in-
formed him that they would not be able to
sell because they hadn't obtained a cabaret per-
mit.

Carlo Carbone, attorney for McCully, said they had been "maliciously dis-
credited" against of the na-
ture of the curse, despite the fact that McCully signed an agreement prohibiting any unlawful performances aboard the boat.

In addition to having to pay off the
performers and strippers, including
Margie Hart, Ann Smith and Sylvia La-

to. On the screen was Fox and

Blackstone Ends Tour;
$81,500 for Omaha Closer

OMAHA, July 9—Harry Blackstone
closed a 10-month tour here and will
discontinue his show by buying out the
Blackstone Island near Colon, Mich.

Faced with strong competition from
serious shows, Blackstone pulled $11,500 in seven weeks to its members has caused Joseph
can be found in Chicago for a few
weeks, where he'll stay until the opening
of Go Out and Get It. He will then be in
Ottawa and then Chicago. He'll be in
Blackstone will spend his vacation su-
pervising his mint and ranch. He


Kingston Club Resumes
KENOSHA, Wis., July 9—Brass Ball
town. A brass band which will be
shown in pictures at shows here.

Asbury Park?

ASBURY PARK, N. J., July 9—Walter
S. Lewis, operator of the Palace Thea-
ner, in planning to return to a vaude-
Vaud and dance. His unit
has asked the American Federation of
Musicians to take him off its no-
list.

Tim Kearse Buys Theater
CHARLESTON, W. Va., July 9—
Lyle Kear, theater operator, this week
purchased the Kearse Theater and
buildings, which the Kearse has held
lease for the last 16 years. Negotiations
at $150,000, of

VANDER

DEWIT

345 Madison Ave.
New York 36

Radio's Word of Strings

oom Dialler
5th Ave. at 53rd St.
New York

RKO Records

Personal Mgr. HARRY A. ROMM
Rockwell-Delarte Office
RKO Building
Radio City, New York
PHILLIPS, week of an indefinite engagement at the Merry Mitchell, S. Bishop advises. Kearney, Neb., gave the Birch show sold - That section has had plenty of MAGICIAN has been enjoying a healthy head hack to Chicago, where he will Detroit after 10 days at the Top H. the seventh month of the season, with no program; thru the Dakotas for the pas - Dakota. spots and garnered much favor- of the area and his head above water. portation. People in O'Neal Airport, One Mile West

HAL J. ROSS WALKASHOW OPENS THURSDAY, JULY 21

HAL J. ROSS
Lasalle Hotel, Beaumont, Tex.

LOOK CONTESTANTS OPENING VINCENNES, IND. JULY 21

ZEKE YOUNGBLOOD, Mgr., Amusement Enterprise Co. General Delivery, Vincennes, Ind.

EVELYN MYERS Back East By POPULAR DEMAND

WANTED FOR BURLESQUE STOCK EXPERIENCED CHORUS GIRLS (Who Lead Numbers) Age 18 to 32; Salary $18.00. COMEDY DUO WHO DO NOT DRINK; DANCERS AND SPECIALTY PEOPLE.

MUTUAL THEATRE

DUKE BLACK, Mgr. WARRIN CANDLER, Producer. INDIANAPOLIS, IND.

WALKATHON OPENING JULY 27, LAKESEDGE PARK, ST. LOUIS, MO. The Show You Have Been Waiting For. Plenty of Sponsors.

JOHNNY ACRELLA, JUDGE, OR MOON MULLINS LAKESIDE PARK, ROUTE NO. 1, ROBERTSON, MO.
Ohio Proves Fair for Madge Kinsey

MILLERSBURG, O., July 9—Continuing its string in the State of Ohio, wherein the company has played for more than two decades, the Madge Kinsey Players so far this season have presented 13 attractions in nine towns, with a general manager, reports.

"Business seems to be good," said Mrs. Emma Graf, general manager, reports.

"Things have been moving at a comfortable pace, and we have done well in towns which in former years have been slighting our shows. Business is up in many of the towns, and we have been very well received wherever we have gone."

"The people seem to be more interested in entertainment than they were a few years ago, and we have been able to book a number of good town "Front Page Specials" throughout the state."
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 will 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.
Burial July 6 in Knoxville.

BROWN—Bert, projectionist at Strand Theater, Binghamton, N. Y., May 17 in that city. Survived by his widow, brother and a sister.

BYRNE—Andrew S., 72, last of the Byrne brothers, who made a world-wide tour with the famous Barum Circus, June 27 in Kansas City, Kansas. He was a member of Local 396, IATSE and former minstrel man, July 4 at his home in New Rochelle, N. Y. He was a native of Chicago.

CROSWHITE—MRS. CORA BLANCH, 40, known professionally as Gladys Letourneau, died July 4 at a hospital in that city, July 16, 1938.

DART—Albert T., projectionist at Canton, Ohio, died July 1. Burial in Darlington, Wis. He was a member of the International Alliance of Theatrical Stage Employees and a former member of the American Stage Employees Union. Survived by two sisters.

DE ROSSELLI—JOE, oldest son of Rex De Roselli, Columbus, Ohio, died July 3 in that city.

GLADYS LETOURNEAU (continued from opposite page) was a member of Local 396, IATSE and member of the International Alliance of Theatrical Stage Employees.

HANLEY—Aline; surviving her husband, R. K. Murdock, and her mother, Mrs. Harry Shook in Mercy Hospital, Covington, Ky., June 8. Mother of Mrs. Jack Smith, Mr. and Mrs. Harry Shook in Mercy Hospital, Covington, Ky., June 8. Mrs. Herman Bantly, wife of Herman Bantly, program concessioner for the Great Lakes Exposition, recently.

H Knickerbocker—Herman Bantly, program concessioner for the Great Lakes Exposition, recently.

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HARMAN—Harvey A. Mayer, 39, president and manager of the Mayer Bros. and Byers, entertainment company and a former entertainment manager of the Poll Stock Co., New York. He was a native of Chicago.

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### Acts, Units and Attractions

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

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<tr>
<th>Act Name</th>
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### EXPLANATION OF SYMBOLS

- a-auditorium
- b-ballroom
- c-cafe
- c-cabaret
- c-country club
- h-hotels
- n-night club
- p-amusement park
- r-road house
- t-theater

### Nightcliff and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.
Hartmann's Broadcast

With the closing of the Ringling-Barnum circus by labor trouble recently, it is interesting to note that in the early years, the exhibition business was often held up at sea by stormy weather. In 1881, for example, the circus was held up off the coast of New Jersey for three days. The clowns filled in many towns they might not have been able to visit on land.

According to Karl, the day of the circus in America is over. "The circus has been downgraded in the down town areas and has no place in the suburban areas," Karl wrote. "One gathers that the circus is nothing that can take its place. Generally speaking, it has been on the down grade in this country for a number of years," Karl said. "The clowns are often forgotten and are seen to have been of no value to the town in which they performed." He went on to say that the present situation is "a prime example of the failure of the professional circus manager to adapt the business to the public's changing tastes."

Haven't they seen that the public is ready for something better? The present situation is "a prime example of the failure of the professional circus manager to adapt the business to the public's changing tastes."

Out in the Open

The Weather Turns

New York, July 9—In outdoor shows from this year it certainly is "Good to be in the Show Business." Despite the clearing of a week ago, most carnivals and circuses did more business than they had ever done before.

So far, the weather has been good, with plenty of business. The weatherman has been on the job all week, and the showmen have been "out in the open," enjoying the sun and the good weather.

Notes From the Crossroads

By Bob Mickey
(Pinch-Hitting for Nat Green)

Several years ago at one of the major conventions at which I was an announcer, I was told by a general manager of Madison Square Garden, "We buy our tickets wholesale. We don't have to pay any commissions. Your business is our business."

That's the way it should be. The management should treat the showmen with respect and work with them to make sure that their business is successful.

We should be on the job all week, enjoying the sun and the good weather.

Banker Clowns With Mox

 Shrine Auditorium, Los Angeles—For two weeks—his vacation—G. W. Wyble Overley, Shriner and banker, was on a pleasure trip in the Los Angeles, California area. He visited the Shrine Auditorium, the Shrine Hospital, and other Shrine activities. As a Shriner, he was able to enjoy the sights and sounds of the city and meet many of the people associated with the Shrine.

The trip was a great success, and Mr. Overley is looking forward to his next trip to Los Angeles, where he plans to continue his work as a Shriner and banker.
“Ringling Bros.-Barnum & Bailey Features" Included in New Billing

R-B acts, department heads, big top, menagerie tent and 4,500 seats sent from Sarasota to enlarge show—Frank Buck joining later—to play abandoned Big Show route

NEW YORK, July 9—Roland Butler, who was general press representative of the Ringling-Barnum show, told a representative of The Billboard here yesterday that the Ringling-owned Barnes show has "leased" the Big Show features included in new billing termed a "very satisfactory" gate.

Barnes and Sells-Floto Combined Shows Present Stupendous Ringling Bros. and Barnum & Bailey Features. The regular titles will be used by the two organizations next year, he said.

SARASOTA, Fla., July 9—Feature acts, attractions and equipment of the Ringling-Barnum and the Al O. Barnes-Sells-Floto Circuses will be combined into a 21-car train on Monday, bound for Bedford, S. D., and the Al O. Barnes-Sells-Floto circuses.

General Manager George W. Smith of R-B acts, department heads, big top, menagerie tent and 4,500 seats, visited Sarasota yesterday for the show. He will join the Barnes show in Chicago.

On the train, which pulled out of Sarasota late last night, were Gargantuan, widely published Ringling gorilla in his air-conditioned trailer, the Tightrope Walker, the Grotograve, the Nottou, the Cinematic William and Tanara Heyer and their trained horses; Tvertime and Dolly Jacobs, and the two prairie giraffes, the big top and menagerie tent and 4,500 seats. When the train arrived in Chicago, Fred De Wolf, Bandmaster Merle Evans, Frank Braden, of the Ringling press department, and Sells-Floto General Manager McCormick Steele also remains, that it might even close its season here. It would probably be on the Ringling route.

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Mr. Sparks, after opening here in April, won't come back to the old Big Top until after the latter had finished billing the town and both were set up for and paid for by the company. From there the R-B bill car went to Jersey City.

Blacaman's Return to H-W Ends 'One-Man' Strike; Bull Man Killed

LINCOLN, Neb., July 9—Blacaman, a bull from the Hagenbeck-Wallace circus that had been the subject of a "one-man" strike here, was killed on July 8 when a circus performer, riding a horse, was thrown and fell onto the bull, which was electrocuted by a low-hanging power line.

When the bull was killed, the circus was on its way to Kansas City, where it is scheduled to perform on July 10.

The circus, which is one of the largest in the world, has been performing for more than 100 years and is known for its "one-man" stunts, including the "One-Man" act and the "One-Man" horse act.

Blacaman, who was known for his ability to perform with a bull, was killed when the circus truck, which was carrying the bull, was struck by a low-hanging power line.

The bull was electrocuted, and when the performers rushed to the bull, it was too late to save it.

The circus has been performing in the area for several years, and Blacaman was a favorite performer with his ability to perform with a bull.

The circus was performing in the area for several years, and Blacaman was a favorite performer with his ability to perform with a bull.

Second Mishap On Cole Bros.

Mile. Dolores injured in somersaulting auto act—Ken Maynard leaves

NEW HAVEN, Conn., July 8—The second major mishap to Cole Bros. Circus this season brought severe and painful injuries to 15-year-old doll of the show, Dolores, sister of the Great White. The accident, which occurred during a rehearsal of the auto act, happened when the car turned over and struck Dolores. She was taken to the hospital and is expected to recover.

Boyse Brothers, of the Boyse Bros. Circus, was stricken on the show here and rushed to the hospital. The false face was knocked off and the boy was taken to the hospital. The accident occurred during a rehearsal of the auto act.

On the postcard about the sudden death of a headliner and full details next week under sworn statement.

Sadie Beers Under Knife

MIDLOTHIAN, Ill., July 9—Sadie Beers, a star of the Sadie Beers Circus, was stricken on the show here and rushed to the hospital. The operation was successful, and Sadie is expected to recover.

Further In Pay Roll

KELLY-Miller in Storm; Housecars, Trailers Damaged

ARNOLD, Neb., July 9—The Al O. Barnes-Sells-Floto Circus, which encountered the worst storm of the season while passing through the state, lost its tent, half of its menagerie and a great deal of its equipment.

The storm, which hit the circus near Rapid City, S. Dak., on Tuesday afternoon, left the circus homeless and forced it to make emergency arrangements for its next engagement.

The circus, which has been touring the West for the past several weeks, was scheduled to perform in Rapid City on Wednesday, but the storm forced it to make a last-minute change in its schedule.

The operation was successful, and Sadie is expected to recover.

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JULY 16, 1938

CIRCUSES

The Billboard

With the Circus Fans

By THE RINGMASTER

KORAN MFG. CO., Inc., Chicago, Ill.


WANTS TO JOIN ON WIRE. Trumpet, Trombone, Bed-closing. State proposition. Can furnish Band, Bill-season, possible salary for long season.

ROCHELLE, Ill., July 9—Pans Davis, How, Arndt and Mathewson and their crews of Hartford, attended evening performance of New World Bros. Circus at Bristol, Conn., June 22. They report an interesting show. The Clow family were very strong, William Newton Jr. Bill Montague attended the evening at Million-Dollar hotel. He visited with Harold Barnes, wire-walker, and his father, Clint Barnes, who is clowning.

On the day this was written 21 cars of the Ringling show passed thru Rochelle to join Barnes. Train consisted of 15 flats and six Pullmans.

Many sects of the public extended their usual welcome when Tom Mix Circus showed there June 3. It was the first time that a show ever played a Sunday date there. Business was only fair, although the Pullman made every effort to get the public. Snera O. Bratton interview the Mix crew.

Tom Tomney entertained fans at dinner and after the night show had a dinner and after the night show had a very social time that a show ever played a Sunday date there.

JACKSON HEIGHTS, L. I., July 9—John R. North and Mother 

John R. North and Mother Defendants in Damage Suit

SARASOTA, Fla., July 9—John R. North and his mother, Ida Ringling North, as executors of the John Ringling estate, have gained a temporary strength of $100,000 suit filed in Circuit Court here last week by Leopoldo B. L. Ringeid, divorcee of wife of the late circus king. The suit followed an action of J. F. Burket, estate attorney, who last month named North’s $75,000 claim against her late hus-

Many Visitors on Newton Bros.


James Moran and Bernice Moran were hosts to many Boston visitors July 7 at Brattleboro. Jimmie and Elizabeth were about to leave town.

Many Visitors on Newton Bros.

John Mix was a guest from Fall River, Mass., at the Elks’ Club.

CHICAGO, III., July 6—Sverre Torheim of St. Paul, Minn., and at the Elks’ Club. Visitors at Madison were Mr. and Mrs. Eck Erholtz and daughter, Mary; Mrs. J. I. McFarland, Lodi, Wis. Edgar H. Wilson and Jo Taggart, Rockford, Ill., and Walter B. H釉ndel, of Rochester, G. N., call on Mrs. Torheim, Bill Jackman, Bob Clark and Bresheen visited the show again at Portland, Ore. The late Mrs. Hilda See, two children of the late Mrs. Sarah See, were brought from Baraboo, Mrs. Ringling saw part of the show in readiness; Jake Carberry, a courtney, clean, fast-moving show. Tent about one-half full.

JUNE 22—CRAK, Prank U. of Mcasomb, Ill. saw “Kee Bros. show there July 4. According to Tom Mix’s news, the “Kee” show at West Warwick, R. I., June 26 was somewhat light. Before the show at West Warwick the show was in a hard rain all day.

F. M. Silloway, CFA of Lewistown, Gt. Falls, Mont., attended the first show at West Warwick, R. I., June 26.

Many Visitors on Newton Bros.

Daughter, Mary; Fans extended their interesting week. The WPA Federal Theater Project’s circuit 

John R. North and Mother 

John R. North and Mother

For the Advance: General Agent.

For Sam ales...

Rudy Rudynoff Jr.

With

Two High School Horses and Two High School Great Dane Dogs

Available for

PARKS, FAIRS, HORSE SHOWS AND CIRCUSES

Address, Care Hotel Central Park Manor, 334 E. Eighth St., Sarasota, Fla.

The Beattys

CLYDE HARRETT

Working the largest Group (43) of Clowns, Elephants and Tigers over present in the world.

EATED WITH

COLE BROS. CIRCUS

Downie Bros. Circus, Opening in August

 Wants for Big Show, Performers, Wild West People, Clowns, Feature Wrestler for Concert.

Big Show, Ringmaster and Musicians. Side Show People, Minstrel Band and Performers. Bosses in all departments, Steward.

For the Advance: General Manager, Leon G. Davis, Car Manager, Press Agent, Billboard.

We will be pleased to hear from those who opened with this show last spring.


Downie Bros. CIRCUS, Chas. Sparks, Mgr., Macon, Ga.

WANTED CIRCUS ACTS


PAGEL CIRCUS

Box 1522, Capetown, South Africa.
July 16, 1938

The Billboard

Circuses

By CIRCUS SOLLY

Under the Marquee

By JACK DE SHON

The Corral

By ROWDY WADDY

AFA Plans Nation-Wide Boycott Against Ringling Bros. Interests-Barnes-Sells-Floto To Be Picketed

JOHN H. (DOC) OLYER's cards that he is not with Harris Bros. Circus, as mentioned in an advertisement in last week's issue of this publication.

Wants Musicians for Big Show Band, Trombone, Baritone, Tuba, etc. Excellent Terms. Apply to Simeon S. Willingham, Ars. Ministris, West Indian Aerial Show Band. Send for terms. Apply to Simeon S. Willingham, Ars. Ministris, West Indian Aerial Show Band. Send for terms.

HAAG BROS.

2-RING CIRCUS

Wants an experienced Registering Clerk, to register the various circuses arriving at the Western Fairgrounds during the coming season.

Wants for 5 Big Rodeo Days, opening at Silverton, Mo., July 27 to 31. Four big acts to follow. Tickets will be sold on a metered basis. More big acts will be added. More details will be released shortly. AFA wishes to be there to stop him.

The fact remains that Mr. North does not realize the effectiveness of his contract-breaking policy and he is doing exactly what he should be doing to recover the financial losses of the circus.

The contract was broken because of the fact that the circus was unable to pay the union contract wage rate. The AFA has given no indication that it will cede the truth of the circus claims before being forced to sue the other. The union could not tolerate and as a result the union has returned to the ring and the contracts will be re-applied for by another circus.

The last three weeks have been one of the most hectic periods of the AFA's history. The AFA had filed charges with the National Labor Relations Board in Washington seeking an injunction to stop the Barnum-Brothers Circus from fraud and conspiracy to prevent the orderly and discriminatory discharge of 1,400 AFA members because of union activity and union membership.

Payday said that this is in direct violation of their original contract as well as Section 8, Division 1 of the Wagner Act.

The Rochester Rodeo stock was released to winter quarters in midwinter and it is possible that John North, owner of the show, will be able to take the show to the ring again.

The Barnum-Brothers Circus has completed its tour and the AFA wishes to be there to stop him.

Herbert W. McKey, of Bath, Me., writes that circuses should give no more than two days to a town, and if they cannot be the longest in the town, they should be the shortest.

The AFA belongs to the Boosters' Club and the AFA has extended its membership to the Boosters' Club.

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HOLIDAY GIVES GOOD BREAK

Spending Up In Ohio Area

Best days of season so far are registered—acts and events are credited

DETROIT, July 9.—First break of the season for Eastern Ohio amusement parks resulted from heat that hit this holiday when every spot reported patronage was down, especially on Sunday and Monday. Patronage was only fair Saturday night, but ideal weather brought thousands out on Sunday and in some instances record crowds Monday afternoon. Patrons spent better than they had anticipated, although crowds and patronage fell slightly below that of 1938. Hotels, boarding houses and camps were sold out and most locations.

Meyers Lake Park here, said Manager Carl Sinclair, had jammed midways on Sunday, and Monday night patronage was so heavy it was almost impossible to get all the shows in. Patronage was only fair Saturday and Monday. Patronage was anticipated and that generally week-end. Patronage was only fair Saturday and Monday. Patronage was well up for the first weekend, as the season for Eastern Ohio amusement parks came over the Independence Day holiday in full force.

DETROIT, July 9.—Detroit area parks with beach attractions and lake spots on West Coast

KANSAS CITY, Mo., July 9.—Return of hot weather after a rainy siege has brought increased patronage to Fairlawn Park, said Omer J. Kenyon, general manager. An added attraction has been the annual summer meeting of New England Parks and Beaches, will be held on July 21 in Highland Park, Avon, Mass., near Boston, and members will be guests of President Harry C. Baker, of the national association; it will be announced by Fred M. Lisky, secretary of the section, from his office here. A program of events includes registration from 10 a.m.; luncheon from 11:30 to 1:30; baseball game; 3 p.m., between teams captained by Wallace St. C. Jones, Boston, president of the section, and Omer J. Kenyon, general manager. A program of events includes registration from 10 a.m.; luncheon from 11:30 to 1:30; baseball game; 3 p.m., between teams captained by Wallace St. C. Jones, Boston, president of the section, and Omer J. Kenyon, general manager. The program is planned to give every exhibitor and patron an opportunity to see all the new and improved amusement devices that have been introduced during the past year.

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PARKS-RESORTS-POOLS

July 16, 1938

The Pool Whirl
By NAT A. TOR

The Pool Whirl is available at Nat A. Tor, Care New York Office, The Billboard.

Showmen Invitation

An invitation to pool operators, water performers, tank managers and swimming teachers has been extended by John M. Liddy, president of the newly organized National Showmen’s Association to join the NSA in general. Those who are interested in general are asked to send in their applications to the NSA office, Box D-141, care The Billboard, Cincinnati, Ohio.

New Tank Opens

Much ado was made last week about the opening of D. J. Maher’s new Marine pool at Indianapolis, Ind. Lake Mohawk, N.J., a gala water carnival was staged, along with festivities. Among guests introduced was Betty Cooper, cousin to Miss Eileen, Miss Atlantic City beauty pageant. The beautiful aquadrome seems likely to succeed, especially if the society crowd who attended the opening continues. Tank Especially important is the fact that bemuse they belong to their local pool men’s organization need not feel that this new place will be too far away from them.

Playland, N. Y.

By J. WILSON CLIFFE

Shout and weather the past week seem to be just what the mill and Funhouse, Walter Sears manages the Dolphin, Johnny Naas is manager of the Whale, Pratt and Roede are on the sanitation squad. Alex Roedt again heads the restroom department. White Peter, the Poolboard salesmen, with Janusz and A. A. Tabor, opened the new frozen custard—branded peach-pies, ice cream, soft-serve ice cream. Formerly, Mike Wallace and his weight guessers had a new frozen custard, and now they have an old-fashioned custard, the best in the business. Dick Williams has Hoop-la. Dog Booth looks natty in his white uniform, and the old drowsy who once spent his days on the beach and now is in the grips of his later years. The three women, enclosed in a glass case, are spick and span in blue suits and are in charge. Assistant Manager Harry Drinkwater has the park under good control and the inspection of the New York City Health Department is scheduled a meet at Playland for August 20th. Dick Brown, artist, with a million-dollar smile, is in his 10th year at Playland. Many innovators have made the work of Muriel Hunt, park scene designer. She has introduced the new “vogue” of the swimming cars in the bathhouses as the old-time dress parasols and tulips to a summer outing of petunias. Miss McDonald, chief nurse, and Miss Harris, her assistant, are again in charge of the hospital. Bill Mack, engineer, is again on the job, while Martin Elms, national director, and Stewart Liddy, general secretary, are again heads of the sanitation squad. When the weather is fine, they do a splendid job.

Have Space For Several Rides

On account of new and established parks, for 1939 will be BROAD RIPPLE PARK Indianapolis, Ind.

NEW 8-CAR WHIP


W. F. MANGELS CO., Coney Island, New York

By ROGER S. LITTLEFORD JR.

Coney Island, N. Y., has as much bad weather as any place, but in addition to that it has more. More and more evident is the universal S-concept and the generalization that the city crowd, when they are not there, is a queer element. The hot polli, however, is very materially depriving the operator of this world playground. The old crowd who once spent their holidays on the beach and summer home and whose business was the swimming pool, have their picture changed by competition from this new crowd keeps on coming. The old order seems destined to pass.

Too Many Rides Seen

The same with Coney Island must be relegated to the land of pleasant dreams, and Pelham’s has extended another fine pool. Some of the new dining cars were on the beach and others were in the park. The old idea of scores on a thousand feet of board is gone. This week, there is not enough space in the world to accommodate a carnival and a bowling alley. The old idea of keeping the bowling alley off the beach is gone. The old idea of selling the bowling alley to the bowling alley is gone. The old idea of selling the bowling alley to the bowling alley is gone.

A Showman’s Worth

When a season is bad weather, the uppermost topic of conversation in the industry is the question of what the weather is doing in July. When they were having one good week, it was a good week, because they were clear and sunny. But now, as we are able to ascertain, there was a clear Saturday, Sunday and Monday. The difference between this week and last week is that last week was a lot of fun. The idea that the weather is changing and that the weather is changing is the big idea of the week. But the weather is not changing; the weather is changing.

Dance Halls

A Cheater’s Night on the Dance Floor Made: E. A. C. M. E. (E. A. C. M. E.)

Get the Rides That Pay You

KIDDIE RIDES

Our Patented Dance Check System is

DANCE HALLS

CALL THEしばらく在urable.

WAYS

THE LEHMAN NON-TAXABLE DANCE CHECK

WESTERN BADGE & NOVELTY CO.,

Protect Your Profits

USE THIS PROTECT YOUR PROFITS STICKER ON THE DANCE FLOOR.
THEIR CITIZENSHIP accredits the American people, as it has accredited the American skaters, with the right to compete at the international level. This right is recognized by all the leading skate federations of the world. The International Skating Union, which is the governing body of skating in the world, is controlled by member nations, each of which sends representatives to the meetings of the Union to ratify decisions made by the governing body.

WONDER Roller Rink, Detroit, closest for skating, is slated for reopening on September 1. Manager Carl Coueyomie reports that the rink is recovering from an appendectomy.

THREE WHIRLING BEES, Buddy Gibson, wagon master and manager; Allen Roller Rink, Burlington, Vt.; Club Hampton, Rutland, and the Casino, Brattleboro, Vt.

HARRY PETITRE & Pete Randle, roller skaters, have been appearing in the Wave-Roller Rink, New York City, in an exhibition in Riverdale Roller Rink. Indian specials and reports are being sold.

FORMERLY with Will Haskell and now connected with Earl Neal on the wave, Wally Lewis and Fred Michley, recently closed Palace Rink, Eugene, Ore., are operating a roller rink two blocks southeast of the wave. Wally and Fancy contests will be held, restricted to membership of the roller skaters society of the American Association of Skaters of the United States.

CHAMPLAIN PROVINCIAL, secretary of the Amateur Skating Association of Canada and president of the commercial section of the Canadian Roller Skating Federation (that he has association and been admitted to membership. This is the governing body of roller skating and rink hockey in the country. He has a membership of 50 and his duties include representing and operating a roller skating in North America. Argon-
1,500-Acre Development Near Boston Is Chartered to Group

Plant for fair, recreation center, racing and field sports is said to entail expenditure of $2,000,000—all-year operation projected by new Massachusetts body

BOSTON, July 9—A charter has been granted by the State to a Massachusetts Agricultural Improvement Association to develop the 1,500-acre tract, which includes Norwood Airport, into a $2,000,000, 12-month sports and recreation center. Plans provided for an all-year amusement and entertainment establishment, to be planned by Eastern Racing Association (Suffolk Downs), to be leased for property, and to be designed and built by a new group of people. The new group is to start construction so that by late August agricultural fairgrounds and buildings and a track for a week's Grand Circuit will be ready. Development is to be such that the heart of the Boston, will, it is said, include a stadium seating 23,000, clubhouses, grandstands, athletic fields, swimming pools, red, green, auto race tracks and winter sports grounds.

 Officers of the MAIA are given as Frank Williams, executive vice-president; Frank Donovan, President; William E. Tyler, Louisville, Ky., secretary; and Harold O. Mitchell, Canton, Mass., treasurer; with W. Phipps, Natick, secretary; H. J. Jones, Andover, Donovar, Lenox, Mass., secretary, and Ralph Helms, Arlington, Mass., assistant superintendent. A president of the board is to be announced. It is said, Executive offices will be in the Boston financial district.

FIGURES RISE IN MOOSE JAW DESPITE RAIN

REGINA, Sask., July 9—Rain on two of the days of four day Moose Jaw (Sask.) Exhibition, which closed on July 2, kept receipts down 85 per cent from 1937 figure. Last year's gate was affected by wind and dust storms.

First-day attendance was 6,100, an increase of 1,000 over last year. Third day, a Dominion holiday, had 10,000 as compared to 11,000 last year. It is expected to be a new attendance record for one day of a Canadian class B fair. Figures were down 25 per cent on other two days, gate being thrown open early Thursday. A statement made by the board officials not mentioning on Saturday that the admission receipts were up about 50 per cent with one night performance down 50 per cent, as compared to 1937.

Dorton Prepares N. C. State

RALEIGH, July 9—Offices for the 1938 North Carolina State Fair here will be set up in the Canefield Building, J. S. Dortor, Shelby, Premiums will total slightly more than the $14,000 of last year. Office building will be erected and a mile track laid out. There will be no horse racing, but most celebrated stable of the finest exhibitions of blooded and non-blooded race horses that had ever been assembled will be pre-sented on the new stage. Six outstanding bands sent in entries for the week announced increase in premiums next year of over $1,800. For approximately 13,000 saw Fourth of July fireworks Monday night.

ST. PAUL, July 9—Three big improvements are being rushed to completion for the 1938 Minnesota State Fair here. They include an increase of 25 cents in the all-year admission of $1.50, an increase of 173 over last year. Third day, a general admission day, was to be selling admission to the grand stand for 75 cents. Last year's gate was affected by wind and dust storms.

Building Is Rushed For St. Paul Annual

A HAPPY GROUP AT A HAPPY OPENING. Among visitors to the premiere of Hamlin's Million-Dollar Fair, Athletic, on June 25 were: Left to right, F. Houseman, of Allentown (Pa.) Fair; Bob Morton, Philadelphia circus showman; the group's impresario, whose grandstand show is Allentown annually, Harris and Joe Stearns, conductor of Madison Square Garden Band, a familiar figure at the Allentown event.

San Fran Expo Officials Put On Fourth Fireworks

SAN FRANCISCO, July 9—More than 13,000 saw Fourth of July fireworks Monday night announced increase in premiums next year of over $1,800. For approximately 13,000 saw Fourth of July fireworks Monday night.

WEST POINT TO ENLARGE

WEST POINT, Miss., July 9—With 20 counties expected to take part in the enlarged second annual Mississippi Live-Stock Show in 1939, officials announced increase in premiums next year of over $1,800. For approximately 13,000 saw Fourth of July fireworks Monday night. The logical person to unveil the new stage, held on the old Eagle race course, which was continued until surrender of the state will contribute $2,000. J. W. Helms, manager, announced. Award on July 16, 1938

Elkaham Watson Tablet Deduction Set for July 20

BOSTON, July 9—Dedication and presentation of a memorial tablet in Watson's honor of Elkanah Watson, known as the father of agricultural fairs, will be held on July 20 in City Hall Park, Pittsfield, Mass., at noon.

Prospects Good for Caro

CARO, Mich., July 9—Because of good crop conditions and increased interest among growers, the members of the St. Joseph Valley Co-operative are expectig a big sale at Caro on July 16. Members of the Caro Stockmen's Parade of Fairs will be presented on the new stage. Three stake races have been filled and four other events are expected to be held. The total purses in 1938 of $6,000. P. G. Gooding showed and rides will again be on the midway.

Buildings for Corinth Fair

CORINTH, Miss., July 9—A. Durney, general manager of North Mississippi-West Tennessee Fair and Dairy Show here, is planning repairs and erection of three buildings on the grounds. These structures will be raised and in their place will be built a grandstand, farm and agricultural exhibits building and poultry house. Dairy and beef cattle, women's work and crafts building now standing will be removed.橡胶 and agricultural and dairy displays were presented with various amusements.

In LAST ISSUE it was erroneously reported that the WLF barn dance unit would be a feature of the Muskingum County Fair, Zanesville. The WLF Co-operative's feature to the Renfro Valley Barn Dance, produced by Pioneer County Fair Association, at the Renfro Valley group has no affiliation with Stamford's W.L.F. The Allentown event, at which Elkaham Watson's tablet will be unveiled, is said to start immediately at that station each Saturday night.
Premium Facts
(Data collected from lists received by The Billboard)

MONROE, Wis.—Green County Fair, 84th annual, August 10-14, 60 pages. Officers: Albert Gilchrist, president; William A. Brown, vice-president; James B. Butcher, secretary-treasurer; Frank B. Salisbury, superintendent of speed; Lionel C. White, secretary. Attractions: Adults, day or night, 40 cents; children, 10 to 14, 25 cents; bargain and grandstand prices on Tuesday, Wednesday: amphitheater, day or night, 25 cents; reserves, 10 cents. Attractions: Grand stand show, harness racing, Midway, Edith Brown.


FRIDAY'S RACES
12-20. A. Schindler, treasurer; Arlie Frost, su-liam A. Brown, vice-president; Albert Stoldt, president; Wil-son Stokes. 

WOLANDI
Sensational High Wire
Also Bording Tight Wire Act. Available for Parks, Fairs, Celebrations. Write, wire care The Billboard, 1506 Broadway, New York City.

INDEPENDENT RIDES AND SHOWS
WANTED FOR
FLEMMING COUNTY, WEEK OF AUG. 15 AND GERMANTOWN FAIRS, Week of Aug 22

SHOW PRINTING
POSTERS
METROPOLITAN PRINTING COMPANY
139 W. 36th ST. NEW YORK CITY

Concessions Wanted
CARO FAIR

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo in the WHOLESALE MERCHANDISE Department

This Week and Every Week

Fair Grounds
DELAWARE, O.—Decision to purchase a 50-acre farm and build a new 50,000-seat North Delaware as a site for new Dela-ware County Fair was announced by county commissioners. New grounds are to be ready for the 1938 fair. E. M. Bar-ber, WPA county director, promised co-operation.

PLAIN CITY, O.—Premium list for the third annual Plain City Fair has been issued by L. J. Bibi, secretary. It will be sponsored by Plain City Agricult-ural Society and held in Putnam Park. Harness races, saddle and draft horse shows, junior fair, pet parade, hokey fair and bicycle parade will be among fea-tures of the four days.

CANTON, O.—With completion of a large horse barn, which houses 60 box stalls, a show ring and seating facilities, the 1938 annual, August 20-27.

Fairs — Expositions

NEW ALLEN COUNTY FAIR
Fort Wayne, Ind.

July 25-30, INC. (DAY AND NIGHT)

WANTED—Legitimate Concessions of all kinds (except Bingo), including Eating, Drinking and Refreshment Privileges.

Goding's Rides and Shows booked.
4-H Club, Merchants, Manufacturers and Entire Community are Interested in Fair.

AL MARTIN, 96 BROADWAY, BOSTON

AL MARTIN Telegram Attractions

TO FESTIVALS OR OUTDOOR EVENTS IN NEW ENGLAND

THANKS FOR THE SELL BUSINESS THIS SEASON STOP WILL STRIVE TO DELIVER JUST WHAT YOU WANT WHERE AND WHEN YOU WANT IT.

AL MARTIN, 96 BROADWAY, BOSTON

CENTRAL EAST TEXAS FAIR
Marshall, Texas
September 27-October 1, Inclusive
CARL HELMS, Secretary, Bluffton, Ind.
Beckmann-Gerety Business Picks Up in Wis. and Mich.

Shrine auspices gets neat profit in Madison—Eddie L. Karn in Chicago hospital—midgets get publicity

Mr. and Mrs. Fred Beckmann honored by circus fans

APPLETON, Wis., July 9—Business has taken a decided upswing for Beckmann & Gerety shows since entering Wisconsin and Michigan territory five weeks ago.

According to John Snobar, who is the field manager for the shows, business has continued to improve since the last time the group visited the two states.

The group, which includes the Johnny J. Jones show, the Big Wilno, and the Dodson and Fischel shows, is scheduled to perform in several cities in Wisconsin and Michigan during the next few weeks.

First Carnival Permit Since 1929 for Duluth

ELY, Minn., July 9—The West Bros. shows were granted a permit this week by the Duluth (Minn.) city council, which will permit the shows to exhibit until July 17.

This is the first permit granted a carnival since 1929. Lakeview Post American Legion is sponsoring the event, and location will be the old circus grounds.

Frank H. Owens, general agent for West Bros., handled the booking details. Reported by Bruce Barham.

Some Concessions With Crafts Destroyed by Fire

STOCKTON, Calif., July 9—A carnival permit was given the concessioners on Crafts Demille's second large circus, which closed here Monday, when a carnival fire destroyed $5,000 in balloon concession.

It spread almost instantly to the adjoining booth. Following the closing of the show and the Stockton fire department, which closed here Monday, when a carnival fire destroyed $5,000 in balloon concession.

Frank H. Owens, general agent for West Bros., handled the booking details. Reported by Bruce Barham.

Line O' Two of News

CHICAGO, July 9—Joe Cody, of the Golden West Shows, had a meeting here this week that he booked Ken Davie to the Baker Bros. show for the next week.

SWEETWATER, Tex., July 9—George D. Barber, secretary-manager Midwest attractions, announced the Johnny J. Jones show had been booked for the event to be held in September.

CANTON, O., July 9—C. A. Klein, who is launching Klein's Attractions, a new carnival, scheduled to open in near by Minerva, Monday, announced postcard for the next week with the Carnival's opening.

BEAVER, July 9—R. Edwards, representative for stand to hold for the next week with the Carnival's opening.

SIOUX FALLS, S. D., July 9—Billy Gear announced here last Saturday that he has resigned as general agent for Miller Bros. show, which are under the management of Morris Miller.

MINNEAPOLIS, July 9—L. C. Thompson handled the first of major railroad carnivals to arrive in Minneapolis this week.

He announced additional fair entertainment at Wilno, human cannon ball, free attraction at the carnival grounds across Washington avenue viaduct in Ulster, N. Y., Sunday.

The Johnny J. Jones show was hurled over top of a Ferris Wheel.

The Johnny J. Jones show was hurled over top of a Ferris Wheel.

Fourth of July Business Spotty

Some record reports are broken and others worse ever—in the main, good

CINCINNATI, July 9—This Fourth of July records the holding of more and more celebrations at which carnival it appeared than ever before. However, The Billboard survey of the American Legion, can-

Las Angeles Biz On Big Uptrend

4th of July marks turning point of season—confidence in future prevails

LOS ANGELES, July 9—There was no meeting of the Pacific Coast Showman's Association and the Fox Terrier, a new spruce canine, a dog, appeared.

Los Angeles officials refused to permit bingo to open in the city, however, and the Mirvins, who have been operating a bingo in nearby San Pedro, were ordered to close their operations.

Expositions, announced here July 1 that the Golden West Shows plan to bill the Asbury Park Exposition, which closed here July 1.

The Johnny J. Jones show was hurled over top of a Ferris Wheel.

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Possibly due to the extreme heat, the show's third consecutive Independ-

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Carnivals

How To Handle Pass Problem

By SAWN HEARD

The following are suggestions to show men on how to avoid taking passes out of the office of the police department for posting and lithographing:

Time-switch angle—On opening night the pass must be good only last half of the week. Last half of week tell patron his pass is good only till evening of opening night.

Wrong signature excuse—(a) Tell patron to sign his pass or not be allowed in. (b) Tell patron if is signed pass should be in his name only.

Fake numbers—Put numbers on passes as to pass, they do not correspond on any of the show's attractions. Some exclusive show crack—Tell patron passes are not accepted on this show.

Adult-child switch—If patron is child and the pass is for a second week and again pioneering on some extent, reflects changes in public's ways.

General plan was practical to some extent, reflects changes in public's ways. All show are enthusiastic over the gift sent to the show's employees a free haircut. As they filed thru the hairdresser, assisted by the sheep-sheared, emotion of both the show's employees is being worked out and a concession first coupon is conducted and a concession first coupon envelope with the gate admission deepened, as a bonus for his faithful service brought in ink and vice versa.

No acceptance reason—Tell patron passes are not accepted on any reason. If patron insists pay for it, he will still insist get some. (This is most popular method used today.)

Anybody, anybody can take passes. It's the smart guy who turns them down. Can be used to then tell him where to house for money? Of course not. Can pay your hotel bill with them? No. It's not considered good for—tell the patron that a show pass system is being worked out and expected. This causes the patron to look forward to the bill. As they filed thru the hairdresser, assisted by the sheep-sheared, emotion of both the show's employees is being worked out and a concession first coupon envelope with the gate admission deepened, as a bonus for his faithful service brought in ink and vice versa.

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May 9—Gruber's World's Exposition Shows is back in town for a second week and again pioneering the new lot second one in this community, the show a hit at the C. C. A. P. Show, which is playing New York territory at this time. Plan to cover in next issue a resume of all the present shows on the road. Since that adjournment of Convention Week ended July 2, 1938.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER. N. Y. July 9.—Gruber's World's Exposition Shows is back in town for a second week and again pioneering the new lot second one in this community, the show a hit at the C. C. A. P. Show, which is playing New York territory at this time. Plan to cover in next issue a resume of all the present shows on the road. Since that adjournment of Convention Week ended July 2, 1938.

Some time ago we included in this column a resume of all Bank Night carnivals in various States. Since that time there have been some additions. Here are decisions handed down on subject which is a matter of interest to industry as well as those who are trying to keep their attractions in the forefront with elaborate presentations and banner lines.

Missouri Show Women's Club

ST. LOUIS, July 9.—The stay-at-home women's club that has been working to get the Thursday afternoon bridge parties on a better basis is paying off. As they filed thru the hairdresser, assisted by the sheep-sheared, emotion of both the show's employees is being worked out and a concession first coupon envelope with the gate admission deepened, as a bonus for his faithful service brought in ink and vice versa.

The show even went to the range. As they filed thru the hairdresser, assisted by the sheep-sheared, emotion of both the show's employees is being worked out and a concession first coupon envelope with the gate admission deepened, as a bonus for his faithful service brought in ink and vice versa.

The show even went to the range. As they filed thru the hairdresser, assisted by the sheep-sheared, emotion of both the show's employees is being worked out and a concession first coupon envelope with the gate admission deepened, as a bonus for his faithful service brought in ink and vice versa.

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DeBELLE

Virgin Wool, Wyo.
Week ended July 2, 1938.

Dear Red Carnival

Week-end! how the office announced a certain day, the board had decided to make a committee of three, to be elected. As they filed thru the hairdresser, assisted by the sheep-sheared, emotion of both the show's employees is being worked out and a concession first coupon envelope with the gate admission deepened, as a bonus for his faithful service brought in ink and vice versa.

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Showmen’s League of America

CARNIVALS

July 16, 1938

DEBREC, July 9.—A special meeting in circuses in closed June 29, conducted by President Louis J. Margolies, was held here July 5, and was closed June 28, conducted by President George H. Brown. Purpose of the meeting was to inaugurate a program for obtaining money for the building fund.

For a moonlight excursion on streamer Put-in-Bay third week in July were compiled. Three bands in one show and orchestra from Oceanview via Sandusky, OH, were led by Louise Walsh is working hard to make the new show, and the Profile will be a feature. The Control Commission granted us a liquor license and we plan on opening the bar soon. Brothers Harry Ross, Millard, and club members will be named to handle this business. Membership drive is progressing nicely with Hymie Stone in front for Gold Life Insurance. Membership drive is second. House committee has done a fine job and the rooms have been well decorated and the home of Mr. and Mrs. Brown.

Shows in this area, after a bad start, are now beginning to-be built up. President Leo Lippa is busy with politics, but will give us his support to our program. Abe Ehr, our custodian, is Chiel Cucy, who is our treasurer, and the writer chief. Munira, Porkash is a nightly visitor. Julia Williams, who was on hand, is Mulder from Grand Rapids.

Active interest in travelling circuses can be seen, and those wishing to pay their 1939 dues are asked to do so now. New members the past week were Nick Martin, Tommy Martin, E. W. Brown and Sam Solder. Reports from Pennsylvania are due, and the writer plans to visit those points.

VERNA VALENCIA, whose husband, Manuel Valencia, met his death in a fire on July 5 in Atlantic City, is the husband of Florence Dugan, who is working diligently to receive his 1939 dues. She plans to visit those points.

Hoffman Amuseme, Co., WANTED Shows and Concessions for Street Celebrations.

Showmen’s League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, July 9.—With many interests in affairs of league continue despite fact that president of member lost his life, Chairman Fred Beckmann and Carl J. Odon and President A. J. Mccall where delighted with an interesting letter from Past President J. W. Conklin addressing management and members of Conklin Shows who had subscribed sum of $4,000 for relief fund. It tells story of this, along with names of those subscribing, was published in The Billboard issue July 9. Other donations received during week were from New York, F. W. Hirsch, Conklin Shows; the secretary advises that if pledge card for this drive has not been mailed, both a copy of it will be printed on time in time to time is the time. It was well sent and Sabin is as a pledge.

President drive goes smoothly on. Vice-President Francis R. Conklin sent in applications of Arden W. Morris, R. E. Gamble and James George.

The executive secretary attended the meeting on behalf of his executive committee, and among members present were Council Max Hoffman and party; Skag Snead, one of the great exponents of the city of Oakville, Ohio; Mrs. Myrtle Tevis, secretary; Mrs. J. A. R. Stratos, for Stratton’s Shows, and Nick Martin, Tommy Martin, E. W. Brown and Sam Solder. Reports from Pennsylvania are due, and the writer plans to visit those points.

All active members of the league are encouraged to pay their dues promptly.

[Address inquiries to E. W. EVANS - Secretary, Box 386, Columbus, O.

FOR SALE — ROYAL MIDWAY SHOWS, Inc.

(See NATIONAL SHOWMEN’S on page 47)

IF YOU WANT to make a trip to a beautiful place, try LIZARD BACK, W. Va., on the rail line from Charleston to Parkersburg.

[Address inquiries to Columbus, O.

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15 Years Ago
(From the Billboard July 14, 1923)

Making a long jump from Rockford, Ill., to Brandon, Manitoba, Canada, Johnny Grisham, ringsider for Umberto O'Brien's Class A Canadian Exhibitions to highly successful business when the big shows were playing Norton, Va., under American Legion Shows, with excellent results.

D. D. Murphy Shows blew into Mt. Vernon, Ill., after a fair engagement at Shelbyville, Ill., when the O'Brien Brothers, well-known con men, became associated with Zeidman & Pollio Exhibition and Circus. At the conclusion of William O'Brien, John Elmer O'Brien, J. Fred Clifford, Willermy O'Brien and Bruden & Bruden, the famous circus showmen.

Tommy Poplin, chief electrician with Umberto O'Brien's Shows, was recently reported under a large show engagement. Their show was moving on 25 trucks and semi-trailers as they appeared in Aberdeen, S. D., and housetrailers as they appeared in Aberdeen, S. D., and housetrailers as they appeared in Aberdeen, S. D., and housetrailers as they appeared in Aberdeen, S. D., and housetrailers as they appeared in Aberdeen, S. D., and housetrailers as they appeared in Aberdeen, S. D., and housetrailers as they appeared in Aberdeen, S. D.
Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

WESLEY BLAIR (Joe-Ann) cards from Espanola, Pa.: "Cashed my sex show and joined Bubbles Girl Revue with Clyde's United Shows and now in my present job doing my sex act. It is something new for a girl show and it is going over nicely."

BETTY JOHNS cards from Princeton, N. J.: "Business at Mexico was bad, no crowds at all. A new girl show joined, the show moved from the roof to the Midway in the Fish Bowl Show to the midway and have Bobbi Burns talking on front of side show."

BERTHA BERT cards from Bowling Green, Ky.: "Have placed my Sex Puzzle Show with Mold Show as a single pit attraction. I think it is one of the prettiest sex shows on the road this season. It is backed up better than any Majestic Ring Circuit for new territory."

SLIM AUSTIN cards from Glendale, Mont.: "Sisband Bros. Circus-Carnival, has bought a new high water in Harding Mont., and has to make some big jumps to get out of the flood area. Lost the samples of the 4 Readings, Four for 25c."

Best of luck to J. R. EDWARDS, Mansfield, O., this week.-Red Onion.

Jammie Graves Prizes

The Billboard Adv. Service

Jammie Graves, aerialist with Wallace Bros.' Shows of Canada, letters from Miss Graves Prizes and enthused about the future of the Billboard for the nice advertisement it carried for me in the Summer Special. I think the idea wonderful for acts and should mean a lot to them, as it will be used by fair promoters and park managers throughout season 1938. Send me special promotional advertising and publicity plan.

Inclining a clipping from The Sudbury Star (Ont.), it happened June 26. The clipping follows:

AERIAL ARTISTS

IN SLIDE DOWN WIRE

"Only cool-headed ones save the life of Jammie Graves, the aerialist who did the trick at the midway currently showing in McKinnon Township, Ont., last week. That was one of the first times in the course of her act Monday night.

"Miss Graves climbed to the top of a 100-foot pole and slid down a 400-foot steel wire, hanging on only her teeth. In the descent she passed over a tent with three elephants and five hours later she knocked down the tent, throwing off her balance. She sustained several bruises, but managed to extricate herself. She was taken to her sleeping quarters and given medical treatment.

"IT was my first accident in the 15 years that I have been making my living in the balloon business. I have not heard from her since Christmas night."

A.B. CUNLIFF, special agent McMahon Shows, cards from Mapleton, Ohio: "Have placed my Sex Puzzle Show with Model Shows as a single pit attraction. It is one of the prettiest sex shows on the road this season. It is backed up better than any Majestic Ring Circuit for new territory."

FRANK LABARR, The Billboard sales manager; Joe S. SCHOLIBO letters from Milwaukie, Ore.: "We have seen the new cardboard models at the management store and they are great. We are going to use them."

DOROTHY WOLTERS letters from Lawrenceburg, Ind.: "Have pleasant visits with L. J. Page, showman, and Mrs. Thomas Parker during recent engagement of L. J. Page Shows here. It is a nice clean show and has many good rides in it. I think I have seen the Hemlock organization in several years."

R. D. ETTES letters from Pine Bluff, Ark.: "A couple of shows have been doing me a lot of good lately, but have been out of touch with the management and am not able to write. I have been looking about getting back on the road this fall, but have not heard anything yet. I have seen some of the pictures folks are getting along with those three-four-axle models."

R. P. MCLINDON, general executive for Enterprise Shows, cards from無料: "Please take this squawk which is to your letter of May 15. We are going to use the new models at the management store here."

This has been a ——— of a year, believe me. We sold some shows, but one of the owners had the attendance they report they would have had a lot of. The outlook for the future is not as bright as it was last year, but we are getting along."

JOHN A. SCHMITT letters from Terre Haute, Ind.: "Tettle, we are going to use the new models at the management store here."

Mike Hawkins and John A. Schmitt could fill a bucket with water if they were in the same place."

JOHN A. SCHMITT letters from Terre Haute, Ind.: "The Upo County to be held here will be a good one. Let us work on the same side of the fence. Our Carnival manager will try to make this one better."

J. R. EDWARDS SHOW

124.128 W. Lake St., Chicago, Ill.

BUDDHA PAPERS—SUPPLIES

1922-1935 ASTRO DAILY, HOURSLY FORECASTS

All Readings Complete for 1917-1938

Single Sheets, 8 V. x 14, Typewritten. Price, M. $1.00

Buddha Papers—Supplies

Buddha Papers—Supplies

AERIAL ARTISTS

CONCESSION TENTS

Bound Right. Priced Right.

ROGERS TENT & AWNING CO.

Fremont, Neb.
He is in the "Doghouse" Now!  
H. B. SHIVERS, general agent Gold Medal Shows, Anderson, Ind.,  
writes our Fearless Editor that  
MICH.: "I have gotten myself in the  
"doghouse" with my dog owners on  
the show all because of a declaration  
in a recent contract that I had  
signed a few weeks ago that  
Duck Allen and I have the finest  
dogs on the midway.

That Duck Allen and I have the finest  
Dogs on the midway.

Duck Allen and I have the finest  
dogs on the midway.

They have a lot of them, and some of them  
are very good at the impalement act, in which  
two dogs are pinned to a stake,  
Ron Entz, general manager of Lipsky  
and Padrock's Shows.

The big free act was Oscar Varley  
Babcock with his death trap, loop-the-loop  
and flying the flume. He sure  
saw the natives talking. Had a chat  
with him and found him to be a refined  
trouper. Truly his act is outstanding.

CLARIE H. CRAMER, of Anderson -  
College, Ind., gives the following  
accounts of the opening of the  
Fair At Scotia, N. Y., where Roy  
Marks Shows, scouting and booking and  
the winter than in summer.

The train of Goodman Wonder Show  
was held up on the 4th of July.  
Mrs. Miller, of the Wonder Shows,  
and her son, Wallace, were held  
until an hour the train was held up.  
We were on time in Cincinnati.

ATTENDANCE not up to other  
years.

A NEW ARRIVAL on midway of Dod-  
sen organization.

Anyone's guess as to what became of  
them.

EYERLY RIDES GUARANTEE BIG PROFITS Loom on  
EVANS DICE WHEEL

EYERLY Aircraft Co., Salem, Oregon

DICE WHEEL

One of the most popular wheels.  
This is a complete line of  
shooting galleries, suitable for all  
ages.

EYERLY AIRCRAFT Co.

NEW ARRIVAL on midway of Dod-  
sen organization.

Anyone's guess as to what became of  
them.

EYERLY RIDES GUARANTEE BIG PROFITS Loom on  
EVANS DICE WHEEL

EYERLY Aircraft Co., Salem, Oregon

DICE WHEEL

One of the most popular wheels.  
This is a complete line of  
shooting galleries, suitable for all  
ages.

EYERLY AIRCRAFT Co.
**CARNIVALS**

**Full-Date Carnival Show Letters**

As Reported by News Representatives for the Shows

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**Sims**

Pembroke, Ont., Can. June 26-28, Location, County Park, Weather, very hot; rates Saturday, business.

Shows and rides beautifully located on water front by Manager Frank Rome. All attractions opened early Monday evening and were well patronized. With mercury rising to 96 degrees for three days, tourists, local folks, as well as show people, were coaxed to beaches to get relief from heat of the extreme. Mayor A. E. Cockburn and family nightly visited show. Joe Harris, operating six concessions with great success, made a good job of it. Mr. and Mrs. Jerry Foster returned from their fishing trip. Mr. and Mrs. Frank Rome spent week end in St. John's, Nfld.

**Endy Bros.**


Business not up to expectations, but Mr. and Mrs. Endy, general managers, are giving an all-out effort to attract patronage. The show is a one of the finest in eastern U.S., consisting of Three-Abreast Merry-Go-Round, complete, with Engine and Organ; Big Eli Wheel with Big Buzzy's genius as a talker; Brazil Board, machines for nine in teams; Side Show and Photo Contest, complete, with dozens of different rides. Can be seen at Port Dover, Ont. For more information, contact Arthur E. Cotton, Port Dover, Ontario.

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**Bundy's**

Phillipsburg, Pa., Week ended July 5, Location, Chamber Hill, Weather, rain and cold. Business, only fair.

After hard rains Saturday night and Sunday lot was in terrible shape. So muddly it was impossible to get show up and ready until Tuesday. Load after load of cinders hauled in by concessionaires to make it passable for coming day.

---

**Mulder Concession Co.**

Want legitimate Concessions for the following Michigan Fairs: Care, Annual Fair, August 23 to 27, Heart of Sugar Producing Country, will sell X on Novelties and Big Wheel with Emmett Evans and Fred diner. Stock Wheels, Good Games, Hartfield, Mich., Fair, World's Largest Fruit Growing Section, September 14 to 18. Choice space still open. Hastings, Mich., Fair, September 7 to 11, Rich Farming Country. The above Fairs all give automobiles away. Also want Truck Driver and Game Attendants who do not apply unless you are a top-notch worker and sober. Good wages.

**FOR SALE IN CANADA**

COTTON'S MODEL SHOWS

Consisting of Three-Already Mary-Go-Round, complete with Engine and Organ; Big Eli Wheel with Emmett Evans and Fred diner. Window Display, Photo Contest, complete, with dozens of different rides. Can be seen at Port Dover, Ont. Write Arthur E. Cotton, Port Dover, Ont., for more information.

---

**L. J. Heath**

Weehaw, Ind., Week ended June 25, Location, Phillipsburg, Weather, excellent, well weathered. Business, excellent.

Show had 20-mile move from Hunts- tung, Ind., All ready to go Sunday but had to wait an hour for high water. Round and Riddle Kidde came in from long distance. Show was patronized at various spots on midnight closing night. Mr. D. D. Miller, superintendent, and Mrs. D. D. Miller, assortment, of Warren, Ind., visited.

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**White City**

(Supplied by Mulder Concession Co.)


An estimated crowd of 50,000 made a visit to this fairgrounds, all of whom were not only able to travel from one end to other with ease but were also able to obtain tickets, and this situation continued until around 3 a.m. Johnnie Hart's Octopus operated near closing time and topped midway. Big El Wheel, the world's largest, also was a highlight. Whirl and Double Loop-o-Plane ran race for a visitor with J. J. Fontana and writer. Letter carrier, working with the billboard sales, delivering same early in morning, was given a special reserved seat. Mrs. L. Dollar away on a trip to Airline, Davenport. As reported by news representatives for the shows' publicity man.

---

Arthur E. Cotton, Port Dover, Ontario.
American United
Carnival setup
July 16, 1938

Carnivals
The Billboard

BALLYHOO!

Ballyhoo! Some of the people who are with Traylor's Traveling Museum
are now at Midway City, Calif., for their last week of the season. The
show is known as the Ten-in-One.

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CARNIVALS

JULY 16, 1938

3000 BINGO

Blue Ribbon (Motorized)
Bloomington, Ind. June 20-25. Location, Bloomington, Ind. \(70^\circ \) Weather. 

The Billboard

Carnivals

Barfield's

Want more revenue for your organization? Read "BINGO BUSINESS" in this issue. A column on Bingo in the Wholesale Merchandise Department.

3000 KENO

CARNIVAL WANTED FOR OLD SETTLERS' REUNION

Cook House for Sale

Carnival Shows needed for Old Settlers' Reunions. Complete with Tables and stools. 

J. M. SIMMONS & CO.

Chicago

WANT MORE REVENUE FOR YOUR ORGANIZATION?

Barfield's

Want to be a dealer for our line of Bingo Equipment? Contact us today.

William H. Hageman, dealer.

WILLIAM H. HICKS.

Wallace Bros.

For Old Settlers' Reunions.


Earl Wheeler, lot superintendent, thru all rain and mud this season still getting show on and off lot. Big Eli Wheels. 

For the fairs.

Mr. and Mrs. W. R. Patrick were business partners. Parade under direction of Don Brewer.

Mr. and Mrs. Bee away on business. Business, poor.

Mr. and Mrs. W. R. Patrick joined to dance in the girl show. Gene Welty took part in the show.

Eddie Lane is still content with way things are going, same can be said for Gene Welty.

Dick Collier, Bert Chandler and Bill Montana, Mr. and Mrs. W. R. Patrick took part in the show.

Caravan arrived in Lewiston at lunch time and was royally entertained at Chamber of Commerce. Mr. and Mrs. Patrick is still holding office position.

Looking forward to big fair show.

Mr. and Mrs. Bill Fielding had best week of the season so far.

Mr. and Mrs. Jack Barry were visitors from Broadway of America Shows.

With huge Omaha-type locomotive back on exhibit for June 26. Pat Haynes joined to dance in the girl show.

Pat Haynes joined to dance in the girl show.

Walter B. Fox.

Rubin & Cherry

(Railroad)


Weather, warm and clear, except showers Friday. Business, profitable.

Fistic gate.


Business, ordinary. Inclosed midway.

Emmetsburg: Business done in this fair was fact that the weather was good. The town was kept under a state of excitement throughout the week.

The sport was there. The fair was a big success.

The fair was a big success. Big crowds filled every feature.

For Old Settlers' Reunion.

Orofino and surrounding territory had a great time of it during this week this way. Many fishing and bathing parties were organized on Lake Medium during the week. The Orfeo Show was the show of the week.

Eddie and Gracie LaMay, of Cleveland, and members of The Billboard Shows, took part in the show.

Mr. and Mrs. W. R. Patrick were business partners. Parade under direction of Don Brewer.

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Walter B. Fox.
CARNIVALS

FRUIT CONCENTRATES

FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are low priced. Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right now.

GOLD MEDAL PRODUCTS CO.,
133 E. Pearl St., Cincinnati, Ohio

FAIRS-WALLACE BROS. SHOWS - 16 WANT FOR TAMA COUNTY FAIR

ON MAIN STREETS.

TAMA, IOWA

Exclusive Fruited Custard, Lead Gallery. Want for Girl Review. Red Marion wine. Cork Show, Big Snake, Mechanical, Water, or what have you? CAN PLACE CONCESSIONS HERE for single shows. Bucky Allen, Walker and Grinder. Hampton, Ia., this week; Tama Street Fair, 11 to 16.

FREDDEE SIMS’ SHOWS

PLAYING CANADA’S GREATEST OLD BOYS’ REUNION, ON STREETS OF COLLINOWOOD,

MARINETTE, WIS., JULY 25 TO AUGUST 19.

Concessions all open. Come and get your share. This kicks it off, BOOK OCTOPUS Ride for your string of seven Timota Bros, First Fair start at Oshkosh, Wis., August 23. Address:

FRANK W. SIMS, Timmins, Ont., July 18 to 26; then Collingwood, Ont.

CANDY FLOSS & CORN POPPERS

DESSERT COOKIES, CHOCOLATE CHIP, CUSTARD, CREAM CHEESE, BOX 114, BURLINGTON, IOWA.

WANT FOR FAIR AND CELEBRATION DATES:
SIDE SHOW

Have complete outfit for sale, or would be interested in SIDE SHOW RIDES, CONCESSIONS, BAR, MUSICAL CIRCUS, CIRCUS RIDES, CLOWNS, CLOWNS, CLOWNS, ASSEMBLY - Any outfit you want. PRINTED BROCHURE, CIRCUS GEAR, CIRCUS-GEAR, OR MUSICAL CIRCUS, CIRCUS ASSOCIATE. $150.00 SHIPMEN.

ROY SCOTT.

161 E. Pearl St., Cincinnati, Ohio.

IMPERIAL SHOWS

WANT FREE ACT

To Jake Elkins, Va., Week July 14-16, Opening for Side Show. Jack Orr will run.

HOWARD BROS. SHOWS.

Week July 11, Granville, Va.

SECONG-HAND SHOP PROPERTY FOR SALE

$500 Fish Pond Tent and Peddle only. $350 Dulcimer, Nobody else has better. $300.00 Flying Hicking Bred with Red Feathers, Standing 16. $150.00 Flying Hicking Bred with Red Feathers, Standing 16.

FOR SALE


RAYMOND BURKE

310 Ward Ave.

FOR SALE COOKHOUSE

Absolutely new and fully completa with modern equipment. Prices from $25 for small to $150 for large. Write for prices. G. L. LAWTON, Box D-145, The Billboard, Chicago, Ill.

RIDE HELP!

Farly Willans, Make-On-Board. Also other Rides. Must understand Rides, to ride and report. $40 weekly pay. Box 203, Billboard, Chicago.

Want for Fairs. Absolutely make ready to ride, on any size ride. Will visit to his brother. Claudell Allen, who made a tidy fortune at these shows, is looking near Iron Mountain, Mich. Sheila Sullivan took advantage of show’s nearness to visit her parents and stayed with her parents here this week. This was Sheila’s first visit home since she joined Gold Medal Shows two years ago. Later
left show here and will go to Tunison, Ark., where he will stay a day or two for the benefit of his health. Last three stands have been made extremely good by going to town exceeding other consecutively in grosses.

W. C. KAS

Onceonta, N. Y. Week ended July 2. Publishing and Lepton. Weather, rain. Business, poor. Show moved in disregarding fact that it is 112 degrees. Last night reported bad business. Rain on ar-

Crowley's

Jamestown Journal gave plenty of space.

A handsome and gayly adorned float in the parade.

Jim Crowley's show had a fine finish last week, with three or four consecutive hours nightly in the Big Midnight shows. They were packed and everyone was enthusiastic. A fine reproduction of the real Charlie McCarthy and "Olive Oyl" were on the show since Thursday night.

Carnivals

Goodman Wonder

Business, very good. Ten-cent gate.

Location, circus grounds.

Weather, cold, no people.

New calliope was given to tear down. After show was over, two weeks ago, it is no longer connected with the circus organization. Mrs. Max Goodman and Mr. and Mrs. Fred R. O'Connell are in charge of the show. A few of the members are interested in the show.

New arrivals: J. C. Coats, I. T. T. Traveling Show, joined the circus as "Olive Oyl."" For a while, the show had two women on the program, but they are now back to their respective jobs.

"Charlie McCarthy's kinfolks." An excellent act for children, but not recommended for older audiences.

"Olive Oyl" is played by a young girl in her first appearance on the show. She is six years old and has a natural talent for pantomime. Her performance is excellent.

Carnival Warnings:

The majority of the folks who work with carnivals and fairs use Schmitt Trailers for the transportation of their equipment. The majority of the folks who work with carnivals and fairs use Schmitt Trailers for the transportation of their equipment.

The Comfortable quarters for workers.

Investigate.
CARNIVALS

The Billboard

JULY 16, 1938

done to make short stay pleasant. Fred Webster, of the advertising department, was on hand and was ready to open last night, at which time it topped midweek. Art Spencer, of Superior, arrived late Tuesday night and got the show going. We showed one fine feature for week, with Louis and Kay Weese's Night in Paris revue. We regretted to mention in last issue that Mr. and Mrs. Fred Read joined as one of Pittsburgh Brown's and Mrs. Read, as features of Night in Paris revue, this week.

In this week, uptown; Bowling Green next week, and so on. Some of the shows do not conflict.

All want to play our Western New York Firemen's Celebrations, please join in. Advocates are: Firemen's Celebrations in Utica; Greenfield, Mass.; and Lockport, N. Y. Write for details.

WANTED

For the Largest Italian Celebration of the Midsummer Night plan. For the Largest Italian Celebration of the Midsummer Night plan has been generally held valid by the courts throughout the country and can not be changed.

The 10-cent pay gate went on at 2 o'clock on the final ticket sold revealed that several hundred people passed through the midway. Every show, every ride and all other branches of the show did its best.

The National Carnival League offers a $500 prize for the feature show of the year.

AMERICAN CARNIVALs—

For the week ending May 25, 1938, post office department ruled that a registration for the purpose of allowing the same to be used as a means of transportation.

In Minnesota its court of last resort has been held illegal in Alabama, Connecticut, Georgia, Illinois, Kansas, Louisiana, Michigan, Missouri, Nebraska, Texas and Vermont.

It is also to be noted that on April 14, 1928, in the office department that Bank Night plan contravened sections 47, 48 and 49 of the state's laws relating to same from mails.

To recapitulate, we find that Bank Night plan contravened sections 47, 48 and 49 of the state's laws relating to same from mails.

これが一つの結論です。
Among 16 in the cast were Chisholm, who was held on a stage in Pack Square. Here, reports John T. Topping.

WANTED
DISABLED VETERANS CELEBRATION
July 14-16
Staunton Men's Business Carnival
On Streets, South Parsons Ave., July 8-9.
Rides, Concessions and Midway Exhibits. Admis-
sion charged. Open 11 a.m. to 10 p.m. Entrance
free.

WANTED CARNIVAL with at least 2 Rides, Percentage
of Sales to Be Determined. Apply by July 15.
ANY WEEK IN AUGUST
I. O. F. LODGE
Stamford, N. Y.

WANTED for IOWA STATE CENTENNIAL EXPOSITION
30 DAYS- AUGUST 17 TO SEPTEMBER 15, INS. COUNCIL BLUFFS, Ia.
High-class Shows, Rides and Concessions for Midway Exhibits. Must be of high standard. Have your business meet a million people at the biggest exposition in the history of the State of Iowa. Locations based between Omaha and Chicago.

A Wind and Acts Are Presented To Thousands at Warren, O., Fete

Home-Coming Best in Canton's History

WANTED MERRY-G-ROUND
Carnival Factory for CHURCH CARNIVAL
August 9 to 12
WANTED : CARNIVAL, GOLDEN JUBILEE CELEBRATION
Written J. C. SMITH, Sumner, Kan.

40th HENRIETTA FARMERS' GUILD.
FARMERS' REUNION
WANTED RIDES AND SHOWS FOR Labor Day Celebration
Written R. E. SHORTS, Chairman, Bakersfield, Calif.

Concessions Go Big At Iowa Centennial
WILL LIBERTY, la., July 9—With a host of carnival-goers, the Iowa Centennial was sponsored by the Iowa State Centennial Committee. The big event attracted over 100,000 visitors. The committee plans to make the event a permanent feature of the city's downtown park. A wind and rain grant, as a permanent feature in the city's downtown park. A wind and rain grant, as a permanent feature of the city's downtown park. A wind and rain grant, as a permanent feature in the city's downtown park.

FREE ACTS, midway and events will feature the 60th annual two-day Henrietta Farmers' Reunion. Show cards will be distributed by posters, newspapers and radio, etc.

SHORTS
"BINGO BUSINESS"
Agents and Salesmen wanted

Agents—100% Profit Selling Gold Leaf Letters for store window, fine samples. METALLIC CO., 419 South Dearborn St., Chicago.

ASPIRIN, RAZOR BLADES, HANDKERCHIEFS, Combs and Drafts. Write for price list.

A.G. M. CO., 1831 W. 16th St., Chicago.

EXPERIENCED SUBSCRIPTION MAN WANTED for National Magazines. Call at 1005 North Central St., Chicago. 

AMERICAN LUMBER COMPANY, Dept. 20, Dunellen, N. J.


Silk Hosiery and show you how to earn up to $50 weekly calling on stores—no actual selling. Home, office, regular hours. Apply to American Hosiery Co., 439 North Clark, Chicago.

ALLIGATORS -HARMLESS ASSORTED SNAKES. 10 LARGE WATER SNAKES, $5.00.

$10.00; Flowers, $9.95; Turtle Food (10c each), $1.00; Fishing Rods, Poles, $5.00; Squirrels, $1.00; Cats, $2.00; Mice, $1.00; Rats, $1.00. Send postcard or letter with order.

ALLIGATORS, COCONUTS, MONKEYS, PARROTS, DRAGONS, CAMELIONS, PENGUINS, RABBITS, FOX TERRIERS, GREYHOUNDS, ALASKAN MOOSE, CIRCE, DIAMOND, GILDED PHEASANTS, PIGEONS, ROOSTERS, PHEAS NINGS, CHIEFS.

GOLDEN WHEEL, any for $19.50; 1-2-3 Time, Carom. CALL 1-2-3 TIME.

A GOOD BUY, LIKE NEW-BALLY RESERVES $15.00; Flash, $10.00; Flickers, $6.00; Sunshine Baseballs $25.00; David Bumper Bowling, $45.00; Carrom, $25.00; Skee-Ball, $45.00; carpet models, $15.00.


WORM & LURE COMPAN Y, Dept. 20, Dunellen, N. J.


AMERICAN CHEWING, Mt. Pleasant, Mich.

DEPT. 223, Room 211, Buffalo, N. Y.

SEEKING YOUNG MEN, DEMONSTRATORS. MISSION, 2328 W. Pico, Los Angeles, Calif.

LEARN VENTRILOQUISM BY MAIL -SMALL INVESTMENT. Including ten cent instructions.


FOR SALE - SECOND-HAND AMUSEMENT MACHINES. 10 Large Water Snakes, $5.00.

SOUTHERN NOVELTY CO., 5125 Forest, D. C.

FOR SALE - BARGAIN LINES OF REPAIR WORK. WURLITZER SKEE BALLS, $49.00; KNEEY, M. & J., BOWLETTES, $39.00, Rolls, $25.00; MILLS, $25.00; Bally Favorites, Rays Tracks, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00.

FOR SALE - EVANS FACTORY BUILT CAT TAKING 869 Thomas St., Memphis, Tenn.

FOR SALE - LEONARD'S BARGAIN LIST. FIGURE 16x, 9c; FIGURE 16x, 13c. Send 9c to box 267, Woodside, L. I.

BARGAIN LINES OF REPAIR WORK. WURLITZER SKEE BALLS, $49.00; KNEEY, M. & J., BOWLETTES, $39.00, Rolls, $25.00; MILLS, $25.00; Bally Favorites, Rays Tracks, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00; Bally Favorites, $25.00.

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Show Family Album

WITH the French polee as mascot, this baseball team, all members of Lame Bros. Circus, will close same season of 1913. Second from left, standing, is Charles (Zeka) LeMay, down. The man in the "dickey" is Charles LeMay, owner-manager of the show, while the two on the right are Nolen, superintendent of lighting, and Frank Lavin, stage manager, who is a wire walker and hand-balancer. Seated at the right is Carl Williams, who did trampline casting and flying with the show and played first base for the team. He is now a member of the 60 ft. act with Williams and Bernie. Names of others are not known, but most of them were musicians.

The Billboard invites its readers to submit photos taken from 18 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who STILL WILL BE the same. They will be returned if so desired.

MAGICAL APPARATUS

ATTENTION, MAGICIANS—SELLING SOME GREAT MAGICAL APPARATUS. Send 10c for price list to cover postage. GENOVIS, General C. O. D. x


LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. JOHN HOLDEN, 220 W. 42d St. New York City.

MAGIC BOOKS, TRICK CARDS, LOOK-BACKS, Sound Effects, Luminous, False Ghost. Effect CATALOGUE 10c. REESEY, 57 W. Longmorn, Columbus, 0.

MAGICAL SUPPLIES—CARDS READERS. INKS, Decks and Fingers, 100c. INK (2) Co., 3Y5 B. D. B., Dayton, Ohio.

PINKY—STRICTLY PROFESSIONAL PUPPETS Vaudeville, Stage, Film, TV, Marionettes. PINKY, 1311 N. Wills, Chicago, III. Illustrated folder free. 9c

MISCELLANEOUS

MAGNET LIFTS 5 TIMES ITS WEIGHT—Sticks to any surface, magnetize any object. Sale $1.00 Postpaid. Particulars for stamp. ADVANCE, 687, Minneapolis, Minn.

M. P. ACCESSORIES & FILMS

BARGAINS—DEVY AND OTHER MOTION Picture and Public Address Equipment for Transportation. Write for complete information to BOX 314, Billboard, x

UNUSUAL BARGAINS IN USED OPERA CHAIRS, Picture and Public Address Equipment for Transportation. Write for complete information to BOX 314, Billboard, x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTION—GIRL IN FISHBOWL. ILLEGIBLY WRITTEN, TWO AUTHENTIC Double Twins, Complete Crime, West Show, Costumes, Trunks. UNIVERSAL, 3236 S. Chicago.

BIG TOP—100 FT. ROUND WITH SHUTTER, 476-FT. Frame, Complete Equipment. BOX 98, care Billboard, St. Louis, Mo.

COMPLETE POP CORN OFFICE—EXCELLENT. Big Plastic Hopper, 100 lb. 50c. Lake-Log Bros. Frames, Hoops, 8x10 Loose Pin Frame 35c. No. 80, 15c. DAVIS CARRATT, Tuckahoe, 1.

PICTURES ON SOFT FELT EMBOSSED WITH YOUR NAME. Natural colors. Also Old Time Side-show Posters. EDWARD H. carter, 1207 W. Thompson St., Philadelphia, Pa.

PORTABLE GRAND STAND SEATS—ALL SIZES, 3, 6, 8, 10, 15. Outdoor. With or without foot rests. FREI RUBACK, 2017 E. 80th St. Chicago.

OCEAN WAVE WITH ELECTRIC MOTOR—20 X 20 ft. Outdoor. Indoor.

HELP WANTED

FEATURED THOMSON—TONE—TAKE-OFF. Modern style, high range essential. Chicago. Wire WIT THOMAS, Albert Lee, Minn.


WANTED—MEDICINE PEOPLE, ALL LINES. Also 45x60 Top. Wire or write. Name secret. BASSON MED. CO., Box 146, New York City.

WANTED—CHARLATANS, FRAUDS, PROPHETS. We don't miss salary days. CHOOSY BARGAIN BROKER, 1508a South 7th, St. Louis, Mo.

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MUSIC INSTRUMENTS, ACCESSORIES


PARTNERS WANTED

WANTED—SMALL, MIDDLE-AGED, UNIN- cumbered Woman partner to make pictures. Address, violin or mandolin, sing, dance. L. E. NIEM, Buchanan, Va.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW, 4-FOR-DIME OPERATORS—AMAZ- ing! Only $1.00. Send for free catalog of line of money-makers. Largest stock direct supplies in country assures quickest delivery. LIBERTY ORIGINALS, 1201 E. Fuller, INC., Dept. C, Rochester, N. Y.

ALL 4 FOR 10c OPERATORS WRITE FOR NEW CIRCUS AND CARNIVAL

MISCELLANEOUS

FOR BOOKS, VOLUMES, PRINTS.急急急. Your copy, 35c. Shipping charges.

THE MUSICAL INSTRUMENTS, CIRCUS AND CARNIVAL

COMPANY, 154 Grand Ave., Chicago, Ill.

RETAIL—3212 SQUARE HIP-ROOF, 10 OCT. NEW YORK, RUBBER, JOHN, 9 Ft., 8 Wall, 3 Roof, 5 sides, good as new, 50x40 and others. KERR COMPANY, 1954 Grand, Chicago.

THEATRICAL PRINTING

CIRCULARS, EDDIES) AT LOW AS 5c PER 1,000, getting 25% back. EDDIES) at low as 5c PER 1,000, getting 25% back. EDDIES) at low as 5c PER 1,000, getting 25% back.
Banner Holiday
For Concessioners

NEW YORK, July 9.—With the weather
breaking up and the long-expected warm
week-end in years.

For Concessioners

NEW YORK, July 9.—It wasn't very long since the camera craze
was in its infancy that several merchandising experts forecast an early
dearth of such fad. Now, however, they point out that this popular
fad has become a necessity for salesmen. Theoretically this is
because the American public is susceptible to something new and
different, as indicated by the success of the newline cameras, but, like a child with a
simply wanting to possess a camera. Many over-the-counter sales aren't made
because the prospective customer does not have any desire for an
antiquated box camera in the attic and it is only when they are told that all the
money in the world will not be able to persuade the camera dealer to
sell. When the camera is bought, the buyer is considered a
concessioner of the year ahead.
Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Plaza, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Round-the-Neck Mike

The new Sunco "Round-the-Neck" microphone is reported to be the answer to the demand by many talkers and announcers for a microphone that will enable them to walk around and have the use of hands and arms. In the mike a microphone crystal is housed directly beneath a speaking horn similar to that used in telephone work. A breastplate and neckband hold the unit borne within a couple of inches of the speaker's mouth. This results in the microphone always being in the best position, with the sound concentrated on the active part of the crystal. Firm maintains output is five to six times that of a lapel microphone and two to three times that of the hand type. Feed-back is practically eliminated because of the directiveness of the horn, according to reports. Unit is said to be light in weight and comes complete with 36 feet of shielded cable.

Balloons

Manipulated by the long rubber thread fastened to the base of the balloon, this balloon is a lively and entertaining toy. It is one of the latest novelties offered by the Oak Rubber Co. It is also available with Walt Disney's Snow White printed upon the balloon. The balloons are called the Jumping Dum-dum and Bouncing Snow White.

Clemaco Tire Booster

Cleveland Machine Co. maintains that its Clemaco tire booster is the answer to the maid's prayer for a device that will enable one to get to the nearest service station when a tire suddenly develops a slow leak or goes flat. The device consists of a hose and a cap on (See POPULAR ITEMS on page 66)

Combination Glass Cutter Knife

R. B. States, Glass Cutter and Precision Works, Cleveland, O., announces a new combination glass cutter knife that incorporates a nickel finish flexible key chain. Nickel Finish Flexible Key Chain.

N. Shure Co.

200 W. Adams St.
Chicago

This Year's Greatest Radio Value

DETROLA "Pee-Wee" Jr. in a Bakelite Case

Only $6.95 ea. in lots of 100 or more

In a BAKELITE CASE

 Singles, Only $7.45 Each

Single Samples, Only $7.45 Each.

In a BAKELITE CASE

Get your "Pee-Wee" Jr. at your nearest Radio Center. Just listen to the amazing features of this exciting new radio receiver and then write or wire for complete details.

Evans Novelty Company

946 Diversey Chicago

$5.00

For Tails

Get your Fur Tail now for the Fall. The largest, sturdiest and most complete collection of Fur Tails for Fall to date. Principally in Mink, Mink, Mink, with a few pieces of Beaver, Bobcat, Coyote, and Rabbit. All pieces shipped in cellophane envelopes. For Tail, 1 per 100, 100 for $5.00.

HAMILTON ELECTRIC DRY SHAVERS

The very latest in electric dry shavers. Hamilton! It incorporates every one of the very latest improvements, is self-starting, self-sharpening, and we think it's better than the best! No provision need be made for oil, sharpening stone, or any other means of care. Order yours today. Hawaiian Shaver 89, Hamilton, $15.00. Hamilton, $25.00. Hamilton, $35.00. Hamilton, $45.00. This Week to November 15th. Order yours today! The Billboard, ADAMS ST., CHICAGO, ILL.
Howard J. Alexander, of the Amco Emblem Co., announce that firm has received a license to manufacture World’s Fair pennants. They have already received enough orders to indicate they will do a large volume of business on the pennants throughout the country, Alexander says. Amco also carries a complete line of pennants for colleges and semi-pro teams, and has a staff of five artists to turn out special orders for events and festivals. Alexander is looking forward to a big season, he reports.

Philip Florin, leather goods manufacturer, has received a license to use the World’s Fair emblem, and states that in the fall he will have ready a line of billboards, key cases and travelling sets. The Philip Florin concern has long been identified with the premium division of the concession trade.

### CHICAGO, ILL.

**HAYE YOU SEEN THE AIR CHIEF FAN?**

It’s creating a sensation on one shot salesboards. Pedestal telescopes from 36 to 66 inches high. 4 blade steel propeller revolves 1600 R.P.M. Charmed from top to bottom. Write for circulars.

**STANDARD SALES COMPANY**

2363 MILWAUKEE AVENUE, CHICAGO, ILLINOIS.

### CALIFORNIA SOUVENIR GOLD COINS

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### PANAMA-PACIFIC INTERNATIONAL EXPOSITION

Has genuine graf lens. Takes exceptionally clear, sharp pictures. Use Eastman 127 or Agfa AS Film.

### CONCESSIONAIRES!!

**MERCHANDISE FOR EVERY GAME ON THE MIDWAY**

**LOWEST PRICES SAME DAY SERVICE**

**CATALOG FREE FOR THE ASKING**

**HEX MFG. CO.**

468-470 SENECA ST., BUFFALO, N. Y.

### BUSINESS IN SOUVENIRS

Has genuine graf lens. Takes exceptionally clear, sharp pictures. Use Eastman 127 or Agfa AS Film. **GROSS**

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### CARNIVAL BULLETIN JUST RELEASED

**HUNDREDS OF NEW PREMIUM ITEMS**

**LOWEST POSSIBLE PRICES**

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### ELECTRIC SHAVERS

De Luxe Electric Shavers. De Luxe Electric Shavers. Doz...

### JEWELRY

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### ELECTRIC RAZOR FREE with Purchase from Catalog.

Promote 2 to 4 -hour demonstration sales. A $5.00 GIFT FOR YOU

### HAVE YOU SEEN THE AIR CHIEF FAN?

It’s creating a sensation on one shot salesboards. Pedestal telescopes from 36 to 66 inches high. 4 blade steel propeller revolves 1600 R.P.M. Charmed from top to bottom. Write for circulars.

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HARRY MATHERS

16 N. Union St., Dept. B, Petersburg, Va.

Plungers - Special $18.00

487 Sets.

106 North 7th Street,

Rebuilt. Witches

November 7, Chicago, Ill.

THIS PITCHMAN who pleases where he goes can go where he pleases.

JOE HERS is working pens on the main stem in South Carolina, N. J., to reported good business.

CAP (DOC) WILLIAMS is working corn punk to good results with drug store windows in Asbury Park, N. J.

SOMETIMES a little knowledge is not only a dangerous but a fatal thing.

AL WEISSMAN is still telling it to the natives in Long Branch, N. J., and passing out peculiar business.

RAY COLBERT working Frutina in Chicago, reports big score. It's as easy to get money here as to get a mental from a woman. Not the same way. "Other than Maxwell street on Sunday, I turn over my corner and get my feet above deck, and as for shops, it's a sin to talk about them on a Sunday."

TODD TIDWELL Mississippi sheet underneath, and his bridle was said to be in the best of hands uptown.

"MANY a good pitch has been missed because of that old, 'Aw, wait a few minutes,'"

CROP CONDITIONS

In the Dakotas and Minnesota are reported boys working in that city. Some boys think as filly in that section. Grand Forks (N. D.) State Fair was big, with California, Ellie, Beekler, Ethan and the Kidboy boys taking it in sheaves. St. Paul, Minn., was a red one for "Bud's" Johnson, Cramer, "Tex" Dolny, "Pop" Graham, Lomper, N. Y., and the river street and the Powell boys, who got plenty of it.

LET'S HAVE a pipe from Irving Goldstein, of one-man business.

ZIFFY MILL

In the Twin Cities are conditions in the Twin Cities are

ART

As Registered it till U.S. Government

This $1.00 credited to your first order.

For Med-Circus Wish which we were not asso-

_CASTLIDE, WASHINGTON

Eddy Tidwell

Request Copy.

The powers that be charge a $25 or $50 license for tags on trucks carrying slow

poor. The Green Law seems to prevail.

In drug store windows is still telling It to the natives in Long Branch, N. J., and passing out peculiar business.

We are Wholesale Distributors of Oak Rubber Balloons and Toys

Write for Complete Catalog and Prices.


MANY good pipe has been missed because of that old, "Aw, wait a few minutes."

A pipe from Irving Goldstein, of one-man business.

ZIFFY MILL. pens from Butte, Mont, that there are no pictures from the dead.

are taking pictures from the dead. Dr. F. L. Morey.

PODGETT, NEW YORK, N. Y.

"DOC GREYFEATHER"

Rosebud Indian, N. Y.

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Rosebud Indian, N. Y.
GOLDFARB’S SUMMER SPECIALS
FAST SELLING MECHANICAL TOYS

JEWELRY SALES
The newest and best selling styles in Elgin, Il., Chicago. Jewelry, Watches, etc. Order today.

HARRY PAKULA & Co.
5 No. Wabash Ave, Chicago, III.

ELECTRIC RAZOR
Promotions Are Big!
A real money maker. No sales ever equal this promotion. Price 29c. Wholesale 48c. For details today.

ENGRAVERS ATTENTION
A brand new concept in the engraving business. A fine engraved business card that has been a success. Wholesale 50c, retail $1.00. See for yourself.

GOLDFARB NOVELTY CO., 20 West 23rd St., NEW YORK CITY

LIMITED LOT . . . . ACT QUICKLY SALES
Tremendous Profits on a Tremendous Bargain
A National Georgia Drink that FIZZES.
Saratoga's favorite refreshment. Wholesale 10c, Retail $0.25. A most remarkable proposition for all stores. This is a real money maker. Price 29c. For details today.

YOUR COST GROSS ENVELOPS
Tablet Exchequer for 5c. You make a Tablet Exchequer 10c.
Tablet Exchequer in 10 Gross lots, until sold out. First Gross $1.08. G. Gross 90c.

MILLS SALES CO.
100 BROADWAY, New York, N. Y.
WORLD’S LOWEST PRICE WHOLESALE.

REMEMBER THE DATE
Demand our Brother's, your present one. Make a Spectacular Sale. Don’t overlook this excellent opportunity to make a lot of money. Satisfaction guaranteed.

HILEMAN-SCHUSTER CO. 2077 E. 4th St., Cleveland, Ohio

Social Security Plates
For Sale
Social Security Plate Sales Co., 1560 Broadway, NEW YORK, N. Y.

END YOUR CORRESPONDENCE TO ADVERTISERS BY USING THE BILLBOARD.
CONCESSIONS AND SHOWS WANTED
for the 15th Annual Days of '76-Deadwood, S.D.

FOR 6 DAYS—AUGUST 2 TO 7, INCLUSIVE
Show dates are August 4 to 7, but Shows, Concessions, Rides, etc., set up on midway in business district two days in advance.
For reservation send $1.00 front foot or for further information wire or write WARD WYMANN, Deadwood, S. D.

WESTERN STATES SHOWS WANT
COLORED MINSTREL SHOW performers. SONG AND DANCE TEAM TO FEATURE.

GOLD MEDAL SHOWS WANT
Free Act to join at once at Five Flying Fishers leaving for fair dates. Can offer five weeks in any location. State lowest and early.
Wanted for balance of season, first-class Cook House, guarantee privilege in tickets. Ray Duly wants useful Side Shows, Concessions, Rides, Wire, Band, etc., that can operate for stock. Must help out and take down.

SNAPPY'S GREATER SHOWS
Can place for fourteen straight fairs, starting July 24, Taylorville, Ill., ending El Dorado, Ark., after the fair period, October, 1938. Will furnish complete outfit for Plantation Show. WANT Monkey Unit, for balance of season. For reservation send $1.00 front foot or for further information wire or write PETER KORTES, Beckmann & Gerety Shows, Sheboygan, 11 to 15; then Milwaukee, 17 to 20, Milwaukee, Wis., next week.

FREAKS AND ACTS WANTED
FOR NO. 2 SIDE SHOW.
Ticket Seller that can make openings. Must help put up and take down. CAN USE Mind Reader, Escape Act, also Novelty Act. Send complete information and a photograph. Write or wire GEORGE S. SMITH, QC3N, Seeburger, New York.

WANTED
For West End, N. C., Concessions: Snow Machine, Pulp and Sawdust, etc., for Pulp and Sawdust act of John Bailey. Carney Arno Delaun come on. CAN USE MEN ONLY. Address, E. Powell, Marsee, Crittenden, Ky.

LEGION CELEBRATION
GATE SHOWS, St. Elmo, Ill.

FRISK GREATER SHOWS WANT
Wanted To Book: cake, ice cream, or any attraction. wx, Elkhart, Ind.; also 2 Shows for Battle Creek, Mich.; one Show for Fairbanks, Alaska. Write or wire W. L. BOCKUS CIRCUS SHOWS, Oconomuic, Wis.

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**GENERAL OUTDOOR**

**Miss Fairland**

She is popular—different attractive—everyone each knows How to Order a Carton

Dressed in brilliant two-color costume, with cleansing Tinsel Hair Ribbon, Colored Ribbons and Braid. Height 145 inches, packed 12 to the carton (no less sold).

**Write for our new 1938 catalog today**

**Showing the largest and finest selection of premium—concession—amusement—general—merchandise**

**—STATE YOUR BUSINESS—**

**Wisconsin Deluxe Corporation**

**1927-1932 North Third St., Milwaukee Wisconsin**

---

**John R. Ward Shows**

**Tuscola Homecoming — 6 days and nights**

Biggest event in Illinois, 50,000 people last year. Want—shows Athletic and Girl People. Shows. Man who understands monkeys to manage monkey show. Capable People write. Shows. Solber, reliable Forest Fair and Rain Distribution. Place all Concessions that work for 10c. Also Stock Concessions and Agents. All fairs, ending Donalds, Ill. Also Alton, Ill., this week: Tuscola, Ill., next week.

**Fair at Home, Inc.**

Combined with Traver Chautauqua Shows. Want organized Athletic Shows. Will furnish complete outfit, including Rides and Banners; also want few legitimate Concessions. Address GEO. W. TRAVER, Mgr., this week, West Lebanon, N. H.

**Wanted For The Elks 8th Annual Charity Fair**

All kinds of Rides and Shows. None too big. 75,000 visitors to draw from. This is a real spot at the right time. A few Concessions still open. Date, July 25-30, inclusive. The only free gate fair in the East. Address all inquiries to LLOYD SERFASS, 12 Collins St., Stroudsburg, Pa.

**Crescent Amusement Co.**

**Want**

Brief Crookstons or Crabs, Sold to Bingos, Coal Halls, Cotton Mill, Cigar Store, Hotels, Drug Stores, Etc. Will work in any class of show. Percent paid. Address D. B. ALLAN, 1542 W. 32nd St., Los Angeles, Calif.

---

**Western States Shows**

**For Sale**

*Endy Bros. Shows, Inc.*

**Wanted**

Shows and Concessions. Have open dates for Rides. Combination girl in crowd with us. Address concession manager.

**ALL AMERICAN SHOWS CAN PLACE**

Cashhouse, guarantee paid in advance. Also city shows with concessions. Send cards for information. Address by Warren Dunl, Tulsa, Okla., this week.

---

**Wanted**

Rides and combinations must be worth while. Concessions that will give something extra every chance. Address, Harry Midway Attractions, Stilwell, N. Y.
PROFIT LEADERS!

ADVANCE "French-Fried" POPCORN MAKERS
MAKE 70c PROFIT ON EVERY DOLLAR
Extra colors and extra flavors are the rule in the world's largest manufacturer of
profitable popcorn equipment. Every model has a
big, bright "French-Fried" flavor. There are no fats of
any kind in our equipment. VACUUM sealed. Write for
FREE LITERATURE.

Write for Free Catalog.

ADVANCE MFG. CO.
6222 St. Louis Avenue,
ST. LOUIS, MO.

HENRY TREFFLICH'S NEW ARRIVALS

1 18-Foot Singapore Python $715.00
1 23-Foot Singapore Python $950.00
1 30-Foot Rock Python $1,000.00
1 36-Foot Rock Python $1,000.00
1 10-Foot Rock Python $285.00
1 8-Foot Rock Python $265.00
1 7-Foot Rock Python $250.00
1 4-Foot Rock Python $200.00

4 Ft. Baby Elephants
Mandrills, Mantids,
Ringtail Monkeys,
Spider Monkeys,
Owl Monkeys,
De Brazza Monkeys,
Spider Monkeys,
Crowned Pigeons,
Cockatoos,
Capped Pigeons,
Cockatoos,
Crowned Pigeons,
Ringtail Monkeys,

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Neptune's Pier Casino, has taken the charge of the amusement-equipped Ringling-South Show and will have its charge, at least for the time being, superseded by J. Ben Austin, J. C. Barfield, and George Smith. George Smith remains as manager of occasional car No. 2. The entire Ringling press staff continues with the ischiographic show and Sam Stratton will remain could not be decided, but it is expected that he would be the disposition of the remainder of the Barnwell-Selle-Flint stock.

Long Island

By ALFRED FREEMAN

Favorable weather over the week-end spurred successful results for the Fourth at all of the resorts, and especially at Jones Beach, where the crowds, and Jones Beach clipped off the 250,000 mark. This was a definite improvement over last year, but did not equal the standards of 1937. In a large number of the shore resorts, as well as in virtually all the resort points, the weather was favorable over the week-ends and helped to spur the successful results for the Fourth.

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Revere, Mass.,

By BEACHCOMBER

After losing a few days because of rain, everybody had their fingers crossed for the Fourth, and it worked. Night before the Fourth everybody seemed to do well, rides, shows, restau-

MARDI GRAS

Shows

WANT Talley and Sons for Side Shows. Also want Donahue for_medium to large_ and Showman for sale. Also want Trapeze Shows. For Fairs, Parks or anything that Days

HUGHEY BROS.' SHOWS

WANT Yale and Sons for Side Show. Also want Donahue for_medium to large_ and Showman for sale. Also want Trapeze Shows. For Fairs, Parks or anything that Days

PAN-AMERICAN SHOWS

WANT Side Shows, Concessions, Concessions, Concessions. Also want Trapeze Shows. For Fairs, Parks or anything that Days

Mardi Gras

WANT Show Boys, will furnish subjects to reliable organizations. For Fairs, Parks or anything that Days

The Billboard 61

Miller Bros. Shows

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General Agent and Special Agent, Use Showmen and Concessionaires. Also want Concessionaires. Also want Concessionaires. Also want Concessionaires.
Discussion of a free press has been quickened somewhat by the recent editorial of the wealthy New York Daily News, saying that the time had come for a thorough investigation of newspapers and magazines (and their publishers) by the federal government.

The grievances which the coin-operated machine industry has against the press are insignificant as compared to the national interests which are at stake. The amusement games industry, of course, does not like the majority of newspapers that profit immensely from race track gambling and then pounce upon amusement games at every opportunity. That is just one example of how much newspapers today are abusing “freedom of the press.”

The amusement games industry also suffers a lot of unfairness at the hands of partisan newspapers which make a political football of amusement games in order to embarrass opposition candidates or office holders. Some telling examples could be cited of this partisan play against amusement games. But these are all small matters compared with the big issues at stake today due to repeated abuses of freedom of the press. Protection by constitutional guarantees and privileges, the American press has so grossly abused its privileges within the recent years that a popular uprising threatens to destroy many of the privileges which the press has enjoyed.

My job and the jobs of thousands of advertising men, editorial men and salesmen are at stake. Heavy restrictions are almost sure to curb the press unless a lot of publishers see the handwriting on the wall before it is too late.

THE GREATEST SINGLE DANGER TO A FREE PRESS TODAY IS THE ABUSE OF THAT PRIVILEGE BY WEALTHY PUBLISHERS.

In order to correct the abuses which these wealthy publishers have brought about, the danger is that all publishers and their employees may have to suffer unwarranted restrictions. The abuses which these publishers have fostered are too well known to need mention. Two general trends deserve careful consideration by the voters.

One of the most dangerous abuses now current is the vicious propaganda about taxes which is being fostered by the press. Wealthy publishers have led in this vicious propaganda and many small publishers and business men have unfortunately swallowed it hook, line and sinker.

It so happens that there are two sides to the tax question, and while wealthy publishers may think they have the powerful propaganda machines on their side, they have a sober second thought coming today. These publishers have not taken stock of the fact that advertising is also a “tax” on everything which the people buy. If he doesn’t know how quickly the man in the street will react to that propaganda, let him get out and get acquainted with the mass of consumers. A lot of voters are being told they are “taxed” as high as 40 cents to the dollar in some cases to pay the advertising bill on goods they buy in the stores. When it comes to paying taxes the man in the street is fast coming to the place where he had just as soon pay taxes to the government as to pay “taxes” to support such champions of a free press as Hearst, McCormick, Macfadden and others of their kind.

In other words, the publisher who uses his publication today to spread tax propaganda may eventually find that propaganda reacting as boomerang to undermine the entire publishing business. Now advertising and the vast services of a free press in America are of such importance in our everyday business life that it must be saved from the abuses which blind publishers have heaped upon the American public.

If any publisher is not concerned about the adverse propaganda concerning the press, let him study the mass of consumer material current today. Or he might look into some of the deep ramifications of the propaganda funds of a foreign government. The preachments of self-appointed defenders of a free press, such as Hearst and McCormick, merely convince the man in the street that there is something wrong behind the scenes.

A second trend in the press beginning to react unfavorably on the public is the low depths to which a partisan press can sink. The man in the street is beginning to wake up to the fact that practically everything he buys in the stores is “taxed” thru advertising to support papers and magazines which in turn take his money and spend it to spread propaganda adverse to his own interests. If he does not like The Saturday Evening Post, he still must support it if he buys any car or gasoline or insurance that is advertised in that publication. Many voters are beginning to notice these things, and to say that they are disgruntled is to put it mildly. All the man in the street is waiting for is to be informed as to how much he pays annually and on how many different kinds of advertised goods he pays to support partisan papers he does not like—and then the rebellion will begin.

Evidently a lot of publishers have not yet waked up to the fact that millions of voters now vote independent. They want facts on any and all issues. They ask of the newspapers and magazines which they support by buying advertised merchandise that the least such publications can do is to be non-partisan and impartial on current problems. These independent voters have seen two national administrations ruined by a partisan press and a third one being undermined in every possible way. These independent voters have begun to realize that no city, State or federal administration today can succeed if the press decides for selfish reasons to undermine it.

The evidence of wide abuses of freedom of the press is so overwhelming that the sooner the press itself gets right with God and the people the better the chances will be of saving the high ideals which a free press ought to maintain. Alibis or excuses or speeches in defense of the press are out of order at the present time.

When the rights of the people have been disregarded, and considering what a price the people are paying to maintain the vast publishing enterprise, it becomes important that publishers and their staffs meet the public more than half way in restoring confidence in the press and in the people back of it.

Then we can enjoy better business and the fruits of progress, with a free press to help us appreciate such blessings.
Five Star Reserve Newest Offering (New Game)

CHICAGO, July 9.—Enthusiastic reception by operators and players for D. Gottlieb's newest game, Five Star Reserve, has been reported. First showing of this new invention in four-ball reserve-type games, it is said, caused considerable excitement and features the game embodies.

The Five Star Reserve packs a tremendous playing wallop, thanks to the more than various features it contains. The leading column of the city returned from a fishing trip. Among those enjoying the sport were Orie Reichenau, of Hercules Marine Equipment Co.; Helen C. Polynar, one of the better known operators here; Howard Kass, of the Amusement Co.; Howard hardwood, of the American; and many others. It seems that the results of the day's fishing amounted to 31 fish, of which 15 are said to have been purchased on the lower field, where the fish caught in the catch way would have been much greater if the fish had not been frightened away by the shouting of operators who are going to do in the late summer and fall.

Star Reserve uses five balls, which are surrounded by figure-eight design. If any of them hit the design in another game, the player is out. A man of course, the European market has been turned out games at prices which are constantly searching for new equipment. But in the past year this has been turning out games at prices which are inferior to any console game we operate. Kenny's Track Time and Kentucky Club have been big favorites in our territory, but we know that earnings from Triple Entry even exceed those of these two money-makers. "Triple Entry's mechanism is evidently built for endurance, and is speeded up for more rapid plays. Then too, the location owner doesn't have to keep explaining to operators won't have to keep explaining about Keene's three new 'coinops'."

\[\text{WASHINGTON, July 9.—An increase in the numbers of applications for patents this year, among which were many applicable to coin-operated machines, was cited by Secretary Roper as indicating continued and oil fat refining, and in printing. \]
**AMUSEMENT MACHINES (MUSIC SECTION)**

*The Billboard*  
July 16, 1938

**Rock-Ola Says No Mid-Season Models**

CHICAGO, July 9—As vice-president in charge of Rock-Ola's phonograph division, together with Fred Fred, Rock-Ola's Eastern sales manager, contacted all Eastern operators of Rock-Ola mechanizations during the week of June 27, with headquarters at the New Yorker Hotel. The purpose of these meetings was to book the operators' requirements for the balance of 1938 and to assure them of no mid-season models to depress their income in the near future.

In speaking of these meetings, Webb stated that we have set a policy of avoiding mid-season models. One of the biggest problems an operator faces is the bringing out of a new model before he has enough equipment to fill the demand. There was a time when it would not make a great difference if a manufacturer brought out during the year. This was due to the tremendous boom in phonographs following the repeal of prohibition and which therefore necessitated having new models right in the middle of the season to satisfy our customers without investment in the current models.

The thousands of wires, letters and personal congratulations which have occurred in connection with the Rock-Ola phonograph already have one, we feel, the interest of the operator, to bring out a new model before he has bought enough equipment to fill the demand. We have set a course of continuously producing our popular Mid-Season and Winter models simply to be our customers without the necessity of their buying another one.

Fred Pray stated: "Our business is growing by leaps and bounds, and we are extremely happy to know that we have set a policy of avoiding mid-season models. Of course, we have set a course of continuously producing our popular Mid-Season and Winter models simply to be sure of our customers without the necessity of their buying another one."

**Leon Taksen Opens Phono Showroom**

NEW YORK, July 9—Leon Taksen reports that he has just opened a special showroom for phonographs, which he has just taken a store which will only accommodate the phonographs and supplies. The one showing will be staged in each city under the Rock-Ola, Wurlitzer and other other others. The only number of its type among the ones is Lock My Heart is something to stock to the audience, who are a little bit fed up with swing tunes. And a song with Mother Nature and a lullaby is in the program.

**Wurlitzer Execs Start on Tour**

N. TONAWANDA, N. Y., July 9—With a transcontinental tour of 14,000 miles ahead of them, officials of the Rock-Ola Wurlitzer Co., left Buffalo July 8, bound for Baltimore, where the first banquet will be held on the evening of July 8. They will visit 30 other cities before returning home August 9.

**St. Louis Phono Biz Aids Ops**

ST. LOUIS, July 9—A trend toward combination radio-phonographs and an upsurge in the ''good times'' in the phonograph market is noted in the current chart. Some radio manufacturers have already released by St. Louis musical firms, and there are no plans for coin-operated phonograph operators. The fact that the public is fast becoming more conscious of the necessity of record playing, and the continuing growth of the phonograph field and likes to record of the phonograph, and the fact that phonographs have been announced by RCA for sale in the entire phonograph market.

**Sheets-Music Leaders**

(For Week Ending July 9)

Sales of music by the Maurice Richmond Music Corp., Inc., are not included in the report of music sales, but are in the total published by the Western Book and Stationery Co., of Chicago.
First Wurlitzer Banquet Sets High Mark for Tour

New model coin-operated phonographs widely received by guests—over 400 persons at first banquet—seven-point program is explained by Homer E. Capehart

Baltimore, July 6—The Rudolph Wurlitzer Co.'s Transcontinental Limited got off to an auspicious start here tonight at the Lord Baltimore Hotel, the first of the many important events scheduled for the coming season for the Wurlitzer organization and surrounding and surrounding the main floor of the hotel, which provided the setting for the banquet and program for the coming year. Homer E. Capehart, vice-president of the Wurlitzer company, delivered the opening speech of the evening in which he outlined the new Wurlitzer policies of the coming year before an enthusiastic and widely influential audience. Mr. Capehart announced that the seven-point program of which phonographs will be taken in at liberal trade. As membership in these organizations these old phonographs would be completely destroyed. Another Co., Inc., president, and all members of the organization are more than ever before the name of the new Wurlitzer phonographs, some of which have already been played at the December-January coin machine shows. He also officially presented three of the new Wurlitzer models, the 500, 600 and 61, the last named being a small wall model, the others being installed with the best improvements of each. One hundred percent of the business men present joined a pledge with Mr. Capehart in adoption of the Wurlitzer automatic phonographs by advancing better service but less profit to the local operators and the general public.

Hankin Extends Welcome to Ops

ATLANTA, July 9—Morris Hankin, of the Dixie Company, recently launched his company's new photograph program to coin op operators in the Southern states at the Wurlitzer party held here yesterday. Hankin pledged to extend to all a bit of that famous Southern hospitality. Hankin and Morris and many ops coming to Atlanta were going to enjoy the party and wanted them to feel just the opposite.

New Orleans

NEW ORLEANS, July 9—Summer distribution of new coin phonographs and coin opera phonographs is at a peak in the past two to three weeks of the current season. Manager, M. Menner, district sales manager, and plant manager, Ray Haisch, chief mechanical engineer and plant manager, Art Leard, official master of ceremonies and personnel manager, R. C. Rolling, vice-president and general manager, was present. Those distinguished guests at the speakers' table were the Honore, manager, and Joe Fleen, of the Penn Coin Sales Co., as Frances Lang, Manager, and others of the New York Operators Association; Frank Hammond, manager of the California Operators Association, and Frank Himmidd, manager of the Phila. Music Pledge.

Following the dinner door prizes were awarded and the Chief Musician of the Crown Automatic Co., Baltimore, won a Wurlitzer phonograph, the chairman of the Board of the Tri-State Music Co., Harlinsburg, won a Wurlitzer phonograph, Brunswick-Vocalion, had a very successful night and girl friends present. Following this and all the rest of the entertainment was presided over by Art Leard, offering of the phonographs I already picture was shown by Bob Bolles as ingredient while dancing was next in order.

Baltimore was the first leg of a scheduled extensive tour which will cover 21 major cities from Coast to Coast and a total of 4,000,000 people of which 6,500 will be by air, probably the largest audience to be reached in one day ever locked in the United States.

The keynote of this trip is to crystallize the spirit of Atlantic City through the pages of America towards stabilization of the industry. Phonographs are for sale at high rates, as salesmen were busily working to give the best idea of the capabilities of the new models at this, their first stop.

Music Pledge

An interesting and unique pledge made by the gathering of the music operators and pledge. It was said that every operator present made a pledge to make this year a success by the slogan to consider the interests of the customer and the operator. As the music business is a whole, by keeping you on a basic but working order—always supplied from the factory stocks—"To maintain the dignity of the music-operating business by offering my customers the utmost in service, etc.

"To increase by share of the earnings when the new models are in locations only on a basis that assures me fair returns and to maintain that percentage under all conditions; and, "To stress the phonograph as a means of entertainment to increase the demand, and I will increase the location's bar and food business rather than to emphasize direct profits from the instrument itself."

Minneapolis

MINNEAPOLIS, July 9.—Photograph disc popular with operators in the Minneapolis area is the new "Nickel-Built," as reported by Murray M. Kirchbein, local phonograph expert. The Wurlitzer"nickel-built" is a new phonograph which combines beauty and usefulness in one. It is made of solid maple, has a 96-inch high front and 6-inch deep base. It costs $7,500.


enlarging its display room at its local headquarters.

Louis Murphy, of the Louisiana Amuse- ment office, is leaving next week for a two weeks' vacation in the Lone Star State, according to stop at Stelle and Horton's hotel at Houston and tell all of the latest scandal about the old home town. Mr. Murphy joined the Rock-Ola side kiosk. George Baker, Murphy wants to take a rest and look around the market room for him at his house.

The "Romping Romances" of Coin Ma- chine are now used over the west-end districts. They are A. P. Monte, of the A. M. and D. M. and Dapper Dan" of Rampant Street's Direct Sales Co. Combining business with music, they were no 95-degree high after enjoying Chi- cago's coolest summer weather.

E. M. Cottrell, Brunswick-Vocalion distributor, recently returned from his annual visit to the west coast. Los Angeles is a city he never before in his experience. Cottrell says that every operator he sold a phonograph to last year are all on edge in the coming season. Cottrell is a great believer in keeping Rock-Ola machines on display long enough for more than one or two operators to consider the interests of the operator and the customer as one of the most important factors in the music business.

"To consider the interests of the customer and the operator as one of the most important factors in the music business." (Continued on page 3.)

Hot weather and summer time is vacation time in Texas and many local operators are setting out on their trips in search of your good fortune. Here's hoping they regain that energetic and healthy return that is ready for that big "Fall Rush" which we believe is now in the making.

Drollinger Extends His Visit

Drollinger reports, that old wheel -misc- ter, is looking forward to a cool swim in the hot weather and summertime is vacation time in Texas and many local operators are setting out on their trips in search of your good fortune. Here's hoping they regain that energetic and healthy return that is ready for that big "Fall Rush" which we believe is now in the making.

More Than 2000 Perfect Plays! Only PERMO POINT is standard size 7-inch lacquer record disk. Re- cord disk measuring 33-1/3 rpm for 10-15 minutes. No dirty records, no scratches, no jumps. You can hear your records on PERMO POINT. It's All in The Patented Elliptical Point.

PERMO PRODUCTS CORP. Metallographs—Manufacturers 61 EAST ROCKSHED ST. CHICAGO, ILLINOIS

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PERMO PRODUCTS CORP. Metallographs—Manufacturers 61 EAST ROCKSHED ST. CHICAGO, ILLINOIS
1,500 N. Y. "Music Merchants" Take in Gala Wurlitzer Party

NEW YORK, July 11.—With Engineer Homer E. Capehart at the throttle, the Stormy Petrel, a streamlined, transcontinental Limited, pulled into the Pennsylvania Hotel yesterday. By the time the streamliner left for Chicago and New York, the Pennsylvania Hotel would be filled with music enthusiasts. In the early hours of this morning over 1,500 music merchants, their guests and friends gathered at the Pennsylvania Hotel to hear Homer Capehart and his "train crew" of Wurlitzer officials.

Immediately after the banquet J. A. Darvin, special representative of the A. E. St. John Co., introduced Wurlitzer President Homer E. Capehart, who conducted a tour of guests on The Wurlitzer Seven-Point Program and What It Means. "The music business is a great business," stated Capehart. "There may be some as good but there are none as nice or as serviceable as the music business."

Promising that some of the figures he would exhibit would be a surprise to many, Capehart declared that Wurlitzer has sold 130,000 automatic phonographs in the last two and a half years. "Our customer number 2,742," stated Capehart, "felt the fact that Wurlitzer has not been purchased by any two but machines since it was formed. In that time, these machines were immediately turned over to other operators. We have lost less than $5,000 in bad accounts. That is your record. We didn't do it. You did it and you should be proud of it."

Another point which Capehart drove home was that Wurlitzer is not a drive to make the music operator known as a "music merchant." "Back in the Depression, when the moving picture theaters were known as nickelodeons," said Capehart, "as they were then called, the name was discussed in favor of theater. This idea, too, has growing possibilities. Now it's time for the music operator to be the name of a music merchant. That's what you are, merchants of music."

Capehart also stressed the fact that Wurlitzer has always adhered strictly to the policy of selling only new models. He also added that from now on Wurlitzer would lend its influence to helping the operator make more money for himself. "We are not too many men in this business who are not music merchants because they are not keeping for themselves enough of what those machines are taking in." Capehart stated in announcing that the firm was circulating pledges to all the operators present, soliciting their support in the full-throttle expansion of the music machines.

In conclusion, Capehart declared: "We want to show the operators we are doing something for the benefit of the industry. This we have done. The new models we are introducing today have been brought out to increase your volume, and new factory trade-in plan. This plan calls for our taking in the old models and destroying them. We will not show any new models at the December or January shows."

At the conclusion of his speech the music operators' pledges were signed and the winning tickets for the door prizes drawn. Louis Herman, County Amusements, Mt. Vernon, N. Y., won the new Wurlitzer phonograph given as a prize to the men, while Mrs. Robert Grenner, of Robert Grenner Co., New York, was the winner of the Wurlitzer phonograph. Capehart announced that the party was a celebration in honor of J. A. Darvin, Wurlitzer special representative, since it was his birthday. Capehart gave him a beautiful basket of flowers, in behalf of the Wurlitzer transcontinental sales force.

A scintillating floor show followed, featuring the Atlanta Park Avenue Debs, Chic Fuller, Cameron and Vanes, Slim and Sam, Don (Poppy) Johnson, Regal Paper Co., Innsbrook and Ford, Marshall and Janet. Art Leard acted as emcee and presented the act of the evening. The act of the evening was a special Wurlitzer exhibit, featuring the Andrew Sisters, Sid Gary, and his "train crew" of Wurlitzer operators.

One of the biggest highlights of the evening was the Wurlitzer's display of the most popular machines in the Wurlitzer line. "This plan includes all the new models which have been sold in the last two and a half years," said Capehart. "We have developed this plan for the benefit of the operators."

One of the points in the pledge was the operator's agreement to increase his share of the earnings from the phonographs. They were pledged to all the operators present, soliciting their support in the full-throttle expansion of the music machines.

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A scintillating floor show followed, featuring the Atlanta Park Avenue Debs, Chic Fuller, Cameron and Vanes, Slim and Sam, Don (Poppy) Johnson, Regal Paper Co., Innsbrook and Ford, Marshall and Janet. Art Leard acted as emcee and presented the act of the evening. The act of the evening was a special Wurlitzer exhibit, featuring the Andrew Sisters, Sid Gary, and his "train crew" of Wurlitzer operators.

One of the biggest highlights of the evening was the Wurlitzer's display of the most popular machines in the Wurlitzer line. "This plan includes all the new models which have been sold in the last two and a half years," said Capehart. "We have developed this plan for the benefit of the operators."

One of the points in the pledge was the operator's agreement to increase his share of the earnings from the phonographs. They were pledged to all the operators present, soliciting their support in the full-throttle expansion of the music machines.

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To the Music Operators of America:

The Rudolph Wurlitzer Company announces a constructive 7-Point Program—insuring continued and even greater prosperity for you.

One or two of these points have long been a part of our Sales Plans. Others have been instituted more recently. The biggest feature—that of paying you Operators for your obsolete phonographs—taking them off location and destroying them—is new!

This Complete Program is the most important step taken for the benefit of the Music Operating Business since the beginning of the Industry.

Here Are the Seven Points of the Program—

1—SELLING ONLY TO OPERATORS

On July 7th, 1933, at the very start of our phonograph business, I said the Rudolph Wurlitzer Company would sell automatic phonographs only to operators. We have not deviated from that policy and do not intend to do so.

2—CONTROLLED PRODUCTION

On January 1st, 1938, in order to keep our production in line with the operators' needs for new phonographs, the Rudolph Wurlitzer Company voluntarily reduced its production. We will continue to adhere to this policy of "gearing" our production to the operators' normal requirements.

3—SELLING ESTABLISHED MUSIC OPERATORS

Simultaneously with the announcement of Controlled Production, I said "There are enough established music operators to adequately supply the needs of location owners" and pledged our co-operation to curtail further needless competition. We still maintain that position.

4—24-RECORD PHONOGRAPH

Because you Operators convinced us that a full sized phonograph should play 24 selections, we increased the record capacity of our large models accordingly. We will continue to carry out your wishes in this matter.

5—LIBERAL FACTORY TRADE-IN ALLOWANCES

Starting July 10th, 1938 we will make a liberal Factory allowance for old phonographs on the purchase of new Wurlitzer Phonographs. These old machines will be completely destroyed. They will not be resold in whole or part, and will never again compete for locations with you or any other operator. I am confident that every one of you will recognize the tremendous importance of this step.

6—THE "FIVE HUNDRED" AND "SIX HUNDRED"

Wurlitzer Models "Five Hundred" and "Six Hundred" are beyond any question of doubt the most strikingly beautiful phonographs ever built. They are part and parcel of the Wurlitzer Constructive 7-Point Program. Their features are amply portrayed on the following pages. Believe me, when I tell you that these machines will make history in the automatic phonograph business.

7—NO NEW MODELS AT DECEMBER OR JANUARY SHOWS

The Wurlitzer "Five Hundred" and "Six Hundred" Phonographs, with which we are inaugurating Wurlitzer's "Factory Trade-In Allowance" plan will hold the approval of locations and operators alike for a long time in the future. We promise you definitely that Wurlitzer will have no new Models at either next December or January Coin Machine shows.

I am about to start on a 14,000-mile trip to discuss the benefits of this program with every music operator in the United States at a series of 21 Banquet-Meetings.

You will agree, I am sure, that the Seven Points which make up this progressive and constructive Program go far towards insuring a safe, profitable and happy future for the operators of Wurlitzer Automatic Phonographs, not only for the immediate future, but for all the years to come.

Vice President,
The Rudolph Wurlitzer Company
THE "SIX HUNDRED" The compact beauty and color harmony of the Wurlitzer "Six Hundred" defies description. It must be seen to be fully appreciated. The colors and illumination on this model are stationary but are available in three different combinations for the grille and record changer compartment background.

1. Red translucent plastic bars in the centre of the grille — red background in the record compartment.

2. Amber translucent plastic bars in the centre of the grille — amber background in the record compartment.

3. Green translucent plastic bars in the centre of the grille — green background in the record compartment.

Both the "Five Hundred" and "Six Hundred" are also rich, colorful and spectacular when the illumination is not turned on.

Liberal FACTORY TRADE-IN ALLOWANCES
WURLITZER AUTOMATIC PHONOGRAPH

THE "FIVE HUNDRED" The Wurlitzer Model 500 is the only automatic phonograph cabinet with the spectacular, eye-arresting power of varicolored light in motion. This moving color illumination is available at the operator's option in either the corner plastic panels or in the plastic panels of the grille.

When moving varicolored illumination is specified for the corner plastic panels those panels are of white onyx translucent plastic — with grille panels in brilliant red mottled translucent plastic. Varicolored lights are also thrown on the silver grille cloth. See illustration above.

When the moving varicolored illumination is specified for the plastic grille panels, the panels are translucent white onyx plastic — with corner plastic panels of brilliant mottled red translucent plastic. Changing varicolored lights are also thrown on the silver grille cloth.

THE WURLITZER'S CONSTRUCTIVE 7-POINT PROGRAM

NEW MODELS at Next DEC. and JAN. COIN MACHINE SHOWS
Breath-taking color and brilliance! Beauty of design never before seen in an automatic phonograph! New and improved selectors! These are the distinguishing features of the Wurlitzer "Five Hundred" and "Six Hundred" Automatic Phonographs.

The last word in the use of modern translucent colored plastics, combined with selected walnut veneers and the generous use of chrome metal trim make these Wurlitzer Phonographs by far the most spectacular ever built!

Even the record compartments of both of these Wurlitzer models take on new splendor with their Silver Cascade Backgrounds covered with a transparent plastic sheet that gives them beautiful, brilliant color. This plastic sheet makes it a simple matter to change the color of the background and to keep it clean. In the "Five Hundred" the record compartment also has mirror sides that multiply the movement — give greater depth — flashing action.

Both phonographs have the same Wurlitzer life-like tone that has always had the enthusiastic approval of operators, location owners and patrons. Both have the famous Wurlitzer rugged cabinet construction and mechanical chassis that have withstood the tests of time on tens of thousands of locations.

Both have well lighted program holders at convenient reading level — brilliantly illuminated coin slide numerals — ample room for changing records from the front.

Both phonographs will be sold on Wurlitzer's Liberal Factory Trade-In Allowance Plan — the most constructive step ever taken for greater prosperity for the music operators of America.

Rudolph Wurlitzer Company, N. Tonawanda, N. Y.

Canadian Factory: RCA Victor Co., Ltd., Montreal, Quebec

FIG. 1

NEW PIANO KEYBOARD MULTI-SELECTOR ON THE MODEL "FIVE HUNDRED"

An innovation in Multi-Selector design, the new piano type keyboard selector of the Wurlitzer "Five Hundred" has irresistible play appeal. Touch one of the white keys and a green light in the numeral above the key signals the record selected. To cancel selections simply press keys from underneath. Made of metal with a white porcelain enamel finish, the keys are indestructible—their width assures accurate selection.

The piano keyboard "Multi-Selector" is grouped with a well lighted program holder and brilliantly illuminated coin slides, protected by tamper-proof guards — all on a convenient easy-to-reach, easy-to-see level.

FIG. 2

ROTARY COLOR CYLINDER ASSEMBLY ON THE "FIVE HUNDRED"

The sensational, changing varicolored illumination in the "Five Hundred" Cabinet is simply obtained by means of this plastic cylinder. It is rotated around a lumilifice bulb by a simple low voltage motor, geared down to 3½ R.P.M. Colors on this cylinder are of pure plastic and are non-fading.

FIG. 3

COIN SLIDE NUMERALS ON BOTH ARE BRILLIANTLY ILLUMINATED

Brilliantly lighted, coin slide 5c, 10c and 25c numerals on both models are protected by a bronze guard. Patrons who try to jam or abuse the slides will be foiled by this special tamper-proof guard.

FIG. 4

NEW "MULTI-SELECTOR"" DIAL ON THE MODEL "SIX HUNDRED"

Brilliantly illuminated translucent red plastic with chrome embellishments, make the "Multi-Selector" dial of the Wurlitzer "Six Hundred" the most beautiful ever designed for an automatic phonograph. The large and generous size buttons are beveled so all are easily readable—preventing errors in selection.

*The name "Multi-selector" as used in this advertisement is registered in the U. S. Patent Office.

FIG. 5

BOTH MODELS HAVE ILLUMINATED NAME PLATES — ALL MECHANISM AND COLOR EFFECTS EASILY REACHED

Now, as never before, Wurlitzer operators will cash in on the wide-spread public acceptance for Wurlitzer music. Every "Five Hundred" and "Six Hundred" has a large illuminated name plate of enameled chrome metal and translucent plastic. The name "Wurlitzer" stands out on the front of the cabinet so that everyone can see it.

All mechanism and plastics in both the "Five Hundred" and "Six Hundred" are easily reached. For example, the plastic grille panels can be quickly removed for changing bulbs; in the "Six Hundred" by removing the program holder, loosening a wing nut and lifting out the panel, in the "Five Hundred" by stripping foam out of ingeniously designed grooved slots. However, these phonographs are tamper-proof on location.
NEW LIFE IN THE OLD DOG!

The Week's Best Records:
Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest potential playability are listed.

BENNY GOODMAN
Victor 25880

LARRY CLINTON
Victor 25882

COUNT BASIE
Decca 1880

WOODY HERMAN
Decca 1879

VICTOR YOUNG-CONNIE BOSWELL
Decca 1885

INSTRUMENTAL AND NOVELTY
LOUIS ARMSTRONG-MILLS BROS.
Decca 1760

EDDIE WEEMS
Decca 1884

RUDY VALLELY
Bluebird 7667

JAN SAVITT
Bluebird 7666

SING WITH ME

RUDY VALLELY
Bluebird 7667

JAN SAVITT
Bluebird 7666

Attention Georgia Phonograph Operators
We can use some OLD PHONOGRAPHY at the present time and will make you very liberal allowances on:

NEW - MODEL - SEEBURGS
SPARKS SPECIALTY CO. SOPERTON, GEORGIA
GEORGIA DISTRIBUTOR OF SEEBURG PHONOGRAPH.

WEED, NEBR

SOUTHERN AUTOMATIC MUSIC COMPANY
Louisville, Ky.

MIRACLE POINT NEEDLES

"IN THE GROOVE"
TO GREATER PROFITS

Send us your dealer's name and we will send you a sample needle

FREE

A. M. GERETT CORP.
2947 N. 30th, Milwaukee

CORRECTION

In the Above Advertisement, the Private Secretary is the private secretary of the Milwaukee Office. Should not be listed as in service of he

NEW MODEL - SEEBURGS

SOUTHERN AUTOMATIC MUSIC COMPANY
Louisville, Ky.

RE-CONDITIONED PHONOGRAPH

1935 SELECT-OMH... $12.50
1936 ROCK-OLA... 29.50
1937 Mills... 29.50
1938 Mills... 31.00
1939 Mills... 42.00
1940 Mills... 59.50

There is an ILLUMINATED COVEROLA to fit nearly every make or model. Write or wire for details.

COVEROLA
604 ELECTRIC BLDG.
OMAHA, NEBR.

Fort Worth

W. D. Dixon, former Ft. Worth op, is back in town and getting a string of equipment going. Dixon has been up in Oklahoma City for several months working with Jim Boyle, of the Boyle Amusement Co., W. D. says that somehow he got a chance to talk to Phono World, who had charge of the phonograph division with the Oklahoma operating firm.

DetroIt

DETROIT, July 9.—Employees of the Atlas Automatic Music Co. are now busy at their new office at 2902 Linwood avenue. This is on the second floor of the interurban bus company building, next to the Indiana and Highland bus stations. The company has now more coin machine business on its hands than any other business.

SWING MUSIC

My Melancholy Baby and Wrappin' It Up (the swing king holds on to his kingpin with these sides. Not the big band noise, but the smooth and easy treatment with a kick that creeps up on the listener).

Van Patten's "Kinder" likes Ft. Worth. Amusement Co. back in town and getting a string in that section.

Walter and Homer Hodges, east side operators, have moved their headquarters to 9091 Berthiaume avenue, Mrs. Lily Hodges, also closely associated with the business, says they are looking for a definite upturn in business in about a month or so. As sound proof of their optimism, the Hodges are buying a number of new music machines for their routes, placing the new models in the better locations.

Walter Hodges, by the way, is managing his brother Homer's route as well as his own and has a side line of nut vendors and amusement game machines.
LoBoys Clicking
In Pennsylvania

CHICAGO, July 9.—When B. D. and
J. D. Lazar were in town the other day
they visited Rock-Ola's factory and
not only took care of their phonograph
repairs, but for the rest of the sum-
mer placed an order for a carload of
LoBoy scales. The B. D. Lazar Co.,
headquarters for LoBoy vending
machines, is Rock-Ola's distributor
throughout the state.

B. D. told Nels Nelson, head of Rock-
Ola's sales division, that the small
business in the best he has ever seen.
"It reminds me of an epidemic," said J. D.
"Every three hours there is a desire to
have another of these machines before
he has crossed the street.

Nelson advanced the thought that one
reason for this heightened interest in
personal weight scales was because so
many people were in the market for
"The scale has almost a magnetic pull
for loose change in a person's pocket,"
said Nelson. "Besides, everyone is in-
terested in their weight frequently.
There's an element of vanity and a vitally
important element of business. Most people
not only take care of their health but use
weight scales to gauge their progress.
There's no better way of knowing the
desired weight than to purchase an
accurate penny weight scale such as
LoBoy scale.

"Speaking for ourselves and our op-
erators, I have also experienced a con-
siderable growth in LoBoy sales this year.
And nearly every operator who had a
route of machines before, has increased his
route. It isn't necessary to have a route of
amusement devices, but don't be misled.
Real Opportunity
Bulk Vending
In an hasty review of the coin-
machine industry, one observer noted
"The operator who chooses the bulk
merchandise route will realize more profit
than ordinary vendors. The operator who
chooses the bulk merchandise enters a
10-year record in the manufacture of
merchandise vending machines. In a 10-year
record in the manufacture of
merchandise vending machines. In a
10-year record in the manufacture of
merchandise vending machines. In a
10-year record in the manufacture of
gum was broken during 1937.

Gum Production
1937 amounted to
$56,721,745,
the number of manufacturers
with annual volume above $5,000 de-
veloped, resulting in a 3.7 per cent over 1935, and wages rose
$2,416,923 to $2,966,585, a gain of
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over a period of years you will find the
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merchandise route.

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Chicago Journal Reviews Cigarette Defy of General Business Slump

CHICAGO, July 9—Cigarette consumption has shown its ability to defy the business slump at least temporarily, according to a recent analysis by the writer of The Chicago Journal of Commerce in a detailed review of production and sales of the principal cigarette manufac-
turers.

The cigarette manufacturing industry has had little trouble in maintaining its ratio of production being affected only by an increase in the depression forces in better-than-average sales.

The total sales of 1937 has been reflected in tobacco shares showing greater stability marketwise than industrial shares.

Defying the lower trend displayed in manufacturing operations, cigarette production in the first five months of the year is only increased over 1936, but established an all-time high for that period, according to the figures issued by the Bureau of Internal Revenue. A highly favorable showing in May was the principal factor in the increase of sales for the first five months.

Both January and February ran below a year earlier, while March and April registered new improvement which seemed to be helped by the narrow margin in the year-to-year losses of the early month. A gain of 9.9 per cent for May may have carried the total up from the first five months to a level 2.03 per cent over the May, 1936, period.

Production totalled 14,332,600,620 cigare-
tes in May, which was the seventh month in a row that May production made history of the tobacco industry. May figures indicated output of 13,061,441,903 cigarettes. Output for the first five months of 1938 was 65,129,863,156. That was 63,685,035,780 for the like period of last year.

Prior to the market upturn of last week, cigarette stocks as a group had dropped to around 25 per cent of the 1937 levels. The prices of March last year, when the market turned down. In May, the sellervend stock was 31.1 per cent, as compared with 37.4 per cent of the 1937 selling period.

Decline Is Low

The figures issued by the New York Board of Trade show that the tobacco market was down 1.9 per cent, and the like 1937 date, the market value of tobacco shares declined 11 per cent as compared with the May 1937 figures. The market price of March last year, when the market turned down. In May, the sellervend stock was 31.1 per cent, as compared with 37.4 per cent of the 1937 selling period.

The showing of tobacco stocks in earlier depression periods is illustrated by the Standard Statistics average which shows cigarette stocks held with a 50.0-54.2 range in the weekly index during the last six months of 1937. In the first six months of 1938, the index has showed a 32.2-36.4 range; whereas, in the first six months of 1937, it was 50.0-54.2 range in the weekly index.

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Canteen Co. Ideas and Service Promote Wide Vending Sales

CHICAGO, July 9—In the July 4 issue of Advertising Age, Chicago, a lengthy article by the editor of the Advertising Age on how the Canteen Corporation uses its vending machines, similar to the competition between chain stores and independent vendors, and the several large industries, has shown that the competition between vending machines is far greater, but independent owners would not be able to meet it.

The article is a splendid tribute to the enterprise of the Canteen organization and is a part of the history of the development of the modern vending machine trade.

"Automatic vending has always looked like a good idea to manufacturers of convenience goods, but in practice it has not been a profitable business. The Canteen machine is the first to make a success of it," writes Mr. Cain. "Mr. Leverone, head of Automatic Vending Machine Corp., and Mr. Leverone's pet peeve is the insanitary or unhygienic way vending machines are operated. The lever on the front must be held to prevent any attempt to break the front in on the contents. This lever is held in place by a spring and is returned to the front position by the action of the lever. The Canteen machine and plant receiving the brands from the manufacturers is operating in a sanitary and efficient manner which emphasizes sanitation in vending machines of the largest industries of America."

The fact is that the idea is to have a vending machine which is mechanically honest, returning the coin if it happens to be dropped, and which safeguards the contents of the machine, and which is so arranged and operated as to increase the desire of the user for the freshness of the contents. His own enthusiasm for the business has been shared by the editor, and the facts that so many machines are operated by independent owners is the idea that Canteen vending machines are the result of all these requirements.

Time-Saving

In the past, the Canteen company has been able to distribute its vending machines in large industrial plants, and the company has been able to produce a line of vending machines, which is now becoming widely used. The Canteen machine and plant receiving the brands from the manufacturers is operating in a sanitary and efficient manner which emphasizes sanitation in vending machines.

For the first time in its history, the company is operating in a sanitary and efficient manner which emphasizes sanitation in vending machines.

Quality Essential

"Mr. Leverone's pet peeve is the insanitary or unhygienic way vending machines are operated. The lever on the front must be held to prevent any attempt to break the front in on the contents. This lever is held in place by a spring and is returned to the front position by the action of the lever. The Canteen machine and plant receiving the brands from the manufacturers is operating in a sanitary and efficient manner which emphasizes sanitation in vending machines of the largest industries of America."

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Quality Essential
Expert Stress Need for New Outlets in the Candy Industry

An address by J. E. Fields, Assistant Chief, Foodstuffs Division, Department of Commerce, before the 1935 convention of the National Confectioners’ Association in New York.

For many decades and until comparatively recent times, the people of the United States enjoyed some advantages which are now generally present in a new and growing country. Many physical frontiers remained to be conquered, the West was a land of never-ending possibilities, and the manufacturing and agricultural industries of the Eastern and older parts of the United States thrived to a considerable extent because of the constant calls of a land of never-ending possibilities, and remained to be conquered, the West was an empire.

The settlement of that Empire, the exploration of its possibilities and the development of its industries through what had once been the frontier settlements of our American citizenship, combined with the economic scheme in which quite naturally there is the temptation to economic development which exists in the reformative years of any new nation. New economic problems have arisen with this more complete development of our country. The covered wagon days are gone and agriculture and industry are forced to gear their activities to this new order.

The problem of how to sell the goods which are being made for their products by those who were the pioneers of the Western Empire.

Those who were opening up the Western Empire by the manufacturing and agricultural industries of the Eastern and older parts of the United States thrived to a considerable extent because of the constant calls of a land of never-ending possibilities, and remained to be conquered, the West was an empire.

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Planned economy, of which we hear so much today, is not a concept which was just pulled out of thin air. Rather, it has developed because of the need for it. For many decades and until comparatively recent times, the people of the United States enjoyed some advantages which are now generally present in a new and growing country. Many physical frontiers remained to be conquered, the West was a land of never-ending possibilities, and the manufacturing and agricultural industries of the Eastern and older parts of the United States thrived to a considerable extent because of the constant calls of a land of never-ending possibilities, and remained to be conquered, the West was an empire.

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New York Debate Brings Monopoly Issue to Fore

Author of amendment challenges churches and reform groups—says racketeers also oppose amendment—experts believe vote in committee will be a close one

ALBANY, N. Y., July 9.—When the proposal for removing the anti-gambling clause from the State constitution came up for second reading before the committee July 6 all the political and social cards on the gambling questions were played to the fore again. While the Constitutional Convention has had under consideration various proposals for modifying the New York State constitution, the removal of the gambling ban has been subjected to heavy political maneuvering. Republicans generally have been champions of trying to remove the ban, but when the sub-
tory of legislative subterfuge and hypocrisy in the enforcement of the anti-gambling legislation to legislative corruption, but is due to the fact that the State legislature in refusing real enforcement has been acting in accordance with the wishes of a majority of the people of the State," Mr. Hirschberg continued.

He recalled that he had been elected district attorney of Orange County on a reform ticket. Many critics of the anti-gambling amendment have been at that time a "sinister and corrupt combination of the Republican organization in the county and commercialized gambling and vice."

Soon after he had taken office, he said, he was approached by a representative of the slot machine interests who told him to name his own price for an open county.

"When I refused he told me that I was a fool; that he could name at least eight district attorneys in the State who were on his pay roll," Mr. Hirschberg said. "The idea of my having the same salary and the number games and their like are kept as is the constitutional prohibition against gambling any more than the latter were welcomed the repeal of prohibition."

Mr. Hirschberg contended that the proposal ought to go to the people. "Let the people, he said, be upheld at the polls on a popular referendum enforcement. The anti-gambling clause would become a popular mandate which prosecutors throughout the State who had competed on the basis of the people's will, he added.

Reform Groups

Many clergymen and officials of reform groups were at the hearing in opposition to the Hirschberg amendment. Mr. Hirschberg even challenged the constitutionality of the anti-gambling law to the letter and to arrest clergymen, heads of civic bodies and others where any form of lottery or game of chance was in operation.

His statement that the reformers were also highly in favor of keeping the gambling ban in the constitution had the effect of putting the church and reform groups in the same class with racketeers and all working for the same objective of keeping the gambling ban in the State constitution.

"Hypocrisy" Legislation

"The reason for this disregard of his-
Operating and Maintaining

By FRED BERSER

A department on the repair and upkeep of coin-operated machines. A year ago The Billboard gave the best letter received from an operator each month on any phase of the subject.

"Dear Sir: I have a payout motor that sparks considerably at the brushes, also it seems to have enough power to operate the unit. Can you suggest a remedy for this excessive sparking?" J. Brankus, Oklahoma.

Answer: Your trouble probably lies in the fact that the contact between the commutator and the brushes is not good. The carbon brushes should be removed by unscrewing the cap or screw that retains the brushes in place. In most cases it will be necessary to file down the contact face of the brush in order to get a good contact. An inspection of the commutator will probably show wear in the form of black lines across the commutator, indicating that it has been removed with fine sandpaper held against the commutator while the motor is running. If the commutator is not too bad then just file down the contact edges of the commutator, then press the flat side of the screw driver and sandpaper against the commutator.

"Dear Sir: On some of my games that are fairly old I find that the voltage unit is jammed and will not work now and then by sticking. I find that the trouble is caused by small particles of the die-cast slides wearing and chipping off. If the slide is well worn I first use a file and then some fine emery paper. It is important, however, to remove too much of the slide, otherwise incorrect payouts and jamming might result, especially on multiple slide units. When this cleaning operation does not remove the plunger entirely from the relay itself.

"When I have to work alone I place the drill on a chair, hold it with my foot while I turn the drill and clean the plunger." O. M. Rogers, Pennsylvania.

How to Calculate Resistor Values

Part II

In the last issue we discussed the simple mechanical problem concerning a man pulling a boy in a wagon against the resistance of the sidewalk. Perhaps it would be instructive to recall what we did in the last article, for then we showed that exactly how Ohm's law operated. We cannot apply Ohm law to that mechanical problem, just as in electrical work with electrical circuits it is simply a matter of substituting the values for the formula. In the present article we will explain exactly what Ohms law is and how it applies to electrical work.

This is the method used to find the voltage drop across a resistor and in this instance we say the voltmeter reads 30 volts, the ammeter reads 2 amperes, and that we have a resistance of 15 ohms in series with the lamp. Let us substitute these values in the first equation.

\[ 20 \text{ Volts} = 2 \text{ Amps} \times 15 \text{ Ohms} \]

This is true. Now let us substitute the values in the second equation.

\[ 2 \text{ Amps} = \frac{20 \text{ Volts}}{15 \text{ Ohms}} \]

These are also true. Now let us assume that in our original measurements we did not know the value of the resistor, but that we did know the voltage and amperage because we measured the lamp and found the values to be 30 volts and 2 amperes. What is the resistance value?

\[ R = \frac{V}{I} \]

Substituting these values in the equation (2) we find that the resistance is 15 ohms. What is the resistance value shown in Figure 1?

\[ 15 \text{ Ohms} = \frac{30 \text{ Volts}}{2 \text{ Amperes}} \]

Let us use this for a practical problem. Let us determine what the resistance of an 18-volt lamp is when operated at its rated voltage of 18 volts. Applying exactly the same principle as that described in the last article, we find that the ammeter reads 0.25 amperes. Using equation (4), we find that the resistance is 72 ohms.

\[ R = \frac{V}{I} \]

This 72 ohms is the resistance of the 18-volt lamp. Remember when we measured these values we found that the ammeter was reading the voltage directly on the side of the lamp socket to read the voltage across the lamp. The ammeter was placed in series with the lamp, as the current in a circuit is the same at any point of the circuit.

Let us lay out a circuit with a light bulb, resistor and a transformer to supply the power. This is shown in Figure 1. The wiring circuit shown here might be termed the fundamental light circuit, as it is the basis upon which all other variations of light circuits are founded. By this is meant that all light circuits are fed by a power source such as the battery, and some control in the circuit such as the switch. The switch may be a switch closed by a ball lodging in a hole on the circular part of the commutator.

Let us substitute the same values in the other two equations.

\[ 30 = 2 \times 15 \]

This is the method used to find the resistor value shown in Figure 1. We know that this is correct, as we have already checked our figures by the last use of Ohms law. Ohms law can be proved by using voltage and resistance values from a earth meter. In this instance we will use 48 ohms and 12 volts. What does the earthmeter tell us?

\[ \text{Ohm's law} \]

We use this equation to find the voltage drop across a resistor and in this instance we use 48 ohms and 12 volts. What does the earthmeter tell us?

\[ R = \frac{V}{I} \]

If the slide is well worn I first use a file and then some fine emery paper. It is important, however, to remove too much of the slide, otherwise incorrect payouts and jamming might result, especially on multiple slide units. We use this equation to find the voltage drop across a resistor and in this instance we use 48 ohms and 12 volts. What does the earthmeter tell us?

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\[ R = \frac{V}{I} \]
Gottsie Giant Single Gripp Machines $9.00 each.

MORRIS NOVELTY CO.
4505 Manchester Ave.
ST. LOUIS, MO.

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 W. DIVERSEY
CHICAGO

COUNTER GAMES FURNISHED FREE!
for Location Tests

One of the largest manufacturers of coin games will soon introduce two new and revolutionary counter games, but before doing so wishes to put out a number of both games free to test in any location. If interested, please tell why your territory would be a good one for such a test.

Address: Box 616, THE BILLBOARD, 54 West Randolph St., Chicago, Ill.

FIRST COME — FIRST SERVED
A Limited Number of Slightly Used

The machine is being recognized as one of the best out on the market. It is a clean, legal machine that our friends say has caused them no trouble, and be it said that our police officers add up to a fine bunch of fellows that would be a credit to any city. Of course, we all make mistakes.

"The Skee-Ball Stadium will continue to furnish fine, healthful, body-building recreation; clean penny novels, in which not only are no long time offenses, but, furthermore, in which no pictures of guilt or other rights are displayed unless the law triumphs."

"Even if, as or when the Skee-Ball Stadium returns Bank Night will still be within all reasonable legal bounds, as feel, because Bank Night has never cost our guests a penny and never will, and anyone may register and enjoy the fun and benefits without playing game of Skee-Ball or spending a cent."

"In conclusion, may we suggest, in the interest of diversified amusement on the Boulevards, that all game operators who must pay costs of offering new and better games may, by offering a chance for a better chance of winning, thus be able to offer more tempting prizes to the public and forever abandon the cash pay-off and cash redemption of coupons. Pay off salable merchandise, cigarettes and chewing gum, and purchase (not redeem) that merchandise from the customer at wholesale rates. The closer you can keep to legality the better it will be for all of us."

"The Skee-Ball Stadium, Layman M., Beverly, Ill.

"The field was three columns wide and 11 inches long.

Monarch Reports Big Holiday Sale

CHICAGO, July 9.—"From the activity taking place during the past weeks here at Monarch," stated Roy Bazelon, Monarch Coin Machine Co. executive, "one would say that the entire country is looking forward to Monarch's new and its accompanying rush of orders from our many operator-customers in all parts of the country were just coming up rather than just past. We were extremely busy during the July Fourth holiday, and the many orders for dependable Monarch recessiminated equipment. In other years the week following America's gala holiday usually has been very slow, for most operators stack up before this time and then are prepared with plenty of equipment for a long time to come. This increased activity coming at this particular time is really a good sign and can't do anything but make us optimistic for the future."

"Live Profits, our electric shock machine, continues as a favorite with the operators everywhere," said Bazelon. "Its low initial cost, low operating cost and high profits are making it one of the best counter machine 'buys' on the market.

Advertise in THE BILLBOARD — You'll Be Satisfied With Results.
Imperial Shipped To Hawaiian Op

BIRMINGHAM, Ala., July 9.—"Last week was an occasion for real celebration at our office here," reports Harry Hurvich, of the Birmingham Vending Co., manufacturer of the Imperial coin-operated billiard table. "The reason for the celebration was that it marked the first shipment of the Imperial to a foreign land. This order came from Hawaii. The purchaser of the Imperial reported that he had seen our ad in The Billboard and wrote us that it interested him. For he believed our coin-operated billiard table was an ideal type of equipment for the islands and would prove unusually popular.

"Perhaps at a later date after we have made several shipments to foreign ports we will take an order like this as a matter of course. Right now, however, we feel it is a sure sign of the growing popularity of the Imperial."

Hurvich also explained that they have been able to step up their manufacturing schedule since enlarging their quarters. "It won't be long before we will be able to take care of all orders as soon as they are received. The Imperial is going over fine. It is a tough job to convince the average operator to try a sample, but once they get the Imperial on location it seems we are always sure of orders within a few days. This makes us believe that the Imperial is going to be one of the leading games for many years to come."

New York Still Weighs Lottery

ALBANY, N. Y., July 9—While trying to shape plans so that adjournment could be reached by July 29, the New York State convention for revising the State constitution definitely announced plans to take up again the proposal to remove the anti-gambling ban from the State constitution. The proposal to remove the ban has occasioned wide discussion, is a matter of intense political controversy between Democrats and Republicans and has also raised the ire of many reform groups.

Gambling has been made a special order for July 6. The Republican strategy on gambling has not been decided. Mr. Pitcher said today that the second party convention to be held by the Republican majority in the convention would meet Tuesday afternoon, July 5, at 4 o'clock. "In his notice to the delegates he termed the conference "extremely important." The gambling question will be taken up at that meeting.

Only one thing appears certain about that situation, which is that there will be no attempt to bind up-state delegates to vote for the removal of anti-gambling ban. Their votes would not be necessary for the passage of the amendment if the Republican leadership decided not to oppose that passage.

Re-Conditioned Games

6 Fleetwoods $54.50 | 5 Golden Wheel $15.00
8 Fair Grounds $54.50 | 6 Photo Finish $15.00
4 Turf Champs $54.50 | 2 Post Time $15.00
3 Gottlieb Derby Day Consoles, Skillfield, 9-Coin Head, Clock, Like New $99.50

SLOTS—5c Play
10 Jennings Silver Chief, 3 weeks old, B.M. Check Separator $69.50
25 Jennings Blue Chiefs, Serial Nos. 118,000, B.M. Separator $25.00
20 Pace De Luxe Comets, 1938, used 3 weeks $49.50
20 Pace Royal Consoles, Mystery Bells, 1938, used 3 weeks $69.50

SLOTS—1c Play
25 All Star Comets $20.00 | Walling Rollatop $15.00
2 Mills QT $15.00 | Mills Blue Front D. J. $25.00
20 Pace De Luxe Comets, 1938, used 3 weeks $45.00
30 Safe Stands, used 3 weeks $5.00
50 Folding Stands $1.00

MT. ROYAL NOVELTY, INC.
306 E. BALTIMORE ST., BALTIMORE, MD.

THE SUMMER HIT
Here's Your "IDEAL" Tented Deal
FALCON CANDID CAMERAS
A Nationally Known and Advertised "Candid Type" Camera—
THIS IS THE DEAL THAT NEVER MISSES! A 2,000-FOOT
BOARD PAYS OUT 8 CAMERAS AND 44 25c PIECES.
PRICE: 50 Golden Wheel & Camera, mounted on an at-
tractive thermo-metallic Paper Display Ped, $13.75 cash with cash back and 2,000-foot Board.
LOTS OF 8 OR MORE—$13.25 EACH
TERMS: 1/2 Down, Balance C. O. D.
We manufacture a Complete Line of Premium Display Peds, made
to your own specifications and sizes.
IDEAL SALES, INC., 2151 Market St., N. Y., Louis, Mo.
People Like To Take a Chance

Howard Vincent O'Brien, The Chicago Daily News columnist who dared to tell the truth about the gambling business, said in 1937 that he "was not fit to be President," denoting his "column" in the July 2, 1938, issue of the paper, to a realistic consideration of the popularity of gambling. He said:

"The gambling problem for the Northwestern National Life Insurance Co. dropped in this morning with some statistics on the public's devotion to gambling—exclusive of the stock market.

The pool for horse races is now legal in 22 States. Horse or dog racing has been legalized in 30 States within the last four years. Bookmakers operate practically everywhere—under cover if not openly.

"In addition to ordinary race track betting, no one can put a very large sum of money into a slot machine in most localities, and probably in more cash, there are the foreign sweepstakes.

"The person who has not contributed $25 toward the support of the Chicago Police Department, a dollar or two into an office baseball or football pool, or put his slot machine a few cents during his lunch hour, or shaken dice for his cigar and cigarette.

"Billions of dollars go into petty gambling every year, and yearly, just as fortune figures, carries a share of the burden.

Penny Gambling

"The housewife does her bit. Now and then she puts a dime or two on a number in the pool for a, penny, machine. If the last three digits on her ticket tally with those of the total bank drawing of the day she can go home with a dime or two.

"If not, what's a dime or two? Just a smile and a frowning friend giving 'greetings' for some bridge at a 10th of a cent or more. Just a roll of a dice into the nickel playing machine into the pinball machine at the drug store, at the bowling alley, at the neighborhood house. It is Bank Night, and the pot is up.

"Tomorrow night is the drawing of the local card game. Some fortunate one will win a new set of dinner silver or perhaps a beautiful new chandelier. The profits on the machine will buy the new clubrooms, or buy a piano for a settlement house maintained by the community.

Win or Lose

"The big business is the centers of gambling. The rural population furnishes the principal opposition to pinball machines. It is a legal type of gambling not yet permitted.

"The operators of the machines have a tremendous following among the Negroes, particularly in the cities and their numbers do not permit of a law being passed. Some machines maintain downtown offices, and they are known as 'booking offices' and have fleets of cars for picking up the money. Housewives are good customers for these machines.

"Slot machines are illegal in nearly all states. In the days when they were legal, they do not hurt the housewife, and have fleets of cars for picking up the money. Housewives are good customers for these machines.

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No Blanks

"It is estimated that the "take" of pinball machines the country over ranges from 40 to 50 cents on every $10 per machine, with the machines checked recently in Minneapolis, 90 cents. For every $10 per machine for the week in which the count was taken.

"Church rallies and bingo parties have become more popularly popular in many localities as a means of raising money for local causes. They are a matter of more money than for charitable purposes.

"Schools, alumni associations and other organizations for charitable purposes have found in humanity's passion for chance-taking a fertile source of income and simple for raising money.

The volume of money wagered in football games increases each fall. Every business office of any size has its penny pool. Just as each child can plan the see without passengers, making bets the day's run.

"People gamble in prosperous times and try their luck in more prosperous times. They gamble freely in depression times because they are desperate in their desire to get something for nothing.

"So far, there is not the slightest evi-
Repeal Aids Hotels; Coinmen Profit in Liquor Locations

NEW YORK, July 9.—Full appreciation of the hotel industry for repeal was indicated here in the report of the State Liquor Authority, which said that the hotel industry of the State is agreed that repeal has saved many hotels from bankruptcy. The coin machine industry could voice a similar testimony to the benefits of repeal, since it has benefited greatly by the popularity of hotels and other locations where liquor is served.

The benefits of repeal as viewed by the hotel industry were outlined in the July issue of The A. B. C. News, organ of the Liquor Authority, edited by Mrs. John E. Kipnes, a commissioner. The results of repeal were appraised in a survey recently conducted by the board. The survey is based upon replies from 208 hotels in 45 counties to a questionnaire sent to the leading hotels throughout the State. Two responses from New York City included those of several operating heads of important hotel chains.

"Replies from 208 hotels declared that repeal saved the hotel industry from bankruptcy," said the summary made public by Henry E. Bruckman, chairman of the State Liquor Authority. "The benefits of repeal as viewed by the hotel industry are outlined in the July issue of The A. B. C. News, organ of the Liquor Authority, edited by Mrs. John E. Kipnes, a commissioner. The results of repeal were appraised in a survey recently conducted by the board. The survey is based upon replies from 208 hotels in 45 counties to a questionnaire sent to the leading hotels throughout the State. Two responses from New York City included those of several operating heads of important hotel chains.

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Resort Paper
Is Defender

Contains resort visitors should have privilege of playing amusement games

DIDALAVAN, Wis., July 9.—With opposition to amusement devices appearing here, the editor of the local newspaper in this resort city has come to the front as a bold defender of the privilege or courtesy of allowing resort visitors to enjoy modern amusements as they prefer them. He includes coin-operated amusement machines as a vital part of local amusement conveniences.

The following editorial appeared in the June 20 issue of the local paper, edited by E. Sterwalt:

"THIS IS WHAT I THINK. Heretofore Walworth County has been free from Progressive influence, but it now appears as if our good (?) Progressive friends have slipped something over on us."

"This revival movement against slot and pinball machines, etc., which prevailed just before election in the fall of 58, was all a political gesture to promote the candidacy of some Williams Bay and Whitewater people who were running for sheriff and district attorney. Well, you know what the final vote was later at the election—a sweeping victory for the two regular candidates.

"This recent ‘air up,’ so to speak, is not so to better the morals of our Walworth County citizens—far from it—but they are trying to put our officials again "on the spot" and in bad with our neighbors."

"Well, the machines are out of Walworth County—at least of our jurisdiction. There has also been a movement among the so-called Church people to regulate the people's morals, especially those who come to Delavan Lake during the summer months. From my personal viewpoint—and I have been in business for some time—I think that it is the moral and legal age up to and in his right mind should be allowed to have the personal liberty of spending his money as he sees fit, and we should not to be regulated by the new deal in Walworth County."

"One of the first things I learned as my mother’s house was to 'find my own business,' and I have always found that it was a good plan for all."

"Of course, in every community there are some good (?) people who carry this 'holler then thou' attitude and want everything pointed out but themselves, they personally like. If they do not like onions, then you should not eat them."

"Can anyone tell me what the difference is between a game of cards, pool, bowling, golf, etc. (even without a side bet) and a pinball machine which is played 99 per cent of the time just for amusement? There are many fine, respectable people in Delavan who like to play these machines, and enjoy it just the same as one who would sit down to a game of cards or play golf. Can anyone tell me how good and moral the game of "playing the stock market"? There were many of our good church people who liked this little game in '29 (and of course they are not bragging now). Can anyone tell me just how much better the Hollywood Nights or even the Bank Nights are than the pinball machines from a moral standpoint? I know many of our church people are regular patrons of the Bank Nights. I do not suppose that they accept the money if they put it in. After all, it is a game of chance; everyone is a gambler; business is a gamble: a farmer's crop being a gamble."

"If a young man or woman—and there are hundreds who come to Delavan Lake for the summer—who enjoys clean fun and spends his money, isn't it his own business? I think so. And the public is not asked or coerced to play these machines. Children of course, should not. Some mothers claim these machines are a bad example for their children, but I want to say right here that more children are influenced originally and morally at the movie theater. Why pick on one certain type of gambling?"

"If we are going to shut down on gambling, then let's do it right. Begin with men in Whitewater, or Williams Bay, or here, but get down to church and eliminate the machines in churches, lodges, theaters, socials, bridge parties, etc. What is in for the gorce should be the sauce for the gander."
**Machine Gun Game**

A Hit at Resorts  
(New Game)

**NEW YORK,** July 9.—A machine gun game is one of the latest ideas in amusement displays that has made its appearance at Playland, Rye, N. Y.; Peltman's at Como Island, New York, and in Schork & Schaffer's Sportlands in the Theater Square District. The device resembles a machine gun and is mounted on a cabinet which houses the entire mechanism. Upon insertion of a coin the machine projects on a screen moving airplanes which the player tries to hit. If he is successful in hitting the plane breaks up and bursts into flames.

In spite of the unfavorable weather at this time of year it is said that the machine is operating a capacity business. Chief feature of the guns is that they use neither photo-electric cells nor amplifiers.
GRAND SLAM
WINNER TAKES JACKPOT!

Exclusive still line feature increases change to win jackpot! The jackpot ranges from $1 or $2. Adjustable roll switch allows operator to increase jackpot with every 20c or 50c. Jackpot indicator automatically resets to $1 or $2.

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- TWO VEEER COUNTERS!
- ARMOR LINED CABINET!

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ROCK-OLA, Late 1939 Model, $75.50

BOWLETTE $39-50

ROWE, PEDESTAL MACHINE, $29.50

ROWE, ARISTOCRAT, $29.50

ROWE, STEWART & MCGUIRE, $27.50

ROWE, NATIONAL 1937-38, $74.50

BABE KAUFMAN CORP. 250 W. 54th St., N.Y.C.

Operators May Help in Bigger Baby Production

- It's all part of machine age—manufacturers think more of machines than babies—operators would produce voters if city fathers would allow games

CHICAGO, July 9.—Bumbers were current here that the coin-operated machine industry was taking giant steps, either official or unofficial, to comply with the suggestion contained in the report recently made public by President Roosevelt, that the coin trade would reach the number of 180,000,000 by 1938. It calls for an increase in baby production, all columnists agree. Since there was a large amount of coin machines in use a year ago it has not been possible to check whether there has been a real or supposed increase in babies among the trade. All administrations show that there is a hard rivalry between better baby production and machine production.

Bumblings among operators are beginning to indicate a suspicion that machine manufacturers are giving more attention to machine production than to the production of future players for coin operated machines. A few of the manufacturers of not producing babies themselves, have within the last year or so given the engineers permission to try a hand at baby production and to take time off if necessary from designing new machines to see what they can do in the way of new model babies.

A traveling representative of one of the Chicago distributors said there is a growing sentiment out in the trade for operators to give up their business and turn to baby production altogether unless a lot of the legal restrictions are removed from the games. Other operators say they would give more attention to baby production if the powers that be were more liberal toward their machines. If the machines could operate, they say, then operators would have more opportunity to put into production.

Operators in at least one city are planning a trip to the city council, in order to make the city fathers understand the city fathers have to produce a few fewer voters growing up in the city.

Oldsters Will Win

In the report which President Roosevelt made public is suggested that when baby production drops off so that the solution becomes stationary the country will all up with old or middle-aged people. The prediction was made by the committee on population problems and was transmitted to the White House by the President's national resources committee.

The experts estimated that between 1935 and 1970 the number of persons 20-64 years old would increase only 6 per cent, whereas the number 45-64 years old would increase 60 per cent. Persons over 65, now comprising about 8 per cent of the population, will constitute 12 per cent in 1960. Persons 15-24 will increase from 20.5 per cent in 1960 to 27.7 in 1980, while persons 25-34 will drop from 27.1 to 20.5 during the same period.

A most striking feature of the population shift predicted for the next few decades, the report said, "is the increase in the number of people relative to the number of younger adults."

All this, the committee suggested, may be experimentally demonstrated by present laws barring and by reversing the diminishing birth rate, but in the long run a halt in the population increase might not be such a bad thing at all.

"It may, on the whole," it said, "be better to have less than a large population than to have an unreasonably large population."

"It is a thing that we should" the committee concluded. "It becomes a matter of great importance to the nation."

Exhibit Shipping More Handicaps

CHICAGO, July 9.—After busy days of shipping games to all parts of the country, officials of Exhibit Supply Co. said they were glad to get the relief of an extra holiday last week. In keeping with reports from other firms, they said that shipments naturally had been heavyest toward resort territories. They could not make any definite reports this early in the season as to sections that are taking most games, or to make any comparisons with the summer business of past years.

The table game handicaps are a big favorite in the present sales, according to Leo J. Hickey, executive vice president. Exhibit Supply. Operators could get the game's $10 or $20 Bank winner, a $2 or $5 Bank winner, a $1 or $2.50 Jackpot indicator automatically resets to operator to increase jackpot with every 20c or $0.50 Jackpot indicator automatically resets to $1 or $2.

"It may, on the whole," it said, "be better to have less than a large population than to have an unreasonably large population."

"It is a thing that we should not have to be one of those individuals who pass out many compliments," Mr. Hickey said, "but I cannot refrain from complimenting you and your organization. Our business is the world of the future, and we must do what we can to make it a better place."
8 REASONS

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