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JUNE 13, 1938

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# The Billboard

The World's Foremost Amusement Weekly



**TOMMY DORSEY**

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# The Billboard

Vol. L  
No. 25

The World's Foremost Amusement Weekly

June 18,  
1938

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## MUSICIANS MEET IN TAMPA

### London Nixes U. S. Acts in "Bottle Spots"

LONDON, June 11.—British Home Office announces no further permits will be given to foreign acts for appearances at "bottle party" cabarets or entertainments at "unlicensed premises." Existing contracts may be fulfilled, but extensions will not be granted.

New ruling will affect a number of American acts who have been playing these spots recently. Two best known "bottle party" spots are the Paradise and the Coconut Grove, where amount of American acts reaches around 80 per cent.

Managements of the Paradise and Coconut Grove announce they will find it almost impossible to carry on with British acts solely.

### AFM Sees Menace In Electric Organ

TAMPA, Fla., June 11.—One of the more unusual problems facing the AFM convention will be dealt with when a resolution about the Hammond electric organ is presented by the New York delegates. Ability of invention to simulate every type of musical instrument and produce accurate orchestral tones (See AFM SEES on page 15)

### IATSE Hits High-Pay Groups; Condemns Political Propaganda

CLEVELAND, June 11.—Whether Irwin Hentchel, Hollywood delegate to the 8th annual convention of the International Alliance of Theatrical Stage Employees and Moving Picture Operators, suffered physical violence on the convention floor in Public Hall at the closing session Thursday afternoon remains a moot question.

Hentchel says that he did. Officers issued a denial that such was the case. Reputed fistfights were engaged in by Hentchel and others unidentified when he took the floor proposing to restore autonomy to the Hollywood locals. Administration leaders charge him with CIO leanings. By acclamation proposal was voted down. Locals in Hollywood have been under trusteeship of international officers since the strike of 1933.

Double-barreled resolution was adopted in two sections. First was a protest against inclusion of high-salaried groups, such as screen actors, screen playwrights and screen writers, in labor organizations under the National Labor Relations Act. Second condemned "all and any form of propaganda . . . entertainment or otherwise . . . glorifying any other form of government . . . tending to weaken faith in democracy." This was aimed at "parlor pink" among Hollywood actors who are alleged to be attempting to influence film productions favoring Communism.

Supporting this, it was voted unanimously to request APL to withdraw charters of Screen Actors, Playwrights and Writers' Guilds in motion picture industry. This was looked upon as first step by alliance to claim jurisdiction over these groups. Employees in 18 West Coast studios will ballot in national labor relations board election within 20 days to determine whether they wish to be represented by guilds.

Report of Louis Kraus, of Philadelphia, national secretary-treasurer, showed financial condition stronger it

### More SS Headaches

NEW YORK, June 11.—When filing Social Security returns all employers of entertainment will have to enumerate individually, under the performer's real, not professional name, the salary credits for each person comprising an act, unit or team. This order is being sent to all hotels, night clubs, cabarets, radio stations and theaters here within the next few days by Joseph T. Higgins, collector of Internal Revenue.

Until now operators and sponsors have listed the lump sum paid to the head of a unit and have given the stage name of the act, making it impossible for the government to ascertain how much old-age benefits performers will be entitled to. New ruling requires that proprietors find out how the money is split up among the performers and report the wages of each, together with Christian and surnames and date of birth, residence and parents.

Operators will have to contend also with a second letter from the bureau warning them to pay up on their Federal excise taxes. This is all part of the pay-up-or-else drive being conducted by the bureau for all tax forms. While many operators are called up on the carpet continually for tax slips (over 100 are said to be due for a reckoning this week), no prosecutions are being contemplated now.

ever has been. Union administration expenses have been reduced nearly \$20,000 annually since 1936, with a cash balance on hand of \$246,949. George E. Brown, international president, in address Tuesday pointed to growth of membership and expansion on West Coast in moving picture studios and organization of various related movie branches. He also recommended appointment of committee by general executive board to visit studio locals (See IATSE HITS on page 15)

### Prospect for New West Coast Circus

LOS ANGELES, June 11.—According to reports from apparently reliable sources, plans are afoot to establish a new circus on the West Coast, to take

### World's Fair Body's Contract Okehs Presage Fun Zone Start

NEW YORK, June 11.—Supposedly prompted by severe pressure brought to bear by the concession department, the finance board of the World's Fair this week approved about 30 amusement zone contracts. Majority had been in hands of the financial committee several months, having previously passed requirements of other fair-governing bodies.

Altho the fair is less than 11 months away, only three attraction contracts had actually been signed at the beginning of this week. Following finance approval, owners of approved applications were called into concession offices for final conferences and the appending of signatures. Official announcements

### Weber Strikes Keynote With Plea To Increase Employment

Power to tax is the power to destroy, warns Weber on name band legislation—not interested in property rights of musicians but in employment rights

TAMPA, Fla., June 13.—If the presidential address, resolutions proposed and opinions expressed unofficially by delegates crystallize into action, the 43d annual convention of the American Federation of Musicians which opened at Hotel Floridian here promises to be of a far-reaching significance insofar as the general welfare of the membership is concerned. While the main theme of discussion is still that same bugaboo—the threat of mechanization to employment of musicians—this conclave marks the first time

### Sales and Theater Chain Taxes in La.

NEW ORLEANS, June 11.—With both bodies of the State Legislature passing a 1 per cent general sales tax, including all retailing turnover, Governor Leche has delayed signing it pending a definite manner of collection. New tax replaces present "luxury" levy of 2 per cent in State and 4 per cent in this city. City officials plan to duplicate the State 1 per cent levy when the collection manner is named. Both the new State and city levies will apply to theater admissions in addition to a city 2 per cent relief tax.

The Legislature also passed by a one-sided vote this week a bill to levy a tax on chain picture shows running up to \$200 per unit on larger chains and will particularly affect houses in the State because so many are affiliated with national interest of numerous units. Measure hits hardest at chains that operate most units anywhere in the world.

The House still has to consider a bill which would demand that children admissions to theaters be definitely set at one-half price for adults. This would apply to those under 15.

Two members of the House also are (See SALES AND THEATER on page 59)

the road next spring.

Wallace Beery, motion picture star, has just returned from Washington, D. C., where he inspected the property of the defunct Col. Tim McCoy Wild West. It is reported that Beery, in conjunction with S. L. Cronin, will launch a show next year. Beery and Gene Autry, Western picture star, will be featured in the new show, it is said. Cronin is resting at Hot Springs, Ark., at present.

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### More Trouble for TMA Between Stem P. A.'s and Others

NEW YORK, June 11.—Referendum ballot distributed by the board of directors to membership of the Theatrical Managers, Agents and Treasurers Union yesterday and returnable not later than June 18 asks for permission to postpone consideration of everything but the constitutional convention and reports of the organizational activities from the scheduled annual meeting August 2 to a session which will meet not sooner than 60 days and not later than 90 days after the annual meeting.

The main topic of the deferred business would be the election of officers. Letter accompanying the ballot explains the request with the desire to change the constitutional qualifications for officers so that the newly affiliated membership may, theoretically, become eligible. The move is an attempt to make the union more democratic. Old constitution required a one-year membership. (See MORE TROUBLE on page 15)

### Busse Winds Up Barnstorm

NEW YORK, June 11.—Set to follow Ramona at Hotel New Yorker, Henry Busse is playing the last of a string of one-nighters en route here. Stops at Tony Cavalieri's Mansion June 20; Point Stanley (Ont.) Park June 22; Lake Brady Park, Ravenna, O., June 26; club date in Buffalo June 27; Lakeside Park, Barnesville, Pa., June 28, and then trains to New York.

### TOMMY DORSEY

(This Week's Cover Subject)

IT WAS a long jump from the Pennsylvania coal regions, playing one-nighters with his father, to the position as one of America's best known and most popular bands. But Tommy Dorsey made it, aided by the trombone virtuosity acquired thru intensive musical training. Following his appearance with Jean Goldkette in 1924, the California Rambler a year later, then Roger Wolfe Kahn, Vincent Lopez and Paul Whiteman and a first radio performance with Sam Lanin in 1928, he formed his own band, scoring nicely in the Broadway musical comedy "Everybody's Welcome." He organized a band with brother Jimmy in the summer of 1935. After a season at the Glen Island Casino Tommy formed a new crew of his own, playing at the ex-French Casino for his first Broadway spot. An extensive road tour followed, returning to New York for a winter at the Hotel Lincoln.

Shortly after Dorsey started the Kool and Raleigh radio program with Jack Peal, who left after the first 12 weeks, with Tommy taking over the show as his own. The program is now in its second year, about many weeks directly from the theaters where Dorsey is playing on his current tour to the Coast, a novelty in itself for program production. This month finds Tommy at the Palomar in Los Angeles, his first appearance that far west, the culmination of a highly successful winter season of theaters, dance tours and an engagement at New York's Hotel Commodore.

Dorsey's sweet swing has revolutionized the dance band field. The popularity of his music was overwhelmingly demonstrated in the poll of college preferences among bands recently conducted by The Billboard. And when Dorsey no longer desires to slide sentimental on his trombone, in his out-of-the-spotlight role of gentleman farmer he has a nice rural retreat to fall back on in Bernardville, N. J.

### But a Press Dept.!

NEW YORK, June 11.—Holman Harvey, public relations "co-ordinator," personally appointed by Paul Edwards, administrator of the local arts projects, is now gathering a promotion staff, with the following appointments already consummated: Virginia Wheatley, of Washington, in charge of clippings; Joan Cohen, writer; Ralph Hartell, correspondent and assistant to Harvey, and Sue Anne Wilson, director of promotion for Federal Project No. 1. The department will be rounded out by another writer and a photographer. But further details on what must be a widespread promotional campaign could not be reported by assistant Hartell at this writing.

### 25 Coast Agents Sign Closed Shop

LOS ANGELES, June 11.—Deadline for agents in the Southern California territory has been announced by local American Federation of Actors officials, with only four major bookers still unsigned.

Offices that have still to sign the AFA agreement are Bert Levy, Music Corp. of America, Thomas Lee Artists and Consolidated Radio Artists. As the above bookers are already complying with AFA requirements, it is expected papers will be inked some time this week.

With the AFA wage scale to be released this week, officers claim 25 agents have signed agreements, which give the AFA better than 90 per cent of all agencies.

Developments in the AFA battle with the Popkin-controlled Million-Dollar Theater have been progressing slowly, with Popkin assertedly agreeing to go 100 per cent union September 1. It is believed the Million-Dollar signed with Local 47 at that effect.

However, AFA is to go before the Central Labor Council some time this week to seek some sort of an agreement with Popkin whereby acts can continue to work the Million-Dollar. Also AFA will find out from Central Labor Council if AFM has a right to sign agreement over heads of other crafts.

### Win First Round In Omaha Censoring

OMAHA, June 11.—Operators of commercial amusements won first round in their fight to defeat Mayor Dan B. Butler's proposed ordinance which would give wide regulatory powers to city censor board. City council decided to hold proposed law pending revision. Amusement interests were represented by petitions (bearing names of 300 owners and employees of amusement centers) presented by L. J. Dunn, attorney, and Mace Brown, president of Omaha Central Labor Union. Brown is active member of Local 343, IATSE.

Law would establish \$1 annual license to be paid by all night clubs, theaters, carnivals, parks and rinks on written application to welfare board. Board could revoke any time it decided any amusement law had been violated "or was about to be violated."

Jim Aull is back at KYW, Philadelphia, heading the publicity department after a long illness.

### San Francisco AFA Branch Asks 6-Day Cafe Week

SAN FRANCISCO, June 11.—Local membership of the American Federation of Actors has ratified a resolution calling for a six-day week for entertainers in this area.

No performer is to appear in more than three shows within six hours, and any performance given outside the six-hour period, in same place of employment, must be paid for at not less than \$8 a performance for principals and \$2.50 a person for chorus.

The local AFA, with a membership of more than 1,500, claims the backing of the San Francisco Labor Council. A similar working condition is in force among all the allied crafts, according to Al Smith, local representative of the AFAs.

Smith said that infractions of the rule are subject to fine, suspension or both.

### Proposed Changes In Four A Set-Up

NEW YORK, June 13.—Constitutional changes that will unify the Associated Actors and Artistes of America and centralize in it the bulk of power are expected to be completed in two weeks. (See PROPOSED CHANGES on page 15)

### Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For FILMS

PATRICIA MORISON—one of the two ingenue leads now playing in The Two Bouquets, legit musical produced by Marc Connelly, at the Windsor Theater, New York. A pretty youngster, she has the type of face that should screen excellently, charming stage presence and acting ability. Also a nice singing voice. Films could use her.

GLORIA DAY—vibrant tap dancing personality, doing refreshing work that is reminiscent of Jessie Matthews. With an attractive and youthful appearance also in her favor, she looks all set for screen musicals. Caught recently at the Ches Fano, Chicago, where she went over unusually well.

### For LEGIT MUSICAL

PAUL DE ANGELOS — singer caught at Loew's State, New York, with the George Jessel unit. A rather good-looking lad, he was a featured singer in the show, both in solos and group work, and is featured in the same assignment on the Jessel air programs. Stands out with strong baritone of operatic arias, and has a virile and expressive delivery. Should be able to handle with ease any singing chore in musicals—either stage or screen.

BETTY BRUCE — good-looking brunet dancer, formerly at the French Casino and caught recently at Loew's State, New York, where her two fancy tap routines show-stopped. Work is in the Eleanor Powell school, and features nimble, airy tapping, embellished by leaps, spins and graceful body movements. Looks like a comer, and certainly rates a revue spot, with a crack at pictures later.



WE HARDLY sympathize with those who place the blame on name bands for the depressed condition of the stage unit market during the season now on the wane. It is true that name bands have contributed towards lessening the demand for units, but we maintain that performers as a group have not suffered as a result of the displacement. And our concern is far greater for performers than the men who profit from buying and selling talent and attractions. Undoubtedly name bands have usurped the few good theater dates still available, but in doing so they have not eliminated the performer to an appreciable extent. Theaters that have been booking name bands as a more or less regular policy have also been using a fair number of acts and performers to work before the bands.

Few big names available to theaters and whose salaries have not been prohibitive can point to dates lost because of name band bookings. The ones who have really suffered by the trend have been the men who had good pickings for several seasons assembling units that drew good salaries, a small part of which went to the performers involved. There is nothing to grouse about in such a state of affairs provided there is no other way theaters can be induced to book stage shows. But when name bands enter the picture and help theater business as most of them have the performer is far better off being booked as a spot attraction than in staking everything with the ups and downs of a wildcatting, cumbersome unit.

The theater business as well as performerdom has name bands to thank for many things, including the un-usable opinion that if it were not for name bands that mean something at the box office there would have been considerably less work for performers this season and a good part of the theaters that have remained open would have closed their doors many months back. Until stage shows are revived to a degree that the trend is noticeable in every nook and cranny of the show business, and until theatrical unions make it possible for exhibitors to see their way clear to run stage shows without courting bankruptcy, name bands will have to lead the way to keep the dim fires of flesh entertainment burning.

THE first flurry of excitement has died down about the "box-office poison" blast let out by Harry Brandt. The film industry was held up to ridicule—perhaps deservedly so. Now that the clamor has died down we feel that the most sensible thing the producers can do is to turn out good features in order to convince theatergoers that the industry is not quite as lopsided as many elements are constantly trying to depict it. While the industry is doing its housecleaning it might as well do a thorough job. We still insist that even if it were possible to turn out good pictures for double-feature consumption the dual policy is suicidal. Give the public too much of anything and its appreciation is sure to diminish accordingly.

One of filmdom's smarter showmen stated several years ago, "There isn't any problem of the picture industry that good pictures can't solve." This statement was made before double features took on the aspect of a major problem. We are sure that this showman would not have expressed himself that way if he had been faced with the dual menace. The film industry needs good pictures, of course, but it must come to the realization sooner or later that the public wants variety in its shows and that the best way to provide variety is to blend stage and screen showmanship into the brew known as the vaudefilm policy. The big producing, distributing and exhibiting combines are in a position to espouse stage shows, not only as a means of providing a proving ground for film talent but also as the only practical solution of the problem of keeping up the quality of films by lessening the production pressure. Next season seems to be the time to make the move. It is to be hoped that the combine realize this as much as we do.

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# HOLLYWOOD'S RADIO UPBEAT

## Broadway Beat

By GEORGE SPELVIN

REMNANT of a once vast influence in the Harlem sector is the sign at 138th street and Lenox avenue over a shoe-shine booth: "Peace Shine—5 cents—It's Wonderful!"

Altho various Gilbert and Sullivan addicts writhed in agony over some of the goings-on when the FTP traveling G. & S. troupe opened under canvas recently, the large orchestra under the direction of Henry W. Meyer rates unstinted praise; after something of a false start (they made *The Star-Spangled Banner* sound like a series of new dissonances by Shostakovich) the boys settled down and did the best orchestral G. & S. job heard in these parts in years and years and years. . . . The program of the Juvenile Repertory Co.'s presentation of *Tom Sawyer* last week listed 38 acknowledgments and a bookful of compliments—but it omitted all credit to Mark Twain.

Band openings at local hotels promise to outshine the first nights of ancient legit fame. Music publishers and their stooges, expecting song plugs in return, formerly monopolized the night-life firsts; but since Rudy Vallee's starter at the Astor, the real celebrities of the music world are showing up. Who's who of oldtime was very much in evidence at Kay Kyser's opening at the Hotel Pennsylvania; autograph hounds could have had a field day at Dick Himber's Essex House premiere, and the reservation list for Ramona's appearance at the Hotel New Yorker has plenty of names that make the news.

**THE ALBUM:** Jules G. Stein, who is something of a mystery man personally, even tho he's president of MCA, the largest theatrical talent agency in the world, shuns personal publicity and never gives out interviews. He was a college band musician in the days when he was studying medicine, and later became an eye surgeon, practicing for several years before he decided to enter show business with the Ernie Young Agency, Chicago. About 12 years ago he went on his own and has built up an organization that is world-wide in its scope. A native of South Bend, Ind., he has a permanent residence in Waukegan, Ill., and is a delegate from the Waukegan musicians' local to the AFM convention. His brother, Bill, is general manager of MCA, and another brother, Herman, is in Europe. His policy is a conservative organization front and an aggressive, young personnel. He has a yen for 18th century English furniture for his offices.

One of the newer members of *The Billboard* staff felt pretty babyish last week when Mrs. A. B. Rolfe started telling him about *The Billboard* issues of 20 and 30 years ago. . . . William Mathews Sullivan is planning to establish a permanent Chamber Opera Foundation at his Dunrovin Estate in Ridgefield, Conn.; he heads a committee of musicians and sponsors that will present the First Dunrovin Music Festival, featuring Mozart operas, at the country manse this summer.

**TO KEEP THE RECORDS STRAIGHT:** Monday (5) *The Telegraph* had two stories on its front page retelling the world-rocking news that Henry Fonda and Louise Platt had been set for the screen version of *Personal History*. One of the yarns had an extra paragraph, but otherwise they were word-for-word the same. . . . *The Sunday News* (5) ran a press picture for *The Two Bachelors*, underlined by the startling information that the show was produced by Marc Connelly and Bella Blau. It probably startled Mr. Blau (who's first name is Bella) to find himself suddenly in the feminine gender. . . . *The Post*, which recently indulged in a splashy promotion campaign for Leonard Lyons as the rooping columnist who is way ahead of everybody else, should know that his hot date (June 3) about Benny Goodman giving a concert with the Philharmonic next season was nonchalantly reported in *The Billboard* in the issue dated May 14.

## Harsh Father!

ST. LOUIS, June 11.—France Laux, KMOX sports commentator, had his two sons, France Jr., 9, and Roger, 7, each broadcast a half-inning of big-league baseball, in connection with General Mills' "Kids' Day" at Sportsman's Park.

Both youngsters carried on well, Roger calling the first half of the fifth inning of the Cardinal-Boston Bees contest, while France Jr. announced the last half.

Claim being made now is that Letz pere has no conscience.

## Luckies' 75Gs On Clark Test

NEW YORK, June 11.—Buddy Clark's program for American Tobacco Co. on Mutual, a test series, will have cost the sponsor \$75,000 when it concludes its run soon, according to inside dope. Decision to start the show came almost overnight, as the result of a change made by the advertiser in another program.

ATC was under contract to Mutual with its sponsorship of Kay Kyser's Musical Kiosk. When George Washington Hill, Luckies pres, switched Kyser to NBC, Mutual time had to be filled. Clark show was rushed into the break-time being split into 15-minute hunks. Clark is said to have been paid \$750, with the scripter, John Clark, drawing \$600. Orchestra under Frank Novak, other actors, time and incidentals completed expenses.

Clark show was originally figured as a daytime candidate with good chances because it would offer relief from the usual daytime balderdash. It was instead spotted in the early evening on Mutual, with chances consequently hurt.

## WHB, WDAF Help Keep KMBC on Air

KANSAS CITY, Mo., June 11.—Meeting of station officials, construction engineers and insurance agents will be held early next week at KMBC to determine (See WHB, WDAF on page 18)

## House Rules Committee Favors Probe of Radio Industry, FCC

WASHINGTON, June 10.—The House Rules Committee, after a series of dramatic appearances by various Federal Communications Commission members, today voted to report the Connelly resolution calling for an investigation of the radio broadcasting industry and the FCC. Vote was not made public, but inside sources state that it was the result of influence of Chairman John O'Connor and ranking Republican member of the committee, Joseph Martin. It is also said that the vote was unanimous.

It could not be learned at this time just when the resolution would or could reach a vote on the house floor, but rules committee members did not believe that it would be possible to bring it to the floor until some date next week, despite current night sessions of Congress. Various members of Congress interested in the investigation are already approaching Speaker Bankhead for a possible appointment to the investigating committee. So sure are Congressmen Lawrence J. Connelly and W. D. McParlan of the successful vote for the resolution that they have already spoken for pieces on the probe committee. Speaker Bankhead, under the terms of the resolution, will have seven appointments to make and as usual four committee posts will be given to the majority party and three positions to represent minority. Despite optimism of radio critics there remains the additional obstacle of finding sufficient funds in

## Boost Due in Shows From Coast But Pianissimo on Guest Stars

NEW YORK, June 11.—Earlier trade opinion to the contrary, every indication now points to an increase in Hollywood radio productions for radio this fall. Belief in the East has been, until now, that Hollywood shows would taper off, and that the almost straight diet of variety shows could not last. In this last respect, however, Eastern radio opinion is likely to prove correct. Shows now in the works, plus others considered strong possibilities for sale, are away from the guest-star policy. Result may be that while Hollywood will either hold its place in the radio sun or make gains as a production center, entertainment will be more stabilized and an improvement over the record of the past, when every Hollywood show was just like its brother.

Change in type of production is based on success gained by two of this season's Hollywood productions, the Tyrone Power and Edward G. Robinson stanzas. Power, for Woodbury's soap, and Robinson, for Lever Brothers, have been notably successful, both landing high ratings and reported strong on delivering sales. Power does a different show each week with pic name guest; Robinson does a different script each week but under the same general title, *Big Town*. Clicks of these shows have several other picture players being offered for sale in the same sort of idea, those including Adolph Menjou and Verne Tassdale (Mrs. Menjou); Fredric March and Walter Huston. Further, radio versions of program picture successes, *The Jones Family* and *Judge Hardy's Children*, are in the works. Last two stem from one of radio's best known shows, *One Man's Family*.

### Coming and Going

First of this year opinion was that many Coast productions would not return this fall. With many renewals already set, there are actually few folding. Among them are Phil Baker, Joe Penner, the Packard show, *Your Hollywood Parade* and Mickey Mouse. First two comics are considered pretty safely on the way to other sponsors. Others are dead pigeons.

On the replacement list so far are Bob Hope for Peppercorn and John Nusbitt

for Gulf gas, Baker's sponsor the past three years. Nusbitt is on for a summer trial, but if he clicks will stay on. Hope will do an emcee-comedy show. Jack Benny and Eddie Cantor are set for the fall. Harriet Parsons is somewhat debatable, reputedly, but her mother, Louella Parsons, may have her own show starting in September or October. Lou is not returning to *Hollywood Hotel*, which returns in September from the Coast with a revised line-up. Frances Langford has already been broached by the sponsors, Campbell soups, for a return to the show. General Foods-MGM Good News has already been ticketed for a return and is set thru until January, 1939. Program had been doubtful.

## Proposed Ban on Remotes Alarms Pitt Nitery Heads

PITTSBURGH, June 11.—Hotel and nitery owners were scurrying around to radio stations Thursday after vainly trying to reach President Clair Meeder of AFM Local 60 in an attempt to forestall a ban of remote control broadcasts from the entertainment spots proposed to the Pittsburgh Musical Society board of directors by Meeder Wednesday prior to hopping a train for Florida.

If the local favorably considers the president's recommendation, June 30 will be the last day for broadcasts now scheduled regularly over KDKA, WCAE, WWSW and KVQ from such spots as the Stanley Theater backstage, Hotel William Penn, Bill Green's, Nixon Restaurant, Show Boat, New Penn and other well-known spots.

Proposal asks for special fees to musicians, whether program is sustaining or commercial, because bands rehearse special numbers for air without extra pay. Consensus today is that if union is adamant, due to heavy line charges now in effect for most spots, bands will go off air and city will lose reputation as place to play for name outfits. William Penn and Bill Green's especially have been jumping-off spots for Hal Kemp, Kay Kyser, Ray Pearl, Sammy Kaye, Lawrence Welk and other aggregations that went into higher money after local date, supposedly attributable to web chattering.

KDKA broadcasts to NBC, WCAE to MBS, KVQ occasionally to WLW line and WWSW spasmodically to Quaker State net in addition to local coverage.

If expected conference between union, radio station and night spot officials fails to reach agreement, network bands are expected to fill dance spots on air until Coast-to-Coast ban, rumored probable here, goes into effect.

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ONE ROLL... \$ .50	The Toledo	Roll of Machine,
FIVE ROLLS... 2.00	Ticket Co.	10,000 ... \$ 6.95
TEN ROLLS... 3.50		30,000 ... 9.85
FIFTY ROLLS... 15.00		50,000 ... 12.75
100 ROLLS... 29.00		100,000 ... 20.00
ROLLS 2,000 EACH.		1,000,000 ... 150.00
Double Coupons, Double Price.		Double Coupons, Double Price.
No. C. O. D. Orders. Size: Single 10" x 12"		

Tickets are subject to sale and price. If you have not seen any show, do your buying before.



# Typical Farm Town Program Study

**TABULATIONS OF PROGRAM PREFERENCES REPORTED BY WATERTOWN, S. D., AUDIENCE SHOWS NO PATTERN AS TO STYLE OR TYPE OF PROGRAM . . . NEWS PROGRAMS VERY STRONG IN DAYTIME PREFERENCES . . . LUX RADIO THEATER AGAIN SHOWS STRENGTH**

FIGURES showing data on preferred programs reported by listeners in the Watertown, S. D., area show no definite pattern whatsoever as to style or type of program. Figures were gathered during the course of The Billboard radio survey in a typical farm town. After a listener had reported hearing various programs, either day or evening, interviewers asked which of those programs was preferred. The figures are in a box on this page.

In the hour nighttime shows, four of the first five most preferred programs could be typed as variety productions. These are Chase & Sanborn, in second place; Major Bowes, third; Bing Crosby, fourth, and Hollywood Hotel, fifth. The leading program in Watertown was the Lux dramatic production, and this same show is also the program reported as most preferred. Conclusion must be that in the case of such major productions, the listeners tune in definitely according to their preferences, since these same five shows were all in the same rank as programs most mentioned. This is in contradiction to listening to programs available.

### Half-Hour Shows

Wayne King was the second most mentioned half-hour program reported in Watertown, but in the preference breakdown he has slipped to fifth. In the number of mentions King had 22, but only seven listeners reported a preference for this program. Al Pearce, on the other hand, is both the most reported program and the most preferred half-hour program in this survey.

Jack Benny surprised in the evening half hours by coming in fifth in the most heard classification. Comic, however, gained one position in the most preferred breakdown. Rest of the nighttime half-hour stanzas adhered fairly closely to the same positions they had in the most heard analysis. A surprise in the quarter-hour shows is that Ames 'n' Andy did not score any preference mentions whatsoever.

### News Powerful

Outstanding fact in the daytime programs is that a news program, noon-time, on WMAX, Yankton, S. D., is reported as the most preferred program heard in the Watertown area. Further, the news show involved maintained a high percentage, having scored 28 mentions for being heard, while 20 of those listeners gave the spot as their most preferred program. It is also significant that another news stanza, on KWTN, the local Watertown station, while getting fewer mentions than the WMAX period, also maintained a high percentage of preference, seven listeners out of 12 giving their preferred choice.

### Magic Key Rates

The RCA "Magic Key," Sunday afternoon show, reported 10 listeners having heard it. These same 10 also reported the program as their most preferred, the only program to score a perfect percentage. Another NBC show, the "Breakfast Club," scored a high percentage of preference, nine out of 19.

### Those Serials

There is nothing to choose from in the strip show category. It's almost a case of listeners having to listen to these serials or nothing at all. Generally speaking, the preference percent-

ages for the daily doses of hokey seem to be slightly lower than those of other radio programs. Listing on preferences of the five-times-a-week shows is about the same as the listing of those same programs reported most heard.

## Ponder Insurance Against Plagiarism

NEW YORK, June 11.—Following the example set some time ago by Lord & Thomas advertising agency, several other ad agencies, as well as radio program producers, are considering buying plagiarism insurance. Policies cover liability in case suit is brought against the insured by a person or persons claiming such and such a program idea is their property. Cost of the insurance is said to be low, with L. & T. having had it for some time now.

Some weeks ago Music Corp. of America had a deal set with Young & Rubicam for a summer show. After contracts had been signed several claimants came forward and stated the idea to be their

### Radio Candidate

OMAHA, Neb., June 11.—Foster May, news editor of WOW here, has a new slant on political campaigning. Now running for the Democratic nomination for Congress, May ordered a direct line put thru from his home to local Station WAAW. He will put on half-hour programs nightly from July 8 to August 8, with the public invited to gather in the front yard and on the front porch. Burghers may listen or actually take part in the broadcasts.

property. Young & Rubicam insisted, finally, on a release, with MCA offered to buy a policy covering all concerned against liability or loss by litigation.

Tiny Knapp, 6 foot 7½ inches, has returned to a former position as announcer at WAPC, Chattanooga, Tenn. New members of WSIX, Nashville, announcing staff are Dean Upson and Dale I. Knox.

## PREFERENCE PROGRAMS IN FARM AREA

### NIGHTTIME SHOWS

#### Hour Shows

Lux Radio Theater.....	34	Feed Sunday Evening.....	7
Chase & Sanborn.....	26	Ray Kysar.....	6
Major Bowes.....	23	Fred Allen.....	4
Bing Crosby.....	9	Good News of 1938.....	4
Hollywood Hotel.....	9		

#### 45-Minute Show

Hit Parade.....	19
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#### Half-Hour Shows

Al Pearce.....	24	Voice of Firestone.....	4
Gang Busters.....	15	Edna Carter.....	3
Professor Quiz.....	13	Cheslerfield Presents.....	3
Jack Benny.....	10	Benny Goodman.....	3
Wayne King.....	7	Edward G. Robinson.....	2
Burns and Allen.....	4	Ben Bernke.....	1

#### 15-Minute Shows

(Six Times Weekly)

Paul Sullivan.....	9	Cedric Adams.....	4
Booka Carter.....	4	Ames 'n' Andy.....	0

(Five Times Weekly)

### DAYTIME SHOWS

#### Hour Shows

(Six Times Weekly)

Breakfast Club (55 minutes).....	9
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(Five Times Weekly)

Farm and Home Hour.....	4
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(Once Weekly)

Major Bowes Capital Family.....	19	HALF-HOUR SHOW	
Magic Key.....	10	Ladies First.....	5

#### 15-Minute Shows

(Six Times Weekly)

News (Noon Headlines) (WMAX).....	20	News (KWTN).....	7
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(Five Times Weekly)

Big Sister.....	15	Viviani Lady.....	3
Ma Perkins.....	10	Comedian Travels.....	2
Pretty Kitty Kelly.....	7	Happy Clowns.....	2
Bachelor's Children.....	6	Mary Margaret McBride.....	2
Kitty Keane.....	5	Mary Martin.....	2
Stepmother.....	5	Pepper Young.....	2
Betty and Bob.....	4	Mary and Marge.....	1
Golding Light.....	4	Betty Crocker.....	0
Hilltop House.....	4	Crissum's Daughter.....	0
The O'Neills.....	4	Judy and Jane.....	0
Aunt Jenny.....	3		

## Prof. Quiz Scores CBS on Movie Quiz

NEW YORK, June 11.—You're in the Movies, semi-quiz program sold the Columbia Broadcasting System by Ben Kammer, legit producer, has been canceled by the network after a threat was made that Professor Quiz would be withdrawn if the show went on. Kammer was given a release and a settlement on his contract, with Mutual now planning to try the show on the Coast. Sid Grauman, Coast theater operator, is featured as emcee on the show.

Movies used a little more than half of its half-hour time questioning contestants on various movie questions, straight and gagged. Grauman, also does a hall of fame stint, with a guest star also appearing.

CBS quizzed Geyer, Cornell & Newell, agency for Nash-Kelvinator, Professor Quiz's sponsor on the new show. Report is that the agency said the show would be withdrawn if Movies went on, since Professor Quiz (Craig Earl) often devotes about a third of his program to movies and legit.

Kammer's deal with CBS was thru Bill Lewis, program department head, with Martin Gochel to have produced from Hollywood.

## WPEN's Special Events Splurge in Toney Step

PHILADELPHIA, June 11.—An ambitious schedule to take WPEN out of the "foreign-language" class has been laid out by Arthur Simon, newly appointed manager. "Altho we don't intend to abandon the foreign-language programs entirely—since they are our bread and butter—we hope to institute plenty of innovations that will sell the station to all classes of listeners," he said.

Among the special events and public service programs inaugurated in the week Simons has been here are a Drums Workshop, a free program for jobseekers, auditions for mike beginners, educational programs broadcast by faculty members of the two local colleges. Lists have been piped into the Bellevue-Stratford and Adelphi hotels, for the airing of public functions and interviews of celebrities visiting Philadelphia.

## AFL Wax Campaign

WASHINGTON, June 11.—American Federation of Labor, thru its president, William Green, has negotiated for recordings of The Labor Parade, to be used by a minimum of 55 stations. Chester M. Wright and Associates here will make the disks. Parade, which is a re-enactment of outstanding labor news, will be produced once a month at first, with possibly a hypoped production schedule later.

Claimed to be the most ambitious radio program ever undertaken by American labor.

## Arizona in Hollywood

PHOENIX, Ariz., June 11.—Arizona network, comprising KOY here, KQAB and KSNB in Tucson and Bisbee-Douglas, has established its own studio in the Hollywood Professional Building in Hollywood. Supervisors are George Ferguson, formerly of WLS, Chicago, and Charlie Jones, former KOY production manager. KOY is committed to a live talent policy whenever possible.

## Union's \$6,000 Radio Bill

DETROIT, June 11.—Cost of probably the most intensive series of broadcasts ever staged by a radio union were divulged this week by the United Automobile Workers, whose seven-day-a-week stint over WJLB came to a conclusion Saturday. Payments for broadcasting over a period of six months were \$6,244, according to a semi-annual report distributed this week.

L. C. Sweett, formerly with The Nashville Times, is now on the WJLB staff.



# HITS AND FLOPS IN RADIO

By JERRY FRANKEN

## 17% of Past Season's Programs Flops; 15% Tabbed as Excellent

NEW YORK, June 11.—Evaluation of national network nighttime programs from the standpoint of hits and flops is herewith presented in the first study of its kind. Opinions given are those of the radio department of *The Billboard*. The general yardstick by which the programs were judged was entertainment value, as the safest judgment measure available. While advertisers might claim that the best all-over system to judge the success of a program is the sales chart, such measurement could not obtain in this study. First, no sales records are available; second, radio sells thru entertainment and hence entertainment is the prime factor; third, whether the sale was created by a radio demand or other advertising medium cannot be traced in the majority of cases; fourth, the sale may have been created semi-artificially thru radio by means of a contest or premium.

This list is one principal reason why this list does not include daytime programs, where the contest is almost omnipresent. Also, if judged from purely entertainment values, few daytime shows would be worth paper space, since most of them are of the vintage of 1911 motion pictures, only not so good.

The list below shows the sponsor and the name of the program, together with the rating accorded the show. "E" means excellent; "G," good; "F," fair, and "B," bad. "I" indicates the show was primarily an institutional program. Comments after various productions speak for themselves.

### Columbia Network Programs

Sponsor	Program	Rating
American Tobacco Co.	Your Hit Parade	E
American Tobacco Co.	Your News Parade	E
Atlantic Refining Co.	Football Games and Results	B
	Gridiron stuff, altho labeled "G," has the drawback of appeal to a specific group.	
Barbasol Co.	Arthur Godfrey	F
Beneficial Management Co.	Your Unseen Friend	B-F
Campbell Soup Co.	Hollywood Hotel	G
	After a healthy career, show folds soon for revisions.	
Chrysler Sales Corp.	Major Bowes Amateurs	E
	Despite many critical attacks, Bowes' programs have always been, according to general conception, strong on human interest appeal, with an occasional sock tyro, alleged or otherwise, appearing.	
Coca-Cola Co.	Songshop	B
Colgate-Palmolive-Peet Co.	Gangbusters	O
R. B. Davis Co.	Joe Penner	G
E. I. du Pont de Nemours Co.	Cavalade of America	F(I)
Ford Motor Co.	Sunday Evening Hour	E(I)
Ford Motor Co.	Al Pearce	E
J. B. Ford Co.	Petticoat on the Air	B
General Foods Corp.	We, the People	G
General Foods Corp.	Kate Smith	E
General Foods Corp.	Lum and Abner	O
Quil Refining Co.	Phil Baker	F-O
General Motors Corp.	Romantic Rhythms	B
	Flop show put on by Chevrolet to succeed Dave Rubinoff.	
Griffin Mfg. Co.	Time To Shine	B
	Too early to judge, show starting recently, but indications are favorable to a G rating.	
Household Finance Corp.	It Can Be Done	F
Hudson Motor Car Co.	Hobby Lobby	F-O
International Silver Co.	Silver Theater	B
Lady Esther Co.	Wayne King	G
	Show has tapered off.	
Lever Brothers Co.	Lux Radio Theater	E
Lever Brothers Co.	Al Jolson	E
	Jolson's latest radio sortie has been one of the big clicks this season.	
Lever Brothers Co.	Big Town	E
	Hockey show with Edward G. Robinson that has clicked.	
Liggett & Myers Tobacco Co.	Hal Kemp-Alice Faye	B
Liggett & Myers Tobacco Co.	Kostelnick Ork, guest stars	G
Liggett & Myers Tobacco Co.	Paul Whiteman	F
Phillip Morris & Co.	Johnny Presents	E
Nash Kelvinator Corp.	Professor Quiz	E
R. J. Reynolds	Jack Oakie	B-F
R. J. Reynolds	Benny Goodman	F
R. J. Reynolds	Eddie Cantor	G
Stewart Warner Co.	Horse Held	G
Texas Co.	Eddie Cantor	G
U. S. Rubber	Ben Bernie	F
U. S. Tobacco Co.	Pick and Pat	F
Vicks Chemical Co.	Jeannette MacDonald	F
William Wrigley Co.	Poetic Melodies	B
William Wrigley Co.	Double Everything	B
Zenith Radio	Zenith Foundation	B
	Program had possibilities, lack showmanlike production killed it.	

### National Broadcasting Programs

American Cigaret and Cigar Co.	Dorothy Thompson	O
	Aimed at a definite audience and got it.	
<b>Sponsor</b>	<b>Program</b>	<b>Rating</b>
American Rolling Mill Co.	Amos Band	F(I)
American Tobacco Co.	Your Hollywood Parade	B
American Tobacco Co.	Melody Puzzles	B
American Tobacco Co.	Kay Kyser	O
American Home Prod. Co.	Easy Aces	G
Bayer Co.	Album of Familiar Music	F
Bristol-Myers Co.	Fred Allen	F
Bristol-Myers Co.	Vitalis Program	F
Brown & Williamson	Tommy Dorsey	F
Campagna Sales Co.	First Nighter	F-O
Campagna Sales Co.	Grand Hotel	F-O
Campbell Soup Co.	Amos 'n' Andy	G
Colgate-Palmolive-Peet Co.	Dale Carnegie	F
Cumner Products Co.	Vox Pop	O

Sponsor	Program	Rating
Cumner Products Co.	Radio Newswear	F
Consolidated Edison	New York on Parade	F
Emerson Drug Co.	Harriet Parsons	F
Emerson Drug Co.	Sid Skolsky	B
	Skolsky did not deserve to lay an egg, but delivery kayobed him.	
Firestone Tire	Voice of Firestone	G
F. W. Fitch Co.	Interesting Neighbors	B
General Electric	Hour of Charm	O
General Foods Corp.	Good News	B
	Show started poorly, hit the groove and is doing well.	
General Foods Corp.	Jack Benny	E
General Foods Corp.	Burns and Allen	O
General Foods Corp.	Believe It or Not	O
General Foods Corp.	Jack Haley	F
Griffin Mfg. Co.	Time To Shine	F
Grove Laboratories	Hugh Johnson	F
Group of American Banks	Philadelphia Orchestra	O(I)
Gruen Watches	Time of Your Life	B
Horlick's Malted Milk	Lum and Abner	O
Jergens Woodbury Sales Corp.	Tyrone Power	O
Jergens Woodbury Sales Corp.	Walter Winchell	O
S. C. Johnson & Son	Fibber McGee	O
Kraft Phenix Corp.	Bing Crosby	E
Krueger Brewing Co.	Glen McCarthy	B-F
Lambert Pharmaceutical Co.	Grand Central Station	B
Menner Corp.	Cheer Up, America	B-F
Miles Laboratories, Inc.	Barn Dance	G
Phillip Morris Co.	Johnny Presents	G
Nebl, Inc.	Tim and Irene	G
Packard Motor Car Co.	Hollywood Mardi Gras	B-F
Peppercot Co.	Mickey Mouse	F
Phillips Chemical Co.	Waltz Time	F
Radio Corp. of America	Magic Key	O
Sealtest, Inc.	Riding Musical Stars	F
Sherwin-Williams	Metropolitan Auditions	O
Standard Brands	One Man's Family	F
Standard Brands	Bakers' Broadcast	F
Standard Brands	Roady Vallee	E
Standard Brands	Chase & Sanborn Show	O
Stewart Warner	Horse Held	E
Sun Oil Co.	Lowell Thomas	G
Time, Inc.-Servel	March of Time	F-G
	Program has lost some of its sock.	

### Mutual Broadcasting Programs

Sponsor	Program	Rating
American Tobacco Co.	Kay Kyser	O
American Tobacco Co.	Buddy Clark	B
	Show's chances hurt by bad time spot.	
Bayuk Cigars	Sports Review	
	Too soon to tell.	
Co-operative Merchants	George Jessel	G
	Jessel show got a good audience and due to return in fall.	
Wheeling Steel Corp.	Musical Steelmakers	F(I)
	Novelty helped.	
Gordon Baking Co.	Lone Ranger	G
Ironised Yeast Co.	Good Will Hour	F
J. B. Williams	True or False	O
Phillip Morris Co.	What's My Name	F
	Show has caught on quite well.	
Barbasol	Mary Jane Walsh	B
Locally Sponsored	Headlines	F

### Tabulation Breakdown

Breakdown of the program classifications, based on a total of 107 programs, gives the following results, percentages carried only two points:

E	18	15%
G	39	34%
F	24	22%
B	18	17%
B-F	5	5%
F-O	5	5%
	107	100%

## WFIL, Philly Daily In Five-Year Swap

PHILADELPHIA, June 11.—WFIL has signed a time-space swap agreement with *The Evening Public Ledger* to last for five years, Samuel R. Rosenbaum, station president, states.

This is the second newspaper hook-up made by the station, other being with *The Philadelphia Record*. *Ledger* will take three-and-a-half hours a week. Agreement also makes WFIL sole agent for airing features of the Public Ledger Syndicate.

other dailies, and a column only publicizes the opposition.

Column had been written by Murray Rosenberg for the past 10 years. Rosenberg remains with the paper on other general duties, including copy desk and rewrite. Program listings remain in the paper, which has a 50,000 circulation.

Only other metropolitan daily to react on radio was *The New York Sun*, which, in February, dropped its Saturday radio page, continuing only listings and quasi-technical stuff. E. L. Bragdon remains as radio editor.

### A Record

NEW YORK, June 11.—Larry Nixon, WNEW press agent, claims a record on the basis of a release he sent out publicizing Martin Block's King of Swing contest. According to Nixon, this was the only release on swing made without the use of such trade jargon as "gutbucket," "jam," etc.

## Brooklyn Citizen Drops Radio Column

NEW YORK, June 11.—The Brooklyn (N. Y.) *Citizen*, daily, has dropped its radio column. Reason given is that the paper feels radio has been cutting into its business, as well as that of many



# Equity Keeps Domain Over Tele But Co-Union Deal Is Possible

NEW YORK, June 11.—Council of Actors' Equity has decided to hold on to its television jurisdiction. Decision, while regarded as premature, is explained by Equity as advisable in order to forestall accusations of not organizing a field over which it has jurisdiction. For some weeks AEA has been engaged in a preliminary survey and is now asking its members to report any knowledge they may have of tele production, working conditions, etc.

Spokesman for Equity admitted this week that sister units of the Associated Actors and Artists of America, AFL International which includes Equity, might advance claims on the tele jurisdiction insofar as radio, vaude and screen performers may appear in tele productions. How valid these claims may be Equity is unwilling to say, since nobody is certain as to what particular performer category, if any, will be chiefly used in the new medium. Should the American Federation of Radio Artists, Screen Actors' Guild, American Guild of Musical Artists and American Federation of Artists decide on a confab

with AEA in order to settle the point, Equity will agree to join the talkfest. Association, tho, is pointed in its contention that the original Equity grant from the Four A's allocated the field to AEA. This is advanced in opposition to the theory that the tele jurisdiction belongs not to AEA but to the Four A's, the latter having the power to allocate the charter either to a new union, one of the existing unions, or to split it among a number of sister unions whose members would be employed in telecasting.

Four A's execs are now working on revisions to the org's constitution. One of main disputes is interchangeability—a method whereby performers going from one field to another will not have to pay excessive dues to various unions. Arrival of commercial tele, admittedly, will gum up the interchangeability situation to an even greater extent.

While Equity is unwilling to talk of a settlement with other unions on the ground that tele production is too distant, it is advanced in some quarters that AEA might attempt to negotiate a pact with one—or several—of the sister unions similar to the pact it now holds with SAG. By means of the SAG pact, AEA derives between \$18,000 and \$25,000 per year from dues of legit players in pictures.

## Acting Itch Gives Chi Judges Needles

CHICAGO, June 11.—Everybody wants to be an actor and evidently local judges are no exceptions. Judge Edward B. Casey of the Municipal Court has let loose a tirade against broadcasts from traffic and safety courts, claiming they were unfair and a violation of constitutional rights of defendants. Judge Casey charged that courts conducted by Judges Stephan Adamowski and John Gutknecht were guilty of imposing higher fines and stiffer punishments to cases aired over WJJD and WIND just to put a sock into the programs.

Judge Gutknecht, who has been on the ether for over two years, claimed that Judge Casey's attack was a ploy for re-election. Judge Adamowski, who airs over WJJD, retorted that evidence was all that counted, whether the case went over the mike or not.

Whole fracas has netted more radio publicity in the dailies' news columns than any other program around these parts, so WIND and WJJD are happy about the whole thing.

In the last election Judge Gutknecht polled the largest vote ever cast here for a post of that kind. "Coppers," too, are turning into prima donnas. Formerly a fatfoot would just spout, "Yeah, Judge, he was tight as a barrel," but now when the guardian of the law steps up to the mike he frequently dashes out something like "The defendant was past the stage of sobriety, Judge, and well on his way toward being fully intoxicated."

## WCAU Asks Dismissal Of SESAC Litigation

PHILADELPHIA, June 11.—WCAU Broadcasting Co. Saturday (4) asked the U. S. District Court here to dismiss the bill of complaint filed against the station by Cross & Wings, music publishers, and the Society of European Stage Authors and Composers, Inc., for alleged copyright infringement.

Isaac Levy, counsel and vice-president of the station, claimed the plaintiffs, who sued for \$3,500, had no basis for their suit by their own admissions. He further said that the bill of complaint was too weak even to require an answer and that the District Court had no jurisdiction.

SESAC and the music publishers charged that the station used numbers without permission or a license.

## Milwaukee Pans Boom Boom

MILWAUKEE, Wis., June 11.—The common council has approved a resolution by Alderman John Kalupa requesting all broadcasting companies and program sponsors to co-operate to ban obscene programs. Copies of the resolution are being sent to councils in 30 large American cities, to NBC and CBS, sponsors of such programs, the Federal Communications Commission and congressmen.

# Air Briefs

New York By PAUL ACKERMAN

**SYLVIA KLEINMAN**, to whom announcer Don Kerr is the epitome of all good things, is no longer reticent about broadcasting to all and sundry exactly how she feels about the WMCA killer-diller. Miss Kleinman phoned The Billboard recently and asked whether we would print more poems about the Brooklyn heart-throb. . . . Paul Smith, commercial artist recently returned to the Kenyon-Eckhardt fold, had to make some drawings of the Waldorf towers. Figuring an air shot was necessary, Smith, being an aviator, went aloft and drew the rough sketches while handling his machine with one hand. This is strictly on the level. . . . Gager Wasey, of Erwin, Wasey & Co., has taken over the post as head of the agency's radio production department.

Theresa Lewis, talent buyer for Young & Rubicam, left for the Coast this week to line up names for International Silver's "Silver Theater," set for fall production. Miss Lewis will remain a month, combining work and play. . . . Beth Chandler, daughter of Billy Chandler, president of Miller Music, signed by WOR-Mutual this week for one year. A singer, she begins June 19, which is, incidentally, her 20th birthday. . . . Dave Eiman is reported to have made recordings of three new shows produced by himself. Eiman will be back on the air shortly. . . . Ben Roake, who leaves next week for the White Mountains, N. H., set a deal with George Jessel for Jessel's show to resume in the fall. Norman Livingstone, of Redfield Johnstone ad agency, now on the road peddling

this show and Roake's other production co-op, "Show of the Week." Roake is considerably recovered after a recent illness.

Dorothy Warner, who is all of eight years old and does a gossip column for The Rappahannock (Va.) News, is in town negotiating for a spot on the air. Dorothy was once on "We, the People." . . . Rose Marie does a guest spot on RCA's "Magic Key" June 28. . . . Irving Caesar, who leaves the Veeva show Thursday, trying to sell his cat. . . . J. Philip Mgypt, formerly with J. Walter Thompson, now a writer in radio department of McCann-Erickson. A move in Mc-E radio registry. . . . Al Garr and Oscar Bradley going on the John Nesbitt sham.

**SAM WINGFIELD**, agency man with a wide experience in both indoor and outdoor show business, lost his job as prop boy in 1902 when he let a sheet-iron thunder maker fall onto the stage in front of H. B. Warner, then playing with Eleanor Robeson in Salome June. Wingfield was fired without pay (about \$1). And Warner was scared still. . . . New schedule for Sweetheart Soap, handled by Peck Agency, covers eight stations in Indiana and Virginia. . . . Vicente Gomez, NBC guitarist, will record eight of his own compositions for Decca. . . . Getting the Most Out of Life, new J. Walter Thompson show for Fleischmann's Yeast, will be spread thru the country if it clicks during its summer trial period. Now aired in the East over split NBC-Blue net.

## Chicago By HAROLD HUMPHREY

THAT sudden switch of WBBM's baseball airings from General Mills to Kellogg for 1939-40 is figured by the wise guys to be retribution aimed at General Mills for shifting its daytime scrips to NBC. . . . Ork man Bob Crosby is set to speak before an auto dealers' convention this month. . . . Actor Major Holmes heads for West Point this month to be present when his son, James Russell, graduates. . . . Bill Anson was relieved of his smooch duties on the amateur show aired over WIND from Chi's Harlem theater, the Regal, because his color didn't jibe with the feelings of the contestants.

NBC is benefiting most since three of the five dailies have dropped their radio pillars, leaving only Hearst's Herald & Examiner and The Times, with the former having a nice broadcast tie-in with NBC. WBBM, which had no newspaper affiliation, would now just as soon see all columns dropped, figuring it would cop the local spotlight on the strength of its heavy special event schedule. . . . Hal Tate has

severed his correspondent connection with Broadcasting mag and plans to do something on his own. . . . Art Jacobson has returned to the Chi radio fold after a turn in the Hollywood pics. Makes the second in the past few weeks. Bruce Spink, former WGN salesman, moved over to CBS sales this week.

TELEVISION will stay "around the corner" in the opinion of the Radio Manufacturers' Association, meeting here this week, unless a body of adequately trained television service men is created. . . . John Harrington, announcer, was quietly married Saturday to Betty Martin, ex-receptionist. . . . Colonial Club Ork, local co-op unit, has taken over the stand at Husk O'Hare's Coconut Grove Ballroom, giving the band its first net break thru the spot's WBBM wire. . . . Danty Doyle, radio scribe, stopped off to visit friends before returning to his duties on New York's Journal-American. . . . Sylvia Stone, WAAP warbler, decided to chuck it all for a while and will not return 'til fall.

## From All Around

A COURSE in Esperanto is being offered by WHK, Cleveland. Instructor is Frank Tomich, head of modern language department of Penn College, Cleveland. . . . Hugh Walton, announcer on WCAU, Philadelphia, will handle part of the stint on the arrival of the Crown Prince and Princess of Sweden late this month. . . . Paul Stewart, WCAU tenor, returned to the air after a one-week illness. . . . Cincinnati's longest commercial started this week over WCKY with the Vienna Brewing Co.'s Vienna Night Club, a one and one-half hour broadcast. . . . The radio chain-letter idea has run amok in Longview, Tex. Members of KERO received several from out-of-State friends, but cannot continue them, owing to Texas laws—which provide that anyone participating in such a gimmick must first pay an occupation tax of \$25 to the county tax collector or be liable to heavy fines.

WSIX, Nashville, is broadcasting boxing matches from the new Broadway Arena Monday nights. Jim Turner and Joe Calloway are doing the sparring. . . . Glenn Lee joined the KSL, Salt Lake City, staff ork recently and will play guitar and violin. . . . WPHN, Philadelphia, has installed wires in the Seligman-Stratford for pick-ups of conventions and other functions and in the Arena for airing wrestling bouts.

## Page Lenox Lore (Sic)

NEW YORK, June 11.—Luncheon was held this week at the Waldorf-Astoria Hotel to announce winners of the William S. Paley amateur awards. Paley is president of the Columbia Broadcasting System, but the hotel doesn't believe it. They called him Mr. Paley on the bulletin board.

Payoff, tho, is that CBS execs were burnt because nameplates for most newspaper men had their names misspelled—but they never noticed the Paley bull.

## N. Y. Station Publicity Chart

NEW YORK, June 11.—Tabulations of New York stations' publicity breaks in metropolitan dailies for the period starting April 17 and ending May 14 show several changes from the last period published, covering the four weeks previous. Most of the changes concern independent New York stations.

Period covered includes the week during which WMCA dedicated its new studios. Reflection of this is that only one other station in New York, WABC, topped WMAC in the number of radio column mentions secured. All stations save WMCA lost in column mentions as against last year, mainly due to disappearance of several radio columns (N. Y. Evening Journal and Sun). WOR, however, gained about 50 mentions over the previous period reported.

For the past few months WQXR, high fidelity station, has gained greatly in publicity breaks, but this time slipped down to eighth place from sixth, with WNEW also falling off. WNEW's International League baseball broadcasts, filling the afternoon, are partly responsible. WHN is now sixth, following WMCA, while the municipally operated WNYC has also gained.

First four stations retain the same ranking they have had for some months. Table below has "F" for feature (best bet box) mentions and "O" for radio column mentions. City desk breaks not counted.

Station	1938			1937		
	F.	O.	GT.	F.	O.	GT.
WABC	998	220	1,188	1,143	392	1,535
WEAF	700	142	842	679	321	1,000
WJZ	655	132	788	1,000	334	1,334
WOR	423	122	545	376	244	620
WMCA	314	153	467	382	128	410
WHN	168	43	211	171	98	269
WNYC	159	38	197	61	56	117
WQXR	158	89	191	98	36	121
WNEW	127	41	168	182	44	209
WEVD	97	10	107	41	19	64
WINS	81	33	93	147	65	212
WBXK	4	2	8	3	4	6
TOTALS	3,222	668	4,890	4,382	1,725	6,087



# Program Reviews

EDST Unless Otherwise Indicated

## "The March of Rhyme"

Reviewed Monday, 10:10-10:15 p.m.  
Style—News novelty. Sustaining on KNX (Hollywood).

One of the best five-minute shows to hit the Coast in some time is the *March of Rhyme*. Program follows Knox Manning's news broadcast five nights a week. Deane Moore takes highlights from the daily news and turns them into four-line rhymes, putting a punch into the last line. Moore plays his own background music on the piano, making a nice blend with his delivery.

Stuff is timely and Moore's radio voice gives it a punch. After 26 weeks on WEEK, Boston, Moore has brought the show west. It has good commercial possibilities.

Only drawback is that the show opens cold with no announcer, only Moore's piano as an introduction. At the conclusion of his news broadcast if Manning would refer to the *March of Rhyme* to follow, it would give Moore a better break with his stuff. D. O.

## Norman Pearce

Reviewed Thursday, 8-8:15 p.m.  
Style—Recitations. Sponsor—Sachs Quality Furniture, Inc. Station—WMCA (New York).

Norman Pearce, again billing himself as "Bachelor Poet," is back on the air, being heard five nights weekly over WMCA in a 15-minute stint for the Sachs furniture stores. He should effectively neutralize any good will built up by the Three Little Saxes.

He reads "philosophy and poetry" written especially for this program—all of it in a vein that would probably bore even Edgar A. Guest—and invites listeners to send in their own effusions, little poems about "a dog, a friend, a flower garden" or anything else that may strike them as being sufficiently banal for inclusion on this stint. On the program caught the "poetry" included tidbits comparing life to a golf game, praising the natural beauties of fishing, and making love by a series of mathematical terms. This last was titled *Arithmetic*, and free copies were offered to listeners—evidently in the hope that the program would drive some of them crazy enough to send in for them. The material is as witty as a greeting card and as substantial as a melted marshmallow.

Unexceptionable organ accompaniment backgrounds the reading, while Pearce intones slowly and meekly in a deep, earnest voice, with about as much expression as a dish of mashed potatoes. One shudders to think of what would happen if, by mistake, he got hold of a real poem. Commercials are short, and the clear, nicely inflected voice of Joe O'Brien, announcer, comes in as a three-welcome relief.

The *Billboard's* reviews are supposed to be constructive—but the only constructive suggestion for this program is that Pearce be handed a dead mike. E. B.

## "Anna Christie"

Reviewed Thursday, 10-11 p.m.  
Style—Dramatic. Sustaining on WJZ (NBC Blue network).

Turning great plays, or even outstanding plays of single seasons, into tabloid one-hour form is almost as bad as the horrible fate met by dramas unfortunate enough to be sold down the river to Hollywood. Obviously, it is highly unfair to the play; it is also highly unfair to the listeners, who, if they don't happen to know the drama as the author wrote it, get a false idea of it, no matter how carefully the cutting is done. Add to that the fact that the effect of a play, by its very nature, depends on sight as well as sound, and you have an overwhelming argument against radio's current tendency to fool around with the great things of the stage.

Nonetheless, NBC is presenting a series of one-hour dramatizations of Pulitzer Prize winners—and so bringing the prize into greater popular disrepute than ever. Cut down to an hour, the plays are bound to make listeners wonder whether the Pulitzer committee was drafted from an insane asylum. Second in the series was Eugene O'Neill's best play, *Anna Christie*; and, despite a really excellent

cutting job by Joseph Bell, it lost almost all its effect and even sounded downright silly on frequent occasions.

Making matters infinitely worse, Bell did not content himself with his cutting job; he directed, too—or at least, what he did may be called directing for politeness' sake. I've had the actors going strong on accents and practically zero on interpretation, with heavy, hammy readings through it, and about as much emotional content as a list of telephone numbers. Since Barbara Weeks, William Shelley and Arthur Vinton, who played Anna, Chris and Mat respectively, were all guilty, Bell has to bear the brunt of the rap—the no actors can possibly be forgiven for the botch. Weeks was heavily dramatic until it hurt, and seemed to be trying to give an impression of Greta Garbo trying to give an impression of Mae West. Shelley's supposedly Swedish accent at times sounded suspiciously like Charlie Chan's, and his saccharine emoting made one wonder how he'd managed to escape from *Erz*-Lynne. Vinton was the best—or the least bad—of the trio, but his stage-Irishman accent didn't help much, his tempo was about three times as fast as it should have been, and he seemed to care singularly little for interpretation. Since the thing was done in a radio studio, one could visualize the performers frantically chewing microphones in lieu of scenery.

The sooner radio gets wise to itself and realizes that plays can't be emaciated without losing their effect, the sooner it realizes that plays are written to be seen as well as heard, the better for all concerned.

Next week, Owen Davis' *Icebound*. E. B.

*Editor's Note: E. B. is Eugene Burr, dramatic editor of The Billboard. The above review was written from the standpoint of a legit critic. Point of comparison to be made is that in the early days of talking pictures Hollywood stopped putting on pictures and filmed*

plays, without success. This is similar to radio's step, with, of course, certain variations. It also establishes that radio must create its own material.

## Stella Dallas

Reviewed Wednesday, 4:15-4:30 p.m.  
Style—Serial. Sponsor—Chas. H. Phillips Chemical Co. Station—WEAF (NBC network).

Some women wouldn't miss going to any funeral in their neighborhood. They have such a good time crying. They're the natural audience for the revived *Stella Dallas* serial, but they do not necessarily comprise the buying public for Phillips' products. Program has too much blubbering to gain anyone but enthusiasts for the daily tear purge.

Crux of the story is sacrificial mother love as projected by the novel and subsequent motion picture. Rather than disgrace her daughter, who is rubbing elbows with the ritzy, broken-down Stells struggles along in a sweatshop hotel and avoids all communication with her family. On a hunch, however, the daughter institutes a search for the mother.

Performances are clear but unexciting and lacking distinction. Choral curtain of *Memories* to indicate shift in scene was disconcerting. S. W.

## "Carmen"

Reviewed Monday, 10:30-11 p.m.  
Style—Streamlined opera. Sustaining on WOR (MBS network).

Bisetz's *Carmen*, as dished out by WGN, Chicago, was truncated as well as streamlined. Opera normally takes four hours, was scheduled as a one-hour job by WOR, but was ingloriously cut off at the half-hour mark without any explanation. General effect was that the streamlining was done with a buzz saw.

Script was "modernized" by Francis Coughlin, who spent more than a month at it in order to achieve "vitality of expression." His efforts yielded such choice and vital phrases as "Hello, beautiful," and "We got all the angles figured."

Musically, program was pleasant despite script and production snags. Marge Meyers, of Chicago City Opera Co., and Attilio Baggio sang the leads very well. A second set of actors were

used for the opening lines. Orchestra under Harry Weber was capable.

Idea of streamlining opera is more feasible than streamlining plays and should not be dropped. Operas are packed with filler. Technique used here, that of having a narrator fill in the gaps with explanatory comment, is good, but script should be better and time should be at least one hour. P. A.

## "Give Me a Sentence"

Reviewed Monday, 8:30-9 p.m.  
Style—Audience participation. Station—WHN (New York).

New angle on this quiz show is that all members of the audience are given a chance to be heard via the mike. Program is a sentence game, with four words selected by people in the audience. Words are then written on a blackboard and individual contestants must use them in a grammatically correct sentence. Time limit is seven seconds. Elimination technique used. Some of the contestants were ingenious in constructing sentences, some naive. Results are often hilarious.

Program is emceed nicely by Loring Smith, with Prof. W. Curtis Nicholson, formerly of Davis Elkins College, on hand to pass on sentence structure. Show produced by Gene Ford, with Charles Jordan and George Hope helping. Sponsors should nibble.

Kirk Lucase announces, making a big play for audience reaction in the way of written opinions, etc. P. A.

## "Ramblin' Red and His Gang"

Reviewed Monday, 7-7:30 a.m., CST.  
Style—Hillbilly music. Sustaining over KWOG (Jefferson City, Mo.).

Poison to those who don't like it but swell for those who do, *Ramblin' Red* (Irwin) and his Gang put out good musical stuff with novelties, gags and humor. Program's best point is the music, two violins, a mandolin, a guitar and bull fiddle. Latter, handled by Horace (Hank) Gilmore, is the best of the lot, but all are good. Arrangements ok.

Conversation needs dressing up, most of the dialog being dry. Vocals could be improved plenty as well, but Irwin does the emcee work pretty well and picks up the eggs when gags go flat.

Best novelty is contributed by Hank Gilmore, who furnishes the cackle for "Betty, the educated hen." They crowd the studios to see this one and it is funny. The "Gang" has been on the air since station went on early in 1937. A. B. J.

## "The Franklin Fanfare"

Reviewed Sunday, 1-1:30 p.m., CST.  
Style—Variety. Sponsor—Franklin Ice Cream Co. Agency—Ferry-Hanly Co. Station—WHB (Kansas City, Mo.).

Conceived by Dan Tucker and Newton Cross, *The Franklin Fanfare* sports Kansas City's best professional air talent, and the opening show moved smoothly. Dick Smith, producer, shows up well as announcer, and John Cameron Swayne, Kaycee newspaper man and radio commentator, had plenty on the ball with short anecdotes which he calls *Stranger Than Fiction*, gleaned from his work as a reporter.

Commercial plugs, however, are delivered by Smith and Marshall Giesecke, assistant announcer, much too often. Eight were heard on the opening show, and none were handled in a manner to make them especially listenable. But the talent in itself makes up for the plug weaknesses, composed as it is of such names as Virgil Bingham, LeVera Anderson, Dorothy Lee, Riley Mason Kilmer, Andy Anderson, Sol Bobrov, Val Tatum, Ralph Stevens and others in the orchestra well known in Kansas City. Bingham, blind pianist and singer, teams with Miss Anderson and Miss Riley to form a vocal trio which scored. Kilmer, a tenor, was adequate, and the small orchestra, using no brass, clicked under Bobrov's guidance. Swayne's eight minutes highlighted entire offering, however.

Show set for 13 weeks. Guest artists will be used each Sunday. D. S. D.

# Current Program Comment

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

The Chase & Sanborn show for June 5 was so bad it was frightening. This was the occasion on which W. C. Fields returned to the show to bandy words with his petrified playmate, Charlie McCarthy, and also to do a radio version of O. Henry's *The Gentle Grafter*. Additionally Nelson Eddy played a return engagement, with the stand-bys Don Ameche, John Carter, Dorothy Lamour, the Stroud Twins and Bob Armstrong's Orchestra joining the festivities.

While the Fields-Grafter idea may have looked well on paper, it sounded bad on the air. Fields gave a good performance in his customary blustering style, but the adaptation was inferior and Ameche's performance hurt matters more. Ameche was at one time one of radio's best actors, but he obviously needs direction. He plays now with the subtlety of a typhoon.

The Fields-McCarthy encounter sadly lacked the sparkle customarily attendant on the dialog between these two when Fields was a steady visitor on the show. The Bergan-McCarthy stint in the forefront of the show was also wobbly, while the Strouds joined hands in falling down.

Furthermore the singing department seemed to be all mixed up. It was ok for Carter and Eddy to sing, each a solo or two and a closing duet, but why does Ameche have to be assigned to singing, which is something he cannot do, Darryl Zanuck to the contrary? And, of course, Miss Lamour is still fetching to look upon and disappointing to hear. Science comes from the thought the show soon should hit its stride once more.

Mr. and Mrs. John Barrymore—Elaine Barrie to the casual fan—took up 15 valuable minutes on the Eddie Cantor show last Monday (5) to convince the audience that the latest Mrs. B. is a comedienne. Audience was not convinced. Barrymore himself is smooth, altho the

script writers could certainly have given him a better skit than a condensed version of a burlesque show. Elaine is still wet behind the ears, theatrically anyway. Whatever she was studying at Hunter College before she went on her cross-country chase she ought to complete, because she's no asset to Barrymore as an acting partner.

Edward Roecker, baritone heard on the *Scenic Show* over WABC-Columbia Thursday, has excellent diction, resonance and melody. Delivery hints at power unlesshed, and just why he should hold his voice in restraint is hard to understand. Sang but one or two tunes, but could easily stand more time on a longer program and could be heard to advantage on a musical or variety show.

It is seldom this department makes mention of late-evening dance sessions, but Will Osborne's programs, as recently caught from the Meadowbrook, Jersey night spot, rate more than a mention. They rate a rave. Few bands in the pop field have improved so greatly, and Osborne's crew and style now shape up with the tops. Music is colorfully played and style is quite adaptable, doing away with boring repetitions of certain other stylized arrangements. Music features Osborne's "slide" style, mainly obtained thru the use of trombones. Additionally, Osborne has cut down on his own amount of singing; has an additional vocalist in the band is strictly sponsor-worthy.

Jimmy Kampner's song sessions on NBC are gracious and rather different. He features rhymed introductions to his numbers plus dramatizations of song he is singing. Done simply and with effect, aided considerably by the choral background and straight singing of the Norsemen quartet.

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★ Coast to Coast.



# ORCHESTRA ROUTES

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

**A**  
 Adcock, Jack: (Manoa Inn) Manoa, Pa., 20.  
 Alberto, Don: (El Chico) NYC, 22.  
 Alexander, Joe: (To-Go-Parma) Detroit, 20.  
 Allen, Dick: (EKK Club) Akron, 20.  
 Anderson, Kenny: (Varsity Inn) Athens, O.  
 Anderson & Ball: (Lorraine) Madison, Wis., 21.  
 Armstrong, Charlie: (Araban) Miles, Mich., 2.  
 Arsch: (Bismarck) Chi. 2.  
 Arthur, Zimm: (Grossinger) Perndale, N. Y., 2.  
 Austin, Sid: (Laurel) Brackett Lake, N. Y., 20.  
 Austerlitz, Fred: (Palmgrove Club) Orlando, Fla., 20.

**B**  
 Barbo, Bill: (Roosevelt) New Orleans, 2.  
 Barzel, Charlie: (New Penn Club) Pittsburgh, 20.  
 Barrett, Hughie: (Tavern-on-the-Green) NYC, 20.  
 Barton, Elpe: (Edison) NYC, 2.  
 Becker, Dorothy: (Arcadia Grill) Canton, O., 20.  
 Bell, Bob: (Coral Gables) Coral Gables, Fla., 20.  
 Berry, Art: (Clayport) Indianapolis, 2.  
 Bestor, Don: (Aeolus) Dallas, 2.  
 Blumrose Boys: (La Belle) Chi. 2.  
 Black, Bob: (Pere Marquette) Peoria, Ill., 2.  
 Bolognini, Ennio: (L'Alcion) Chi. 20.  
 Bonick, Lewis: (Club Mayfair) Boston, 20.  
 Brown, Lew: (Chest Parer) Chi. 20.  
 Brewer, Teddy: (Carolina Beach Casino) Carolina Beach, N. C., 2.  
 Brisley, Earle: (Club Cinderella) Denver, Colo., 20.  
 Brown, R. A.: (Willow Dell & Turn Villa) Stroudsburg, Pa., 2.  
 Burkhardt, Johnny: (Casa Madrid) Louisville, 20.

**C**  
 Carlson, Bill: (Tyranon) Chi. 2.  
 Carina, Tommy: (Peyton's) Steubenville, O., 20.  
 Carson, Billy: (Aragon) Houston, Tex., 2.  
 Chanstor, Hal: (Omar's Domo) Los Angeles, 20.  
 Childs, Reggie: (Playland) Byn. N. Y., 2.  
 Clayman, Bob: (Rivison Inn) Pittsburgh, 20.  
 Clinton, Larry: (Glen Island Casino) Glen Island, N. Y., 20.  
 Contreras, Manuel: (Lawrence) Erie, Pa., 2.  
 Coppola, Ray: (Hollywood Casino) Warwick, R. I., 20.  
 Coquette, The: (Tartaria Gardens) Richmond, Va., May 20-June 20.  
 Cornellus, Paul: (Showboat) St. Louis, 20.  
 Correa, Eric: (Rabette's) Atlantic City, N. J., 20.  
 Cori, George: (Pia-Mor) Cedar Rapids, Ia., 2.  
 Cosello, Charles: (Crescendore) Detroit, 20.  
 Crain, Carvel: (Old Mill Tavern) Salt Lake City, 20.  
 Crawford, Jack: (Kempwood Park) Pittsburgh, 20.  
 Crocker, Mel: (Kenny-Mara) Bridgeport, O., 20.  
 Crosby, Bob: (Blackhawk) Chi. 2.  
 Cuthler, Don: (Rainbow Grill) NYC, 20.

**D**  
 Darrell, Pat: (Wonder Bar) Zanerille, O., 20.  
 Davies, Al: (Saranne Inn) Saranne, N. Y., 2.  
 Davis, Johnny: (Miami Club) Milwaukee, 20.  
 Davis, Pass: (House of Jacques) Okahama, N. C., 20.  
 Decker, Jack: (Coberama Club) Lake City, 20.  
 DeArmed, Henry: (Kia Wah Lo's) Toledo, 20.  
 De Carlos, Joe: (Happy's Cabaret) Glendale, Cal., 20.  
 Dixon, Dick: (Oloria Palace) NYC, 20.  
 Donahon Boys: (Lawrence) Erie, Pa., 2.  
 Denny, Jack: (Don Air) Chi. 2.  
 Diamond, Lew: (New Eden) La Grange, Ill., 2.  
 Downs, Evelyn: (Boulevard) Bronx, N. Y., 20.  
 Drake, Hal: (El Tahrin) San Francisco, 20.  
 Duerr, Dolph: (Green Derby) Cleveland, 20.

**E**  
 Engel, Freddy: (University Club) Albany, N. Y., 20.  
 Evans, Chappie: (Cavalier) NYC, 20.

**F**  
 Farber, Bert: (Netherland Plaza) Cincinnati, 20.  
 Fells, Don: (The Finest) Newport, Conn., 20.  
 Ford, Don: (Stratford) Bridgeport, Conn., 20.  
 Frenau, Frank: (Tavern) Columbia, O., 20.  
 Fields, Harry: (Royalton) Monticello, N. Y., 20.  
 Fisk Jr., Charles: (Radio Springs) Nevada, Mo., 20.  
 Foley, Frank: (Renderville) New London, Conn., 20.  
 Forder, Jerry: (Dilly's) Toledo, 20.  
 Francisco, Don: (Drake) Chi. 2.  
 Franks, Woe Willie: (Butler's Tap Room) NYC, 20.

**G**  
 Gagan, Frank: (Staller) Cleveland, 20.  
 Gato, Paul: (Montebello) Pittsburgh, 20.  
 Casparro, Dick: (Rita-Carlon) Boston, 20.  
 Gast, Harold: (Yachtsmen Club), Marion, O., 20.  
 Gilbert, Jerry: (Edgewater Gulf) Bloomington, 20.  
 Graff, Johnny: (Areadis - International) Philadelphia, 20.

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

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

Graham, Maude: (Empire) Columbia, Ga., 10.  
 Green, Jack: (Hubway) Akron, O., 20.  
 Gray, Len: (New Cedars) New Bedford, Mass., 20.  
 Grayson, Bobby: (Peyton's) Pittsburgh, 20.

**H**  
 Harris, Claude: (Judy's Stables) Detroit, 20.

Hummel, Ray: Grand Junction, Colo., 15.  
 Florence 18; Leadville 18.

Jackson, Paul: (Old Mill Tavern) Jackson, Mich., 20.  
 Jay, Johnny: (Palace) Corpus Christi, Tex., June 11-July 23, 1.

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

Harbar, Clayton: (Wildwood) Kansas City, Mo., 20.  
 Harper, Daryl: (Hawaiian Paradise) Los Angeles, 20.  
 Henderson, Fletcher: (Grand Terrace) Chi. 20.  
 Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., 20.  
 Himber, Richard: (Beck House) NYC, 20.  
 Holden, Virginia: (Normandy Inn) Warren, Pa., 20.  
 Hollis, Ernie: (Belmont Plaza) NYC, 20.  
 Horton, Chris: (The Casino) Hague, N. Y., 20.  
 Howell, Ed: (Casa Moreno) Jax Beach, Fla., 20.

Jelenik, Eugene: (Utah) Salt Lake City, 20.  
 Johnson, Everett: (Panama) Kansas City, Mo., 20.

**K**  
 Kahn, Art: (Cedars Country Club) Labetteville, Conn., 20.  
 Kassel, Art: (Surf Beach Club) Va. Beach, 20.  
 Kay, Harold: (Olmos Club) San Antonio, 20.  
 Kaye, Buddy: (Pleasant View) Clarklax, Mich., 20.  
 Keeler, Willard: (Lena Park) Coney Island, N. Y., 20.  
 Kendis, Sonny: (Stork Club) NYC, 20.  
 King, Ted: (New Kennecott) Albany, 20.

## Songs With Most Radio Plugs

# "Starlight" Song Again Tops; "My Heart" Slides to Second

Songs listed are those receiving 10 or more network plugs (WJZ, WJAZ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, June 16. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
Last Wk.	This Wk.		Net
3	1. Lovelight in the Starlight (F)	Paramount	30
2	2. Says My Heart (F)	Paramount	28
2	3. Cry, Baby Cry	Shapiro, Bernstein	27
4	4. You Leave Me Breathless (F)	Famous	25
4	5. Day Dreaming (F)	Remick	24
14	6. Don't Be That Way	Robbins	23
1	6. Let Me Whisper	Chappell	23
6	7. Cathedral in the Pines	Berlin	21
6	8. I Let a Song Go Out of My Heart	Mills	20
10	8. Something Tells Me (F)	Witmark	20
3	9. This Time It's Real	Spier	19
3	9. You Couldn't Be Cuter (F)	Chappell	19
14	10. Little Lady Make Believe	Gilman	18
10	10. Bewildered	Miller	18
10	10. I Got a Guy	Fleber	18
10	10. So Little Time	Shapiro, Bernstein	18
10	10. Garden in Granada	Southern	18
7	11. Girl in the Bonnet of Blue	Crawford	17
10	11. Love Walked In (F)	Chappell	17
10	12. It's the Dreamer in Me	Feist	15
7	12. Why'd Ya Make Me Fall in Love	Feist	15
15	12. How'dja Like to Love Me? (F)	Famous	15
9	13. I Hadn't Anyone Till You	ABC	14
9	13. Oh, Ma, Ma	Shapiro, Bernstein	14
15	13. My Margarita	Feist	14
15	13. When They Played the Poika	Robbins	14
15	13. Stop and Reconsider	Lincoln	14
15	13. If It Rains Who Cares?	Morris	14
14	14. Please Be Kind	Harms	13
14	14. In a Little Dutch Kindergarten	Pox	13
14	14. Moon in Waikiki	Harms	13
15	14. At Your Beck and Call	ABC	13
15	15. There's Honey on the Moon	Miller	12
15	15. I'm Glad I Waited for You	Stansy-Lang	12
15	15. Colorado Sunset		12
15	15. My Heart is Taking Lessons (F)	Select	11
15	15. Lost and Found	Santley-Joy	11
15	15. Having Myself a Time (F)	Paramount	11
14	16. I Married an Angel (M)	Davis	11
14	16. Let's Break the Good News	Robbins	11
14	16. I Love to Whistle (F)	Berlin	11
14	16. Music Maestro, Please	Berlin	10
14	17. I Fall in Love With You Every Day (F)	Famous	10
14	17. Just Let Me Look at You (F)	Chappell	10
18	17. When the Stars Go to Sleep (F)	Miller	10

LeRoy, Tom: (Maytag Club) Columbus, Ga., 20.  
 LeRoy, Howard: (Club Arcadia) St. Charles, Ill., 20.  
 Leall, Lee: (Gray Wolf Tavern) Masary, O., 20.  
 Lee, George E.: (Jockey) Kansas City, Mo., 20.  
 Lee, Julia: (Milton's) Kansas City, Mo., 20.  
 Lewis, Ted: (Topsy's) Los Angeles, 20.  
 Lewis, Tommy: (Hi-Ho) Biloxi, Miss., 20.  
 Light, Knock: (Tat) NYC, 20.  
 Long, Johnny: (Cavalier) Virginia Beach, Va., 20.  
 Lopez, Vincent: (Casa Manana) NYC, 20.  
 Lorch, Carl: (Muehlebach) Kansas City, 20.  
 Love, Clifford: (Antler's) Kansas City, Mo., 20.  
 Lucas, Clyde: (Clarendon Inn) NYC, 20.

**M**  
 McDrew, Eddie: (Conover Lake) Rochester, N. Y., 20.  
 McShann, Jay: (Martin's on the Plaza) Kansas City, Mo., 20.  
 Madden, Bill: (Traymore) Atlantic City, 20.  
 Mack, Ed: (Club Rio) Allentown, Pa., 20.  
 Madriguera, Eddie: (Rivers) NYC, 20.  
 Manhattan, The: (Skyrocket Club) Chi. 20.  
 Marshall, William: (Lawtonia Lodge) Green Bay, Wis., 20.  
 Mauro, Henry: (Three Door Inn) Bridgeport, Conn., 20.  
 Mayheiff, Eddy: (Governor Clinton) NYC, 20.  
 Meeker, Paul: (Grand Beach) Grand Beach, Mich., 20.  
 Moten, Gus: (White Horse) Kansas City, Mo., 20.

**N**  
 McShann, Herman: (Milton) Pittsburgh, 20.  
 Miller, Glenn: (Paradise) NYC, 20.  
 Molina, Carlos: (Villa Moderne) Chi. 20.  
 Monroe, Jerry: (El Rancho) Chester, Pa., 20.  
 Moore, Eddie: (Eagles) Ithaca, N. Y., 20.

**O**  
 O'Flynn, Don: (Netherland Plaza) Cincinnati, 20.  
 Oman, Val: (80-20 Cafe) Galveston, Tex., 20.

**P**  
 Pabst, Don: (Red's) Miles, Mich., 20.  
 Page, Lipa: (Plantation) NYC, 20.  
 Palmer, Spector: (Special) Rochester, N. Y., 20.  
 Panchio: (Panza) NYC, 20.  
 Payne, Bert: (Bluebird Tavern) Washington, D. C., 1-18, 20.  
 Peck, Emil: (Savoy-Plaza) NYC, 20.  
 Price, Jesse: (Reno) Kansas City, Mo., 20.  
 Puma, Louis: (Casa Manana) NYC, 20.

**Q**  
 Quartell, Frankie: (Villa Venice) Chi. 20.

**R**  
 Rabin, Boyd: (Nickel) Minneapolis, 20.  
 Rainey, Dod: (The Great) Pittsburgh, 20.  
 Ramona: (New Yorker) NYC, 20.  
 Rand, Edsel: (Paradise) NYC, 20.  
 Rapp, Barney: (Sun-Bar Gardens) Kansas City, Mo., 20.  
 Reichman, Joe: (Book-Cadillac) Detroit, 20.  
 Renard, Jacques: (Cocoon) Boston, 20.

**S**  
 Reys, Chica: (Continental) Detroit, 20.  
 Riley, Mike: (Ocean Casino) Virginia Beach, Va., 20.  
 Rinaldo, Rino: (885 Club) Chi. 20.  
 Rines, Joseph: (St. Regis) NYC, 20.  
 Rio, Rita: (Castle Farms) Cincinnati, 20.  
 Riccardo, Don: (Delwood Lodge) Buffalo, 20.  
 Rogers, Eddy: (Van Clvo) Dayton, O., 20.  
 Rogers, Eddy: (Palmer) Los Angeles, 20.  
 Rollin, Adrian: (Piccadilly Room) NYC, 20.  
 Rosen, Tommy: (Wisteria Gardens) Atlanta, 20.

**T**  
 Rogers, Ralph: (International Casino) NYC, 20.

**S**  
 Scoggin, Chic: (El Tivoli) Dallas, 20.  
 Sherry, Lee: (Palman Health Inn) Palman, N. Y., 20.  
 Siegel, Irving: (Auditorium) Ocala, Fla., 20.  
 Smith, Joseph C.: (La Rue) NYC, 20.  
 Snyder, Billy: (Lookout House) Covington, Ky., 20.  
 Southland Rhythm Club: (Enduro) Brooklyn, 20.  
 Sparr, Paul: (Vermilion) NYC, 20.  
 Sprigg, Jack: (Bertry Hills) Newport, Ky., 20.  
 Steel, Leonard: (77. Sbelby) Detroit, 20.  
 Stepe, Eddie: (Frank's) Toledo, 20.  
 Stula, Dick: (Westminster) Boston, 20.  
 Swanson, Billy: (La Oanga) NYC, 20.

**T**  
 Tatro, Bill: (Bridgeway) Springfield, Mass., 20.  
 Thompson, Lang: (Terrace Beach) Virginia Beach, 20.  
 Trembar, Frank: (Billmore) Los Angeles, 20.  
 Tucker, Orrin: (Edgewater Beach) Chi. 20.

**V**  
 Vagbond, Charles: (St. Nicholas) Decatur, Ill., 20.  
 Vallee, Rudy: (Astor) NYC, 20.  
 Vinn, Al: (Mary's Place) Kansas City, Mo., 20.

**W**  
 Wade, Johnny: (Romance Inn) Angola, N. Y., 20.  
 Waite, Earl: (Pink Elephant) Buckeye Lake, O., 20.  
 Walls, Ted: (Rising Club) Los Angeles, 20.  
 Wilson, Sammy: (Coronado) St. Louis, 20.  
 Winston, Jack: (San Clemente Casino) San Clemente, Calif., 20.  
 Winton, Harry: (Baton Royale) NYC, 20.  
 Woods, Don: (Golden Gate Club) Springfield, Ill., 20.

**Y**  
 Young, Sterling: (Aragon) Chi. 20.

**BROADWAY HOTEL**  
 315 TREMONT STREET AT BROADWAY, BOSTON, MASS.  
 Conveniently Located in the Heart of Boston's Theatrical and Shopping District.  
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**BOSTON'S HOME FOR TRAVELING BANDS**  
 COURTESY AND HOSPITALITY. PIO FINI, MANAGER.

King's Jesters: (St. Francis Drake) San Francisco, 20.  
 Kinney, Ray: (Lexington) NYC, 20.  
 Kirk, Andy: (Savoy) Chi. 20.  
 Kirkham, Don: (Birkland Inn) Denver, 20.  
 Kiska, Jack: (Cavalier Inn) La Crosse, Wis., 20.  
 Kyrre, Kay: (Pennsylvania) NYC, 20.

**L**  
 Lamb, Dressel: (Ye Old Tavern) Ft. Wayne, Ind., 20.  
 Le Baron, Eddie: (Rainbow Room) NYC, 20.



# AFM CONCLAVE BIGGEST EVER



**JACK ROSENBERG**, Local 802 prez, who will take the convention floor to sponsor legislation aimed at band bookers in outstanding deferred commissions on jobs paying only the scale.

## ASCAP Board Elects Two New Directors

NEW YORK, June 11.—Annual ASCAP membership meeting at the Ritz-Carlton here Wednesday (8) was marked by unusual unanimity, no fireworks being contributed by members with personal axes to grind. Prez Gene Buck, administrative chairman E. C. Mills and general manager John G. Paine revealed that ASCAP will not deviate from its course of protesting in the Federal Courts all State legislation enacted to prohibit the society from operating. Treasurer's report indicated that current receipts for the first half of the year will amount to approximately \$2,000,000, a normal figure.

Following day, ASCAP board of directors elected two new members and switched a third to fill vacancy caused by Walter Douglas' resignation to become Music Publishers' Protective Association prez. Jack Bregman takes over Douglas' seat and Jack Robbins was elected to fill Bregman's place. Rumored, however, that Robbins may not accept the post, even tho he has been after a board membership for some time. Recent split with Bregman, latter leaving Feist to open his own publishing house, may be reason for Robbins' present reluctance. Other new member is John O'Connor, Words and Music Co. head, chosen to fill the vacancy created by Bobby Crawford's expired term.

## Another Buy for N. Y. Park

AUBURN, N. Y., June 11.—Etna Jettick Park, summer spot here, entered into a new deal with Consolidated Radio Artists calling for nine bands to finish out the season. Mike Hiley takes over July 4 to 10; Ted Black, 11 to 17; Rudy Bundy, 18 to 24; Barney Rapp, 25 to 31; Rita Rio, August 1 to 7; Gray Gordon, 8 to 14; Charlie Barnett, 15 to 24; Carl (Deacon) Moore, 22 to 28, and Harry Cundallo, August 29 to September 5. It's a return trip for Riley, Rio, Rapp and Gordon.

## Add L. B. M. G. Stories

KANSAS CITY, Mo., June 11.—Orin Tucker returned here this week under circumstances which he admits are "easy to take" after a long climb to fame.

Seems that the Tucker crew played Southern Mansion, downtown restaurant, month after month for coffee-and-cake coin, finally throwing up the job to move into Chicago. Success came at once following the move, and the payoff to the story, as told by John Old and Dick Wheeler, Fairyland Park managers, is that they are paying more for Tucker than for any other unit to play the park this summer.

## Weber Makes Issue of Unfair Taxes Imposed on Dance Men

Urges assembly to modify rule on stand-by fees—asks that no change be made in traveling ork tax—hits at rump musical unions

(Continued from page 3)

on permanent radio engagements played in the jurisdiction of locals by traveling bands. While the tax is generally paid by name bands, who get big money above scale to afford this 100 per cent tax, Weber urges that it should be modified if it is found too exacting in the light of numerous complaints entered. Weber feels that name bands coming into a local jurisdiction to play a radio commercial are not in competition with local bands.

"If a sponsor desires Whiteman, Vallee, Bernie, Goodman or any other band of the same class and he cannot have it," says Weber, "it does not necessarily follow that he will employ another band." And it is these bands which have to meet a financial obligation far beyond the limits of obligations other members have to meet, he added.

Weber also considers it "unjust" that stand-by fees are charged traveling bands when, visiting a local, they have in their ranks members of the same local. "It is worth consideration," says Weber, "that the members of the local who belong to the band were taken out of local competition while they traveled with the band, should not entitle the leader at least to the benefit of being relieved from paying tax for them when playing in their own jurisdiction."

Weber reveals that these problems were brought home to the federation by "highly representative leaders of name bands." "They do not object against paying a tax," he added, "but hold that they are singled out from other members in the payment of this tax to the point of persecution."

### The Traveling Tooters

Issue is also made of the traveling band that forever remains classified as a traveling band no matter how long it may remain in the jurisdiction of a local and after being forced by federation law to become full members of that local. Weber considers that also too stringent a rule, proposing modification that "members of a traveling orchestra must become full members of a local after the expiration of nine months, but if they continue to play a traveling engagement in the same jurisdiction for a period of 12 months or more, they shall not be entitled to local rights and privileges until after the expiration of these 12 months."

### Scale for Recordings

Contending that the number of phonograph recordings and electrical transcriptions made per hour under the present system is entirely too high, Weber urged the convention to adopt a higher wage scale for that work. Upped scale suggested calls for \$24 per session, not to exceed two hours, 40 minutes playing time in each hour, with \$8 overtime for each additional half-hour period. Electrical transcription scale calls for \$18 per man on a 15-minute program, \$24 for a half-hour show and \$6.50 overtime charge for each five minutes.

The whole general problem of regulating the recording industry, a hangover from the radio negotiations, will be worked out during the sessions. Considerable discussion will also center on the theater situation, practically every delegate bringing along a resolution that calls for the return of musicians to the motion picture houses.

### Rump Unions

While the harum-scurum of the CIO attracted much attention at the convention last year in Louisville, Ky., the threat of rump unions splitting the federation ranks does not loom as formidable this year. "The conditions under which our members seek their livelihood, as musicians, make it unthinkable that one big union could

properly protect them . . . musicians can never be subordinated to the will of other workers not following the musical profession," says Weber. "In cases where efforts were made to lure our members into these rump musical unions they miserably failed."

Weber also paid tribute to the State and district conferences held by locals during the year as being directly responsible for the passing of tax laws insuring band concerts and in counter-acting laws unfavorable to musicians, especially in those municipalities where a midnight closing law had been proposed for night clubs by city fathers.

### The Band Bookers

The New York local, largest in the federation, is proposing numerous resolutions aimed primarily at the band-booker agencies. With 802 prez Jack Rosenberg leading the discussion, chief interest is centered on the resolution asking for the abolition of "deferred commissions"—making it impossible for bookers to credit their per cents for a job paying only scale to a subsequent engagement paying above the minimum. Rosenberg is also asking that booking agents be made responsible for payment of single engagements when the sponsor or employer has defaulted payment.

New York delegation is further demanding that the World's Fair next year be ruled as restricted territory for traveling bands, that engagements be limited to 802 members only. Also that the local get some relief in putting a stop to New York as a "camping ground" for traveling bands—the steady stream of outside bands at the booking offices making it impossible for the local members to transact their own business properly.

That friction between Weber and James C. Petrillo will develop on the convention floor is unlikely. Election is scheduled for Friday (17) and no opposing candidates have been mentioned. It is expected that all incumbent officers will seek re-election. Pre-convention opinion is that all differences have been ironed out and that the complete ticket, headed by Weber, will get another year's ride.

Meeting is easily the biggest convention in the musicians' history. About 600 delegates are on hand, representing almost 400 locals. It's the 38th year for Weber as the presiding officer.

## Nichols Not a Name Type for Fed Taxes

LONG BEACH, Calif., June 11.—Because Red Nichols does not maintain a permanent business organization with a fixed personnel Topsy's local nitery, will have to pay the employers' share of the Social Security tax for the band's recent engagement there. Bureau of Internal Revenue declared that Nichols' set-up doesn't constitute a "name" band.

Ruling is in keeping with report bureau handed down September, 1937. Name band must have permanence of organization, fixed crew from one engagement to another and a guarantee by the leader to pay a fixed salary for a specific term regardless of contractual relations between leaders and buyers of the music. Ork men who organize and disband from one date to another will be classed with Nichols and relieved of paying employer's tax.

NEXT WEEK'S issue of The Billboard will carry a complete report of the American Federation of Musicians convention.



**JOE N. WEBER** calls to order this week the 43d annual convention of the American Federation of Musicians at the Hotel Floridian, Tampa, Fla.

## No Takers for R-O-K Bands at Chi Spots

CHICAGO, June 11.—Closing of the Casino at Congress Hotel leaves Rockwell-O'Keefe entirely out of the picture as far as booking the better spots around town is concerned. Music Corp. of America and Consolidated Radio Artists are servicing all the accounts sought by bands, with hardly any left-overs for R-O-K. Save for the Congress stand, credited to the Ralph Illis account, R-O-K is practically frozen out of the Chicago scene for band locations by the other two agencies.

Chex Paré goes on MCA books July 22 when Abe Lyman opens for six weeks, but goes back to CRA in the fall when Lou Broeze is brought in. Consolidated now has the Stevens and La Salle hotels, Joe Viner's Eden Ballroom and Bon Air Country Club in this territory, with MCA servicing the Blackhawk Cafe, Edgewater Beach Hotel, Palmer House, College Inn and the two Andrew Karass ballrooms, Aragon and Trianon.

## Kemp Books Names For Southern Tour

CHARLOTTE, N. C., June 11.—Success of such bands as Paul Whiteman, Fred Waring, Ina Ray Hutton and Fats Waller in the South in recent months has prompted T. D. Kemp Jr., head of Southern Attractions, Inc., to continue to book name bands in Paramount Southern theaters during the summer.

Office offers one and two-day theater dates at Lynchburg, Richmond, Norfolk, Greensboro, Columbia, Greenville, Spartanburg, Charlotte and Asheville and dance dates at Baltimore, Annapolis, Raleigh, Durham, Chapel Hill and Knoxville. Whiteman concludes his tour this week, having proved terrific on practically every date. Kemp has already set June and July dates on his circuit for Jimmy Dorsey, Louis Armstrong and George Hall.

## Carnahan Builds Nautical Nitery

FT. WORTH, Tex., June 11.—R. H. (Bob) Carnahan, formerly associated with Casino Ballroom on Lake Worth, is building a \$50,000 Show Boat on the Jacksboro Highway, just across the lake. Nitery will be a double-decked boiler, accommodating 2,000 diners and dancers on the open-air upper level, with a shooting gallery, bingo games and other midway attractions on the air-conditioned ground floor.

Nautical nitery is readying for a July 1 voyage. Music Corp. of America gets the call to service the show boat with traveling name bands. Laham Jones mentioned as the starter.



**SONNY KENDIS**  
and his  
**ORCHESTRA**

Return Engagement  
By Popular Demand,  
2nd Year,  
STORK CLUB, N. Y.

# Orchestra Notes

By M. H. ORODENKER

### Double Feature

NOT only are the band booking agencies getting an airing this week at the American Federation of Musicians' convention, but the percentor fraternity will soon have hissoner giving 'em the once-over . . . a New York law firm is now preparing a brief based on a monopoly charge against the major offices . . . case will break when EMERY DEUTSCH starts seeking court relief to terminate his tie with Rockwell-O'Keefe for a Music Corp. of America career . . . and in the same breath, an MCA band will ask the court for release so that it can sign with R-O-K . . . but that's only the beginning, folks . . . the agencies themselves may start hollering for legal help . . . Consolidated Radio Artists threatens to break wide open the practice of one office weaning away another office's band property, condition coming to a head in CRA's DON BESTOR signing with MCA . . . and unless Don sticks to Consolidated, having been ordered by the union to fill his current CRA date at Hotel Adolphus, Dallas, that office will hail Music Corp. into court . . . nor has R-O-K had its last say in BOB CROSSBY flying an MCA banner.

### Crosby's Candid Beats

Regardless of what R-O-K thinks or threatens to do, MCA is determined to give BOB CROSSBY the build-up the band deserves . . . hearing before the musicians' union awaits Crosby's return to New York . . . but it'll be a long time before they turn up in town . . . a decided click at Chi's Blackhawk Cafe, management there has optioned his services for the next 18 months, with a dozen weeks' relief to cash in on one-nighters . . . Blackhawk skyrocketed KAY KYBER with the College of Musical Knowledge stunt and MCA is readying as much for the Crosby case . . . a musical contest idea based on candid camera antics is being prepared . . . will be a full-hour show aired weekly on a Coast-to-Coast net direct from the band stand.

### Talk o' Town

One of the better known colored band leaders was back on Broadway last week sporting a red face . . . he pulled the pass-for-a-white act at the Palmer House in Chicago, but his true identity was found out before the week was up and he found himself locked out . . . HAROLD OXLEY and EDGAR HAYES have come to the parting of the ways, the union granting grace . . . and there should be a hot time at the Local 802 Trial Board when PAUL ASH and the Rocky Theater pit men start doing their explaining . . . one of Broadway's better known press agents will soon give space-grabbing the go-by and turn his attentions to the band booking field . . . since SONNY KENDIS returned to the Stork Club he has been pummeled by at least a dozen gals a day, including the society dames, anxious to secure the coveted job as singer with Sonny's band . . . but the feds could save themselves a lot of grief because his contract forbids the use of a shemale singer.

### Along the Atlantic

THIS week and next finds BENNY GOODMAN at the Ritz-Carlton Hotel, Boston . . . LOUIE A. R. PIERI unshuts his Providence Auditorium on the 16th with DUKE ELLINGTON playing for the dancers . . . CHARLIE SHRIEMAN buys WILL HUDSON for a band-stand trek of his New England ball-rooms from June 16 to July 3 . . . AUB HORTON moves his feet tooters from Fort Orange Tavern, Albany, N. Y., where they have played for five months, to Casino-at-Hague on Lake George, N. Y. . . It's the second summer for HARRY FIELDS at Royston Hotel, Monticello, N. Y. . . JERRY MONROE replaces WINGY MANNONE at El Rancho Club, Chester, Pa. . . Connoat Beach Pier, Conneaut Lake, Pa., gets CHICK WEBB for the July 9 date . . . there's a deal in the wind that might locate Chick at Chi's Stevens Hotel next fall.

### Southern Melody

DEAN HUDSON opens the rebuilt Isle of Palms, Charleston, S. C., on the 11th and 12th, plays the much-sought-after

date the 14th at the Rhododendron Festival, Asheville, N. C., and then jumps to New England for a Dartmouth College shindig the 17th. . . JESSE CRAWFORD and his portable organ play a civic show at Municipal Auditorium, Atlanta, June 21 to 23 . . . the JACK MILES has bowed out of Tutwiler Hotel, Birmingham, Ala., his canary remains . . . CHRISTINE FRASIER is still on tap tonalling the tunes for KIRK DE VORE . . . JACK WARDLAW and the boys are back in the Carolinas after three days of Gotham gazing. . . June 24 attraction at Woodland Lake, Jonesboro, Tenn., will be EARL (FATHER) HINES.

### Coast to Coast

The much-talked-about JOE TURNER, blues singer, and PETE JOHNSON, boogie-woogie piano baster, brought to New York from Kansas City by WILLARD (MCA) ALEXANDER, make their first Gotham theater appearance with LOUIE ARMSTRONG at the Apollo next week . . . closing at Hotel Dempsey, Macon, Ga., CECIL KRISTAL opens this week at Lamar Hotel, Meridian, Miss. . . GEORGE CROW has gone out ahead of ANDY KIRK for Joe Glaser, setting dates in the South and Southwest towns. . . Kirk takes to touring after closing the 19th at Chi's Savoy Ballroom . . . following his current stand at Riverview Park, Des Moines, Ia., FLOYD RAY locates the 16th at the Kansas City Club in that Missouri town . . . marks the first time in the 20 years' history of that exclusive men's club that a colored band gets the call . . . deal set by REG D. MARSHALL, Hollywood indie booker.

### New York Notations

DON REDMAN gets the call for the Surfside Club, Long Island, opening with the Cotton Club show the 17th. . . PAUL MARTELL lingers thru the summer at Arcadia Ballroom . . . Paradise brings in GLEN MILLER and the SCHNICKELPRITZERS the 14th. . . MITCHELL AYRES replaces Dick Liebert this week at the Village Barn. . . JERRY BLAINE opens July 2 for the summer at Colony Surf Club, West End, N. J. . . MIKE RILEY has renewed his five-year term with CRA . . . office spotted the round-and-arounder for the August 14 week at Manhattan Beach and August 21 week at Brighton Beach. . . RUSS MORGAN plays Palmades Park for a fortnight, starting the 27th. . . GENE KRUPA opens July 27 at the Paramount Theater . . . Gene now has BOB SNYDER tooting tenor sax, and DON DILLLO and TOBY TYLER for his trombone duo. . . JOHNNY MAHAR, formerly of Club 18, is operating Club 19 at the Farrell Hotel, Long Beach . . . has CLARK RINGWALT starting the syncopation this week. . . CLARENCE PROFFIT, who takes credit for the Lullaby in Rhythm compo, is pounding the piano down in the Village at George's Tavern.

### Notes Off the Cuff

MRS. AL DONAHUE (Frederica Galatin) will adorn the illustrations for Upbeat, a romance in rhythm to be published in Cosmopolitan. . . Barclay McLeland is drawing the pencil sketches . . . those zany RITZ BROTHERS threaten to go barnstorming the country with a band of their own. . . PAUL CORNELIUS lingers at Showboat Club, St. Louis . . . stay is longer than any other band holding forth here. . . JERRY FODOR remains for another month at O'Leary's nitery, Toledo . . . and BUDDY FISHER draws a hold-over ticket at 400 Club, Wichita, Kan. . . Paramount has taken up the option on studio conductor IRVIN TALBOT. . . LILLY the LILTER slips that her bandmaster is lucky in love and lucky in cards . . . so far, his wife hasn't caught him at either . . . and so we send our cuffs to the cleaners.

### For Band Reviews:

Turn to the review sections of the Night Clubs-Vaudeville Department for reviews of bands playing hotel spots, night clubs and vaudeville theaters.

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**ORCHESTRA**  
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New York City. ★★★★★

### Gene Krupa's One-Nighting

**A Big Boom or a Big Bust**  
NEW YORK, June 11.—Gene Krupa's current one-night tour is reminiscent of the nursery-rhyme moppet who, when she was good was very, very good, but when she was bad, she was horrible. That's the way Krupa's jaunt thru the hinterlands has been, in some places doing stand-out business and attracting huge crowds and in other spots failing to pull more than a couple of hundred people. In White Plains, N. Y., he attracted 2,410; in Atlantic City, 4,400; Johnson City, Pa., 2,300; Springfield, 1,300. But the other side of the ledger shows a mere 400 at Wilkes-Barre, and a worse 203 at Greensburg.

### Davis Has Busy Season

NEW YORK, June 11.—First indication that the fall will see a decided upswing comes from Meyer Davis, the millionaire society maestro, who opines that the coming social season will be the busiest for his office since the depression. Summer bookings for Davis units include Sammy Wilson, opening June 12 at Coronado Park, St. Louis; Sonny Kendis, current at Stork Club here; William Marshall, opening today (11) at Lawsonia Lodge, Green Bay, Wis., as is Al Davis at Saranac (N. Y.) Inn, and Joe Haymes, opening July 9 at Metropolitan Country Club, White Plains, N. Y.

### Sheet-Music Leaders

(Week Ending June 11)  
Sales of music by the Maurice Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp. and Astley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Rank	Title	Rank	Title
1	Cathedral in the Pines	11	You Leave Me Breathless
2	Says My Heart	12	Music, Maestro, Please
3	Love Walked In	13	Little Lady Make Believe
4	Please Be Kind	14	The Girl in the Bonnet of Blue
5	Lovelight in the Starlight	15	Hold Ho
6	Cry, Baby, Cry		
7	Don't Be That Way		
8	Oh, Ma, Ma (The Suther Boy)		
9	I Let a Song Go Out of My Heart		
10	I Love To Whistle		

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"Music At Its Best"  
ON TOUR,  
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**REGGIE CHILDS**  
AND HIS  
**ORCHESTRA**  
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and his orchestra  
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State of  
Minnesota

The  
**BILTMORE**  
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**EDDY ROGERS**  
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VAN CLEVE HOTEL, Dayton, Ohio.  
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Orchestra  
With LOUISE MCCARROLL  
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ADVERTISE IN THE BILLBOARD  
YOU'LL BE SATISFIED WITH  
RESULTS



# Goodman Gate Under Dorsey

Second stand more than a grand under—Dorsey fails to please good house

CANTON, O., June 11.—Playing a repeat date at Moonlight Ballroom at near-by Meyers Lake Park last Thursday, Benny Goodman attracted 600 less dancers. Last September 2,100 persons paying \$1.25 per came out for the Goodman dance. This time, with ducats at only \$1 a dancer, 1,500 brought \$1,500 to the gate.

While the park management made money on the band, managing director Carl Sinclair blamed local economic conditions for the falling off in attendance, along with the fact that this was a repeat stand for Goodman and the absence of Gene Krupa, who commanded great interest on the first appearance of the band here.

It is interesting to note that Tommy Dorsey, playing here several weeks ago, drew better than 2,000 dancers. But, according to Sinclair, he did not click with the crowd. Sinclair added that the band could not be brought back for a profitable engagement, since many patrons expressed dissatisfaction with its style, contending that the band sounded much better on the air.

Sinclair plans same attractions for Thursday nights during the summer, bringing in Bunny Berigan June 16 and Gene Krupa June 30. Date marks Krupa's first stand in Eastern Ohio, and Sinclair is going overboard on the advance bally, expecting Krupa to prove the biggest draw at the ballroom in recent years.

### Music Items

## Feist Revives the O.D.L.B. Stompers

BIT of moving around among the song-plugging fraternity this week, Buddy Bernard, formerly with Richard Himber, joined Lincoln Music, and Chick Kardale is a new addition to ABC Music's professional department. Bregman, Vocco and Conn made further inroads on other pub's personnel, with Vocco Vocco's secretary, Kathleen McQuerry; Bee Walker, Warner pianist, and Jack Spats, in the Feist organization for the past nine years, lining up with the new outfit. Other recruits are Joe Decatur, advertising and production man, and Charles Hathaway, arranger.

Jack Wardlaw, collabing with Edith Mellon, landed *Lost in a Dream of You* with Exclusive. . . . Chick Webb's new tune, *Heart of Mine*, being brought out by Famous Music.

Feist is releasing a revival series of original Dixieland Band swingers, first four being *Fidgety Feet*, *Lazy Daddy*, *Sensation* and *Skidston Jangle*. . . . Boy Music has *Midnight Kiss*, by Hugo Rubens, Charles French and E. P. La Freniere. . . . Ralph Benatzky, European operetta tunesmith, last represented in New York by *White Horse Inn*, left for the Coast to begin work with MGM. . . . Ralph Rainger and Leo Robin will be in town next week to start scoring Max Fleischer's technicolor feature, *Gulliver's Travels*. . . . Arthur Hebert, Ambassador Hotel maestro, turns composer with *Let's Have an Adventure in Love*. Monte Fried, vocalist with the band, did the lyric.

Marks Music acquired American rights to William Schuman's *Pioneers*, choral work based on the Walt Whitman poem. . . . Also issuing a new dance arrangement for the Apache *L'Amour de L'Apache*. . . . Les Phillips, of Ithaca, N. Y., authored a ditty called *On the Osloford* as a theme for the new Norwegian-American Line ship of that name. . . . Robbins has a new series of piano duets, arranged by J. Louis Merkur, and comprised of Peter De Rose's *Deep Purple*, Louis Alter's *Mannheim Serenade*, Ferdé Crofé's *On the Trail* and Ethel Ponce's *Holiday*.

## Puleeze, Mrs. Hemingway!

OMAHA, June 11.—Marion Shultz, self-admittedly young, pretty, former showgirl and movie dancer, joined Benny Meroff here as press agent. But the hard realities have already pierced the thin coat of glamour and romance in space-grabbing.

"I had always imagined that editors were kindly, fatherly gentlemen who were more than anxious to get the stories and pictures of a coming attraction," sighed Marion. "They were kindly and courteous. But when it came to columns and columns of free publicity—that was a different story." Now that the glamour is gone, Miss Shultz said she is ready to dig in and show these male press agents that there is more to the art of placing stories and pictures than just handing out old jokes and bum cigars.

## Gill Grosses \$750 On Non-Bally Date

AKRON, O., June 11.—Forced to cancel a scheduled June 9 date at Summit Beach Park, Emerson Gill played the stand last Saturday, and with only two days' grace for advance advertising on date change grossed about \$750 on a 40-cent admish, with 1,623 dancers on tap. Manager Lew Platt considers the draw phenomenal, considering stagnant industrial conditions in this territory.

House record was rung up here by Clyde McCoy April 23, with over 3,000 at 40 cents each. Mid-bracket bands are spotted on week nights, with Ralph Webster holding the park ballroom Monday attendance record, having drawn over 1,800 bargain dancers at two bits on May 16.

## A Right \$1,100 for Lefty

LINCOLN, Neb., June 11.—Joe Sanders, left-handing for a single last Saturday at Turnpike Casino, turned \$1,100 in the till, a fancy gross for the hot weather. R. H. Pauley is running only Saturdays, exception in lighting up June 23 for Ted Pio-Rito.

## 2,800 in 3 Days for Arter

YOUNGSTOWN, O., June 11.—Al Arter did a surprise act at Craig Beach Park near here, drawing over 2,800 paid admissions on a three-day stand, June 4-6. Take was best spot has done since 1935, when Tommy Tucker tucked away 4,000 dancers in a three-day run.

# Stand-By Muddle Sours Dorsey On Chi; Splits With Michaud

CHICAGO, June 11.—"I'll never play in Chicago again," burned Tommy Dorsey as he ended a fortnight's engagement Thursday (9) at the Chicago Theater, which cost the sentimental slipshider some \$900 for stand-by fees for his radio commercial show from the theater stage and precipitated the severance of his association with Arthur T. Michaud, his personal manager for many years. And Dorsey went into another burn when he received word from a friend in New York that a rumor was being circulated there pinning a \$5,000 fine on him by the local union. This was quickly denied by both Dorsey and Edward A. Benkert, union secretary, and termed a malicious stab by a sour-grapes gang.

Dorsey's burn-up came as a result of his not being informed of the local's ruling on remote commercial broadcasts, calling for stand-by charges of \$25 per man for a first airing and \$17 for re-broadcasts. Had he known this, Dorsey claims, he would have done the air shot from the local NBC studios and kept the 900 smackers in his kick. After the impasse, he was able to whittle \$221 from the union bill by taking his boys to the studio the second week for the repeat airing at midnight.

Altho he blames no one in particular, Dorsey feels that some of the parties involved in his affairs should have tipped him off, either his former personal manager, Michaud; his booking office, Music Corp. of America, or the Balaban & Katz theater management. Dorsey claims that the first he heard of it was the day after the broadcast.

Michaud would make no comments over the split, save that Dorsey flew off the handle without fully investigating

# Kaycee Op Collects Dividends On Big Bands for Solo Stands

Lesser names have to be plenty good to gross \$450—names average \$600 to \$1,000 per date—Glen Gray set mark with \$3,000 for single

KANSAS CITY, Mo., June 11.—With the shuttering of Pla-Mor Ballroom for the summer, Manager Will H. Wittig revealed grosses piled up by bands bought since he took over the operation of the dancant eight months ago. Past season was first in which Pla-Mor played barnstorming bands, local house combos sufficing formerly. The new policy proved extremely successful, Wittig asserted, upping biz to a figure approximating 40 per cent over former years. The season's high mark was set by Glen Gray, the Cam Lomans ringing the bell to the tune of \$3,000 for the March 25 night. Jan Garber took second position with a \$2,500 draw earlier in the season, and Louis Armstrong the next best with \$1,750 for his solo stand. Jimmie Lunceford did \$1,500 on a repeat date, accounting for \$1,200 on his first showing. Hitting the \$1,200 gross were Red Nichols, Henry Busse, Anson Weeks and Andy Kirk.

## Competish Ruins Canadian Stand for Gregg Williams

KEOKUK, SASK., June 11.—Political town meetings and three outside club-sponsored dances held attendance down to about 500 dancers last Friday at Trianon Ballroom for the one-night stand of Gregg Williams, colored combo coming up from Omaha, Neb. Take was well under \$400, tickets selling at 75 cents for men and 50 cents for women. Band is touring the Dominion for Canadian Orchestra Service, Estevan, Sask.

## Weems Sunday Date Socko

WAUKESHA, WIS., June 11.—Ted Weems played to 9,200 people at the Rink Ballroom here Sunday, one of the best crowds in weeks. Ideal weather prevailed, boosting the late hour sales of 77-cent tickets. Advance prices were 55 cents and 65 cents if bought before 7 p.m. Band will fill another week of one-nighters before playing successive engagements at the Meadowbrook Country Club, St. Louis; Lakeside Park, Denver, and Catalina Island, Calif.

## Block Booking for Bands

BARNESVILLE, Pa., June 11.—Mrs. Tomat, operating Lakeside Park here, has bought six name attractions for her ballroom. Gets Rita Rio June 14, Harry Reser June 18, Gray Gordon June 21, Henry Busse June 26, Joe Haymes for July 4 and Charlie Barnet July 10. Deal made with Billy Shaw, of Consolidated Radio Artists.

# Stand-By Muddle Sours Dorsey On Chi; Splits With Michaud

the situation. MCA disclaimed any connection with the matter, saying that their only interest was in bookings and this affair was up to the band's personal manager, Lou Lipstone, B&K booker, refuted Dorsey's charge, advising that a stipulation requiring radio stand-by was included in the theater contract.

At the musicians' union, Benkert said he could not understand why Dorsey knew nothing of the ruling, since he had specifically told Lipstone of it when he inquired about rulings a few weeks ago in connection with Rudy Vallee's booking for the theater. Vallee plays the theater July 29, but will do his air stint from the studio. "At that time," Benkert said, "Lipstone asked me if it would be all right to utilize the old WIBC studio beneath the Chicago's main floor, and I told him it was okay as long as no paid customers viewed the broadcast."

When Dorsey asked Lipstone why he was not told of the basement studio, Lipstone denied that he knew anything of Benkert's permission on that. "Previous to this," Dorsey claimed, "the only ruling I was aware of was the APM's national 50 per cent tax for traveling bands."

Union's stand is that when a band airs a commercial air show from a theater or any place where admission is charged, it is really serving on two jobs and a local stand-by ork should benefit. Ruling is considered a prohibitive one by the union, which frowns on this type of doubling. It is also understood that Dorsey hit a snag in Philadelphia, where he started broadcasting from the theater stage, but got by with a warning from A. A. Tomel, Philly music chief.

Under the thousand mark, Fletcher Henderson chalked up \$900, as did Henry Halstead; Carl (Deacon) Moore, Count Basie and Louis Kuhn grossed \$850; Mel Hallett and Clyde McCoy brought in \$800; Henry Baglin bagged \$700; Jimmy Joy and Wally Stoefler showed \$650, and Emil Velasco trailed with \$450. Ideal weather and mass exploitation helped both Gray and Garber. Wittig said. Tickets for each band were approximately the same, averaging \$1.10 per dancer.

It has been proved, said Wittig, that Kansas City dancers and band followers will pay \$1 or more to see a top-notch unit rather than a quarter or half dollar for local outfits, even the they are talented and capable of dispensing danceable music all night. Average box-office take on week nights, when names were not offered but good mid-bracket bands held forth, was around \$450.

## Sabbath Specials

Past season has also proved to Wittig that Sunday matinee dances at 25 or 40-cent tariffs are a splendid way to build business. Sabbath dancing was a regular feature at Pla-Mor all year, with mid-bracket bands of the caliber of Ayars LaMarr, Jimmy Barnett, Cecil Gully, Wally Stoefler, Ralph Webster, Ray Herbeck, Doc Pope, Little Joe Hart, Arlie Simmons and Tom Contry featured. Record take was made by Ralph Webster, \$1,400, a dandy for matinee trade. Other acts averaged from \$600 to \$1,000 per date; Wittig said, showing how fresh names in traveling bands can hype an ordinarily slow day.

Station KXBY used a sustaining wire from the band stand. While Wittig has found this form of radio advertising a good medium, he declares its effectiveness is second to a newspaper display ad.

"The policy of importing bands, rather than using local or house units, seems a step in the right direction," Wittig added. "It is the present plan of the Pla-Mor to operate next year in very much the same manner we operated during the season just concluded." Spot lights up again in September, Wittig buying bands primarily from Music Corp. of America and Fredericks Bros.

## Cuban Navy Band on Tour

HAVANA, June 11.—Cuba's crack Navy Band of 75 tooters left this week for a tour of the States, its second trip there. Will give concerts in some 25 American cities during its two-month sojourn, starting in Atlantic City June 25 for the opening of Hamid's Million-Dollar Pier.

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# Des Moines Shrine Ends Highly Successful Year

DES MOINES, June 11.—Mrs. George F. Clark has just completed another highly successful season as manager of the Shrine (4,500-seat) Auditorium here. She will leave soon for her annual buying trip to New York.

In commenting upon this season's successful showing Mrs. Clark said it was the same customers who come to Des Moines season after season from all corners of the State who were responsible for the success. About 70 per cent of the Shrine's business is from out of town. Mrs. Clark has a mailing list of 5,000 names and never uses less than 3,000 on any show. Heralds also play

an important part over the entire State, and it is not infrequent that Mrs. Clark receives requests from patrons for additional heralds. What they want with them or do with them she doesn't know.

This season saw a good increase in the number of patrons buying reserved seats for the entire season and there are now about 700 such ticket holders. The reserve-seat sales for the season are not open after the opening show. These reserved seat holders are about 50 per cent city patrons and 50 per cent from out of town.

With about 15 productions this season, many broke records at the Shrine. Helen Hayes in *Victoria Regina* broke a record which now gives the Shrine a world's record attendance for a play as well as the one it has held several seasons for a musical show. There is dire need for more musical shows, Mrs. Clark says. Also, the star name continues to hold precedent over the play.

This year's season closed May 21 with *You Never Know*, which brought excellent business on the strength of the Lupe Velez, Toby Wing and Clifton Webb. Next season will start October 8 with Gertrude Lawrence in *Susan and God*. Other shows tentatively booked are *Hoopay for What*, with Ed Wynn;

## Week's Announcements

*Legend*, a comedy by E. B. Glutz. May be the first fall production of the Corneil-McClintic office. Producer, Guthrie McClintic, 1270 Sixth avenue, Circle 7-5152.

A musical with book, score and lyrics by Richard Rodgers and Lorenz Hart, to star Beatrice Lilla. To be presented next season. Producer, Harry Kaufman, c/o the Shuberts, 225 West 44th street, Circle 6-9500.

*The Stork Laid an Egg*, by Jack McDermott. Tested last March at Santa Barbara, Calif., by Arthur Beckhard, with Esther Ralston, G. P. Huntley Jr. and Dickie Moore in the leads. Producer, Lee Shubert, 225 West 44th street, Circle 6-9500.

*Bird in Hand*, by John Drinkwater. Revival of the play which ran on Broadway for over 300 performances some seasons back. Might be performed either here or in Chicago by the company currently appearing in *Bachelor Born*. Producer, Lee Shubert, 225 West 44th street, Circle 6-9500.

Ethel Barrymore in *Whitecoats* and Burgess Meredith in *The Stars and Garters*. Mrs. Clark says that the concerts and Shakespearean plays bring the same customers year after year — but not the grosses. She is hoping Iowans know of Gertrude Lawrence and Burgess Meredith in the same proportion they know of Ethel Barrymore and Ed Wynn.

## Stage Whispers

Despite the sudden flurry of heat after a long cold spring, most of the shows on the Stem are holding up nicely, all things considered. . . . The *Susan and God* closing Friday (10) wasn't due to lack of trade, and the revival of *The Circle*, which advertised a closing for Saturday (11), was kept open "indefinitely" by Maestro Bill Brady because of a sudden spurt of trade. . . . Only regularly scheduled closing of the week-end was that of the Mercury Theater's revival of *Heartbreak House*, which went before it had played 50 performances— which proves that audiences (if not the critics) have grown up since the days when the maunderings of Shaw were taken as the outpourings of a little tin god. . . . General tenor of trade is shown in the scalper prices paid for *I Married an Angel*, with one out-of-town customer reporting that he shelled out \$25 apiece for a pair of ducats. . . . Broadway's not dead when the grift and chisel boys can get that much; it brings back memories of 1929 and the mythical Golden Age. . . . Speaking of the Mercury, when it does *Five Kings* (ruthlessly cut versions of five Shakespearean histories presented as a single marathon production) in conjunction with the Theater Guild the split will be 50-50.

*Shadow and Substance*, with a summer run assured (except for a two-week vacation for Sir Cedric Hardwicke), will have air-conditioning; it has it already, as a matter of fact, a new plant having been installed in the Golden, where it is playing.

Linda Lee Hill will play leads all summer for Walter Hartwig at Ogunkit. . . . Frank Wilson is rehearsing with *Big Show!*, by Theodore Platt. . . . Alan Fishburn, who directed several things for Theater Council auditions and was hailed by *The Billboard* as the year's directorial find, will do the staging this summer at Stony Creek. . . . The Center Theater, the White Elephant of the Rockefeller, is again fooling around with the idea of cutting down on its seating capacity—evidently figuring that fewer people can stay away from a smaller theater. . . . The success (popular success that is) of even the ragged San Carlo opera troupe at the house this spring evidently failed to rekindle the long-dead thought of opera presentations; in any case if the cutting down is done the new capacity will be only 1,400; conferences are being held and there may be a decision any month now. . . . Praise for Commentators Dept.: One of the sweetest columns on the theater written this season was Richard Lockridge's, in a Saturday *See* some weeks ago on diverse audience predictions and reactions. . . . And Willa Waldorf's estimate of Clifford Odets as a playwright in *The Post* last week was the most intelligent yet written. . . . The sudden divorce action planted by Luise Rainer in California while hubby Odets was on the high seas en route for the London production of his *Golden Boy* wasn't entirely unexpected in certain quarters; but Louella Parsons, writing about it for her local tab, just couldn't get over the fact that when Lu Rainer received her last "Oscar" award from the Academy Odets sat all evening with his arm around her. . . . Sid Harmon is due back from the Gold Coast soon, all set for another bout with the legitimate drama.

## Government - Aided Cowbarns Added to Growing Rural List

NEW YORK, June 11.—Government agencies will again give a helping hand to summer theaters this season. Down in Manteo, N. C., the Civilian Conservation Corps and the Federal Theater Project are working together to present Paul Green's *The Lost Colony* for Southern folks' delectation. The Long Island State Park Department, agency of New York State, will share in what fortunes may come upon the Gallo-Shubert productions at Jones Beach. These outdoor operettas start June 25, with Lucy Monroe in the prima donna role of *Three Waltzes*, at the Marine Stadium.

To the Southwest, government participation is not official, but its pressure is felt in the new enterprise of the Southwest Summer Theater at Kerrville, Tex. Under the guise of an all-State plugging, that section will have its first end-of-the-pasture theater June 25. In a roof-for-Texas policy, the theater will stress plays by Lone Star authors, about Texas, manned by Texans. For the six-week season there'll be three shows a week—Friday and Saturday nights and Saturday matinee—at a 40 cents per. Names behind the scheme include Barnett McFadden, Clemon White, Ramsey Yelvington and Edward B. Cope.

Among the summer stock groups trying to string along without Uncle Sam's assistance, guest names and schedules are well established. At the Ridgeway Theater, White Plains, Richard Hale, Edgar Stehl, Brenda Dahlen and Hunter Gardner will top the cast for *Muric* at Evening, a first play by Robert Nathan. Directors Marie Louise Ekins and Edward Massey will present the number August 8. Opener June 27 will be *AH Wilderness*.

Line-up for the Mohawk Drama Festival at Union College, Schenectady, between July 13 and August 27, includes *David Harum*, *School for Scandal*, *Much Ado About Nothing*, *Trilby* and *High Tor*. Name attractions will include Walter Hampden, Fred Stone and Jean Muir. Will direct James M. Cain's *Play, 7-11*. At Cohasset, Mass., Alexander Dehn

August 22, as a preliminary to a Broadway debut for Richard Aldrich.

When the Vineyard Players inaugurate their 14th consecutive season July 4 with *The Man From Castro* at Oak Bluffs, Mass., the company will be headed by Phidelah Rice, Eleanor Phelps, Jessica Rogers and John Rowe. Clifford Brooks will direct.

To achieve something different in summer theater attractions, the Rockridge Theater, Carmel, N. Y., is preparing to combine dramas, music and the dance. The ball starts rolling on the variety plan, with Grace Moore featured in the opening concert June 19.

Policy at the Westport (Conn.) Country Playhouse this year will alternate new plays with Broadway successes on a weekly schedule, starting with *Foot's Hill* and *Accent on Youth*. Following come *Dame Nature*, Ned McCobb's *Daughter*, *The Inner Light*, *Mirror for Children*, *Toscerich and Reiss*. Shows will alternate also between Mt. Kisco and Westport, where Onslow Stevens heads the resident company.

The Roadside Theater opens Monday with *Sweeney Todd*, the *Mud Barber of Fleet Street*. Most players in cast have appeared in Washington Civic Theater productions during the past season.

At Bailey's Cross Roads, Va., the Cross Roads Theater is under way with Philip Barry's *Holiday*.

Fred Stone signed for the title role of *Lightship* at the Cape Playhouse, Dennis, Mass., week of July 18. Week of July 23 Phil Baker will step into the Alfred Lunt part of *Idiot's Delight*.

Stony Creek Playhouse, 12 miles northeast of New Haven, Conn., will open its season July 4 with *Scapino* and will close September 3. Schedule includes a couple of new ones, *Dear Family* and *Purely Accidental*. William Herz, casting director of the Mercury Theater, is the manager; technical director is Francis Y. Joabnes, well-known architect, who likes to dabble in things theatrical, and the direction will be done by Alan M. Fishburn. No casts set as of Saturday (11).

CHICAGO, June 11.—Plays to be produced in the Victorian Coach House, Oconomowoc, Wis., this summer by Thoda Corroft are *Prospect Avenue*, by Ashton Stevens; *Love on the Equator*, by Thomas H. Ussell; *Searchlights Cross the Moon*, by Edna Prather Holmes, and *Princess—Ltd.*, by Everett Glass.

Players signed for engagements include Margaret Waller, Joseph Macaulay, Winston O'Keefe and Katherine Krug. Mildred McDonald, of Milwaukee, will act as business manager. Initial show gets under way week of July 19.

# Stage Relief Gets \$36,624

### 20 benefits during year—6-year total now \$238,480 —"Right" scores top gross

NEW YORK, June 11.—Stage Relief Fund finished its sixth season with a gross intake of \$36,624, gathered from 20 benefit performances of successful Broadway shows. Benefit season of the Fund started September 14 with a special showing of *Babes in Arms*, and wound up May 29 with *What a Life*. Adding up the take since then, Fund statisticians emerge with an \$1,631 average for the 20 charity shows.

Nine of the performances were responsible for most of the take, grossing more than \$2,000 each. Season's high—and, in fact, an all-time high for the Fund—was the benefit given by *I'd Rather Be Right* at the Alvin, which pulled in \$3,484, no less. Season's high for dramatic shows was scored by *Susan and God*, which pulled \$2,588 to the Plymouth b. o.

In addition, the fund got \$1,233.85 from the sale of programs at the 20 performances.

So far, in its six years of existence, Fund has had 180 benefits, and has grossed \$238,480. It was organized in December, 1932, when the depths of the depression first began socking the profession, and has come to the aid of thousands of actors. In its six years of operation \$10,207 of the money it has handed out has been returned by the players to whom it had been given, after they got jobs for themselves, and has been used by the outfit to help out that many additional cases.

The executive committee is still made up of Rachel Crothers, John Golden, Brock Pemberton, Antoinette Perry, Sam H. Harris, Jane Cowell, Marc Connelly and Minnie Dupree. Ashley Miller is executive secretary and Mary Horne Morrison is case supervisor. Sunday benefits will be resumed in September.

## Ann Arbor Fest Ups

DETROIT, June 11.—Special series of productions at Ann Arbor, directed by Helen Arthur, is showing a steady build-up, with nearly a sellout house for opening of *French Without Tears*, starring Doris Dalton, this week. Better weather has been a factor, as this series at the Lydia Mendelssohn Theater is drawing considerable out-of-town trade this year, with the weather conditions just right to allow driving from as much as 75 miles away, bringing in an additional crowd sufficient to fill the house.

## New N. O. FTP Head

NEW ORLEANS, June 11.—Appointment of Edward Dillon as director of the Federal Theater Project in New Orleans to succeed recently resigned Walter Armitage was announced this week by Joseph Lentz, regional director of the project. Dillon has been associated with the New Orleans movement for more than two years. He directed *AH, Wilderness*, which has been such a success here its performance has been extended to a total of three weeks.

## BROADWAY RUNS

Performances to June 11, inclusive

Dramatic	Opened	Perf.
Bachelor Born (Lyons)	Jan. 25	161
Circle The (Harbison)	Apr. 13	51
Heartbreak House (Mercury)	Apr. 25	91
On Borrowed Time (Leop. See)	Feb. 3	181
Our Town (Mercury)	Apr. 13	169
Roma Service (Cort)	May 19	446
Shadow and Substance (Golden)	Jan. 26	150
Twelve Men (Harbison)	Dec. 4	1924
What a Life (Billings)	Apr. 18	71
Whitecoats (Shubert)	Mar. 22	94
Women, The (Barrymore)	Dec. 23	614
You Can't Take It With You (Booth)	Dec. 14	633

Musical Comedy	Opened	Perf.
I Married an Angel (Shubert)	Apr. 11	33
It Happens Every Night (Alvin)	Nov. 3	263
Two Rogues, The (Waldorf)	May 21	23

## What About Cigar Stores?

DETROIT, June 11.—Fred J. Et-tawagshik, of Harbor Springs, Mich., chief of the Michigan Indian Defense Association, has asked the aid of the American Legion in exposing professional entertainers who falsely represent themselves as Indians. Francis S. Wakefield, of Grand Rapids, chairman of the Indian Affairs Committee of the Michigan Department of the Legion, has been asked to assist.



# From Out Front

By EUGENE BURR

With the season at an end, with this column's somewhat controversial list of 10 best plays duly chosen and published, with the accustomed vernal thank-yous to players already offered and with nothing on the immediate dramatic horizon, the time would seem to have come to embark on that most perilous and foolhardy of all critical occupations—the choice of the season's 10 best performances. It is a choice which offers many obvious difficulties, to which is added another and even greater one—the large number of outstanding performances with which the season was blessed. It is, of course, the usual thing to say that many performances other than those listed deserve mention—but this season, amazingly enough, it happens to be true. It's almost impossible to pick 10 or 20 or even 30 performances out of the many fine ones displayed before Broadway's fishy eye this year.



EUGENE BURR

There are, in the first place, four acting jobs which must be mentioned apart from the rest because they are not, strictly speaking, in quite the same category as the others. They include the magnificent work (no news of course by this time) done by Maurice Evans in the title role of *Richard II*, a hangover—or return—from the previous season; the heart-warming, hilarious, beautiful and brilliant series of Sunday evening concerts offered by Cissie Loftus; the startlingly splendid portrayal of the impossible Marchbanks in *Camelia* given by a young man named Lawrence Murphy

who, playing with the Irish Repertory troupe in an off-Broadway production, did an acting job that stood out among the performances of any Broadway season; and the amazing and beautiful work of little seven-year-old Peter Holden in *On Sorrowed Time*. It would be unfair to list young Master Holden's amazing achievement along with the work of adult players, for a child is unfit to be judged by the same acting standards used for grown-ups. This, I hasten to add, is not because children have potentially less acting talent than grown-ups, but because they have infinitely more. Young Master Holden achieved perfect art by discarding all art whatsoever—a thing he was able to do only because he is a little child, with all childhood's God-given lack of self-consciousness. Self-consciousness, that primary sin of acting, appears only with the first taint of maturity—(some children, unfortunately, mature early)—and that is why young Master Holden's feat couldn't possibly be duplicated by an adult actor. Which, in turn, is why it would be unfair to class him among them—unfair to them, that is, and not to him. Later on in life, as the body grows and the soul decays, art is needed to fill in the gaps left by the crumbling-away of natural and completely selfless make-believe; but art can never compete with the real thing.

There were at least half a hundred performances this season that were outstanding, and it is almost impossible to assign comparative places to excellence on a plane so high as this. Even with the first 10 picked, one reaches the somewhat staggering realization that every performance in the group is worthy to be the one best in an ordinary season. Therefore, the following listing is by no means definite even in my own mind; but it is at least roughly the order in which the performances fall in the opinion of one thoughtful and appreciative spectator:

(1) Ethel Barrymore, as the tottering centenarian, Gran Whitecock, in *Whitecocks*; (2) Edgar Stehli, as the snake in *The Greatest Show on Earth*; (3) Cornelia Otis Skinner, as the entire cast of *Edna His Wife*; (4) Lillian Gish, as Martha Minch in *The Star-Wagon*; (5) Frederick Lester, as Charles Donkin, the housemaster of *Bochezor Born*; (6) Mady Christians, as Hesione Hushabye in the Mercury revival of *Heartbreak House*; (7) Martin Gabel, as Cassius in the Mercury production that was billed as Shakespeare's *Julius Caesar*; (8) Walter K. Greaza, as the tropics-touched reporter, Harold Fraser, in *To Quito and Back*; (9) Dudley Digges, as Gramps in *On Sorrowed Time*; and (10) William Edmunds, as Dias, the simple, faith-filled peasant in *Siege*.

Miss Barrymore, as the 101-year-old granny of *Whitecocks*, offered the grandest bravura character-acting within the memory of this reporter; and her death-scene, delicately and beautifully played yet possessing sledge-hammer dramatic effect, was one of the high spots of my entire play-going career. Mr. Stehli, as Slimy, the sly and venomous snake of a play about circus animals, offered an appallingly realistic performance, amazingly right and frighteningly effective, achieving his awe-compelling realism entirely thru great acting art rather than mere verisimilitude. Miss Skinner's acting tour de force, in which she played all the parts in the play and made even imaginary characters seem more real than many puppets played by flesh-and-blood actors, displayed in amazing proportions a theatrical talent as great as it is many-sided. Mr. Lester brought quiet and beautiful underplaying, urbanity, sparkling ease, brilliant technique and sympathetic understanding to a role that might easily have descended into sentimentality in hands less superlatively skilled.

Miss Christians brought her beauty, ability, commanding stage presence and subtle technique to the aid of a cardboard figure cut out by George Bernard Shaw, and turned the effigy into a warm, appealing, understandable and human woman. Mr. Gabel gave ringing sincerity, commanding technique, a sure knowledge of stage effects and a fine sense of the dramatic to a minor part in the Mercury *Caesar*, and made that part stand out as an important acting achievement; and at the same time, by the power of his art, he gave a body-blow to the pernicious practice of type casting, since he made the most believable Cassius I have ever seen, without possessing a single physical attribute of the popular conception of Cassius. Mr. Greaza, another who made an incidental part stand out by the power and the sincerity of his performing, brought sympathy, understanding and great honesty to a poorly written portrait of a newspaper man, and made his big scene in the last act one of the grandest acting moments of a grand season. Mr. Digges' detailed, authentic, lovable, immensely effective playing as Gramps has been generally acclaimed, and deserves all the honors that have been heaped upon it. Mr. Edmunds' portrait of a naive, simple, God-loving peasant enmeshed in the horror and turmoil of war was one of the most masterful pieces of character work in seasons; and in addition Mr. Edmunds, faced with a long and atrociously written speech filled with false sentimentality, delivered it so beautifully and so sincerely that he held his audiences spellbound. That last is probably the season's greatest one-scene accomplishment.

But with the first 10 picked others clamor for attention—and most assuredly deserve it. So two more dozens will be listed. The second 10, then:

(1) Ina Claire, as Nancy, the Duchess of Hampshire, in *Owce Is Enough* (the most glittering high-comedy performance of the season); (2) Martha Scott, as the girl in *Our Town*, a tender and beautiful portrait; (3) John F. Hamilton, as Candy in *Of Mice and Men*, an outstanding example of superlative character work; (4) Grace George, as Lady Kitty in the revival of *The Circle*, a display of brilliant acting technique; (5) James Bell, as the harried Job Williams in *Too Many Heroes*, an intense, sincere and finely dramatic portrayal; (6) Arnold Koff, as the last-act artist in *Save Me the Walts*, an incidental job that managed to stand out amid all the glitter of one of the finest casts of the season; (7) Alice Ann Baker, as Mrs. Scanlon, the grief-wracked mother of *Stop-Over*, an amazing and beautiful performance in an all-but-unplayable role; (8) Joseph Buloff, as Zelmiano, the insurance general in *To Quito and Back*, a detailed and fascinating character-study;

(9) Kent Smith, as Matt Grogan in *How To Get Tough About It*, a forthright, believable, effective performance, finely in character; and (10) Tallulah Bankhead, as Elizabeth in the revival of *The Circle*, Miss Bankhead's first—and excellent—attempt to shake her annoying mannerisms and emerge as an honest and effective performer.

And the third 10:

(1) Vaughan Glaser, as the perniciously unctuous churchman in *Many Mansions*; (2) Louis Calhern, as Kane Eaton in *Robin Hood*; (3) Harold Vermilyea, as the unfortunate Bovary in the dramatization of *Mme. Bovary*; (4) Dennis King, as the gentleman with a heavenly spouse in *I Married an Angel*; (5) John Williams, as the insipid, self-seeking and extremely hard-to-play curate in the dramatization of *Barchester Towers*; (6) Van Heflin, as the upstanding young fireman in *Casey Jones*; (7) Edith Barrett, as Sybil in the Mercury revival of *The Shoemakers' Holiday*; (8) John Emery, as the love-fuddled young dictator in *Save Me the Walts*; (9) Robert Shayne, as Benny in *Whitecocks*; and (10) Lloyd Gough, as the schoolmaster in *Shadow and Substance*.

All of them, I reiterate, should be on a list of the season's 10 best performances. The differences between the three listings is infinitesimal, so let's consider it a single line-up of 30, and let it go at that.

But even so there are many more whose names deserve mention. Originally, as a matter of fact, there were 64 names, no less, on my list of the season's "10" best performances, so general was the excellence of the year's acting jobs. It would have been nice if the plays had been as good as the acting.

## IATSE HITS

(Continued from page 3) periodically to report on feasibility of local autonomy.

Convention opened Monday, William Green, AFL president, addressing 900 delegates with a bitter attack on the CIO and on government spending. Brown: Dan Tracy, international president of the Electrical Workers; John Coffield, of the United Association of Journeymen Plumbers and Steamfitters, and M. J. Collieran, of the Operative Plasters and Cement Finishers, were international presidents attending. Sidney Kent, president of the 20th Century-Fox Film Corp., told delegates motion picture industry went thru last depression and will weather this one with less damage to labor than any other major industry.

Other speakers before the convention were Senator Robert Buckley, Municipal Judge Matthew M. Levy of New York and William C. Elliott, of Cincinnati, past president of the IATSE.

## WHB, WDAF

(Continued from page 5) mine if another steel transmitting tower should be built to replace the one virtually destroyed in a windstorm here Monday. Station was off the air 10 hours after the 256-foot vertical steel tower toppled. Roy C. Barron, engineer, barely escaped injury. WHB, thru Don D. Davis and John Schilling, and WDAF voluntarily loaned the crippled station transmitting apparatus. Marked the first time the station ever had been off the air for more than a few minutes. Lightning also kept WDAF silent for nearly three minutes. NBC web shows falling to come over telephones.

KMBC tower may be rebuilt, but engineers admitted they believed the base had been weakened too severely and that a completely new tower may be the only answer to the problem.

## AFM SEES

(Continued from page 3) and effects is threatening continued employment in radio and other fields of many members. Local 802 alleges. Resolution states further that the instrument is being offered as a substitute for ensembles and in some instances has brought about a reduction from 30 to 10 in number of musicians employed. Delegates believe that inasmuch as a certain degree of skill is required to play the Hammond organ, union has an opportunity to control the new "organace" by taking jurisdiction over the player, and that AFM influence in radio likewise offers additional means to combat the threat.

Incoming International Executive Board will be instructed to study the facts surrounding the use of the new organ and take steps to the end that "live music be not displaced thereby." Hammond company, thru its advertising agency, J. Walter Thompson, had no comment to make regarding the proposed curb on its product, preferring to await developments.

Hammond once before was the object

of much criticism when churches buying organs objected to the fact that the same company was also selling to night clubs and liquor-dispensing spots.

## MORE TROUBLE

(Continued from page 4) berthip and a three-month good standing rating for members seeking nominations in the union.

Consensus among the boys and girls is that August is a bad time for membership meetings anyway, since most of the legit folk are out of town until the middle of September. There is talk, consequently, of embodying in the constitution a change in the annual meeting date.

New York press agent group in particular is troubled by union's desire to make transferability from one chapter to the other easy and inexpensive. Legit press agents have a \$186 initiation fee at the moment, and are reluctant to allow other press agents whose new group fees will be very small to barge into legit provinces at no cost.

## PROPOSED CHANGES

(Continued from page 6) according to Frank Gillmore, Four A president.

Several amendments proposed by members of the Four A's would grant supervisory jurisdiction to the parent international, thus insuring a closer coordination of efforts between all the branches.

Because of the low balance in the Four A's treasury, said now to total \$11,000, an amendment to raise the per capita tax of \$1 per member to a sum slightly higher is now under consideration by the constitutional committee. The belief is that the ante will be doubled.

In order to effect the changes proposed the locals must report a majority in their favor and the Four A's board must pass upon the amendments by a two-thirds majority. Since there are no serious differences of opinion among the board members it is expected that the amendments will go thru with a minimum of haggling.

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## Fischer Still Wants N. Y. Nitery Outlet

NEW YORK, June 11.—CHIFFORD C. Fischer, who had the French Casino shows here, is returning next month to look around for a new local spot. His agents have been giving several theaters the once over and are understood looking for a spot that provides a degree of intimacy, along with production facilities.

A plan to put Fischer shows into the International Casino fell thru because of the limited stage. Fischer doesn't want to go back into the former French Casino even if Billy Rose pulls out in the fall. Fischer now has a spectacle show running at the London Casino and would like to bring it here in the fall. A local spot would enable him to alternate show between London and New York. He is also running the Ambassadeurs, Paris, but it uses only a troupe of George Hale Girls and a few acts.

Meanwhile the plan of Fischer and backers, including Gregory Taylor, to take over the Center Theater appears dead, it being understood that the Radio City interests dislike idea of a sexy show of the Fischer type going into that theater. Kurt Rohlfachek, of French American Productions, Inc., is now dickering for the Center Theater as a site for straight vaude, but nothing is set as yet.

The International Casino, in the meantime, has asked for a few more days to file its plan for reorganization, originally due June 15. If it does and the plan is approved it will be the first major local night club to survive a 77b reorganization. The Paradise also hopes to be the second, if not the first, big spot to pull thru a 77b shake-up.

## Clip U. S. Acts Playing Poland

LODZ, Poland, June 11.—Acts traveling thru Poland are being harassed by the heavy income tax laws and the foreign labor quota which is rigidly enforced, yet manipulated by proprietors to serve their own ends. By time the authorities finish applying the 8 to 10 per cent tax law acts find themselves minus 35 per cent of their salaries.

Hacker and Sidell, latest victims of this situation, are planning to sue the management of Tabarin-Dancing for the salaries on an unexpired contract which they are not allowed to complete because this town has used up its artist allowance.

After playing at the Tabarin for eight days the team was sent on a 13-day tour by the management. Upon its return to finish its agreement the team was informed that the club couldn't renew the labor permit and that no more pay was due it. To add to its troubles the team is having to pay lawyer fees in advance, trusting to victory for reimbursements from the defendants.

For July Hacker and Sidell will be at the Argentina in Athens, Greece. They will return to U. S. in August.

## Direct Booking Gets Agents Mad

DETROIT, June 11.—Class acts are resorting to direct booking in an effort to circumvent agency commissions, according to local bookers. In an increasing number acts have stated their supposed minimum fee to an agency and then were found working for less at some spot, booking directly thru the night club manager.

One boomerang of the practice has been that individual managers have a peave against the agent who had in at least one instance reported that the act in question could not be bought below their stated minimum of \$60, but the act offered to book direct for \$75. In some cases acts have canceled bookings on the grounds of alleged illness and then played another spot.

Agents claim high Detroit license fee of \$200 entitles them to protection. Under local regulations acts are not allowed to book direct.

## Name Bands for Bon Air

CHICAGO, June 11.—Possibility of name-band attractions at the Bon Air Country Club, leading summer spot, is being considered by Bill Johnson, to follow the current engagement of Jack Benny. With few star acts available, the club will continue to exploit see bands as the leading stimulant for patrons around this area. Ted Lewis and Ben Bernie are among those discussed for future dates.

From the present outlook, the Chez Paree will continue to be the only spot in the Windy City territory to use night club headliners. Nitery is only one around paying four-figured salaries for star acts.

## Hale Girls Sock At Ambassadeurs; Other Paris Bills

PARIS, June 6.—George Hale's New York Paradise Girls are show-stopping at the Ambassadeurs with the best ensemble Paris has seen in a long time. Dorothy Felton, a classy blonde, is leader. On the same program and going over in a big way are the Cubans, Hermanas Anacoña; Irene Karinsky, who has a soprano voice with music in it, and the graceful Grace Poggi, who is well liked. Kitty Mara goes to town with her partner, a chimpanzee, that is a wow. The English juggler Bebia shows his wares to a rock hand, and the acrobatic Bredwins have their usual

success. Lucienne and Ashour, a splendid dance team, put on an apache that is a honey. Eddie Oliver's Orchestra furnishes well-liked music.

The bill at the Petit-Casino is heavy with poor singing. Suzette and Casier, in a novelty musical act, and Dilla and Risco, with acro dancing, are both outstanding acts. Others on the program are Lauriat Lordy, musical; Ladjji, contortionist; Arlys, dog act, and Bretto, a comic. Seven singing numbers round out the bill.

Fishel is tops at the Bobino, small nabe spot. Featured are Monty, Christiane Mere and Zibral. Others are Jani Mascow, Laurice Lallier, the Three Norwich and Miss Okabe.

The ABC big-time vaude spot is showing the last variety bill of the season. Three weeks of review will follow before closing. Lucienne Boyer is tops on the present bill. Good novelty numbers are Max Rivol and Benoitte Lab, comic sketch; Four Wilkies, acro dancing; the American Mackey Twins, showing some good hoofing, and Avila and Niles, ball-room steps. There are Paul Berry, whose juggling is well known in America; Stello, chant; Paul Marinier and Daniele Clerice, patter and song; Nadia Daisy, of opera fame; Wiener and Doucet, classics on the twin piano.

## Swiss Club in Tacoma

TACOMA, Wash., June 11.—Reminiscence of Switzerland, a new Swiss Village has opened here under management of the Reichmuth family. Charley Schaffer, who has handled emcee at night clubs the past 11 years, will direct entertainment features. Swiss, Scandinavian, old-time and modern music will be featured.

## As I See It

By DAVE VINE

**THE LAUGH ROUND-UP.** . . . When Brooklyn baseball fans go to Ebbets Field to see the Dodgers play they have to pay an amusement tax, of all things. . . . And talking of taxes, income tax "blanks" were well named this year. . . . Extra—they want to sell the Sixth avenue "E" to the city for many millions of dollars. The city can have my part of it for nothing.

**OVERHEARD** at the 47th street police station. An officer asks a sad-looking drunk. "What's the matter?" "Had an accident." "What kind?" "Lost my luggage." "How did that happen?" "The cork came out. . . . In a 52d street cafe: "That fellow playing the piano should go places." "Where?" "Anywhere there isn't a piano." . . . Talent scouts are breaking their necks looking for picture finds when all they had to do was to go to Loew's State Theater last week and see Betty Bruce dance. She is a find if there ever was one. . . . No wonder women's minds are cleaner than men's—they change them oftener.

**EARLY TUESDAY** morning in front of the International Cafe: A panhandler tries to beg two-bits from a Broadwayite. The Broadwayite pushes him aside with. "Go on, you bum." The broken-down one nifties. "How do you like that, him calling me a bum? You big phony—you could play the lead in Tobacco Road in your street clothes." . . . Things to think about: Less than one-third of the world's population is white. Strange, isn't it? And more so when you realize that perhaps only 10 per cent of the whites act that way.

**IN THE ASTOR BARBER SHOP:** "Do you want a haircut or do you just want the oil changed?" . . . Eddie Garr writes me that down in a little town in Oklahoma 1,000 men have signed an agreement to wear their old clothes two years longer on account of the high cost of living. That's funny; my whole family has been doing the very same thing and we haven't even signed an agreement. . . . Oddities: The magazine Life always has death pictures in it. . . . I guess the only way to keep capital and labor together is to keep them from meeting each other.

**OVERHEARD** outside the Yacht Club: "Hello, old top. New car?" The other voice: "No, old car. New top." It sounds screwy to me, but maybe you can tell me why they call it a shipment when it goes by car and a cargo when it goes by ship?

**READ THIS FAST:** The skunk think the stump stunk and the stump stunk the skunk stunk.

**READ THIS SLOW:** Many club bookers do the emceeing themselves on many of their shows, thereby cheating an emcee out of a night's work. But if an actor happens to tell another actor where he may get a night's work and it doesn't happen to go thru one of their offices they yell COP, and LOUD. Recently I got some acts for a police benefit and saw to it that they got paid for the night's work. I had no contract to put on the show nor did I even get paid for my phone calls.

Joe Franklin, of the Ed Newman office, and other bookers told people that they had complained to our editor and that they had me dropped from The Billboard's contributing staff. Well, here I am. . . . They also claim they are going to have an investigation. I second that motion. I think an investigation is very necessary. But I mean an investigation by the city authorities which might bring out some of the unethical tactics practiced by certain bookers. It seems it is often the fellow who starts the fire who wants to be the hero.

**THEY HAVE** just found proof that the world is 7482 years old. What I don't understand is how it got bailed up so quickly. . . . Well, anyway, at long last summer is here. Everyone has the urge to travel. But if you can't afford it don't brood about it. You can get pullman luxury right in your own home. All you have to do is crawl up on a closet shelf—stick a cinder in your eye—and turn on the electric fan.

## Night Club Management

By GEORGE COLSON

### Feature Bingo

CHIN and Chin Lee's, New York Chinese restaurants using floor shows for lunch, dinner and supper, are featuring bingo. Find it a good stimulant for business.

### Newspaper Men Stingy?

THE Casa Manana, New York, gives waiters 10 per cent of all on-the-out tabs (newspaper men mostly) on the theory cufos parties don't tip. This insures good service for the cufos, who are often very finicky about service.

### Pinlights Popular

MORE and more night clubs are installing overhead pin lights for tables where patrons want to read the menu and also for those who want to see what they're eating. For these tables a ceiling pin light is turned on without disturbing other diners or distracting from the floor show.

### Highest Night Clubs

THE Rainbow Room and Rainbow Grill, New York, are probably the only night clubs in the country that have their cellar 66 floors down (the rooms are on the 68th floor of the RCA Building). Patrons have to be brought up at an average cost of 10 cents per trip.

### Hit Fake Glasses

TRATE members of the Restaurant and Liquor Dealers of New York City are backing a bill introduced recently to the city council for standardization of the regular bar whiskey glass and minimizing the chiseling that is rampant with camouflaged glasses. Deception takes place thru use of a small glass that can be so camouflaged with a lot of glass that it appears to contain about twice the amount it actually does.

### Readhouse Uses Sailboat

MANAGEMENT of the recently opened Glen Island Casino, New Rochelle, has announced a new feature. A sailboat has been provided for the use of dinner and supper patrons who enjoy a sail on Long Island Sound. Spot has also built three additional landings for the convenience of parties arriving by private yachts.

### Old-Time Films Banned

FAD that has swept so many night spots, that of showing old-time films between regular floor shows, has been banned in Detroit by the fire department.

### Ice Coffee Stunt

NEW YORK hotels are inaugurating an Ice Coffee Week and in conjunction with it will run off a beauty pageant for the title of Miss Ice Coffee. Contestants limited to employees of the competing hotels.

### Chi Clubs Hold Shows

SHOW timetables, particularly in the Chicago neighborhood clubs, are fast disappearing, a measure used to increase business receipts, operators explain. Small spenders, who come in primarily to see a show, invariably come in a few minutes before the opening, buy a drink and make it last thruout the show. With no minimum charge in effect many of the checks total only between 25 cents and 75 cents each.

Last month a couple of smaller Chicago spots changed policy by putting on a show only when a maximum crowd was in. In one club, its emcee reports, the receipts one night were increased some \$75 due to additional sales made by delaying the presentation of the shows.

### Palumbo Takes A. C. Spot

PHILADELPHIA, June 11.—Frank Palumbo has taken over operation of Henault Gardens, Atlantic City. His brother, "Chief" Palumbo, will manage the shore spot until Frankie closes the local nitery for the summer.



**Royal Palm Roof, Biltmore Hotel, New York**

Definitely set as a pet of the sedate wealthy patronage here, Horace Heidt and his entertainers are back for their second summer on the roof after a 10-day layoff when the downstairs room ended its winter season.

Heidt has become a real attraction here and after two seasons in the hotel, except for brief theater and ball-room tours, he returns in September for another run. Closes here July 15, with Harry Owens and Hawaiian Band succeeding him for the rest of the summer. The roof has been redecorated into a Hawaiian setting (palm trees, bamboo walls, twinkling blue heavenly ceiling, rippling ocean background and even an artificial rainstorm). Formerly a severe room, it is now a rather intimate and warm-colored spot, with Heidt's band fitting in just right.

Heidt emcees and leads the band, pacing the genteel buffoonery cleverly. Altho the opening show Thursday was rough, it will undoubtedly straighten out. Heidt's informal warm-up personality and his knack of greeting casually the dignified patrons does much to put him over solid.

Musically, the band is more than eh. It dishes out rhythms that lure them out on the floor until it's packed. And the music is good for just listening, too. Heidt stages a half-hour show in which bandmen and straight entertainers trot out their talents.

Lysbeth Hughes plucks the harp and sings sweetly pop, operetta and opera arias. Three Kings, pretty girls, provide band vocals and are plenty busy. Larry Cotton's expressive tenor voice is a standout. Charlie Goodman lends his interesting baritone to many numbers, while bass Bob McCoy makes a solid impression every time he sings. Jean Garette, blond dancer, does a couple of acceptable routines. Red Ferrington and Art Carney (mimic) do comedy numbers. Jerry Bowne (trumpeter) does comedy bits, too. Peggy Pope contributes vocals with the band.

But it's not the individual enter-

tainers who stand out so much as it is the group as a whole. About 40 altogether, they give the impression of a versatile, happy, eager-to-please crowd of youngsters. The array of smartly arranged songs, embellished with special vocal, comedy or prop effects, is sure-fire. Frank Devol and Ralph Wingert are doing the arrangements and among their best are *When They Play the Polka*, *Margarita*, *Pipero*, *Martha*, *I'll Still Be Loving You* and *Oh, Mama*.

Novelty entertainment is provided by Red Cassidy, champ baton twirler, and Agnes and George, lively Shag dancers, along with two other Shag couples. Operatic arias, sung by several of the singers, are another welcome novelty.

Heidt has a couple of NBC wires from this room—NBC Wednesday and Saturday nights. Also has his Tuesday night commercial and his Brunswick recordings.

Band is managed by MCA, with Art Thorsen as Heidt's personal rep and Rudy Frank the press agent.

Dinner is a la carte and supper has a \$1 week-day couvert (but \$2 Saturdays).  
*Paul Denis.*

**Walnut Room, Bismarck Hotel, Chicago**

One room that is far from the madding swing craze after-dark hours, for Managing Director Roy Steffen would have it so. As a result business during late hours is slow, and sedate entertainment policy has been attracting only that portion of trade seeking relief from Big Apple environments.

Pinky Areth's five-piece combo is playing pop music of the more sentimental variety and has been specializing in concert sessions, particularly at dinner time. An outfit of veteran musicians who have a large repertoire by old masters that delight the older crowds.

New show features Frank Payne, mimic and emcee; Carla and Fernando, Mexican dance team, and Gloria Faye, band's vocalist. Payne has improved considerably in the last few months, particularly in the presentation of his characters and generally likable way of emceeing. Does a dandy Charlie McCarthy for his fill punch.

Carla and Fernando do native work skillfully. Did an original Mexican castanet number that was commanding and a lighter Spanish routine to *Pi-Pi-Ti*. Costumed pair make a colorful appearance, with the girl, in particular, very easy on the eyes.

Irvin Kummer, violinist, offered a classical solo at the opening, and Gloria Faye, Areth's new vocalist, impressed with a trio of pop tunes delivered with gusto. Kid is a striking brunet and a pretty fixture on the band stand.

Adjoining room, formerly part of the Walnut, is now reserved for private parties that can both benefit by the attractions in the main dining room and still enjoy privacy. Otto Harding is the affable manager, with Bill Padgett continuing as p. a.

Jimmy Duke's Orchestra goes in June 24 for the balance of the summer.  
*Sam Honigberg.*

**Queens Terrace, Woodside, L. I., N. Y.**

One of Long Island's year-round spots for entertainment, it has the basement level and club proper comfortably air-conditioned for the summer trekkers.

Current fare has been judiciously pruned to summer lightness, both in quantity and content, featuring the loony antics of Nina Olivette and Dmitri, dancers touched; Murray and Alan, risqué harmonists; Bebe Stiles, vocalist; the Boots McKenna Girls and the music of Jimmie Grosso. With limited material and certain handicaps the show was creditably put on by Buster Keim, right-hand aid to McKenna.

Perhaps compensating for any lack in lavishness of show is the unusual visibility afforded patrons. Room is circular and the seating is tiered, clear of obstructions and in addition the circular dance floor is raised several inches. Capacity is well over 800.

Alan, of Murray and Alan, emcees and, altho he has no distinctive qualifications for the duties, he is able, with the help of several routines by the McKenna line, to adequately cement the structure of the production. The line

shows plenty versatility but could improve on precision.

Harmonizing in loud and high-pitched tenors, Murray and Alan please with several renditions, all in comedy vein and slightly bluish. Hardly gifted as vocalists, they hold attention with catchy material and delivery and manage okeh on applause.

Bebe Stiles shuns the microphone for her brace of numbers, displaying a powerful soprano of fair flexibility and expression in standard pop selections along musical comedy lines. However, she pays good common stock dividends, for the triples between her floor choros, band vocalizing and piano ramblings during intermissions.

Steering clear of any subtlety, Olivette and Dmitri plunge right in and make mimesis of this business of ballroomitis, but the turn is done to a well-brown and zesty hash. Altho replacing rough-house and low comedy for the customary sly satire, the burlesque does not suffer at all in the way of laughs. Smoother co-ordination achieved and better routinized since last viewed, it is still mainly the comedy work of Nina Olivette that carries off the brunt of the balmy buffoonery.

Grosso's Band, a recent addition, does well with the dance music but had considerable trouble with show accompaniment.

At the street level bar, and performing from her perch atop the center of the bar, Helen Osborne obliges with request ivory tickling.

Two shows nightly. Minimum 50 cents week days and \$1.50 Saturdays and holidays. Ira Morris handles press relations.  
*George Colson.*

**Black Cat, New York**

Said to be one of the oldest night clubs in New York, this Greenwich Village spot is suffering from the periodic summer lull, diagnosed by night club physicians as "business anaemia."

The lack of patrons may have a great deal to do with the lack of enthusiasm on the part of the performers, because the colored show is pretty bad. It is no "hotter" than the few allegedly pornographic songs warbled by the mistress of ceremonies.

Amanda Randolph, emcee, doubles in everything from piano solos and introductions to dancing with the band during a jam session. Minerva Johnson and Virgy Scott fail to make any sort of an impression with their singing.

Dotty Rhodea, hula dancer, gyrated her rear anatomical growth from her heels to her hairline. But the only signs of real life displayed were the Tierney Brothers with lively dances, cou-

pled with specialty tap acts, and Basil Millington's swing band, who played extremely well but not nearly long enough.  
*Sol Zeit.*

**Blackhawk Cafe, Chicago**

Find us a spot that's doing great business these days and we'll shower the responsible party with unlimited praise.

In this instance it is Bob Crosby and his swinging Dixieland Bob-Cats attracting droves into the Blackhawk. Otto Roth's popular Loop nitery. Band came in on an eight-week contract and drew a six-month extension that will hold them until October. And the check receipts have been equally encouraging both week days and week-ends, with a changing trade in on \$1.50 and \$2.50 (Saturdays) minimum.

Their following is strong among the young set, their type of swing having tremendous appeal. The Bob-Cat Club, a Sunday afternoon feature when the boys cut up, is an added business attraction. Dance sessions are unusually entertaining, the band turning them into a continuous show really rather than letting them pass as stock assemblages of pop tunes.

Individually, several of the band members are bright features. Crosby makes a youthful and clean personality frothing the boys and pitching in with frequent vocals. Eddie Miller is fast turning into a singing comedian and goes over great with the swing-loving crowd. Bob Haggart and Ray Beidus, with their respective bass and drum specialties, are matured musicians and together furnish novel musical specialties. "Happy" Lemarr is another of the popular-type vo-

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callers who fits in handily during shows and dance sets.

Marion Mann, only femme member, is both a decorative and talented bandstand feature. Girl delivers with a radiant personality and a voice that is quite pleasing.

Floor shows are presented twice nightly, with two outside acts bolstering the Crosby aggregation. When caught a new swing dance team (Hal and Honey Abbott) came in on a last-minute notice and were handclapped by lack of band rehearsals. A single dancer, Macloria Ruiz, made a vivid impression with a couple of native Spanish routines, one an interpretative dance of a bull fight and the other a gay, coquettish affair to *Ti-Pi-Tin*.

Crosby ork is on WGN-Mutual nightly except Tuesdays, when a relief band pinched. Broadcasts are capably announced by Edward Allen and will probably prove their best town orner when the boys are ready for the one-nighter circuit.

Lou Cowan office handling publicity for the spot. Sam Honigberg.

**Palomar, Los Angeles**

Business is on the upgrade here with Buddy Rogers and ork after a few low months. Rogers really surprised at this spot, doing first-rate biz.

Show includes Hillis and Flint, adagio team. They work well together and while their stuff isn't sensational they fill in nicely. The femme is a brunet and very easy on the eye.

Lola Torres' Barcelonians do a fast tumbling act. Typical vanda closing act; lots of flash.

Hudson Metzger Girls are consistently good. The gals have put in three and a half years at this spot. There are 12 femmes in the line, nice appearing and all of them good dancers.

Rogers carries several of his own entertainers. He himself works hard, has a pleasing personality and in spite of what the wise guys predicted has been a good draw here. Jack Douglas, who sings on the order of Cab Calloway, scored with his version of *Joseph Joseph*. Knows how to get the applause.

Bob Hannon, tenor, sang *Gold Mine in the Sky*. Possesses a good voice and went over well.

The girl with Rogers' ork is Marvel Maxwell. She has personality plus and is really all right when she sings *I've Got a Guy*.

The best novelty number pulled by the band is a "strike," in which the ork members demand to have Stokowski lead the band and parade with placards. This gives Rogers a chance to retaliate by playing every instrument in the band. Dean Owen.

**Cocanut Palms, Eastwood Park, Detroit**

Palms is offering about the best of the floor shows to be seen in this area this summer. Under management of Louis Myll. Rearrangement of the place puts Phil Skillman and band over on the side, with the show going on some dis-

tance away in the middle of this huge room. Skillman's band, a good dance favorite, does a first-class job on these "remote control" floor shows.

Jim Bennett and Ella Sears are producing the show for the third season, featuring the Cocoanuts, eight-girl ballet. Costuming gets a lot of attention here, with brilliant effect in each number.

The Three Arnolds, two men and a girl, prove the highlight of the show with two turns of acrobatics. The sensational repertoire of three-high feats is unique for night club acts. After doing a forward tumble from this position they climax by mounting three-high again, backward from their tumbling positions.

Fredericks and Dean provide the dancing of the program with a series of tap routines, including one to the popular *The Victors*. Dixie Dean does a solo military tap.

Frank Tracey officiates unobtrusively as emcee and sings a few numbers, best being *Two Bouquets*.

Skillman's boys do a clever version of Henry Busse's *Hot Lips*. H. F. Reeves.

**Gray Wolf Tavern, Youngstown, O.**

Scintillating Rae Samuels and her latest protegee, Mildred Law, are the sock attraction at Peter Meyer's spot. First appearance here of the former local stage star. Has a repertoire that surpasses any she has ever presented here and easily earns her title, "Blue Streak of Vaudeville."

Le Blanc and Du Charne do French comedy and ballroom dancing. They execute some difficult steps and introduce several new routines.

Danny White has returned as emcee. Muriel Kretlow Girls are setting somewhat of a record for line presentations with new and novel numbers every week.

Fran Eichler, present baton weaver, will be supplanted by Lee Leah June 18, when Lee closes at the Hotel Ohio.

Gray Wolf biz, with Samuels as headliner, zoomed to a new high for recent weeks, management deciding on big-time acts thruout the summer.

Res McConnell.

**Armando's, New York**

Decidedly more a restaurant than a night club, but using an orchestra for the enjoyment of diners, Armando's is one of the class cafes in the East Side society belt, where the discriminating (and the rich) may indulge in the best of food.

Ben Weidon and band, four pieces, provide the music. While their speciality is "swing rumba," the temper of the crowd is first sized up and if it appears that the customers want to relax they play soft restful music. If, however, the crop of deb and their dandies appear to be itching for hot licks and boleros the band lets loose.

A smart piece of showmanship is the house organ, Armando News, edited by Larry Gordon, press agent, and recording the activities of its customers. A cute bit of nonsense, proving that the printed name is a neat method of pleasing the collective ego hanging around a spot.

Armando, the proprietor, is always on tap to keep the patrons satisfied. Gastronomically the place is tops, with prices a little steep for the average income but ok for the type of patrons who come here. Sol Zeit.

**Mary Murray Room, Hotel White, New York**

Intimate in tone, subdued and restful in decoration, this cocktail lounge offers to its customers a daily sprinkling of entertainment plus a weekly "Tuesday Rendezvous" party which features "guest artists," such as they are.

Current is Cassandra, mentalist, who does a short but effective act. Vincent Paige, her assistant, circulates around the room soliciting questions, which are "mentally telegraphed" to Cassandra. She not only guesses the question but also ventures an answer. Patrons for the most part consist of upper strata dowagers who fall hook, line and sinker for anything psychic. Cassandra satisfies this feminine idiosyncrasy efficiently, as she is full of vitality, charm and showmanship and appears to know her business quite well.

Also entertaining is John Upman, baritone, with a matinee idol personality and a genuinely pleasing voice. Rendition of *Old Man River* caused the ogling females to pay less attention to

**Bureau Very Moral**

WASHINGTON, June 11.—Social Security Division of the Bureau of Internal Revenue respects some public morals.

It does not recognize as part of the taxable wage of girl performers tips received "for being nice" to and mixing with male patrons. This is an opposite attitude from that of the income tax division, which collects even on such moneys.

**Heart of Missouri Not So Hot for Night Club Talent**

JEFFERSON CITY, Mo., June 11.—Nitery followers locally have often complained that high-class entertainment is practically nil. Real trouble, however, seems to be with clientele rather than performers, since this section dislikes paying for truly good shows. The Big Top, Swingsland, The Diner and Madison Rathskeller, top niteries, rarely have well-known entertainment either in shows or band.

Big Top books independently in the main, the Manager Carl Lane has booked some with Grover Rose, St. Louis. Local talent forms big part of present show. Gross is less than \$400 weekly. Doyle Young's Band draws down about \$115 and floor show \$30.

Emory Bowman's Swingsland has dispensed with floor show. In the past floor shows here have lacked entertainment value. Eddie Taylor's Orchestra, six pieces, takes about \$115 weekly from an estimated \$300 gross.

Stewart Harold Muir's niterie, The Diner, grosses near \$250 mark, principally on meals. Has dispensed with show, too, with Freddie Lewis and boys, six-piece combo, pulling down around \$115, very near union minimum.

Rathskeller's gross is deep dark secret, but spot doesn't seem to be doing any better biz than the others. Salaries may run little better. Bookings thru Paragon Theatrical Enterprises, Kansas City. Rathskeller is only hotel spot of consequence locally.

Out-of-town popular resort is Musser's, located near Vacationland, Lake of the Ozarks. Bookings are erratic on floor shows. Don Gil's Orchestra, current, takes about \$125 a week, while Gil's Amateur Hour, broadcast over KOPRU-CBS by remote, is taking place of floor show at present.

At Kingdom City The Gables does good biz, but here again the management scorns shows on grounds they don't draw what they cost. Band pulls down probably \$150.

Bon-Ton, Bonnots Mills, makes no attempt at a show and confines itself to local talent. Gross and salaries both negligible.

Two places in Columbia, home of Missouri University, do nice business, but bands and shows have little to do with it. Gasbler's Black and Gold Inn, managed by Bill Capers, is strictly a student spot, grossing probably \$1,000 a week, most of it in meals. Spot advertises soft drinks only and pulls students by telling them they can "jolly" over cokes and dance to orchestra music on 20-cent date.

Harris Cafe, managed by Deck Millard, is greatly similar to Gasbler's, using almost the same sort of layout. Owners believe college studs would rather do their own swinging out than watch someone else doing it.

Situation thruout this sector isn't very promising for out-of-town performers, shows and bands, but a good booking agency with some talent, even unknown, could keep the territory up no end. Hard to pull crowds even for name performers, tho, and Columbia is only spot that can pay for top entertainment, that mainly because of students. Bands alone fare pretty well.

His looks and moe to his singing, George Beatty, comedian, and Paxton were last week's guests, with both well received. Paxton's memory act, such as reciting the 48 States in 12 seconds, is a strong type of intimate entertainment.

Low Cobby, pianist, accompanies the acts and also plays solos with a talented gift of music.

Service is good, drinks are modestly priced, and George McMurray, who used to be a newspaper man himself, is press agent. Sol Zeit.

**Club Talent**

**New York City:**

WILLIE AND EUGENE HOWARD and Winnie Shaw feature the show that follows Sophie Tucker's stay at the Riviera. Set by the William Morris office. . . . BOB BROMLEY and his puppet show opened at the Rainbow Room last week, booked thru MCA. . . . DAN HEALY is producing the Cotton Club show that moves into the Surfside June 17, which incidentally marks the first time a Cotton Club show has been offered anywhere else on this side. . . . THE HARTMANS can claim some of the plaudits when the Persian Room of the Plaza broke its all-time record last Saturday. . . . LORRAINE AND ROGNAN, dancers and comics, have been booked for the new show at Marden's Riviera, starting June 16. . . . RAMON AND LUCINDA now in their fourth week at the Havana-Madrid.

**Chicago:**

LEE SHERR, of the Sherr Brothers, is now residing in a trailer which he parks in various night club parking lots. . . . DIANE DENISE, singer, here auditioning for a radio show. . . . BON AIR COUNTRY CLUB switched to a Friday opening. . . . BILLY AND JOY SEVERIN go into Dutch's June 20. New femme partner is Joy Glynn. . . . FRANCES ALLE line opened at the Chez Paree, Omaha, for the racing season.

**Here and There:**

HANK LEWIS is setting some sort of record for continuous run at Matteo's, Stockton, Calif. The band there, Google and his Dragons, has completed its 36th month. . . . YEVO AND DORO, dance team, just returned from a European tour, have gone into the Coconut Grove, Boston.

PEDRO MORALES and Luis Martinez, balancing and tumbling act, formerly with Downie Bros' Circus, are in their third week at Casa Grande, Cincinnati, following an engagement at Kalleys, that city. . . . ZIG AND ZAG are in their fourth week at the Vendome Hotel, Evansville, Ind., booked by Dick Stevens, of CRA, Chicago. . . . JIMMIE LACKORE, harmonics act, is at Rochester Hotel, Rochester, N. Y. . . . TED MERRINAN and his Hollywood Stars That Shine, second edition, has opened for a week's stay at the Clayton Casino, Thousand Island, N. Y., featuring the Three Whirling Bs, roller skaters; Miss Hollywood; Stan Gilbert, emcee, and Sherline and Aldyth, dance team. Merrinan's first unit sailed for London last week in charge of Jack Walker. . . . ST. CLAIRE AND O'DAY, El Olevé and Company and Clifford and Marice will sail for Australia this month. Acts are booked for 10 weeks on the Tivoli Circuit and will make an extended trip thru South Africa and England.

**MCA To Produce For Casa Manana; \$50,000 Required**

PORT WORTH, Tex., June 11.—A group of local business men have agreed to raise \$50,000 for guarantee and improvements to buildings for summer shows at Casa Manana.

Music Corp. of America is back as likely producer of show after Fortune Gallo, of the San Carlo Opera Co., had been called in last week to talk over propositions.

MCA's revised proposition requires a \$30,000 guarantee and about \$20,000 worth of improvements.

MCA's plans call for big name bands and specialty acts and a 52-girl chorus. Lew Wasserman, of MCA's New York office, would be in charge of productions. Jack Farrell, chairman of show group, says it will be no trouble to underwrite the show. A contract will be entered into by these business men with MCA June 18.

MCA plans to operate Casa Manana as cafe at well as open-air theater.

**Seattle Spot Opens**

SEATTLE, Wash., June 11.—The Jungle, on the Seattle-Everett, Wash. highway, north of this city, recently staged its spring opening with announcement of a new policy of dancing and floor show. Jimmy and his nine Jim Springsters, colored band, set.

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## Vaudeville Notes

**DICK POWELL** leaves Hollywood in three weeks to p. a. in 12 cities in conjunction with his new pic, *Cowboy From Brooklyn*. . . . **JAN PEEBCE** has just completed a short for RKO-Radio, *Garrison Show*. Also appearing in it are the Cotton Club Tramp Band, Thres De Lovelles and Clyde Rager. . . . **WLW's Reno Valley Barn Dance** began a tour of five States last week.

**BILLY COSTELLO** is now playing the *Thrivell*, Melbourne, Australia. . . . **HARRY LAUDER** is planning a tour of the U. S. and Canada. . . . **MRS. WALTER CRUTCHLEY**, former dancer, thought her daughter, Dolores, was kidnaped from her Clementon (N. J.) home several weeks ago and enlisted the aid of State police. Dolores was found several hours later—digging worms. . . . **ROY SEDLEY** and Madame *Ichli* head the new show at the Famous Door, New York, this week. Also on the bill are *Bee Kalmus*, *Fritz Clifford*, *Agnes Dwyer*, *Jean Jordan* and *Alexander's Ragtime Band*. Set by *Will Weber*.

**EVELYN FRECHETTE**, John Dillinger's ex before he was filled with federal lead, made a p. a. at the Strand, Richmond, Va., last week. . . . **PAUL PIERCE**, formerly of *Balantine* and *Pierce*, dance team, has joined the *Debonairs*, flash tap act. Will work the Palace, Chicago, week of July 8. . . . **THE NON-CHALANTS** will take a long rest on the West Coast after their engagement with *Sally Rand* in Denver week of June 30. Boys are going to Australia next January. . . . **BOB HOPE**, Jackie Coogan, *Seven Fredynas*, *Robinson* and *Martin*, *Al Gordon's Dogs*, at the State, New York, June 23 week, were all booked thru the *Simon Agency*, New York. . . . **JUANITA AND CHAMPIONS** booked to open in England September 1. . . . **FOUR FRANKS** go into the *Boxy*, New York, June 17.

## Lewis Socked With Stand-By in L. A.

LOS ANGELES, June 11.—Flesh shows take a bow at the downtown Paramount Theater June 16 when *Ted Lewis* brings his 28-people unit to town. The theater ran double features instead of vaude the past several weeks. . . . Some doubt was held at first as to whether stand-by money would have to be paid Local 47 by the Lewis outfit. Being here is that traveling band playing theaters must pay stand-by or k man for man. But as the Paramount yanked pit band over a month ago it was at first believed doubtful if stand-by rule would be used against Lewis. However, union officials declare that Lewis will have to pay stand-by money. . . . Lewis goes from the Paramount into *Topay's Boost* for a limited engagement. Band being booked by *Ed Fishman*, of *Rockwell-O'Keefe*.

## Chicago Clubs Fear New Ideas

CHICAGO, June 11.—Spots open for experimentation are dwindling, operators preferring to buy acts already accepted by night-life patrons. Several acts here with new ideas claim that they cannot land any try-out engagements because their work is unknown. Bookers, too, maintain that they cannot sell material away from the stock song and dance pattern unless the novelty acts already made a showing in vaude or have been around nighties. . . . *Dan Barone*, of *Colosimo's*, who holds frequent try-out nights for acts, has looked on a number of new-idea offerings but seldom reaches the contract stage with any of them. Even when one or more of the new fielders do score on "guest night" he fears that his regular trade will not accept them.

## Vaude for Rockford, Ill.

CHICAGO, June 11.—Great States Circuit added the *Coronado Theater*, Rockford, Ill., as another using occasional flesh. Show went in yesterday for three days, booked by *Louis Lipstone*, and included *Joe and Jane McKenna*, *Steve Evans*, *Emil and Evelyn*, *Frances McCoy*, *Dixie Dumber* and *Tommy Wonder*; *Bobby*, *Jack* and *Betty*, and the *Bytonettes*, line of 12 girls.

## Vaude Is Now "Surprise"

BRIDGEPORT, Conn., June 11.—Loew's *Poli-Globe Theater* here, which has been running *Uproar Night* as a special attraction Mondays, changed this week to *Stage Surprise Night*, when a five-act bill is brought in from New York for one performance only. . . . This is in conjunction with a double-feature second-run bill. All for a quarter top.

## Musical Acts Caught Between 802 and the AFA

NEW YORK, June 11.—Musical entertainers have been caught in the middle in a jurisdictional battle between the American Federation of Actors and musicians' union Local 802 here. . . . Latest outburst was the firing of *Changer Wayne*, accordionist-singer, from *Dempsey's Broadway cafe* after Local 802 had demanded only 802 members be employed in that capacity. *Miss Wayne* appealed to the AFA, of which she is a member. The AFA picketed *Dempsey's* and *Miss Wayne* was rehired, only to be let out three days later, but with full pay for the week. . . . The AFA and 802 agreed to let *Miss Wayne* join 802, with 802 promising not to take her off any other jobs. Previously 802 had often forced employers to fire non-member musical entertainers, then made the entertainers join 802, but kept them out of that type of employment for a half year or more. . . . The AFA and the AFM have an agreement covering musical entertainers, but apparently this has not cleared up the situation. . . . AFA is still picketing the *Hotel New Yorker* here and has served notice on the *Hotel Belmont-Plaza* (also a *Hitz* hotel) that it will picket it, too, if it does not grant the AFA a union-shop agreement. *Rockwell-O'Keefe Agency* is exclusive talent and band booker to these hotels and it is possible that the AFA will deal with them thru the agency.

# Moss After Office-in-Hat Gyp Agents and Night Club Mixing

NEW YORK, June 13.—License Commissioner *Paul Moss* is causing a great deal of concern and worried frowns along Broadway with his latest threat to drive the "hallway agents" out of business and to curtail showgirls' mixing with customers. . . . Of the former, Moss has the co-operation of licensed and franchised agents. Last Thursday a group of agents from the *Theatrical Artists' Representatives*, headed by *George Goldsmith*, called on Moss and plunked their signatures down on the dotted line and promised to aid in sending the undesirables back to the bleachers. . . . *TAR*, which was active some years ago in trying to bring about the same reforms they are seeking these days, is a by-product of the *Equity Agents' Association*. This group, says *Goldsmith*, is going to seek modifications in the *Equity* franchise, but declined to become specific, for the time being anyway. . . . Moss has the assurance of most of the licensed agents that they will press for legislation which clarifies the position of theatrical agents as compared to other types of employment agents. Several measures, namely, the *DeMatteo*

Bill, were defeated in Albany last spring because of the lobbying of certain "vested interests of show business" that can't see any restrictions placed in their way. . . . The idea now is to introduce a bill which would classify types of employment agents, with the possibility that most of them, especially those dealing with show business, would go thru. Then if agents balked at becoming licensed they would be eligible for a jail stretch. . . . In all there are approximately 250 hat-in-the-hand agents whose offices are in phone booths who are affected by this measure. Moss has been fighting them for years, but they've looked askance at the threats. The "better" agents now look upon them as a menace. . . . Two weeks of intensive campaigning on Moss's part has netted him 86 new recruits, "with many more coming in." By the time summer is over he expects to have the field cleaned up. . . . On the mixing angle, many performers, for the most part showgirls, have complained against compulsory mixing with customers. *American Federation of Actors* is against compulsory mixing as a condition of booking, but by no means opposed to mixing in general. AFA fears a strict rule on mixing would deprive husbands or relatives from visiting an act in a night club. . . . Showgirls in particular are not opposed to mixing with gentlemen of their own choosing, because many of them have managed to corner rich husbands. A strict ruling against mixing may deprive them of their future happiness.

## Toby Wing Heads New Borde Unit

CHICAGO, June 13.—*Al Borde*, of the *Central Booking Office* here, is organizing a new unit to be known as *Moteland Revels of 1938* and will comprise six acts. . . . Show lined up some four weeks with the *Great States Circuit* in this area, breaking in at the *Coronado, Rockford, Ill.*, July 1. . . . Line-up includes *Toby Wing*, *Al Bernie*, the *13 Aristocrats*, *Fritz* and *Jean Hubert*, *Jack Gwynne* and *Joe Griffin*. *Borde* states that the unit will remain on the road after making the *Great States* rounds, which will include dates in *Springfield, Joliet* and *Peoria, Ill.*

## Maisie Offered Resort Booking; Low Salary, But a Vacation . . .

By PAUL DENIS

DEAR Paul: Well, I've just received an offer to get a vacation with pay. Of course, I don't mean a vacation exactly. I mean I will spend the summer at the *Beese Life Lodge*, *Heavenly Lake, N. Y.*, booked thru *Joe Pursent*, the agent. I've never played one of those summer resorts and *Joe* tells me they're wonderful. *Joe* says I'll be treated just like a regular guest. I will dine with the high-class patrons and teach them the latest dances and be a sort of all-round entertainer. Every night I will put on a show and then on week-ends I will stage a revue, with the patrons participating. The rest of the time will be my own—ain't that nice!—except that three afternoons a week will go to community singing classes, which I will conduct.

Of course, the salary isn't much. *Joe* says not to think of the salary—the important thing is to be out in the country and enjoy the outdoor life. *Joe* is taking only 15 per cent commission and he's even showing me how to save \$1.25 on my fare by using the bus. *Joe* is really wonderful and you should say something nice about him in *The Billboard*.

PAUL DENIS

UNTIL I accept that resort booking I am playing the *Buck-et of Blood*, which is a high-class basement beer garden. I'm playing here at a cut salary because *Joe* promised to bring *Mr. Shubert* down some night. *Joe* says this is a regular showing place for all the big casting agents. The place isn't bad, altho we girls have to dress in the boiler room and then have to pass thru a big ice box to reach the main room. The customers are not exactly refined. They drink a lot of beer and yell "take them off." But they're not bad. They used to go to the *Frenchy Follies* burlesque until it closed, and now when they come to our spot they forget themselves every time a girl performer comes on. But the owner, *Oscar Mope*, is a swell fellow. "This is a dive, but I've got to make a living," he told me yesterday. "My customers are bloodhounds; so what can I do?" he asks. Anyway, last night, after the spot had closed *Charley Barney's Swing Band* played a few waltzes while I did my high-class toe number. *Mr.* and *Mrs. Mope* were the entire audience and they cried when the band played *The Blue Danube*.

JUST to relax I went to see the *Night Club Murder Mystery* at the *Globe* this afternoon. Swell picture, especially when the toe dancer (the heroine) lies to the racketeers in order to save her boy friend. But even tho it all comes out that the night club owner did the murder, I still think the district attorney had a hand in it. What do you think? MAISIE.

P.S.—*Jim Mann*, the press agent, is back and wants to handle me. Says he'll make me famous overnight but that I'll have to give him \$20 in advance. For another \$75, he says, he'll fly to Hollywood and convince *RKO* that I'd be perfect for that *Ginger Rogers* role. Should I give it to him?

## Bowes Unit Clicks In Spokane House

SPOKANE, Wash., June 11.—Major *Bowes' Second Anniversary Revue*, which completed a week at the *Orpheum* Sunday, was best *Bowes* show to date and played to overflow houses, according to *Russell Brown*, *Orpheum* manager. The Major sent *Max Kalchaim* by plane to catch act of 22-year-old *Ben Steen*, who won first prize at the *Orpheum's "Amateur Night"* the preceding week and an engagement with the *Bowes* show here. . . . *Steen*, tall Negro baritone reminding of *Paul Robeson*, drew more applause than regular acts. *Kalchaim* came in response to wire from *Jack Pollack*, advance man. *Steen*, whose real name is *Moore*, was signed and is now traveling with the show.

## Vode-Visions Plan Pushed

NEW YORK, June 11.—The no summer bookings have been set for *Vode Visions*, backers of the plan are going ahead with more recordings in anticipation of a fall debut. . . . Musicians' union score will not deter progress, spokesman indicated, confident that the look of disfavor from the *AFM* was groundless.

## RKO Earnings Gain

NEW YORK, June 11.—*Radio-Keith-Orpheum Corp.* did more business during the first quarter of this year than it netted for the same period in 1937. According to a financial statement admitted by *Oliver McElshon*, RKO controller, in a court hearing on the firm's amended reorganization plan, the theater operating companies had an income of \$507,184 for the first 13 weeks of this year, while last year's figure was \$326,000.

## Meet Cab Barrett

CHICAGO, June 11.—Hearst's managers here decided that a name linked with men's fashion columns won't do for a night club editor, so *C. B. Barron*, the former apparel stylist for *The Americas*, who was named night spot boss of *The Herald-Examiner*, was changed to *Cab Barrett*. (Cabaret, get it?)



## Loew's State, New York

(Reviewed Thursday Evening, June 9)

Regulation five-act bill boasts no standout names but, nevertheless, totals up to one of the most entertaining, best all-round layouts in recent months. Every department—comedy, dancing, singing and novelty—all are at least moderately represented and showmanly sequenced.

The Five Maxellos, standard Risley opener, lead off tremendously with fast, funny and interesting work that includes some new ideas and tricky developments of older stunts.

Surprisingly bright debut spot is Jean Carroll and Buddy Howe. A dancing, singing and comedy duo, the act is refreshingly new even with tried and true material and routines. Secret lies in the personality of the girl, who is as cute as buttons, knows how to deliver her stuff, has a good singing voice and dances on a par with many others who specialize in it. The boy feeds her and, does snatches of pretty good hoofing. Applause clincher by the gal is a mouth imitation of Louis Armstrong's trumpet blowing *At's Misbehavior*.

Sid Gary has no trouble pleasing. His powerfully sustained baritone gives vent and expression to *Rollin' Home, Ole Man River, I Have So Little To Give* and a medley of current faves. Disappointment was easy to detect when no *FIN, EFF*, was forthcoming. Regardless, Gary stopped the show cold, cutting heavily into Smith and Dale's opening.

Letter's half-remembered, half-forgotten, foolishness and dialectics, both hoary but hilarious, were received in a manner that must have warmed the old trouper's hearts. Duo resurrected their kitchen and doctor scenes. They are assisted by Lou Lawrence and Alan Chester, remaining two of the Avon Comedy Four, who score on their own with a harmony duet of *Lore Walked In*. Rather tame and meaningless closer for the act is the four trying to blend their voices in *Ti-Pu-Tiu*.

Helen Denison's flash act does, turn possessing more than the usual medium of class. Denison is gratifying in a brace of short but classy ballet numbers, both of Spanish motif, and the assisting 12 Comets, mixed group of dancers who impressed with a novelty tap to Hawaiian embellishments and a ballroom number that develops into an adagio throw spectacle. One of the boy Comets comes out for a solo solo tap routine to creditable returns. Special scenery and good lighting help pretty up the entire offering.

On the screen, *Yellow Jack* (MGM). House good last show.

George Colson.

## Earle, Philadelphia

(Reviewed Friday Afternoon, June 10)

Gene Krupa's first stage appearance as an orchestra leader proved a huge success from a box-office standpoint.

The Earle was packed with college kids and jitterbugs of the garden variety as Gene's infant crew beat it out in the tom-tom style they've developed in their two-months' existence. Gene acts as master of ceremonies for the show and does a surprisingly good job. The lad's got plenty of poise and stage personality.

Krupa's gang open the show with a flock of hot ones which started the customers jittering. They stopped while Ben Alley sang a couple of ballads. *This Is My First Affair, When Irish Eyes Are Smiling* and one or two more, which had a lukewarm reception. His voice is a bit nasal and he has trouble reaching the high ones. However, he has a following among the hausfrau thru his radio program on WCAU.

Roberts and Nichols put a little life back in the show with a snappy Shag. A nice-looking couple with plenty on the hoof.

Irene Day puts a bit of zip in the program with a swelle figure and a voice to match. She sings a group of popular faves and winds up leading the band, using her chassis more than the baton.

Leo Watson, septa cast singer, does his usual hotcha stint. Here's a lad with lots of talent. Watson does a funny

## Vaudeville Reviews

stunt trying to drown out a trombone and a saxophone.

Krupa's Band takes the spot again with *The Blue-Ribbon Fantasy*, with every member of the orchestra beating the drum, with Krupa riding the crescendo.

Marvy Brothers and Beatrice do an eccentric dance, with the girl of the trio taking an awful beating.

The band arrangement was unusual, being set up to put Krupa in the center to get the spotlight. The brasses are bunched on the right, with the bass and piano on the left.

Picture was Universal's *Devil's Party*. Business unusually good. *St Shalts*.

## Gayety, Boston

(Reviewed Thursday Afternoon, June 9)

Ross Frisco takes over the town's only flesh emporium booking this week and the 41-minute show is probably the best since the house resumed its Thursday, Friday, Saturday policy of three-a-day several weeks ago. With the exception of the line's (8) similar tap work in each of its three showings, the bill's gait runs entertainingly. House oke from the pit this week carries the show okeh. Billy Waldron produces.

France and Lopell, Spanish mixed duo, work a series of high-pole bicycle balance tricks, the femme getting the spotlight thruout, while her partner anchors the poles. Okeh.

Ann Diamond, warbler, would have greatly added to her stage presence had she not carried on and off a mike for her vocaling. The audience probably didn't notice or mind. She piped adequately *Shine and Beck and Call*. She's the best vocalist they've had here this season. She stays center stage singing *Anything But You*, while the line parades downstairs with awkwardly constructed shoulder pieces. Then she walks off with the mike and Wini Madden comes on for an intriguing Arabian dance while her fingers rhythm out the tempo with castanet bells. Does her harem dance effectively.

Comedy jumps in at this spot with the Keating and Armfield team, personable, especially the lass (Loretta Armfield), offering something worth while. They quip back and forth and she leads into mimicry of Hepburn and Garbo, and variation in hoofing routines from Pat Rooney's stuff to truckin'. A pale-faced, dead-pan guy, Duke King, comes on near closing and stands the butts of Keating's insults. Later King strums the guitar and gives corking good vocal interpretation of Clyde McCoy's trumpet in *Super Blues* and Shep Fields' make-up of *Ripping Rhythm*. The gimmick was dubbed throat-ghosting famous okeh. Keating sang *Honeymoon Is Over*. Good turn.

Past septa tap trio is Ford, Marshall and Jeanette. They build, and their challenge and teamwork is terrifically fast. Marshall keeps the audience plenty awake with his effective shouting. Wini Madden opens and closes the show with the line, with Miss Madden clicking off okeh tap routines. Pix are *She Married an Artist and Idol of the Crowd*. His good. *Sidney J. Paine*.

## Roxy, New York

(Reviewed Friday Evening, June 10)

Current program combines a strong stage show with weak pic. *Joette* (20th-Fox), with Simon Simone, is the flopperoo. Live talent is strong in comedy, singing and dancing.

Laughs are purveyed by Abbott and Costello. After a just so-so beginning of gags, act worked up to a very strong second half, with the boys doing a socko shell game routine. Abbott plays the con man, with Costello vainly trying to effect a bit of gyping on his own. It shapes up as robust humor, Abbott being militantly persuasive and Costello mugging slyly and making phony passes with stage money. Audience is in a constant chuckle. A carnival set adds to the effect.

Peters Sisters, three hefty colored girls,

who have worked pix and the Cotton Club, delivered four tunes. *Cry, Baby, Cry; Cotton, Swing Is Here To Stay and Poin's*. Last named, an encore, provided novelty and comedy, together with the trio's comic hoofing. Vocally, sisters excel in a refined type of harmony. Outside of the short session of comedy dancing, act is made up entirely of songs—no gags—and this is as it should be. A definitely topnotch trio.

Six Debonaires, male tappers, spotted a few times. Technique is suave, rather than the leg-breaking type and, for a precision turn, the act is in the upper brackets. Touches of comedy are introduced by a sit-down strike number, and a novelty bit in which the leader puts the men thru military routines with orders delivered and executed via footwork, not words. Boys are rather dressy, too, wearing three sets of costumes.

Gene Foster line in background and individual numbers, standouts being a bouncing ball routine and, for color, a Spanish piece. House fair when caught. *Paul Ackerman*.

## State-Lake, Chicago

(Reviewed Friday Afternoon, June 10)

House getting a breathing spell from solid shows this week, a comparatively minor aggregation of acts on to add up a mildly amusing bill. A couple of the turns are outdrawn, while the general construction of the affair is none too formidable.

Opening finds a weakie in the Four Vanderbilt, tapping quartet, who lack polish and the showing of better-than-average steps. Girl with them (*Tess Noel*) offers a good solo number as a single, but specially doesn't impress as a finished product.

Charles Dixon and Seal are second with the familiar offering that holds its own. Some good sight tricks highlight the brief turn. Terry Howard hasn't made much progress since going on her own, but it's to be admitted that she was given a strong reception for her old child carbon. Jack Talley, her straight man, is not much help.

House band moves on stage to accompany the State-Lake Sweethearts in their cute rhythm number. Helen Bonan, next, shows promise of carrying on long after the demand for impersonators has died out. She is smart in reaching out for character impressions but should leave alone such oddies as Lionel Barrymore, Fitch, West, Pitts and Fenner. They just add a moth-eaten impression to her act, even the well done. Take-offs of her pet peeves and alcoholic wife in a night club are laugh-provoking. Finished with a Fred Astaire tap number.

Frank Conville fools around for a long spell with amusing dance and talk antics that are not as compact as they should be. Working with him is Bunny Dale, sexy brunet of the Gertrude Michael type, who proves a good straight. Strong closing turn has Conville doing a Chaplin dancing with Miss Dale, a dime-a-dance gal. Three bows.

On screen, Republic's *Call of the Yukon*. House fair second show opening day, but bill doesn't point to a strong box-office week. *Sam Hensberg*.

## Palladium, London

(Week of May 30)

Program has two strong headliners in Will Hay, English flicker comedian, not seen locally for three years, and Harry Richman, American singing star.

Palladium Girls in their usual dandy opener are followed by Sylvester, conjurer, specializing in mass production of multi-colored sunshades and umbrellas. A novel and colorful turn.

Haver and Lee, English radio comics, make the grade. Boys are funny and sufficiently original. Barr and Bates, American boy and girl comedy and dancing team, are sure-fire. Funny and corking act, the man's amazing and mirth-provoking legmanis and eccentricities balanced by the graceful and neat dancing of his pretty brunet partner. Arthur Prince still remains the best of all the English voice-throwers. Comedy and technique get full recognition.

Sid Marion and Madslyn Kilren show their original comedy offering for the first time in London. Marion proves one of the most novel American comedians to hit town and Miss Kilren is a swell straight, with talent and looks.

Her warbling is heard to advantage in two numbers.

Harry Richman, with Jack Golden at the ivories, is a favorite here. Richman's dynamic personality gets them from the start and he turns in a swell assignment. Only fault is his tendency for typically Broadway wisecracks that are completely over the heads of the average English vaude patron. Six Hoffmans, Continental entry, three of either sex, open intermission with a display of juggling and acrobatics. Pleasing act, but nothing really outstanding.

Will Hay, with two male assistants, follows with one of his typical school-room skits. Fast, clean fun that has the outfronters rolling in the aisles. A riot here. Nat Gonella, English trumpeter, does a white "Louis Armstrong" even to scat singing. Has the assistance of five-piece band and a mediocre girl singer. Act is only fair, altho it makes a hit here.

Max Wall, dancing comic and eccentric, has altered his style and his new offering is the best he has ever done. A hit. Bavera Trio, roller skaters, are an efficient closer. Routine holds a succession of good and difficult tricks.

Business good. *Bert Ross*.

## Hippodrome, Baltimore

(Reviewed Friday Evening, June 10)

A combo of stand-out picture and stage show had the patrons fighting for standing room at this performance. Picture is Columbia's *Holiday*, while show features names from both radio and screen and includes Snow White, Prince Charming, Schiepperman and Jimmy Wallington.

Stage presentation is billed as the *Hollywood Star Review* and the opening turn is handled by the Balabanow Ensemble, quintet of clever accordionists (three girls and two men). Act is a satisfactory opener, with two of the girls doubling for toe-tap and acrobatic dance routines while accompanied by the accordions.

Enters Jimmy Wallington with some chatter plus jokes concerning his radio colleague and pal, Eddie Cantor. Wallington carries on as emcee from this point, introducing Adriana Caselotti, better known as Walt Disney's "voice of Snow White." Miss Caselotti makes her appearance costumed as Snow White and sings a trio of numbers from the picture. She possesses a charmingly sweet and pert voice as well as cute mannerisms and would have little trouble making a name in her own right.

Harry Stockwell, Prince Charming of the same picture, makes a brief costume appearance to form a duet with Snow White, also in a song from the same picture. But unlike Miss Caselotti, Stockwell doffs his costumes for more modern attire and returns to sing several popular ballads. These renditions, given in a strong, clear baritone, bring heavy applause.

Joe Arens and Peggy present a comedy acrobatic and tumbling act. Number includes a trick Boston Bull that almost walks off with the honors, while Peggy, a tall, shapely honey-haired gal, gives a good account of herself as an acrobatic dancer. Her can Arens be overlooked for his unique tumbling efforts which brought forth a nice round of hand-clapping.

Schiepperman, dialectician de lutz, handles the next spot amiably. Schlep, as he affectionately calls himself, keeps the patrons roaring with laughter for 10 minutes with both old and new jokes told in his own style. He proves that he is also a capable violinist, playing several numbers while ribbing his radio pal, Jack Benny. Wallington and Schiepperman exchange a lively line of chatter to close the show.

The well-balanced presentation runs

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Phil Lehman.

**Chicago, Chicago**

(Revised Friday Afternoon, June 10)

No reason at all why Balaban & Katz should have a balcony for sale here this week with an entertaining George Jessel revue on the stage and a strong screen slab, including Sylvia Sydney and George Raft in Paramount's *You and Me* and an enlightening *March of Time* edition on *Men of Medicine*. Jessel is still in a class by himself when it comes to toastmastering a show, and judging by the large turnout first show opening day he still nurses a big following despite a lengthy absence from Chicago. Single drawback at this viewing perhaps was his story of a Roumanian dinner which was none too digestive, to say the least. Otherwise he kept the show moving at a fast and merry pace and allowed each of his supporting entertainers the spot he merited.

In addition to his radio show people he carries a couple of dance acts and his wife, Norma Talmadge. Norma appears near closing time to straight for George but does very little on her own. Oags are built around the pair's marital relations. Silent screen star makes a gracious personality, but there remains that unquenched desire to have her do something.

George first introduces the Four Co-Eds, sock astro act composed of shapely and talented girls who have a lightning-speed turn that rates high merit. Amy Arnell, lanky vocalist, follows with a sharp delivery of a pop tune and is joined by Ralph De Angella, impressive baritone, and Jack Raymond, tenor, to support Jessel in a vocal plea that the country needs a song. De Angella later displays his fine baritone voice in an operatic selection.

Tommy Tucker, oik leader, does a funny bit with Jessel, who instructs him how not to introduce an act. The Dancing Theodores are a stock dance team who supply some relief from comedy chatter with a versatile routine.

Josephine Starr, 9-year-old Filipino singing phenomenon, brought down the house with a high soprano voice that even dwarfs some of our good prima donnas. Opens with a classical number and then the more popular *Street Song* from *Naughty Marietta*. Encores fooler is needed to get her off the stage.

Jessel closes the show with his familiar phone call to mamma that still evokes a bright trade-mark. Tucker's band plays the show music ably.

Sam Honigberg.

**K. C. Niteries Perk**

KANSAS CITY, Mo., June 11.—Business at local niteries here finally took a swing for the better this week. Since November more than a dozen clubs had folded.

Patronage usually perks in May, but a long rainy spell and a change in closing hours made it tough for operators this season. With June, however, enforcement of the early-closing laws was virtually forgotten and receipts got better.

**Late Burlesque Placements**

NEW YORK, June 11.—Phil Rosenber booked Hilda Allison at the Republic here; Bert Carr, Star, Brooklyn; L. B. Hamp, Bijou, Philadelphia, and Loyo Astid and Harry Seymour at the Tribuna, all opening June 10.

Frank Silk, Saul Fields, Boots Burns, Lillian Harrison Winnie Garrett, Lester Mack and Jack Keller start at the Howard, Boston, June 13.

**Chinese Unit for A. C.**

ATLANTIC CITY, June 11.—An all-Chinese stage show opens tomorrow at the Steel Pier. The Chinese Follies include Toy and Wing, Joe Wong, Kimloo Gile, Shanghai Wing Troupe, and Ming and Toy. A supplementary vaude program will present also Jack Leonard, Rogge and Palace, Prosper and Maret and Alex Bartha's Orchestra.

**Akron Spot Changes Name**

AKRON, O., June 11.—Former Hollywood night club is now known as the Silver Leach Club. Eight-act show three times nightly. No cover or minimums. Chick Williams' band playing.

**No Covers for Sally**

CHICAGO, June 11.—During one of her Uncovering the News lectures before the Chicago Alumni Chapter of Sigma Delta Chi at the Sherman Hotel here last week Sally Rand thanked newsmen for making her heavy bank roll a possibility. She indicated that she will reciprocate by not writing any books, as most potables do, to make the book sales competition any keener.

**Bingo Starts Poorly**

MILWAUKEE, Wis., June 11.—Opening bingo game at the Chateau Country Club near Milwaukee Thursday night failed to prove a money maker for Louis Simon and Joe Howard, owners.

Customers were charged \$1 for 15 games and given an opportunity to collect anywhere from \$5 for the first seven games to \$250 for the 15th. All certificate prizes negotiable at various establishments in town.

The house grossed \$326, of which 10 per cent went to the ambulance fund of Peter Wallis Post, American Legion, leaving a net loss of between \$50 and \$60.

Spot boasts an electric bingo scoreboard and hopes to build up the game as a come-on for Thursday night business. Telegrams were sent out by the management to acquaint the public with this night club novelty.

**Musical Comedy for S. L.**

SALT LAKE CITY, June 11.—Manager Andy Fior of the Roxy Theater here has introduced new policy. His house is the only theater here showing continuous stage attractions. Fior has brought in musical comedy troupe to stay on for several weeks, with change of show each week. The first of the new unit shows, *The Centennial Revue*, features Corrine, formerly of the Texas Exposition. Among the 40 artists are Harry Savoy, Lee Valentine, Harry Leff, Bugs Wilson, Bob Sibelton, Harrington Sisters, Leigh and Williams, Buddy Thulman and a chorus group. A first-run feature picture will also be run.

**J. Daly Leaves Detroit House**

DETROIT, June 11.—Joseph Daly resigned Saturday as manager of the Loop Theater.

He managed the Loop during its "girlie" show days and plans to open a house with a similar policy at Tampa. In addition he will open a film theater there and a roller-skating rink at Sarasota.

**\$400 for Zorine in Burly**

DETROIT, June 11.—Zorine and her Sun Worshipers played at Clamago & Rothstein's Avenue Theater last week to the best houses in two years, according to Dr. Frederick Merrill, Zorine's manager. Act, incidentally, claims to receive highest fee paid for a similar act playing burlesque theaters. Figure stated to be at least \$400.

**St. Charles Drops Vaude**

CHICAGO, June 11.—Saturday mid-night vaude at the St. Charles Theater, St. Charles, ended last week after a five-time session. Booker John Benson explains that policy would have been successful had the shows been as night-clubby as demanded by patrons. Pressure from the church and falling grosses the last two weeks speeded the end.

**San Francisco Burly Again**

SAN FRANCISCO, June 11.—Eddie Skolnik is readying the Capitol Follies for another try at burlesque, starting June 15. Show was reopened several weeks ago with a run of sex pictures. Burlesque was dropped from the house about mid-March. A road show will be booked, Skolnik said.

**Split-Week in Colorado**

LINCOLN, Neb., June 11.—Howard Federer, former manager of the L. L. Dent Westland Theater, says vaude had been signed for the Dent houses in Colorado Springs and Pueblo, splitting a week between the two spots. Variety, Lincoln, might fall in line around July 1.

Federer won a concession from the stagehands and musicians for the summer. Variety Theater is a 1,000-seater.

**New Casa Show Enjoyable Fare**

NEW YORK, June 13.—Billy Rose's third straight vaudeville bill got under way last night at the Casa Manana with Bert Wheeler and Frank Fay, holdovers, amusing greatly with their skits and gags. The smooth Mr. Fay and the bewilderer Mr. Wheeler make a swell team and again do much to make the show an enjoyable affair.

With vaude names obviously scarce, Rose has also held over Louis Prima and Vincent Lopez and band and has brought back Morton Downey, who was in his first Casa show. Prima blows that trumpet in amazing fashion but certainly shouldn't try to sing. Lopez and his 12 men accompany the show beautifully and also provide dance music that draws dance crowds. Downey again scores, offering finer delivery and personality to cover up the weakening of his once honeylike tenor voice.

Buck and Bubbles amuse easily with their monochantal comedy, dancing and singing. Gracie Barrie, lovely as ever, is still a swell singer of pop and rhythm numbers. Clyde Hager, doing his familiar pitchman spiel, with Wheeler doing the stooge, drew plenty of laughs. His style is gusty and his street faker characterization a peach.

The Three Stooges, along with a good straight man, stole the show with their loud and funny antics. Their routine is highly individual and had no trouble going over big. The finale has the cast singing Vincent Youmans' numbers. A "depression chorus" of three girls was planned but held out the last minute, proving Rose wasn't kidding when he said "depression." The show as a whole is not as strong as the last two, but it's good enough to please, especially when considering the modest prices and good food and liquor. Show is set for two weeks at least.

Will Ward is leading community singing in the cocktail lounge.

Paul Davis.

**Hutton on Hinterland Trek**

PITTSBURGH, June 11.—Closing at New Penn Club this week, Ina Ray Hutton takes her Melodears for a Midwest one-night flight. Four dates set for this month include Eden Ballroom, Chicago, the 19th; Spillville, Ia., resort spot, the 20th; Grand Island, Neb., the 24th; Surf Ballroom Clear Lake, Ia., the 27th; Coliseum, Oelwein, Ia., the 29th, and Riverview Park, Des Moines, Ia., the 30th.

**Toledo Spot Adds to Show**

TOLEDO, June 11.—Kin Wa Low restaurant will mark its 25th anniversary with a week's festivities starting June 21. Additional acts for the celebration are being booked thru the Gus Sun office, Detroit. Gaffield's Orchestra and Margaret Andrews lead the bill.

**Wilkes-Barre Vaude Out**

WILKES-BARRE, Pa., June 11.—Irving Theater, which has been staging week-end vaude since midwinter, has discontinued them for the summer.

**Loew, Montreal, Closes**

MONTREAL, June 11.—Loew's Theater closed last week, with no reopening date mentioned. Used vaude on and off last season.

BRIDGEPORT, Conn., June 11.—Harry Wood gets the call for the summer at Longshore Country Club, Westport. Pinebrook Country Club at Nichols has Gus Myers Jr. after having Zinn Arthur as the musical attraction for the past three summers.

**1 Show, 1 Night, \$5,000**

CHICAGO, June 11.—Shades of prosperous club dates will make their appearance on the Knokora Yacht tonight when Kenneth Smith, president of the Pepsodent Co., will present a show at a cost of some \$5,000 before 90 leading buyers.

Booked by MCA, line-up includes Helen Morgan, Frances Williams, Calgary Brothers, Chas Chase, Bob Hall, Diane Denise, Cover and Reed, Virginia Gibson, Princess Zuleka, Val Erie's Orchestra and others.

**Convention Aids Albany Niteries**

ALBANY, N. Y., June 11.—State Constitutional Convention in session has snapped up business at the roof gardens and night clubs.

Manager Murphy, alert to the situation, is providing exceptionally attractive entertainment at his Rainbow Room of the New Kanmore Hotel. Brad Reynolds and his Whispering Rhythms is the orchestra, while others include Magda and Billy Branch; Freeda Sullivan, dancer, who scored well; Mary King providing the singing numbers and Billy Arnold's revue with 10 girls. A highly satisfactory bill.

Ten Eyck Hotel Roof Garden has opened for the season. Music by Eddie Lane and Orchestra.

**Shaw's One-Night Swing**

BOSTON, June 11.—Having garnered glory at New England ballrooms for the past three months, Artie Shaw takes his tooters one-nighting to other States. Itinerary starts June 25 in Philadelphia, playing at the Fairmont Country Club; returns to Botton Point Park, South Norwalk, Conn., the following night; jumps to Johnstown, Pa., for June 28; plays Coliseum, Parkersburg, W. Va., June 29, and Charleston, W. Va., June 30. July dates include Sunnybrook Park, Pottstown, Pa., July 2; George F. Park, Johnson City, N. Y., July 3; Palais Royal, Toronto, Can., July 6; Swing Club, Buffalo, N. Y., July 7; Atlantic City's Steel Pier, 9 to 15; and Hirschey Park, Hershey, Pa., July 16.

**East Ohio Dausants Open**

YOUNGSTOWN, O., June 11.—Tony Cavalier has opened his Mansion ballroom for the summer, using traveling bands. Boasts the largest floor in the State, accommodating 2,000, with provisions for both outdoor and indoor dancing. Bannewbrook, open-air dance spot, opened with Shy Lockson, local band, holding forth. Frank Perneast, well-known band leader in these parts, has turned operator for the summer, opening the Tavernel, a new dine and dance spot at Bentley, near here. Dance pavilion at (See EAST OHIO on page 28)

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# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**MEMBERS OF** the Society of Oatira Magicians, Inc., Baltimore, gathered at the tomb of Howard Thurston at Greenlawn Mausoleum, Columbus, O., May 28 to dedicate a bronze tablet honoring the late world-famous magician. Ernest B. Marx, of Baltimore, presided, and Dr. Harold E. Wright and Thomas C. Worthington, both of the Monumental City, made short talks. Many members of the Columbus Magic Club attended the ceremony. Also present was John D. Lippy, of Gettysburg, Pa. . . . **MAX HOLDEN** has moved his New York magic emporium to new and larger quarters on the 11th floor of his old 484 street location. He has increased his floor space threefold and it's all due to increased business, Max says. . . . **PROFESSOR HORN**, of Pittsburgh, who has been making a living with magic the last half century, has been working Canton, O., district clubs for the last several weeks. . . . **HARRY HUNSINGER**, the last two years with the Sharpsteen Comedy Co., is this season fooling the patrons of the Lee Levant Show, touring Missouri. He played Eastern night spots the past winter. . . . **SHERWOOD** has been held for his sixth week at the Plaza, Pittsburgh, said to be a record for a magician at a Smoky City nightery. . . . **BIRCH AND CO.** are set for the Corn Palace, Mitchell, S. D., June 28 and the Coliseum, Sioux Falls, S. D., July 1. It will mark Birch's fourth appearance at the former spot in the last seven years. . . . **LEONARD KINGSTON**, who left the pro magic field two years ago to enter the hotel business in Detroit, still works an occasional show in the Motor City to keep in trim. . . . **JACK HERBERT** recently completed a two-week stand at the Hotel Webster Hall, Detroit. He's (See **MAGIC** on page 34)

# Burlesque

New York:

**PRINCESS WHITE WING**, managed by Archie Kramer and first time east, shifted from the Star, Brooklyn, to the Republic, New York, week of June 10. . . . **FRANK COBROGROVE** and Herman Gilman, formerly of the Gotham (now the Triboro), are now at the International Casino, New York. . . . **PANNETTE PIPER** has joined the N. T. G. unit for an indefinite stay at the Hotel Adelphi, Philly, thru Barney Gillman. . . . **PEPPER PARKER** tripped at the Star, Brooklyn, June 3 week in the scenes, in the front line and as a strip-tear. . . . **BERT CARR**, Peggy Reynolds, Hazel Miller and Stanley Simmons replaced Harry J. Connelly, who goes to the Eltings, New York; Marie Voe, Fatsy Johnson and Joey Shaw at the Star, Brooklyn, June 10. . . . **TONY MIOGIO** was granted another three months' license (June 8 to September 2) for the People's, New York.

**JACQUELINE JOYCE** birthday-gifted by Saxi Holtzworth, who named his new nitery acquisition in Bayville, L. I., the Jacqueline Joyce Show Bar. Holtzworth also building a merry-go-round bar in Scott's Pavilion, Highland Lake, N. Y., the first of its kind in Sullivan County.

**HARRY MIRSKY**, ex-burly show and house manager, is in the French Hospital, New York, under treatment for heart trouble. . . . **CRYSTAL AYMES**, after a lengthy stay at the Republic, New York, and then for a week at the Triboro, opens June 17 at the Rialto, Chicago, thru Joe Williams. . . . **JEAN BEDINI**, former Columbia wheel show operator and performer, back in town after 18 months of picture and radio work on the Coast. . . . **HILDA AL-LIBSON**, dancer, opened at the Republic, New York, June 10. Ditto Diane Logan in place of Margie Hart.

**PATSY JOHNSON**, before she left the Star, Brooklyn, confided she was going to become the wife of a Manhattan antique dealer, forsake the footlights and become the owner and operator of a burly theater near New York. . . . **AL GOLDEN** debuted on the air as straight

man opposite Rags Bagland via the Rudy Vallee program. . . . **ANN POWELL**, showgirl at the Republic, New York, was used to advantage last week between the back line and strip principal. Was a lead in a Hirst show last season and intends to become another next term. . . . **EVA COLLINS**, costumer, to fly to the Coast in two weeks for a fortnight on a visit to the folks. . . . **FRANCES PARKS**, former burly principal, now in night clubs. Current at the Merry-Go-Round, Akron, O. Has in preparation a four-girl line doing specialty dances for a revue to open shortly in Cincinnati. . . . **JOYCE BRKAZELLE**, Harry J. Connelly, Mary Joyce and Billy Graham, a bone rattler, are new at the Eltings, New York, June 10. Exits were Jean Mode, Georgia Sothorn and Charles McNally.

**AUDREY ALLEN** produced two novelty numbers within the last fortnight at the Republic, New York, one with musical bottles and another with skipping ropes that developed heretofore unknown talents among the chorine personnel. . . . **BILLY FERBER** is emceeing at Schult's Tavern, Battle Creek, Mich., while Conchita is also in a nitery in Rhineland, Wis. . . . **JOYCE KELLY** left the Republic, New York, June 9 on a two-month visit and vacation with the folks in Denver. **UNO.**

Chicago:

**BUSINESS** has been picking up at the Rialto. New faces there Friday will include Madeleine Gardner and Crystal Aymes. . . . **MARGIE KELLY** sails for London with the N. T. G. unit June 19. . . . **ZORITA** is playing a Canton, O., night club. . . . **BILLY CROOKS** and Dorothy Dee opened at the Avenue, Detroit, Friday. . . . **RENE VILLON**, recently at Colosimo's, is now at the Rialto.

Here and There:

A **SPECIAL BENEFIT** for the Fisher Lodge, city-operated "stag hotel" for men on relief, was given Friday (10) by four members of Detroit's National Theater cast—Jack Coyle, Eleanor Cody, Billy (Boob) Reed and Jackie Lynn.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**BOOKS ON MINSTRELSY** are a difficult thing to find these days in book stores or libraries. The only book on the subject that seems readily accessible in book shops or reading places is E. Leroy Rice's *Monarchs of Minstrelsy*. The comparatively few other books written on the subject of minstrelsy are of an ancient vintage, with most of them out of print and in the hands of collectors. If you know of any books on minstrelsy which may be obtained at the public library or purchased at a book store we would be pleased to have your list for the benefit of some of our readers.

"**DO YOU REMEMBER**," asks Prof. Walter Brown Leonard, "when Al Tost yodeled on the Van Arman Show and passed out prize candy? When Larry and Billy Dillon joined out with the Fidd & Hanson Minstrels, doubled brass and did their cano dance? When Billy Cleveland had the six Frunch Quadrille dancers with his Big City Show and they rehearsed and opened at the Whiting Opera House, Syracuse, N. Y.? When Frank Dumont did the middle with the Dockstader Minstrels? When George Primrose introduced the Foley Brothers into minstrelsy? When old Fox Samuels sang *Rocked in the Cradle of the Deep* in the Joe Gordon Show. When Al Tolson, Eddie Mazzer and Pete Detzel played the New National Theater, New York, with the Dockstader Show? When Tom Queen produced the Sam Griffin Premier Minstrels in San Francisco in 1926?"

**JAMES (JOSE) BILLINGS**, veteran minstrel who for years has been producing amateur cork operas in and around Poughkeepsie, N. Y., sends us a program of his last show of the season presented at Germania Hall, Poughkeepsie, May 23, under auspices of the Second Ward Democratic Club. "Poughkeepsie is a great town for amateur minstrelsy," says Joe. "I have been producing 'em here for a great many years and I expect to put one on in the fall for the local Elks Club, which boasts some excellent talent, both professional and amateur, among its 275 members."

Show. In this city of 25,000 approximately 2,500 came on opening night and good weather has since brought rather good nightly patronage.

Ernie Bernard is floor judge and Jimmie Lanard, assistant. Forty couples started the hoofing, with 16 left this midweek after four passed out on opening night alone. Derby is being broadcast three times daily over KALB for 15 minutes each. Admission is held at 15 cents day, 25 cents night. Monday was first ladies' night. Derby Stock Co. brought a howl on this night in its presentation of *A Night in Shadyrest Sanitarium*.

**DUKE HALL**, vet walkathon singer, visited his brother and sister in New York City recently. He has been hitting the long trail lately. About a month ago he saw Bob Lee and Al Painter, both with Hollywood Rollerbow; Bill Stein, taking things easy in Beverly Hills before moving into a new ranch house; Dick Buckley in Chicago and Eddie Snyder and Frankie Little in Aurora, Ill. Duke stopped long enough in Mason City, Ia., to catch Tiny Epperson, Hal Brown and Eddie Leonard on the stand for Captain C. M. Hayden's Derby Show.

**RUTH CARROLL** and Angie Oger are still very much alive, contrary to recent rumors which had them dead and buried. Angie is with the Ross show in Alexandria, La., and Ruth is with the Pop Dunlap show in Washington.

**INQUIRIES** have been received recently on Hughie Hendrixson, Stan West, Al Morgan, Maxine Mills, Elmer Dupret, Wally Hamlin, Benny Leonard, Jimmie Daley, Bill McCoy, Opal Williams, Bobby Allen, Ernie Steele, Larry Mathews, Hank Mansholt, Edna Davis, Johnnie Armbruster, Chio Abbott, Danny Belleo, Eddie and Lou White, Al Gilbert, Mac McGeevy, Charles Smalley, Pete Trimble, Jerry Davis and Eddie and Peggy Tallis. How about a line on yourself?

**EDDIE WILLIAMS** letters from Revere, Mass., where he is employed with (See **ENDURANCE SHOWS** on page 67)

## Denison's Plays

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Songs  
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**WANT FOR WILLARD THE WIZARD THE MAGICIAN.**  
Under Management of HARRY WILLARD, for the Novelty Act. Prefer Troupe of Japs or any foreign Act. Must be able to change for three nights. All Acts must be strong enough to feature, and all Ladies must be willing to double in Illusions. **WANT Two Sister Troupes**, must not weigh over 100 pounds, who have worked with magicians and not hams. Also Young Men Assistants, Circus Cook, postman, who can handle 20 people. A-1 Mechanical Calliope Player who can repair Calliope. This is 10-truck Show and not a school house proposition. Send photographs, Don't wire, write. No hooey or chasers. All must be real troupe. Hines, Okla., one week, commencing June 13; Durant, Okla., following.

## Again Dunlap Scores !!!!!

OPENING JUNE 23, 1938, WASHINGTON, D. C.

First Show Under Canvas Here.

A MILLION POPULATION TO DRAW FROM. Right in the Center of Everything.

Sponsored by The American Legion.

### 6 PRIZES—\$2,000.00—6 PRIZES

Top Contestants of Dunlap Standard Wire Immediately.

Emcees of Proven Ability Contest.

RAY E. "POP" DUNLAP or DICK EDWARDS, Mgr., Washington, D. C.

Annapolis Hotel, "DON'T STOP 'TIL YOU DANCE A WINNER WITH POP."

## EUROPEAN TYPE DERBY SHOW

### LAST CALL FOR ENTERTAINING TEAMS

Compensation offered to those who can qualify as outstanding couples and must be verified by wire or letter. \$1,750 prize money guaranteed. Grand opening Thursday, June 23d, in the beautiful Cherokee Casino Ballroom, Augusta, Ga. Everything modern—Swimming Pool, Recreation. Seating capacity 3,000, drawing population 150,000. Should be a money-maker for reliable contestants. Don't miss this show. Chuck Payne wire. All Fast Sprint Teams and Entertaining Couples with good wardrobe knowing

**JOHNNIE MARTIN or MICKEY THAYER**  
Write. No collect wires.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Pughe Files Appeal To Keep Kilgore Show Going

**HENDERSON, Tex., June 11.**—Following granting of an injunction to District Attorney Stone Wells to close the George W. Pughe Derby Show in Kilgore, Tex., the contest was allowed to continue this week under a \$3,000 bond, subject to forfeiture, "so long as the statute governing similar contests or exhibitions is not violated." Notice of appeal has been filed by Pughe's attorney. In demurring, Pughe claimed that his

show was made up of professionals, that it was not a contest because the show had a definite date to begin and end, and because trophies were awarded in his own discretion rather than prizes.

## Dunlap's Savannah Contest Pulls 167,000 Paying Fans

**SAVANNAH, Ga., June 11.**—After a run of six weeks and three days, Pop Dunlap's "Battle of the Champions" came to a close this week with Hughie and Bella copping first position and \$1,000, followed by George Bernstein and Leona Barton, second, and Duffy and Tillie Tarintipo, third, and Louie Meredith and Viola Comerford, fourth. Contest drew 167,000 paid admissions. Brilliant work on the part of Ernest Harr, of Savannah, legal counsel for the contest, was responsible for the contest coming to a natural close. Local picture interests tried every means to halt the contest, but Harr was always one step ahead of them. Sympathy of the local public was with the management at all times in the closing attempts as was evidenced by a petition bearing over 300 names from immediate neighbors of the show in the village of Thunderbolt. "Pop" Dunlap has closed contracts in two large cities, one to open this month under canvas, with the second to follow for the last show of the season.

## Good Weather Aids Biz On New Hal Ross Contest

**ALEXANDRIA, La., June 11.**—An appreciative crowd jammed Mike Mule's arena last Thursday night when Hal J. Ross opened his Alexandria Derby



## Roberson Players Find Business Fair

HARVARD, Ill., June 11.—Roberson players made their annual visit to Harvard last Sunday night, presenting *The Man Who Came Back* in five scenes and with four changes of scenery, something seldom seen on a tent play. All special scenery is by Roi Lorenzo, who has given considerable attention to detail. Business has been fair so far this season. Manager George C. Roberson reports.

Heading the Roberson company are Phoebe Fulton and Jack Sexton, leads. Others in the show's roster are George C. Roberson, manager; Joe Tonulitti, director; Marian Sexton, ingenue; Eddie and Dionne Gardner, musical specialties; Lee and Cecile Kyres, characters; Roi Lorenzo, general business; Wilber Embs, orchestra leader; Helen Alton, piano; Florence Green and Wayne Hinkle, musicians, and Montgomery the Magician.

Marshall Green has the advance and Eddie Pero is lot superintendent; Homer Pinkston, stage manager; Barney Pero, prop; William Green, door man, and Robert Pero and Harry Primmer, crew members.

Show travels with eight trucks and four trailers, a calliope truck and two light plants. Manager Roberson reports that he has purchased a new top which is slated to be ready to go up at Fort Atkinson, Wis., next week.

Among the visitors on the show during the local engagement were Jack Sexton and wife, Carl Way, Mr. and Mrs. Milton Schuster, Walter Rechten and wife and Chick Harvey.

## Cannon Shots

EVERETT, Pa., June 11.—This week we invaded the home State of Mr. Cannon and myself to bad business. We started off the season with good business and high hopes and wound up in a long siege of rain which cut deep. Since it cleared up, business didn't, and it seems the shekels just ain't. Not in this section, anyway.

Eddie Williams proved his worth as a truck driver last Sunday when his truck threw a rear wheel going down a mountain near Oakland, Md. He stopped right side up after 200 yards of chills, with so more damage than a ruined brake drum. Incidentally, Eddie's notice is up today and he leaves for Philadelphia to truck down the aisle with his boyhood girl. He's also marrying a good job. Lucky guy.

E. S. Holland was back from advance today, reporting conditions ahead looking brighter. We hope he's right.

Mr. and Mrs. Howard D. (Izzy) Conaway, former Cannonites but now with advance of the Sam Lawrence Shows, paid us a visit yesterday in Somerset. They are the parents of Evelyn Conaway.

Puzzle: When is a drummer not a drummer? When someone steals his trap case and leaves nothing but a bass drum and snare drum. That is exactly what happened to me in Terra Alta, W. Va. They got along without my rhythm for one night, but I don't see how they did it. Drove into Uniontown, Pa., next day and replaced the traps in part.

Don't be surprised if Elma Reed does a shag down the middle aisle with one Joe Bowermaster, radio technician. Everything is set but the date. The Patsy Reed-Jimale McCann romance is still blooming.

Morris Cannon, father of Manager Cannon, is on to spend a couple of months. He's still recuperating from a bad fall in March which broke four ribs away from his spine.

The gang has been doing themselves up proud recently on some big feeds thrown for them by old friends. We will soon have a bona fide beef trust.

BUDDY CANNON.

## Kalamazoo a Honey For Billroy Show

KALAMAZOO, Mich., June 11.—Billroy's Comedians, making their first appearance here in their 14 seasons on the road, played to a packed tent at the North Burdick street showgrounds here Wednesday night. The big top, with accommodations for 4,500, was jammed to capacity, with several hundred standing.

Local press commented favorably on the show's clean presentation, the quality of the specialty acts, the attractiveness of the chorus and the show's wardrobe.

## Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

## Fred Allen "Town Hall" Revives Fond Memories

Lewistown, Mo.

Editor *The Billboard*: When I hear Fred Allen's program, "Town Hall Tonight," on the radio what fond memories that title brings back.

When I was a boy of 16 I joined Wilbur's Uncle Tom's Cabin Co. Joe Hall, of Lowell, Mass., put out the show. I wonder if Joe is still with us. Billy Cyr was also with the show. If either of these folks is alive I should like to be informed.

CHIEF Latham, son of Arlie Latham, old-time ballplayer, played Uncle Tom. This was in 1898 and we played town halls, with lamps and gas for lighting.

Everybody had to be versatile in those days. At one time or another I played



HARLEY SADLER (right), well-known Texas tent showman, takes time out from his show duties to do a bit of political campaigning for his kinsman, G. A. (Jerry) Sadler (left), who is a candidate for Railroad Commissioner of Texas. Harley, who is doing his first dabbling in politics, is reported to be doing a good job of hustling for votes in the West Texas country. His campaign slogan is, "Put Sadler in the Saddle."

almost every character in the bill also did specialties and played cornet in the band and, if needed, painted scenery. The youngsters of today will never know the joys of real trouping.

BILLY HALL.

## Van Arnam Notes

AS SABLE FORES, N. Y., June 11.—The worm seems to have turned, with good weather and improved business on return to our old stamping grounds. It was hard to judge Virginia, West Virginia and Pennsylvania, as for three weeks we were in the rain every day. While business has not been up to last year's, there has been an improvement. The writer, who managed theaters in Northern New York for many years for the Schine Circuit, is busy every day entertaining friends.

Al Pinard Jr. and Hollis Fant, of Danny Sharpe's Orchestra, are busy boys. Hollis has been helping Margo Hughes with her new concert costume. Pinard is working with the younger member of the Davis Sisters and as soon as vadeville returns (if ever) don't be surprised if you see the billing, Al Pinard Jr. and the Davis Sisters.

Carl Babcock, who for many years was a valued member of the Van Arnam Show, recently was a week-end visitor. Carl is night watchman at the State Hospital, Danville, Pa., and also plays in the band there.

Many of the company motored to (See VAN ARNAM NOTES on page 62)

## Rep Ripples

LORRAINE TUMLIN is convalescing at the American Hotel, Indianapolis, after being released from Methodist Hospital there following a major operation.

FRANK CARLTON, veteran repertorian, who has been directing amateur shows thru New England in recent months, is back in Boston looking around. FRANK H. WEBB posts from Sikeston, Mo., that despite much inclement weather the Big 4 Comedy Co. is doing okeh business. HARRY OWENS and Mary Gaynor, after several weeks of vacationing at their home in Arlington, Ill., have rejoined the Goldenrod Showboat in St. Louis for general business, with Harry also directing.

MR. AND MRS. A. FRANKLIN TRASK, formerly in rep, will direct several performances for the summer theater troupe at Plymouth, Mass., this summer. SMALLER SHOWS scattered over New England and Eastern Canada report business as just so-so. IS IT TRUE or false that Lasses White has handed in his notice on the Tolbert Show and that the opry is slated to fold almost any day now? THEY TELL US that the Chicago *Follies*, which was presented by Ches Davis and the Littlejohns under Fred S. Walcott's big top, tossed in the towel recently at Paducah, Ky., after several weeks of bad biz. HARRY S. WEATHERBY, juve banjoist, is now doing leads with Bisbee's Comedians touring the Blue Grass State. LEROY

## Fannie Henderson Plans Return to Field Later On

MASON, Mich., June 11.—Fannie Henderson, widow of Richard Henderson, for many years in the tent-show field as owner and manager of the Henderson Stock Co., states that she has been too busy recently settling her husband's estate to even think of taking out the Henderson show this season. However, Mrs. Henderson, who still makes her home here, states that she expects to return to the field when the estate is settled and conditions in her established territory in Michigan have improved.

On June 6 Mrs. Henderson took a party of friends to Lansing, Mich., to catch the Billroy Comedians, who played to good business there despite a driving rainstorm. Verne Elout, another Michigan tent showman, is this season a member of the Billroy advance staff.

Mrs. Henderson contemplates producing an old play with local talent at the centennial celebration to be held here late in the summer.

## Heffner-Vinson Hi-Lites

VERSAILLES, Ky., June 11.—Two-day stands in scenic and historic Blue Grass section gives tourists and camera fans ample time to make points of interest. Danville, home of famous Center College, gave show two days of good business. Faubell and Knapp, night club and vaude act, visited there. Bernard Knapp is former well-known rep juke.

Jack Hutchinson is recent addition to show in charge of concessions.

Chorine Virian Boyce has replaced Betty Noble, who closed due to illness. Cookhouse for working crew was added here, with John Warren in charge, and Tom Lewis, assisting.

Jimmy Hefner Jr. is on for the summer after finishing school at Bolles Military School, Jacksonville, Fla.

Mildred Harris Chaplin's new act for two-day stands is mystifying and entertaining the natives with its telepathic finish. She is assisted by Jimmy Hefner and the writer.

Angelo Fango has been elected president of the Grouch Bag Club. Member with largest h. r. at close of season to throw a party for entire show.

Manager Jim Hefner has been entertaining his mother, Mrs. Fanny Hefner, of Cincinnati.

Working crew has been getting it on and off the lots in record-breaking time. Outfit was up and ready for doors at 9:15 a.m. at Versailles.

Sid Lovett was back to pay us a visit at Danville and Harrodsburg.

AL FITZCAITHLEY.

## Boyes Returning to Lincoln

LINCOLN, Neb., June 13.—Signboard on the old West Lincoln lot used for three seasons by Chick Boyes Players announces the return of the Boyes tent for the 1938 season, June 20. This is the latest opening for Chick, he usually getting in before the end of May. Had a very good season here in 1937.

Kan., this week. DON AND LUCILLE HOWELL, formerly with Aulger Bros., are playing night spots in and around Kansas City, Mo. VERNIE AND MARCIA DOUGLAS, who conducted their own show in Wyoming for many years, are now with the Neal Schaffner Players in Iowa. SID KINGDON, after playing all winter on a loop of towns around Hamilton, Mo., has moved his company intact to another circle with headquarters at Milan, Mo. JERRY AND MARVEL DEAN, now out of the business, are conducting an antique shop in Kansas City, Mo. JACK AND GRACE BELL left Kansas City, Mo., last week-end to join Silvers' Comedy Co. in Iowa. CECIL AND BETH PHELPS have joined Glen Brunk's Comedians in Kansas. CLEVE TERHUNE, manager of Bleh Sisters' Stock Co., whose tent and equipment were destroyed by fire recently, was in Kansas City, Mo., last week-end.

(See REP RIPPLES on page 62)

## ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market  
Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50  
10,000 ... \$8.00  
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Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.











# The Final Curtain

**BARON**—Auguste, 83, musician and inventor of a process for making talking pictures 42 years ago, June 3 in Neuilly, France. In 1895 he secured a patent on talking pictures, synchronizing movement and sound, and in 1898 and 1900 got German and American patents. In recent years, in spite of blindness, he had worked on three dimensional pictures.

**BECKETT**—Edgar Willis Jr., former theater usher, June 6 at his home in Norfolk, Va., of gas asphyxiation.

**BLUMENTHAL**—Annie, 70, mother of Max Blumenthal, manager of Film Exchange Projection Room, Detroit, and Ben Blumenthal, former State rights film distributor, June 4 in Bay City (Mich.) Hospital of heart disease. Also survived by two other children. Burial in Bay City June 5.

**CAVILL**—Dick, 55, circus diver, recently in Sydney, Australia. He toured the world with a diving troupe and some years ago appeared with Wirth's circus.

**COHEN**—Herbert, 20, musician, June 5 in Good Samaritan Hospital, Cincinnati, after a year's illness. He and his brother, Gershwin, as the Accordion Aristocrats, were heard on Cincinnati radio programs. Survived by his mother, Mrs. Max Cohen; four sisters, Edith and Beatrice and Mrs. Charles Schlessinger, Cincinnati, and Mrs. Paul Shechter, Los Angeles, and four brothers, William, Samuel, Gershwin and Joseph, all of Cincinnati. Services June 7.

**ELLMAN**—Joseph, 80, veteran showman and father of Frances, Charles and Henry Ellman and Mrs. June Peoples, of the Ellman Shows, June 5 at his home in Milwaukee after several months' illness. Also survived by his widow and two other children. Services June 8 and burial in Holy Cross Cemetery, Milwaukee.

**FRENCH**—James B., 70, manager of Ace Film Laboratory, New York, June 3 of a heart attack in Erie Railroad Terminal, Jersey City, N. J. As a young man he worked in the production department of the old Vitagraph Co.

**GENARO**—Dave, 85, vaudeville and originator of *The Cukewalk*, June 5 in Somerset Hotel, New York. He had been suffering from cardiac asthma. In the '90s and subsequent heyday of vaudeville he was a headliner, playing with his wife, Ray Bailey. He didn't originate *The Cukewalk* as such, but developed the style into a stage act which brought the team out of obscurity into the limelight. In 1891 he won the American Cukewalk championship and trounced Rudolph Valentino in a similar contest in Madison Square Garden. In 1933 he toured the country with a company of old-timers billed as *Youngsters of Yesterday*. More recently he had been with the WPA vaude caravan.

**GLEAVES**—Warren S. Jr., 27, for the past three years manager of the Rialto and Gem theaters, Kingsport, Tenn., operated by Crescent Amusement Co., Nashville, June 7 in Community Hospital, Kingsport, of heart trouble. Survived by his widow and mother. Body was sent to Jackson, Tenn., for services and burial.

**GORDON**—Nathan, H., 66, pioneer motion picture theater operator, June 3 at his home in Weston, Mass., after a long illness. He retired in 1925. At one time he was head of a chain of 173 theaters. Gordon's first venture was a penny arcade in Worcester, Mass. He opened the first picture theater in New England, the Family, Worcester, and from this grew the largest chain in the country, Olympic Theaters, Inc. Gordon organized First National Pictures, Inc., Hollywood, and founded a combine known as Associated First National Exhibitors, a \$50,000,000 business, handling all films produced by Associated Producers. Years ago he built and operated Gordon Theater, Weston, later known as the Olympia, and remained at the head of it until his death. Survived by his widow, Mrs. Sarah Gordon; a daughter, Mrs. Michael Bever, Cambridge, Mass., and two sons, Alvin J. and William J., both of Weston. Services June 6 from Temple Israel, Brookline, Mass. Burial in Wakefield, Mass.

**HALPERIN**—Mrs. Rebeka Rose, 74, mother of Hal Halperin, of *Variety's* staff, June 6 at her home in Kew Gardens, L. I., following a stroke. She is also survived by another son, Max, a Chicago agent, and three daughters, Nan Halperin Gould, former vaudeville; Sophie and Clara. Burial in Mt. Lebanon Cemetery, Long Island.

**HAREFF**—Ithmar M., 81, band leader, May 30 in Canfield, O. For 50 years he conducted the band at the Canfield Fair. Burial in Canfield.

**KRETCHMAR**—Herman, 53, dramatist, June 5 in Israel Zion Hospital, Brooklyn. With a pen name of Lilliput, he authored Yiddish plays and novels which appeared serially in *The Forward*.

**LAMBIE**—Mrs. Alice, 74, the former Patsy Newsome, equestrienne, recently in Cleethorpes, England, after 10 days' illness. Her father, James Newsome, was an early English circus proprietor known for his stock of 90 thoroughbreds and for the innovation of having housed his productions in buildings rather than tents. She leaves a sister, Maria, and a son, John Clyde Lambie.

**MASSENET**—Mme. Jules Frederic, 98, widow of Jules Massenet, composer of *Manon*, *Thais* and other operas, June 3 in Paris from injuries sustained in a fall.

**MIDDLETON**—Milton T., 73, veteran theatrical press agent and manager, found dead June 11 in his room at the New Regal Hotel, New York. He had been identified with the theater since childhood when carried on the stage by Mme. Januschek and during his career had handled publicity for many shows. He was secretary and treasurer of the Association of Theatrical Managers and Press Agents 10 years ago and when 71 years old wrote the play *The Second Son of God*. Survived by two daughters, Mrs. Ade Chasin, Jackson Heights, Queens, and Mrs. P. E. Meredith, Great Kills, S. I.

**MOUTSCHKA**—Joseph, 62, former musician with Al G. Field's Minstrels and for many years prominent in musical activities in Tell City, Ind., May 28 in that city. He was a member of the Moose Club and Knights of Columbus. Survived by his widow; four daughters, Dorothea and Mrs. Elmer Deville, Covington, Ky.; Mrs. Everett George, Springfield, Ill., and Mrs. W. J. Becker Jr., Tell City; a son, Cletus, member of the U. S. Army; his stepmother, Mrs. Elizabeth Moutschka, Milwaukee, and three brothers, William, Frankfort, Ind.; Albert E., Milwaukee, and John, St. Louis. Services May 30 and burial in St. Mary Cemetery, Tell City.

**PARKER**—Charles H., 56, co-owner of Parker & Watts Circus, in a hospital in Moberg, S. D., June 8, following an operation May 31 for a ruptured appendix. He had been with Kingling Bros., Howe's Great London, Kit Carson, Gollmar Bros. and Patterson shows. For many years he had been office manager at Picher, Okla., for the Eagle-Picher Mining and Smelting Co. Survived by his widow, Picher; two daughters, Suzanne and Anna; a brother, Fred B., and two sisters. Burial in Mount Hope Cemetery, Joplin, Mo., June 10.

**PHILLIPS**—Herman, 55, entertainment entrepreneur, recently in Melbourne, Australia. With his brother, Leon, he started the Palais de Danse, the Palais Pictures and Luna Park to make St. Kilda an entertainment center. He also started a Luna Park in Sydney three years ago.

**PUSCH**—Victor, 23, musician and leader of the Bar X Rangers Band, May 27 in a Hartford (Wis.) hospital. Besides directing his own orchestra, Pusch had appeared with Skipper Leone, Pat Pries, Lester Marose and the Rupprecht Orchestras. Survived by his parents.

**RHODES**—Ezra, 70, Indiana picture theater operator, June 3. Starting with a nickel show in 1912, he managed theaters in South Bend, Elkhart and Gosben, Ind., until his death. Two of his most prominent ventures were the LaSalle and Blackstone theaters, South Bend.

**RICE**—Jack, son of Mr. and Mrs. Claude B. Rice, of Sol's Liberty Shows, drowned June 6 in Rock Falls, Ill., where the show was playing. Services conducted June 9 by Rev. Omar J. Plungum and burial in Rock Falls.

**RIEDEL**—August, 68, veteran musician, June 6 in General Hospital, Wyandotte, Mich., following an operation. He was a member of Riedel Brothers' Orchestra, formed by six brothers over 60 years ago. Survived by his widow, Anna, and his five brothers, Fred, Louis, Edward, Otto and John. Burial in West Mound Cemetery, Wyandotte.

**ROGERS**—William F., veteran vaudeville performer, June 8 in St. Vincent Hospital, Worcester, Mass. From a start in an amateur night 30 years ago, Rogers played the Keith Circuit with Billy Hebert as a dance team. He also trouped a year with Al G. Field's Minstrels. Later he teamed with Bernard Granville as the Gansy Twins. He and his former wife, Mary Hart, comprised the Will and Mary Rogers comedy act before Rogers hooked up with Eddie Ford's dance act on the Keith and Orpheum circuits. He was a life member of the Elks and the American Federation of Actors. Besides his wife, Gertrude Rohm, he leaves his mother, four brothers and two sisters. Services June 11 and burial in St. John Cemetery, Worcester.

**RUTLEDGE**—Mrs. E., mother of the managing director for 20th Century-Fox in New Zealand, recently in Sydney, Australia.

**SEAMANS**—Norman, 5-year-old son of Mr. and Mrs. Drayton Seamans, concessioners with John H. Marks Shows, Sunday night, May 29, after a brief illness.

**SLAUGHTER**—Isaac William, 80, former fair official and billposter, June 3 at his home in Athens, O., after four years' illness. He served as secretary of Athens County Fair Association, Athens, for five years and prior to that time was superintendent of concessions at the fair for 25 years. At one time Slaughter managed Athens Opera House and early in his career was billposter for John Robinson's Circus and the Hatch & Tedrick Circus. He was a member of the Elks' Club and Eagles' Lodge. Survived by his mother; a sister, Mrs. H. O. Townsend, Hilliard, O., and a brother, Charles H., Athens. Services June 7 and burial in West Union Street Cemetery, Athens.

**TEMPLE**—Dess, 49, of the team of Raymond and Dess Temple, May 29 in St. Francis Hospital, Monroe, La., after several months' illness. She had played in vaudeville, musical shows, stock and repertoire with her husband for the past 34 years. Burial in Hasley Cemetery, West Monroe.

**VALENCIA**—Manuel, 49, killed in his high-pole act in Flint (Mich.) Amusement Park June 3, was buried on the plot with his widow's parents in Crown Hill Cemetery, Knox, Ind., June 7. His home was in Los Angeles. He was born in Barcelona, Spain, and had been in show business since he was five years old, first with a circus in Spain. Survived by his widow, Verna, who said the act had been booked for nine months at Golden Gate International Exposition of 1937 in San Francisco.

**Valencia DIED JUNE 3RD**  
Not only Showman and Entertainer, but a Real Trouser, who proved it with us season 1937.  
How we will miss him!  
**GOODMAN WONDER SHOWS**

**WAGNER**—Myrtle G., wife of Jacob A. Wagner, general manager of Des Moines, Ia., Union Railway Co. and former president of the Circus Fans' Association, June 5 in Iowa Lutheran Hospital, that city, of pneumonia. She fell at her home June 2, sustaining a fractured hip and pneumonia developed. Survived by her husband; a son, Charles W., and a brother, Ira L. Gamble. Burial in Woodland Cemetery, Des Moines.

**WATKINSON**—Whiard, 18, concession helper, stepson of Roy C. McCarter, contracting agent for the Marks Shows, and son of Mrs. McCarter, drowned June 6 in Sunset Lake, Bridgeton, N. J., where the show was playing, when a canoe in which he and three show members were riding overturned. Body was recovered June 9. Services were held the same day in Bridgeton and body was sent to Morristown, Tenn., for burial.

**WEIR**—Blackie, cookhouse operator and concessioner, June 2 in a Tampa (Fla.) hospital after a year's illness. Survived by his widow, Annie.

**WHITE**—Mrs. Lena, 87, mother of producer George White, June 4 in Toronto after a brief illness. Besides the pro-

ducer of the *Scandals*, she is survived by four sons and five daughters.

**WILSON**—William McBride, 84, veteran outdoor showman and former vaudeville, May 26 at the home of his daughter, Mrs. Jack Sturdy, from complications of age. Survived by three sons, William, W. E. West Shows; Frank W., Robert R. Kline Shows, and Frederick M., Zindars Greater Shows, and a daughter. Services May 28.

**ZOOK**—Floyd Dewey, 39, former president of the Kansas City (Mo.) Musicians' Association and Local No. 34, June 6 of a heart attack in Kansas City, Kan., while in that city on union business. He was a trombonist and member of the Kansas City Philharmonic Orchestra and played several years with the Municipal Band in that city. In his 20-year career Zook was featured with many musical organizations in the Middle West. He was born in Kidder, Mo., and was a member of the American Legion, Ararat Shrine and Knights Templar. Survived by his widow, Mrs. Marian Zook; two brothers, Roy and Harry, and three sisters, Mrs. O. E. Gurney, Mrs. William Atwell and Mrs. L. A. Nichols. Services June 9 in Kansas City and burial in Hamilton, Mo.

## Marriages

**BAKER-ATWOOD**—George R. Baker, New York, nonpro, and Martha Atwood, founder of the Cape Cod Institute of Music and former member of the Metropolitan Opera Co., in Wellfleet, Mass., June 9.

**BALDWIN-PARKER**—Dick Baldwin, film actor, and Cecilia Parker, film actress, in San Buenaventura Mission, Ventura, Calif., June 1.

**CRAMER-LEVENTINE**—Clarence Cramer, foreman of the Caterpillar ride with John H. Marks Shows, and Marjorie Leventine, Vineland, N. J., at City Hall, that city, June 3.

**CROWLEY-LANE**—Robert A. Crowley, Hyde Park, Mass., and Esther C. Lane, Somerville, Mass., personal secretary to Paul N. Denish, New England manager of George A. Hamid, Inc., in Somerville June 4.

**GALL-HALEY**—Michael F. Gall and Lucille Haley, cashier at the Rivoli Theater, Chippewa Falls, Wis., in that city June 1.

**HALL-LANGFORD**—Jon Hall, film actor, and Frances Langford, star of stage, screen and radio, in Hollywood last week.

**HERR-BARR**—Clifford Herr, nonpro, and Sally Barr, member of the Betty Co-Eds dance act, in Peoria, Ill., June 4.

**LaBLONDE-HUEBNER**—John P. LaBlonde and Ethel Huebner, organist at Station WSAU, Wausau, Wis., in that city June 4.

**MOWRY-POLLARD**—William A. Mowry Jr., associated with Orson Welles in the Mercury Theater, New York, and Sherrard W. Pollard in Madison, Wis., June 2.

**REDD-DELYS**—Robert Redd, radio writer and producer, and Gogo Delys, singer, in the First Methodist Episcopal Church, Hollywood, June 7.

**STIX-MENUHIN**—William Stix, nonpro, and Yaltah Menuhin, sister of Yehudi Menuhin, violinist, in New York June 7.

**SUGAR-WOLFF**—Robert Sugar, concessioner, and Kitty Wolff, dancer, in Detroit May 19.

**SUTTON-DAVIDSON**—Paul Sutton, character actor, and Lorraine Davidson, nonpro, in Yuma, Ariz., June 5.

## Coming Marriages

Wally Wanger, night club show producer, and Ruth Gordon, dancer, soon.  
Marion Martin, stage and screen actress, and N. Wilbur Schaff, Detroit insurance broker, in August.

## Births

An 8½-pound daughter, Arlene Josephine, to Mr. and Mrs. Harold Muir in Imhlay City, Mich., May 24. Father was formerly on advance for Bears-Barcel.  
(See BIRTHS on page 65)







44th YEAR The Billboard

Founded by W. H. DONALDSON

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Vol. L, JUNE 18, 1938, No. 25

Restons Sisters & Gay (Traymore) Altoona City, Pa. Ramon & Lucinda (Havana-Madrid) NYC, no. Ranthorpe, Leo (La Cigala) NYC, no. Randolph, Amanda (Black Cat) NYC, no. Rapp, Barney, & Orch. (Capitol) Washington, D. C. t. Rays & Nald (Ches Paree) Chi, no. Raymond, Jack (Chicago) Chi. Readinger Twins (Ben Marden's Riviera) Post Lee, N. J., no. Reed, Billy (Grossinger's) Perendale, N. Y., h. Remann, Francis (Club Frolic) Atlantic City, no. Reyna, Paul & Eva (St. Regis) NYC, h. Reynolds, Pearl (Monte Carlo) NYC, no. Reynolds, Helen, Skaters (Playland) NYC, N. Y., p. Rhodes, Dorothy (Kit Kat) NYC, no. Rhodes, Dale (Netherland Plaza) Cincinnati, h. Richards & Adrienne (Savoy) London, h. Richard, Earl (Miami Club) Chi, no. Riehey, Alice, & Co. (Mena, Nev.; Sacramento) 13-18. Riviera Boys (Hal Tabarin) NYC, no. Roberts, Whitey (Riverside) Milwaukee, t. Roberts & Parley (New Yorker) NYC, h. Roberts, Jack & Jeanie (Red Gables) Indianapolis 6-18, no. Rockwood, John (Jimmy Kelly's) NYC, no. Rodrigo, Chaco (Morocco) Hollywood, no. Roland, Joan (Embassy) Newark, N. J., no. Rollichers Trio (Cavalier Inn) La Crosse, Wis., no. Rolling Cloud, Chief, Dog Town Follies: Terre Alta, W. Va. Roper, Rita (Palmer House) Chi, h. Ross, Jack (Place Regente) NYC, no.

Rosini, Paul (Hollenden) Cleveland, h. Ross, Benny (Paradise) London, no. Roth & Shap (Circus Fenix) Budapest, Hungary. Royal Rangers (Village Barn) NYC, no. Rubinstein, Erna (Zimmerman's) NYC, no. Rubin & Richard (Surfside) Long Beach, N. Y., no. Ruiz, Marcelita (Blackhawk) Chi, no. Ryan, Jerry (Gay '90s) NYC, no.

S Sandoval, Mena (Waldorf-Astoria) NYC, h. Sankar, Kootie (Eublich) Hollywood, no. Sarco, Marie (Rose Bowl) Chi, no. Sats, Ludwig (Roumanian Village) NYC, no. Saulter, Dorothy (Kit Kat) NYC, no. Savva, Maruzna (Rusland Kretchna) NYC, no. Saxton Sisters (Colosseum) Chi, no. Scheibel, Joe (Spring) NYC, no. Schreiber, Richard (La Salle) Chi, h. Scott, Virgie (Black Cat) NYC, a. Seel, Peggy (Trocadro) London, no. Secon, Norman (Palace) Chi, t. Sets, Val (Lyric) Indianapolis, t. Severin, Billy & Joy (Riverside) Milwaukee, t. Shander (Buckingham) NYC, h. Shalton, Anna (Roumanian Village) NYC, no. Sharr, Helen (Roumanian) NYC, a. Shaw, Alma (Katie's) NYC, no. Sherry, Elmer (Village Barn) NYC, no. Shurtz, Willie (Hi-hat) Chi, no. Shute, Elmer (Paradise) NYC, t. Singer, Billy (Wonder Club) New Orleans, La., no.

Simmons, Lee (Plantation) NYC, no. Sitomova, Gertrude (Palmer House) Chi, h. Simpson, Carl & Faith (St. Paul St. Paul, h. Smith, Brady (Black Cat) NYC, no. Sokolovskaya, Hada (Rusland Kretchna) NYC, no.

Southern Sisters (Berghoff Gardens) Ft. Wayne, Ind., no. Spallia, Peter (Piccadilly) London, h. Sperry, Frank (Roosevelt) NYC, h. Spirling Tom (Village Barn) NYC, no. Spilston (Paramount) NYC, t. Steed, John (Bealer's) NYC, no. Stenning, Elza (Piccadilly) London, h. Stephenson, Gail (Herrig's Village) Columbia, Mo., no. Sterling, Wynne (Roumanian Village) NYC, no. Stone, Maxine (Paradise) London, no. Strong, Edna (Astor) NYC, h. Stuart Morgan Dancers (Palmer House) Chi, h. Stuart, Gene (Coq D'or Inn) Drexel, Mass., no. Swann, Russell (Savoy Plaza) NYC, h. Svingston, Eve (Waldorf-Astoria) NYC, h.

T Talmadge, Norma (Chicago) Chi, t. Tamara (Selznick's) Hollywood, no. Tanner Sisters (Savoy House) NYC, h. Tatum, Art (Paradise) London, no. Taylor, Smiling Lou (Cavalier) NYC, no. Templeton, Alec (Cocoanut Grove) Hollywood, no. Terrace Boys (Barney Gellert's) NYC, no. Therien, Henri (Riverside) Milwaukee, t. Terry Sisters (Shoreboat) Bronx, N. Y., no. Terry & Walker (Murray's) Tuckahoe, N. Y., no. Thomas, Andrey (Kit Kat) NYC, no.

THE TITANS

"Rhythm in Slow Motion"

Dr. MILES INGALLS & JACK DAVIS.

Themastefsky, Boris (Rainbow Inn) NYC, no. Three R's (Murray's) Tuckahoe, N. Y., no. Tibbon, Martha (Pennsylvania) NYC, h. Tinner, Dot (Black Cat) NYC, no. Tisdale Trio (Le Mirage) NYC, no. Titan Trio (New Yorker) NYC, h. Tomack, Ed (Royale Follies) Chi, no. Tomacks, The (Tower) Kansas City, Mo., t. Tompkins, The (Casino de Paris) Paris, no. Trambler, Alfred (Les Armas) Blackpool, Eng., e. Trece, Mildred (Shoreboat) Bronx, N. Y., no. Tucker, Sophie (Ben Marden's Riviera) Post Lee, N. J., no. Tucker, Tommy (Chicago) Chi, t. Turand Brothers (Trocadro) London, no.

V Valdes, Vera (Wagon Wheel) Houston, Tex., no. Valentin, Cal (Jimmy Kelly's) Brooklyn, no. Vanderbilt, Four, & Tess Noel (State-Lake) Chi, t. Veles, Angela (Chateau Moderne) NYC, no. Vickers, Joan (Leon & Eddie's) NYC, no. Villano & Lorna (39 Club) Omaha, no. Vincent & Anita (Rhineland Gardens) Armonk, Westchester, N. Y., no. Virginians, The (Earle) Washington, D. C., t. Vodka, Sinda (Russian Art) NYC, no.

W Wada, Dick (Kit Kat) NYC, no. Wait, Eric (New Yorker) NYC, h. Wald, George (Selznick's) Hollywood, no. Walker, Jimmie (Rudd's) Schenectady, N. Y., no. Walley, Nathan (International Casino) NYC, no. Ward, Will (Bill's Gay Nineties) NYC, no. Ward, Aida (Surfside) Long Beach, N. Y., no. Wayne, Naughton (Dorchester) London, no. Wayne, George (Dorsey's) NYC, no. Welch, Muriel (La Margate) NYC, no. Wencil, Ray (Peas Club) Provia, Ill., no. Wessels, Henri (Plantation) NYC, no. West, Buster (Beverly Hills) Newport, Ky., no. Wheeler, Bert (Billy Rose's Casa Manana) NYC, no.

White, Jack (11th NYC), no. White, Ann (Queen Mary) NYC, no. White, Betty (Miami Club) Chi, no. Whirling Boes, Three (Clayton Casino) Clayton, N. Y., no. Wickes, Gus "Poppy" (Radio Frank) NYC, no. Where Bros. (Savoy) London, h. Williams, Janice (Bon-Air) Chi, no. Williams, Frances (Hi-Hat) Chi, no. Williams, Betty (Half Moon) Coney Island, N. Y., h. Wilson, Edna Marie (Short Club) Kansas City, Mo., no. Wirthman Twins (Roses) Omaha, no. Wolf, Lorna (Ranch Club) Seattle, Wash., no. Woodford's Doozabunds (Palace) Ft. Lee, N. J., p.

Wright, Seythe (Chicago) Chi, t. Wright, Charlie (Weylin) NYC, h. Wynn, Ralph (Nut Club) NYC, no. Wynn, Ross (Grosvenor House) London, h.

Y Young, Margaret (Gay '90s) NYC, no. Yorloff, Your (Old Roumanian) NYC, a. Yvonne & Everett (Hal Tabarin) NYC, no.

Z Zig & Zag (Vandom) Evansville, Ind., h. Zito (Jim Braddock's Corner) NYC, no. Zorine (Frontenac Casino) Detroit, no. Zudele & Co. (Capitol) Marshalltown, Ia., no. Zudina, G. Co. (Troll) Le Crosse, Wis., 18-July 1, h.

DRAMATIC AND MUSICAL

(Dates are for current week when no dates are given) Hays, Helen: (Billmore) Los Angeles. Pins & Needles (Grand O. H.) Chi. You Can't Take It With You: (Fox) Spokane, Wash. 18; (Wilma) Missoula, Mont., 18; (Fox) Seattle 17; (Marlowe) Helena 18.

MISCELLANEOUS

Arthur, Magician: Model Town, 18-18; Green-ville, Ky., 17-18. Birch, Magician: Superior, Neb., 18; Alma 18; Holdrege 17; Alapahos 18; Kearney 20; Ord 21; Neligh 21; Norfolk 23; Yankton, S. D., 24; Armour 25. By-Gosh Vendi Tent Show: East Redondo, W. Va., 13-18. Chief Rolling Cloud Dog Town Follies: Philadelphia, W. Va., 13-18; Gratton 20-25. Lewt, H. Kay & Hollywood Varieties: Colfax, Wash., 18-18; Polkatch, Ida., 17-18; Lewiston 20-21. (See ROUTES on page 68)

EAST OHIO

(Continued from page 31) Lake Brady Park, near Ravenna, opened with a new name, New Casino. H. W. Perry comes in to manage the ballroom, planning to stagger the season with traveling acts.

TOLEDO, O., June 11.—Redecorated and partially rebuilt, Luna Pier, suburban open-air dance hall adrift on Lake Erie, opened today with Gene Percival occupying the band stand. Lou Blake opened this week at Hotel Commodore Perry's Maumee Room, Hal Berdun bowling out. Chuck Shanks makes a return trip to Hotel Secor's Parlihan Bar June 25, replacing Earl Smith, who moves to Ramona Club at Ramona, Mich.

Another Song Sheets Pub

ALBANY, N. Y., June 11.—Charter of incorporation was granted this week to Lyric Corp. of America. Combine plans to publish song sheets carrying only the lyrics of the pop tunes. Project has a \$10,000 capitalization, stockholders listed as Samuel H. Balk, Michael Schure and Bells Horns, all of New York.

PRUDENVILLE, Mich., June 11.—Larry Fuller, formerly a well-known Midwest ork leader and booker, is opening a tourist resort at Houghton Lake. His band was for 11 years a feature at Johnson's Rustic Tavern, local hostelry.

Doubles in Blackstone DETROIT, June 11.—It used to be that a good musician had to double in brass. But Edward Werner, conductor of the Michigan Theater symphony orchestra for several seasons, found a new way to double this week. He became a full-fledged lawyer and was admitted to the bar last week.

Vogue Darkens as Ops Take Powder

LOS ANGELES, June 11.—Reopening of the Vogue, long a white-elephant downtown nitery, was short-lived. Spot lit up for one night and now Ken Baker waits for cash that never came in. According to AFM officials, Henry Parnes and Gordon De Burgh, operators, agreed to furnish bank references. But union found them to be non-existent and ordered a nightly pay-off for the band. Opening drew a fair-sized crowd, but pay-off hour found ops missing. Parnes and De Burgh failed to show up the following night and Local 47 officials suggested to Fred Solomon, owner of the spot, the place be closed. Having no hand in the dealings of the two promoters, Solomon immediately agreed to bolt the doors. Further action will be taken when the two migrating operators are located. American Federation of Actors advised the acts to present salary claims against Parnes and De Burgh, the matter to be placed in the hands of their attorney. Besides losing the salary for one night, Baker turned down several one-night stands to take the Vogue job. With this last venture a failure, future seems uncertain for the Vogue, the spot probably remaining dark for the summer.

AFM Aids Newspaper Guild

HOLLYWOOD, June 11.—Reaction to strike by Newspaper Guild against Hollywood Citizen News has been felt at the local musicians' union. With the Hollywood Bowl concerts slated to start soon, AFM officials have "suggested" to the Bowl operators that they discontinue having their programs printed at the printing plant controlled by The Hollywood Citizen News. But when officials were cool to the proposition Local 47 reminded them of time 110 musicians were pulled from concert because of wage dispute with IATSE. Alto music chiefs believe the matter will be settled amicably, they assert they will bring pressure to bear in the event the Bowl management refuses to take programs to union print shop.

Booker Returns to Baton

NEW YORK, June 11.—Mac O'Connell, former general manager for the defunct Radio Orchestra Corp., forgets the booking biz after three years for his first love. Once again heads his own band of 12, currently club dating out of New York.

New Kansas City Club

KANSAS CITY, Mo., June 11.—Formerly a private club, Top of the Hill Terrace Club was opened to the public here this week by Joe Hamm.

State Dept. Gets Jobs

NEW YORK, June 11.—New York State Employment Service, division of the Unemployment Insurance set-up, obtained jobs for performers for the first time recently when it supplied request for animal impersonators for screen shorts and an aerial act for a summer show. All applicants for insurance benefits must first register with the Employment Service and accept the performer's jobs when the work is within their field.

In a Hurry

LONDON, May 31.—Gaudsmith Brothers, acro-comedians, arrived here with only 40 minutes to make their first show at the Chiswick Empire, on other side of London. Boys were able to get on stage in time by making their necessary costume changes in the auto from the depot to the theater.

NEW DATE BOOKS FOR 1938 NOW ON SALE Arranged Especially for Your Needs Dated From January 1, 1938, to January 1, 1939. The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 1/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information. PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS For sale at all offices of The Billboard. Mailed to any part of the world for 25c each. Cash With Order ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE The Billboard Publishing Co. 25 Opera Place, Cincinnati, O.





World's Fair, June, 1938

NEW YORK, June 11.—The approval this week of about 30 concession contracts by the finance department of the World's Fair gives welcome warning that at long last things will begin to develop, tangibly, in the amusement zone.

It is a pretty well-known fact that a small-time eruption took place out in Flushing early this week—the concession division of the fair "put its cards on the table," so to speak, demanding immediate action on the part of finance committeemen.

If nothing else, the finance board, composed largely of downtown banking figures, has learned thru the fair that outdoor show business, and that's what a world's fair is, is vastly different from any other industry.

The arguments as to how these large sums of money are spent by carnivals and their people were well put and speak volumes in combating the old cry about carnivals taking money out of town.

General Manager Sedlmayr also gave what we might term a ten-strike answer to the question of why he did not keep his show off the road until the fair season began if the overhead at still dates could not be met without consistently good attendance and patronage.

If you have not already done so, be sure to read the full details of the broadcasts in our last issue. Here's hoping other carnival managers will help the good work along by emulating Messrs. Sedlmayr and Velare.

NEW YORK booking offices have been receiving wires from Ringling-Barnum heading acts asking for dates after July 1. . . . Zooclinic, cannon act, opens at 1. . . . Atlantic City Steel Pier June 25 with a new twist. Booked by Charlie Sasse. . . . Scatterday in from the now dormant Downie show, and off again for positions elsewhere. . . . Crowell headed toward Hamid's Million-Dollar Pier, Atlantic City, and Scatterday assumes directorship of banners and advertising on Robtina Bros' Circus. . . . Wonder what traveling show will be first to exhibit a giant panda. Should be an attraction with current publicity accorded the Harkness babies.

County Fair, new book by Phil Stong.

is said to be a terrific boost for agricultural fairs in general. Chiefly pictures, the book proves conclusively the importance of the fair as an American institution. . . . Out at Frank Buck's Long Island animal farm they're training cheetahs for act routines. . . . Ben Williams, carnival op., reported to be not well at all. . . . Madison Square Garden announced its prize list this week for next fall's annual rodeo. Trophy dough amounts to \$43,280, plus entry fees.

Namy Salih, veteran museum operator, will remain in Newark, N. J., this season. Has converted his 10-cent museum into a penny arcade until after Labor Day. . . . Irving Rosenthal, co-operator of Palisades Park with his brother Jack, rated a swell publicity break in The New York Mirror's "Only Human" column this week. Feature picks only extremely interesting and unusual personalities about town. . . . Walter L. Rosemont, Broadway theatrical agent, says he has a real outdoor attraction but is going to be careful where he peddles it.

Joe Hughes, ambassador extraordinary for the George A. Hamid office, returned to New York this week with enlightening news. Says that Sea Breeze Park, Rochester, N. Y., and Roseland Park, Canandaigua, N. Y., are actually doing better biz than a year ago, and Emma Jettick Park, Auburn, N. Y., is on a par with '37. Sounds strange, but Joe swears it's true. Roseland, incidentally, installed a \$15,000 miniature golf course (remember 'em) this season, and it has met with no end of patronage.

Hartmann's Broadcast

WHAT the carnival business needs today is more radio broadcasts like the two which Carl J. Sedlmayr and Elmer G. Velare, general manager and business manager of the Royal American Shows, respectively, made at Evansville, Ind., and Racine, Wis., in the last few weeks. Their talks were on the value of a carnival to a city, and it was by invitation from the broadcasting stations that they spoke.

We think it was real sound reasoning for them to consider the carnival in the nature of a convention going from city to city and spending large sums of money—business for which no Chamber of Commerce appropriates money to get as in the case of regular conventions.

The arguments as to how these large sums of money are spent by carnivals and their people were well put and speak volumes in combating the old cry about carnivals taking money out of town.

General Manager Sedlmayr also gave what we might term a ten-strike answer to the question of why he did not keep his show off the road until the fair season began if the overhead at still dates could not be met without consistently good attendance and patronage. After pointing out that the Royal American had a gigantic investment and provided a means of livelihood for 1,200 persons, he said that it operated much in the manner of other businesses which know in advance the lean and profitable months yet do not suspend operations because of dates on the calendar.

If you have not already done so, be sure to read the full details of the broadcasts in our last issue. Here's hoping other carnival managers will help the good work along by emulating Messrs. Sedlmayr and Velare.

IT'S too bad some daily newspaper editors don't take time out and learn facts about the circus and circus people instead of going out of their way and slapping them unjustly on the strength of what some outsider told them. We mean editors like the one who wrote the following editorial that appeared in a recent issue of The Parkersburg (W. Va.) News:

"Several permits reported being short-changed at the circus. One man passed

a \$10 bill and received \$1 less in change than he should have received.

"Cases of short-changing may have been accidental, of course, but no persons told of receiving more change than was due them. Which makes one wonder about the truth of the charge that ticket sellers at some circuses bid for the jobs.

"The sellers are not paid, so the story goes, but make a good living by short-changing patrons. But that could not be the case with any circus coming to Parkersburg, of course."

What the editor in question apparently meant to convey to his readers by the subject of alleged short-changing as the basis of his argument was that he was beginning to think there was some truth to the so-called charge that ticket sellers bid for jobs.

What a silly charge! And it's sillier to believe it!

MOTION picture theater managers should be the last ones to argue against circuses and carnivals by using the old gag that such shows take money out of town.

There are some house managers who are exceptions and we admire them for their broadmindedness. One of these is Roger Ludy, manager of the Illinois Theater, Portland, Ind. In a message from him the other day he said:

"Russell Bros' Circus comes to Portland June 21. It is the first in and should do a nice day's business. I'm for it tooth and toenail."

What a swell spirit!

WHEN writing in last week's issue about the trouble which West's World's Wonder Shows had at Williamsport, Pa., where they were closed by city council and ordered out of town, we suspected something had happened just like General Manager Frank West explains in a letter received since. We shall let him tell it in his own words. Writing from Warren, Pa., June 8, he said:

"I have read with interest your comment this week on the Williamsport situation and I want to take this means of defending the show. All the trouble started when we refused to give a reporter all the passes he wanted, at which time he remarked, 'That will be the most expensive passes you ever refused.' This very reporter wrote the article you read, which was used as an instrument of the law in closing the show. I assure you, Mr. Hartmann, that the show operated in Williamsport precisely as it did the following week at Lock Haven, Pa., just 25 miles from Williamsport.

"I am inclosing a letter from the chief of police of Lock Haven, also a letter from our sponsoring organization. These letters were uncollected, both parties presenting them at the close of our engagement."

Chief Turner in his letter said he supervised the policing of the West show during its stay in Lock Haven May 30-June 4 and found it a pleasure working with the show, adding: "The co-operation of the management has been 100 per cent. I have found Mr. West to be a man of his word and am convinced he will back any statement he makes. The West World's Wonder Shows have been morally 100 per cent. I have not nor has any member of our department received a complaint on any of the concessions or shows. I cannot recommend the show too highly."

The other letter, from the sponsoring organization, Clinton County Park and Game Association, of Lock Haven, is dated June 4, signed by F. P. Marshall, president, and reads: "May I take this opportunity to thank you and your staff for the week of fine entertainment which your shows have afforded the people of our city? I have been complimented by many of our leading citizens on the clean manner in which you have presented the entire attractions throughout the week."

THE rule Jack Greenspoon follows in achieving success in the concession end of outdoor show business made a striking impression with us. It's the best rule anyone can follow if he wants to "sit in right" with his public.

"I always give the public a square deal for its money," said Jack. "Despite how some people feel, there is little difference in operating a concession or concessions on a carnival, beach or park than there is in owning or managing a store on the main street of any city or town."

(See BROADCAST on page 65)

Notes From the Crossroads

By NAT GREEN

BLASTING! Does that word bring to mind anything about a carnival midway? Two general agents of leading shows to whom I talked the past week agreed that "blasting" on the loud-speakers is one of the worst evils with which the carnival has to contend.

They also agreed that there should be some method of controlling the volume of sound to lessen the evil. Last week I walked down the midway of a leading carnival in a Wisconsin town with a friend. Attracted by a gorgeous front, we paused to look it over. As we stopped the bally started with a blaring, ear-bursting blast from the p.-a. system. "Let's get away from the blasted thing," my friend exclaimed, and I was happy to move on.

A carnival man who recognizes the evil but has done nothing about it told me that such blasting not only causes many squawks from residents in the neighborhood of the midway but has actually closed some towns against carnivals. It would be a simple matter, according to another carnival man, to so regulate the p.-a. systems that all would be uniform. Until that is done talkers whose chief asset is a raucous voice will continue to try to drown-out the neighboring ballys.

Mabel Stark's book, Hold That Tiger, is off the press. . . . "I read the book," a correspondent writes, "and it's great; they are shooting them out in gratifying style." . . . Edna Curtis, widow of Dan Curtis, will carry on with the acts that were well known to fairgoers throughout the country. . . . She has engaged Fred and Betty Leonard, formerly with the Seils-Stirling Circus, to work the acts. . . . A. L. Hartzler, Iowa sound man, in Chicago on business. . . . Duke Drukenbrod is reported as doing very well with the concert on Lewis Bros' Circus. . . . Jack Twiliss, late of Ringling-Barnum circus, back in Chi. . . . Bertie Hodgini, who had a riding act and a flying act on Russell Bros' Circus, has left the show and will play fairs with a new flying act. . . . The Joe Hodgini troupe of riders has joined the Russell show. . . . Leon E. Blondin, clump trainer, in Chicago from the West Coast and is leaving for Herkimer, N. J., to join the Max Oruberg show. . . . Was that Ralph Hankinson streaking it thru the Sherman lobby? . . . L. S. Hogan in the Windy City for a day on railroad business.

W. H. (Bill) Rice, who is at American Hospital, made June Province's column in The Trib the other day. . . . Must have been feeling low when June saw him, for he had just written a friend: "Playing my last stand in Chicago, I fear, and grave company." . . . But he's snapped out of it and is looking good.

That was a swell story of the Ringling show that Bob Kinsey wrote for The Birmingham News-Age-Herald. . . . Bob traveled with the show from Saratoga to New York. . . . Earl Taylor, formerly in the fair booking game, back from Mexico, where he took a musical revue and found things not so rosy for a financial standpoint. . . . "Guess the good Lord just has his arms around the Barnes opry," writes Jack Grimes. . . . "Business has been tremendous. Vancouver was even better than last year and the small towns we played—Kamloops, Vernon and so on—came thru with great success."

Rodeo enthusiasts in the neighborhood of Palwaukee airport, some 30 miles from Chicago's Loop, got together last week and put on a very creditable rodeo. . . . Entrants were from the many riding stables in the vicinity, and some real bucking horses and steers were imported to add realism to the show, which attracted a sizable crowd. . . . Some of the amateur buckaroos have developed into accomplished riders.



NAT GREEN



E. S. Littleford Jr.



A. O. HARTMANN



## Barnes Biz Fine in Can.

Western portion in good shape—straw at night in Edmonton and Calgary

CALGARY, Alta., June 11.—Business for the Al G. Barnes-Sells-Floto Circus in Western Canada has been very gratifying. In Vancouver the gross was on a par with last year, while the smaller towns, Kamloops, Vernon and Revelstoke, B. C., were bigger than three years ago. Edmonton and Calgary each came thru with straw at night performances, and the Dominion, at least the western portion, is in good shape. Crops will be big this year and people are loosening up with their money. Mabel Stark obtained several plugs, both on the radio and in the papers, on her new book, *Hold That Tiger*, published by the Caxton Press. Book has plenty of photos and reports are that it will go into the public libraries.

Show came thru a blizzard near Lake Louise going from Revelstoke to Edmonton. Stopped over for three hours Sunday afternoon to feed and water. Cocks also went up. Thousands of natives flocked around the elephants and stock.

Harper Joy visited the show in Seattle for two days. Is looking forward to the Spokane engagement and will have a big gathering of CPA for breakfast in the cockhouse showday.

Show returned to the States yesterday in Shelby, Mont. It will make the usual swing into Washington and Idaho and back to Montana.

### Jewels Sail for States

LONDON, May 31.—Five Juggling Jewels, flash girl juggling act, closed a successful two weeks' season at the Palladium, London, last Saturday. Girls are set to sail June 2 on the Columbus for a repeat tour of American fairs, parks and vaudeville. Act has nearly six months' work already set.

## No Developments in Proposed Wage-Cut Dispute on "Big Show"

CINCINNATI, June 11.—There have been no developments so far as the Ringling-Barnum Circus is concerned on the matter of the 25 per cent wage cut offered workmen of the show about a week ago. John Ringling North, president, informed representatives of *The Billboard* yesterday when the show was at Dayton.

After being informed by Ralph Whitehead, president of the American Federation of Actors, that neither he nor the workmen wished to have a reduction in wages, Mr. North addressed the personnel of the show at Pittsburgh June 9. The full text of his speech follows:

"Members of all the departments of Ringling Bros.-Barnum & Bailey Circus, I am here to address you because your representative, Mr. Ralph Whitehead, has informed me that neither he nor you wish to have a 25 per cent reduction in your wages. Well, to start with I will say in all honesty that it is without pleasure that I have asked you to take such a reduction in your wages, but I must add that necessity is often without pleasure.

"I am speaking to you as the representative of the management of this corporation. I am responsible for the welfare, success and continuation of this organization to its board of directors and to its owners. The purpose of this enterprise, if perhaps some of you have never paused to analyze it, is to bring entertainment to a large cross section of the American public and by so doing to return to the corporation a fair profit. In order to accomplish this purpose, it is necessary to purchase large quantities of materials, employ many men and engage large numbers of performers. The materials must be paid for, the equipment repaired, replaced and maintained, and the employees, workmen and performers alike fed and transported from one end of the country to the other. All of this, as you all know, must and does



HOWARD Y. BARY, manager of the Hagenbeck-Wallace Circus, snapped on the lot at Covington, Ky., while reading *The Billboard*. To his left is A. C. Hartmann, outdoor editor of the publication.

## Robbins Bros.' Show Crosses Border at Niagara Falls, N. Y.

MONCTON, N. B., June 11.—The beginning of the fifth week of Robbins Bros.' Circus saw the show crossing the Canadian border. The first move was only 14 miles from Niagara Falls, N. Y., to St. Catherine's, Ont. The customs and immigration officials had been around for a couple of days, and with the co-operation of Manager Jess Adkins and General Agent Floyd King everything moved without a hitch.

Hoot Gibson, making his first personal appearance in Eastern Canada, is proving a good draw, and the parade, the first one in many years to be seen in

(See *ROBBINS BROS.* on page 33)

require expenditure of a great deal of money. You also must know that in good times the circus does big business and makes good money—but that should not seem unreasonable for that is its just due. In fact, up to this time the show has made sufficient money to

(See *NO DEVELOPMENTS* on page 33)



CARL E. KING (left), of Fort Dodge, Ia., president of the National Bandmen's Association and former director of the Barnum & Bailey band, and John J. Richards, former band leader of Ringling Bros.' Circus and now of Sterling, Ill., who was principal guest director at the Fort Dodge Band Festival, June 8-9, during the Iowa Bandmen convention.

## Russell Biz in Chicago Area Widely Variable Due to Weather And Adverse Economic Conditions

HUNTINGTON, Ind., June 11.—Russell Bros.' Circus is now making a swing of Indiana towns after completing 18 days in the neighborhood communities of Chicago and suburbs. Bad breaks in the weather, together with adverse economic conditions, made business in the Chicago area widely variable, comparable with that prevailing in the nation at large.

The show played six two-day stands and spent a total of 13 days within the city limits of Chicago, these being interspersed with dates in near-by suburbs. In spite of all predictions to the contrary, the engagements in Chicago proper were played without a hitch. This was due, however, to many weeks of careful advance preparation. A different set of problems had to be solved in each neighborhood, but these were taken care of before the show arrived. In several lo-

cations, the circus was set up on school property in the midst of thickly populated sections.

For a considerable portion of city patrons, this was their first view of a circus under canvas. A general unfamiliarity with circus procedure, and especially a failure to realize that the show was in one spot for only one or two days, no doubt had some effect on business. The week-end stands were the most satisfactory.

The show won widespread approval and the performance was enthusiastic. (See *RUSSELL BIZ* on page 34)

## WPA Has Winner At Ridgewood, N. Y.

RIDGEWOOD, N. Y., June 11.—The WPA Federal Theater Project's circus closed its engagement here June 4 to excellent biz. Saturday matinee was ruined by rain, but night house was good and show left spot a winner.

Visitors were George Kondoff, director of the Federal Theater Project for New York City, and Ralph Craig, wife and son. Craig is a member of Paul Edwards' staff, functioning as finance director of Federal Project No. 1.

On Monday Managing Director Burns O'Sullivan, Carl Neil, superintendent of the lighting system, and the writer, Wendell Goodwin, hopped over to Lynnebeck, N. Y., and caught Eddy Bros.' Circus. Governor Hunt has one of the best shows of his career and the natives went for it strong. Lew Barton, who has the side show, says he's doing all right. After the matinee the party was entertained by Hunt in the cockhouse.

### Fire on Cracknell Show

SYDNEY, May 12.—Fire threatened the animal section of Leo Cracknell's Circus recently. This show, which is mainly used by stores as a Christmas attraction, was saved after a hard fight by the brigades.

Wirth's Circus is completing a successful season in Sydney, where it has been playing for some time. It commences its country tour next week.

Greenhail and Jackson Side Show attractions are doing well in their country tour.

### Parker's Death Will Not Affect Operation of Show

MOBRIDGE, S. D., June 11.—Charles E. Parker, co-owner of Parker & Watts Circus, died here early Wednesday morning, further mention of which appears in the Final Curtain column.

His death will not affect the operation of the show.

### Cross-Suits in the Fall

PITTSBURGH, June 11.—Court hearing on the Hagenbeck-Wallace and APA cross-suits derivative from the union's picket-tailing of the circus, is expected to appear on this early fall calendar, following return notices of writs here this week.

**IT'S ALIVE  
With Interest!**

**How the Circus  
Tries New Ideas  
and Methods**

—By Eugene Whitmore—

**Watch for It**

in the  
**Summer Special  
Number—June 25**





# With the Circus Fans

By THE RINGMASTER

**President** MELVIN P. HILDRETH, W. M., HICKINGHAM, 716 Evans Bldg., Washington, D. C.  
**Secretary** THOMAS BANK, Norwich, Conn.  
 (Conducted by WALTER HORNBADEL, Editor "The White Top," care Hohenadel Printing Company, Rockville, Md.)

**ROCHELLE, Ill., June 11.**—Myrtle Gamble Wagner, wife of Jacob A. Wagner, past president CPA, died June 8 at Iowa Lutheran Hospital, Des Moines, Details in Final Curtain. At the request of Mrs. Wagner funeral services were private at the Harbach Funeral Home Tuesday. The Rev. Paul E. Becker, pastor of the University Church of Christ, officiated. The sympathy of the Circus Fans' Association is extended to Mr. Wagner in his great loss.

Circus Fans of Spokane, Wash., headed by Harper Joy, had their usual big time when the Barnes Circus showed there June 13. Joining with the Early Birds Breakfast Club, they had a large crowd for breakfast in the cookhouse. They also had their usual Lions' Day at the circus staged by the Lions' Club and the CFA with a parade to the show-grounds before the matinee, with a large number of children as their guests. In the evening they had a big circus party at the Dutch Mill at the Coeur D'Alene Hotel.

When the No. 1 car of the Ringling-Barnum show was at Binghamton, N. Y., nearly all the 30 men aboard visited the Pat Valdo Tent Circus Room. Free bowling and billiards were offered by George H. Barlow III and his staff at the Barlow Recreation on the Saturday evening that the men had to themselves. The same privileges were given the men on the No. 2 car. Plans are being made by the Tent for a welcome to Pat Valdo when the show plays his hometown June 21.

Circus Fan G. H. Barlow Jr. recently returned from his winter home in Daytona Beach, Fla.

Jacob B. Jones, of Bridgeton, N. J., has caught the R-B show at the following spots this season: Madison Square Garden; Washington; Philadelphia; Trenton, N. J.; and Wilmington, Del. On each occasion he was host to a party of friends and has purchased 80 reserved-seat tickets to this one show alone. In addition to the Big Show, he also visited Robbins Bros.' Circus at Pottstown, Pa.; Downie Bros. at Camden, N. J.; and Eddy

Bros. at Haddonfield. It has just been brought to our attention that we have another member that when he goes to a circus does it in a big way. When Russell Bros.' Circus showed Monmouth. (See CIRCUS FANS on page 55)

## French Circuses on Move

PARIS, May 31.—Pottier, Bureau, Lamy, Pinder, Bouillon and Amar Freres, all big circuses, are showing in different sections, some in Belgium and Holland, others in the south of France, all working toward Paris.

Amar Bros., with a large menagerie and two rings, is in the North. With it is Al Brown, champion boxer, and a group of clowns headed by Beby and oldest of the French funmakers, Germaine Acres. Fourteen white Arabians are doing a pip of a hurdling number, their trainer, Gantier, being as black as his horses are white. Performers have the kind of acts that makes a first-class circus draw big crowds. Weather is good.

## C. E. Duple Corrects

Pittsburgh, Pa.

Editor The Billboard:

In The Billboard, issue of March 26, mention was made of one Albert J. White, which stated, "For a number of years he led the Barnum & Bailey Circus band." That statement is erroneous.

As far back as the late 1890s Jim Robinson was leader of the Barnum & Bailey band. Carl Clair followed for the season of 1893 and was there continuously for almost 15 years until his passing in the spring of 1907. Walter P. English, who played bass with Clair's band for many years, succeeded him 1907-'08. Following English came Fred Jewell, 1909-'10; Ned Brill, 1911-'16; Karl L. King, 1917-'18. Beginning season 1919 (Ringling-Barnum combined) Merle Evans has been bandmaster continuously, now rounding out his 20th season with the big show.

With Clair's Military Band for many years were Russell Alexander and W. F. English. Both composed many fine numbers for the military band that have been played around the world. Clair, who hailed from Grinnell, Ia., was leader with the King & Franklin show before he went with Barnum & Bailey. Thirty years ago Al Sweet was bandmaster for Ringling Bros.' Circus Band of 35 pieces. Barnum & Bailey also had the same size band in those days. Season of 1906. J. H. Gill was leader of a 35-piece band with the Forepaugh-Sells

## 15 Years Ago

(From The Billboard Dated June 16, 1923)

Philip Wirth, Australian circus owner, visited The Billboard's Chicago office on his first trip to America. . . . A \$50,000 damage suit against the Pennsylvania Railroad Co. and the Al G. Barnes Circus was filed in Common Pleas Court, Canton, O., by the administrator of the estate of William M. Hadley, circus man, who was killed by train there when loading cars on the Barnes show. . . . Gilbert Everett closed with the Walter L. Main Circus because of illness. . . . Oscar Lowanda was discharged from a hospital at Kingston, Jamaica, N. Y.

Tropical Slim Mitchell, boss canvasman, visited The Billboard, Cincinnati, while on route to the Haag show in Kentucky. . . . Frank DeBite, contortionist and clown, was doing his comedy aerial contortion act as a free attraction with the Lorman-Robinson Carnival. . . . Earl Shipley informed that his engagement at the Elks' Charity Circus in Kansas City, week of May 27, was his last appearance in circus life, as he intended to sell automobiles. . . . Mrs. W. A. Hubbard, mother of Mrs. E. Haag and Harley Hubbard, of the Haag circus, died at her home in Perkins, Okla., June 2.

Features with the Bob Morton Circus were the Conleys, Minnie Fisher, Beckman-Shepherd Trio, Large and Morgner and the O'Dole-Conley Troupe. . . . Milt Taylor was producing clown on Golden Bros.' Circus. . . . Mari Bergoff, clown of Golden Bros.' Circus, was killed at Irwin, Pa., when thrown from the seat of a heavy wagon in which he was riding. The wheels passed over his body. . . . Mrs. Rene M. Shattuck, 59, acrobat, formerly with Barnum & Bailey Circus, died June 9 at her home in New York. . . . Belmont's Wonderland and Wild Animal Arena was enjoying good business in its fifth season with the Rose Killan Shows. Annex features were the Simpsons, Sid Kridello, Millie Marguerite and Belmont's ventriloquism and magic.

show, and with the John Robinson 10 Big Shows the same year was Antonio Oliveto's Royal Italian Band of 35 pieces.

O. E. DUBLE

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We serve the LARGEST CIRCUSES AND CARNIVALS IN AMERICA with all special pictorial titles, block and type posters, and dates.

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**LOW PRICES—PROMPT SHIPMENTS**

Write for Price List and Route Book.

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MASON CITY, IOWA

## TENTS

Large stock new Tents ready to ship, and a few slightly used ones. Sidewall, new and used, bergalite. Write us what YOU want.

We'll save you money.

**D. M. KERR MFG. CO.**

1934 Grand, Chicago.

## CONCESSION MERCHANDISE

Exclusive, unusual items with real sales value and eye appeal for

### PARKS CIRCUS CARNIVAL FAIR

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**TIPP NOVELTY CO., TIPPICANOE CITY, OHIO**

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**CHARLES DRIVER—BERNIE MENDELBOSS**

**O. HENRY TENT & AWNING CO.**

4611 North Clark Street, Chicago, Ill.

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**ALBERTIS CO.**

440 W. 42d St., New York City

## PARKER & WATTS

### CIRCUS

Wants experienced Circus Billposter and Lithographer. Who LEE S. CONARRO, One Sup., Station, 17; Harris, 18; Great Falls, 20; all Managers.

## WANTED

### FAST-STEPPING AGENT

With car, Contract, Bond, have paper for overnight stand. McIntosh Circus People against. Johnnie Stevens can place you. Any other Circus SOCIETY CIRCUS, Sales, Va., June 19.

## SPANGLES

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Of every size, heralds, etc. for all occasions—special designs for your show—quick service—low prices—write for samples.

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PER 100

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1212 VINE ST. - PHILA. - PA.

## RUSSELL BROS. CIRCUS SIDE SHOW

Wants Hawaiian Dance. Must be young. Frisks, Hoopster, Scotty Kain, I wired you. Snake-Piece Missing! Show and Band. London a Johnny writes. Inside Man who can make openings. Must be good Luckster. **JACK SAMPPON**, Manager, Frankfort, 14th Crumfordville, 15th Crumford, 16th Crumford, 17th New Castle, 18th Hartford City, 20th; all Indiana.

## ORANGE BROS. CIRCUS WANTS

A Team Saker four or more Good. Acts. CAN 14th Pleasant Terry and Ross. Two Girls for 20th Show. Feature. Closest Player for Big Show Band. No Pambos jobs.

**TOL TETER, Volley City, N. D.**

## TIGHTS

### OPERA HOSE

**KOHAN MFG. CO.**

190 Teaffe Pl., Brooklyn, N. Y.

## What Is a Publicity Man?

(Business Digest for June)

THE idea that a good publicity man is one who, by personal acquaintance or by some kind of magic power, can make editors print what he wants them to print in their papers—without reference to its news value—is dispelled in a letter on the subject written by Clive Howard, Lynne Crider and Associates, New York, to the editor of Advertising Age and printed in the May 28 number of that publication. It follows:

"An advertisement which ran twice last week in the 'Help Wanted' column of a leading New York newspaper laid down these specifications:

"Publicity man, alive, well-informed young newspaper man who writes crisply, has had thorough experience on metropolitan daily and knows important editors and columnists intimately."

"With press agents operating in the manner of back-slapping wardheelers, it's little wonder that the space-grabbing profession is held in low esteem.

"To the uninitiated—and even to the executive whose industry might profit by a sound public relations program—that advertisement could give but one impression; that the free white space given up by the editor is surrendered only to his 'intimates.'

"The advertisement carries with it a double-barreled insult. It labels the editor a political bigwig who prints the news as the favored ones present it to him. What happened to the editor who used to print the things of interest to Johnny Q. Public . . . to hell with the source? It distinguishes the publicity man as a parasite who must worm his way into the editor's heart for the client's sake."

"It's true that there are press agents, and many of them, who badger the editorial desk with the 'gimme a break' whine.

"But.

"There are public relations men working entirely in the direction of creating features worthy of free white space. Their releases achieve publication simply by reason of 'news' value. Their releases are directed to the editorial desk, where they are in competition with items collected by every news gathering source known to the editor. They counsel huge industries, keep alive the names of manufacturers and their products—they actually build businesses—by creating set-ups generating honest-to-goodness news, which the editor is glad to print . . . because it will interest Mr. Average Citizen, for whom the paper is published. Few of the successful men in the publicity field 'know important editors and columnists intimately.'

"Many of the men who create news are unknown to the editor; they operate in the direction of 'making the news confident that the editor is at his desk to 'print the news.' That the editorial function has remained unchanged is proved by the fact that the man who engineers public opinion by sheer brain power work with large appropriations and from recognized agencies, while the boys who nuisance the editorial desk with the 'hello, pal' wheeze are working from the public phone booths for coffee and doughnut money.

"For a paper so universally esteemed as a publication it is indeed poor judgment to set type to an advertisement so libelous to the twin professions of journalism and publicity."



# Under the Marquee

By CIRCUS SOLLY

REPORT has been received by Solly that 14 men have been let out on advance of Ringling-Barnum show.

W. C. YARD pens that top of Ringling-Barnum, at Trenton, was almost full in afternoon and filled at night.

WORD COMES to Solly that Cole Bros.' Circus had big biz at Sudbury, Ont.

DAN STEWART, steward, has left Haag Bros.' Circus and is visiting relatives in Illinois and Kentucky.

HORACE E. ROSE has transferred from Eddy Bros.' Circus to Beers-Barnes Circus, working his side-show acts.

FRANK R. HUBB, of Atlantic City, recently entertained Mr. and Mrs. Kemp, circus fans of Trenton.

MARK T. KIRKENDALL, who was in white ticket wagon of the Barnes show, has left.

BUDDIE WEDIN pens that Sells-Sterling Circus will be at Iron Mountain, Mich., July 4 and that he will meet many old friends.

SELLS-STERLING CIRCUS is doing okay. Had a big matinee at Hartford, Wis., and at Manitowoc and Sheboygan there were packed houses.

WHEN GOLDEN BROS.' Circus played Moscow, Ida., Helen Jepson, opera and motion picture star, was a guest of the management.

BILLY STILES, who is at Veterans' Hospital, Ward No. 1, Johnson City, Tenn., thanks friends for writing him. Says he will be there for some time.

JOE BAKER advises he caught the Barnes show at Seattle, where it did well the three days. Baker is playing towns in the Northwest with his novelty clown act.

E. E. SIMMONS met Mr. and Mrs. Francis Kitman, of Russell Bros.' advance, at Crawfordsville, Ind. Kitman is in charge of the truck. The crew made a nice showing in that territory.

CHARLES PEASE old-time trouper, is located at Pittsburgh. Was with Geary, Main, Campbell and other shows. He will remember when Jim Thomas drove a 40-horse team.

LET'S HEAR from the band leaders and musicians with items for a column of their own. Contribute notes frequently.

DON COOKE, superintendent of ushers with the Barnes show, who was recently hurt and is in St. Vincent Hospital, Portland, Ore., states that he expects to rejoin the show in several weeks.

RINGLING-BARNUM will be at Wilkes-Barre, Pa., June 23 at Miner Park and will be the first big top in that city this season. The McCoy advertising car is still standing on the Lehigh Valley Railroad siding.

CHARLES A. (CHUCK) O'CONNOR, former trainmaster, is again in the heart ward (B-2) at Naval Hospital, Philadelphia, Pa., and would be pleased to hear from old friends, especially Howard Ingram and Joe Farnan.

SCHOOLS at Timmins and Kirkland Lake, Ont., were out all day when Hagenbeck-Wallace Circus was in those cities. At Timmins show was greeted by the Porcupine District Scotch Pipe Band of 30 pieces and the High School Boys' Band.

BETTY BROADBENT, tattooed woman, is with Greenbald and Jackson in Australia. Anna-John Budd, Mexican Rose, fat girl, and Tam Tam, leopard-skin man, also are with the show. Miss Broadbent will again be with a circus in the States next year.

FLYING VALENTINOS (four) are with West Bros.' Shows. Three girls are doing the flying. Lorraine Valentino is doing a double, inclosed in sack. Valentino recently visited Russell Bros., Sells-Sterling and Parker & Watts circuses. He bought Eric Diggers, which are operated by Jimmy Heath.

E. P. HANNAN, of Boston, advises that Barnett Bros.' Circus had fair business at matinee and good at night at Keene, N. H.; Gardner, Mass., light at both performances; Fitchburg, Mass., light matinee and fair at night. Show has encountered much rain and cold weather since going east.

BILL PENNY returned to Oklahoma City following the folding of the McCoy show. He had 50 Indians—25 Sioux from South Dakota and 25 Cheyennes from Oklahoma. Says that Dr. William M. Mann, director of the National Zoological Park, Washington, D. C., is a friend of show people when in need.

CLOWNS received a double-page spread of pictures and detailed captions in the rotogravure section of The Detroit News June 5. Portraits of the boys were shown in make-up and off the lot as well to give contrast. Those featured were Felix E. Adler, Paul Jung, Bluch Landoff, Paul Wenzel, Joe Lewis and Paul Jerome.

IT CERTAINLY was too bad that it was necessary for Charles Sparks to close his Downie Bros.' Circus. Biz had been way off for the show. This popular owner-manager deserved a better break.

L. O. (BUCK) JONES, an old performer, was the guest of Cole Bros.' Circus in Toronto and visited with Jimmie and Alice Foster. Says the two matinees were off, but evening performances were very fair. Performance, excellent. Jones was particularly impressed by the kindness and courtesy shown him by all with whom he came in contact.

ROY BARRETT, who played the Chicago date of Cole Bros.' Circus, opened May 31 with Jay Gould's Million-Dollar Revue, doing four clown numbers in circus program in afternoon and several bits in the revue at night. Business has been very good. One afternoon was lost due to rain. Show also has rides and concessions and a dance hall. A 10-piece band is carried.

CANTON, O., was the mecca of circuses recently when a railroad show and two truck shows were in town the same morning. Cole Bros. filled a date at the fairgrounds there, and while show was hauling to the lot the trucks of the Tom Mix Circus passed thru Canton en route from Massillon to Greenville, Pa. The same morning Lewis Bros.' Circus, also motorized, skirted the city in its move from New Philadelphia to Ravenna, O.

DR. L. C. HOLLAND, of Suffolk, Va., while attending the Big Show in New York, collected pictures for his "Master Album of the Circus," a giant picture record. His album contains one of the most complete records of circuses in the United States—pictures and histories of the leading circuses touring the States in the last 50 years. The book is 16 by 24 inches and more than four inches thick.

GEORGE HINES was guest of honor at a recent function sponsored by simland notables and theatrical managers at Hotel Ambassador, Los Angeles. Occasion was the 51st anniversary of this grand old man, who is now manager of Hotel Ambassador Theater. Many congratulatory letters and wires and gifts were received by him. George dates back to the old Adam Forepaugh Circus. For many years he was a top-notch legal adjuster with major circuses.

VISITING NOTES—E. J. (Spiker) Moore, an old billboarder and lithographer, visited Downie Bros.' Circus at Norfolk and Portsmouth, Va. Charles Sparks and wife and others of the staff were entertained at Norfolk by Colonel Consove. . . R. L. BICKFORD saw Barnett Bros.' Circus at Brattleboro, Vt., June 3. Business very light. In Greenfield children were excused from school upon written requests of parents and school tickets, at reduced price, were used.

WALTER B. LEONARD cards that Tom Mix Circus at Gloss Falls, N. Y., had just fair crowd in afternoon and capacity at night. Was under suspicion on Broad street lot. George Hanneford and family appeared at night only and met with an ovation, as well as the Clarksons, Mrs. Ernest Clark being a sister of



PAUL O. KLINGLER, manager of the Rialto Theater, Lewisport, Pa., and Hoot Gibson, Wild West star of Robbins Bros.' Circus, taken on the Rialto stage. Klingler has known Gibson for a number of years and several fine publicity tie-ups were arranged prior and during the show's engagement in that city.

George, who makes his home there. Carl Robinson, band leader, closed recently and went home. Leonard visited with many of the folks and saw Joe Roselli, Charley Harris and Manager Emanuel of the Rialto on the lot. Show reports biz good only in spots.

JESS ADKINS, manager of Robbins Bros.' Circus, certainly likes Louisiana coffee. On May 26 he sent a telegraphic money order to Hunter Jarreau, of The Daily Town Talk, Alexandria, La., asking that \$5 worth of it be shipped by express. Mr. Adkins has been in Alexandria on numerous occasions, the most recent being last fall when he was there with Cole Bros.' Circus. Always he has been a guest of Mr. Jarreau and invariably was served with the real article of coffee. Last fall Mr. Adkins took a supply with him. Mr. Jarreau is a great friend of circus folk.

CHARLES RUDOLF MILBAUER, proprietor of "Rudolf Bros.' Circus," and his father caught the Downie show at Montclair, N. J., where they met Herb Scheffel, Clifton Circus Fan. Visited in the back yard and then took in the show. Had good biz at night. The Milbauers also spent a swell day on the Eddy Bros.' lot. Scheffel doing some water colors of the show. Visiting the Ringling-Barnum show at Newark. Charles says: "Will never forget the time given Joe Minchin, Scheffel and myself by the Wallendas. Karl set up a fine theater, seats and all, in their wagon, No. 66, and ran off some fine and thrilling films taken by him of European circus acts and some dandy shots of the spec at the Garden. Karl gave an interesting account of the films as they were run off. Franz Torrence, of the Torrence-Victoria Troupe, acted as camera man. After the Wallendas completed their act Monday night, Helen and Karl Wallenda, Torrence and Victoria (and Chickie), Joe Minchin, Scheffel and J. L. Peaty drove down to visit on the Rudolf Bros.' lot and a party was staged. Received some lithos and a herald of Robbins Bros.' Circus from William Backell. The lithos are beautiful and flashy and the herald is a circusy piece of advertising, as of the old school."

## Regrets Closing of Downie

Boston.

Editor The Billboard:

I read with regret of the recent closing of Downie Bros.' Circus. Manager Charles Sparks has thousands of friends who look forward to his annual tour, and as a showman and gentleman he is a credit to the profession. Cleanliness, courtesy and comfort to the public from the front door to the backyard made the Sparks name remembered by city officials and was instrumental in building the Downie show into one of the finest motorized circuses ever to come east, welcomed everywhere by press and public. Let's hope the closing is of short duration. Perhaps by next year conditions in the circus field will be such that the Downie show can again take to the road. JOE THAYER.

## Dressing Room Gossip

PARKER & WATTS—Show made a 130-mile jump into Aberdeen, S. D., and parade and doors on scheduled time. Straw house at matinee and near capacity at night. Wallick had trouble with his trailer coming into Oakes. Bert Rickman says he knows nothing about music. Hazel King thought she was on the Big One the other night when she looked in and saw the crowd. Anyhow she worked the Liberty horses (trained by Hazel) togged up in full-dress suit. Anna Brock is going into cactus business next winter. She is getting her stock together now, and Alec has to be careful where he parks his body. Tige Tageron is still trying to win a wrestling match.

W. E. DeBarrie is looking for a red box full of tools that strayed from his truck a few nights ago. Mitchell's horse trailer had a battle with a kicking horse a few days ago and the trailer looks as tho it lost the battle. Millie DeBarrie is now in the egg business. The Australian birds after 15 years of getting and feeding produced their first egg last week. No. 1 candy stand Grant says he now has 64 overnight guests. He says he doesn't mind the guests, but they are up and gone early and he has to do all the tearing down and packing. Lee Hinckley received a nice compliment on his band in Aberdeen. The town band leader, Archer, an ex-trotter, said he never before heard a circus band that played standard marches and then "swing" a popular tune like these boys can. JIMMY THOMAS.

HAGENBECK-WALLACE—First day in Canada beautiful sunshine and British flag flying over the cookhouse. Many visitors on lot at Hamilton. Neena Hanneford entertained her brother, Bob Scott, wife, son and grandson. Mr. and Mrs. Jimmy Cole entertained relatives. Visiting Joe and Bebe Segrist were Billy Gregory and family, of circus fame. Many showfolk out souvenir hunting. Mrs. Phil Escalante is official bargain hunter for dressing room girls, who work late in the show. Sissy, elephant girl, mourns the loss of her pet dog, Dolly Lee. Jackie Andrews is the latest addition to clown alley, substituting for Mickey MacDonald in the album gag. Colonel Casper, midjet entertainer in Side Show, is going over big with his songs. Julius Kuehnel was seen enjoying a speed boat ride Sunday, as well as Henry Kyus and others.

Nick Carter, Mel Smith, Dorothy Carter, Mr. and Mrs. William Cronin caught 100 pounds of white fish and perch at Orilla. A day's supply of food and other necessities were taken along. Bebe Segrist is a new addition to the Hanneford riding act. Joe LaForm up early and enjoying the beautiful scenery. Many of the folks visited the Dionne quintuplets at Callander, Ont. Jean Herscholt, Dr. DeFoe, Mr. and Mrs. Dionne and many executives of the 20th Century-Fox Studios were guests of the circus at the night performance in North Bay. Mel Smith renewed acquaintances with members of the movie colony. Frank Lully and Bobbie Nelson are seen daily practicing acrobatics. Harry Levy picked the winner in the recent championship fight. Mary Kay Chisholm and Diane Wilson were entertained at the home of Mr. and Mrs. H. Martin in Hamilton.

CHESTER (BOBO) BARNETT.

ROBBINS BROS.—Show played a marvelous lot at Exposition Park, Quebec. Altho it rained some at the afternoon show it did not keep down attendance. Show had two straw houses there. Side Show had a good day. Baseball game, which was to have been played between Side Show boys and performers, was called off due to a league game being played at the park. They battled it out Monday, however, and the performer won, 15 to 3. Jack Ryan says he is becoming fluent with his French. Happy Kelloms missed the clown car gag last week, but arrived in the ring in time to work in the number. Renee Bebee left for Montreal, where she will undergo an operation. Clayton Bebee's brother, Bobby, is flying in.

Gene Teeters is improving from a severe cold. John Smith has taken up whistling as a hobby. Hoot Gibson has added Art Cosky to his concert. Kay Brown and Ginger Wagoner have been sighted practicing rope spinning. Al Fleck's seals now walk in and out of the big top without the aid of the wagon. Memories of Art Lind came back last week when the writer broke two heads on the bass drum, Eleanor Ver-

(See DRESSING ROOM on opposite page)



# R-B Moves Back East; No Plans For Coast Trip

CINCINNATI, June 11.—After playing but five stands in the Buckeye State—Columbus, June 9; Dayton, 10; Lima, 11; Sandusky, 12 (going into Indiana at Fort Wayne for the 13th) and Toledo, 14, the Ringling Bros. and Barnum & Bailey Combined Shows will return to the East for a number of stands.

For the second consecutive season the show will not appear in Cincinnati and several members of *The Billboard* staff went to Dayton yesterday afternoon to see the Big One. Altho it rained a little, the tent was almost two-thirds filled.

When John Ringling North, executive head, was queried as to whether the show would go to the Coast, as reported, he replied that no plans had been made. Also asked as to a report that he was planning to visit Europe this summer in search for new attractions, he said that he did have it in mind, but that labor conditions on the show had prevented.

During the show's stay in Philadelphia the management acquired four new Diesel caterpillars. These replaced 32 head of baggage stock, which were sold. A stock car was sent to Sarasota, Fla., and a flat car came on from Peru, Ind.

Allen Lester, who has been on No. 1 car as contracting press agent, left the show today and has been succeeded by Jerome T. Harriman, who had been general agent of Downie Bros.' Circus, which closed recently.

The show, as always, is offering top-notch entertainment and the various numbers come in for much applause. From the opening number, the open Wepel, to the closer, the hippodrome races, there is never a dull moment. Equestrian Director Fred Bradna keeping it moving at a rapid pace; in fact, the entire organization moves with precision. Merle Evans again has a first-rate band (26 men), four more than last year. The show is beautifully dressed thru-out, a tremendous outlay having been made for wardrobe.

The show was reviewed in its entirety when it opened at Madison Square Garden, New York, therefore will not go into detail at this time. Gargantua, the big gorilla, is a center of attraction and Frank Buck also is very much in the limelight.

Clyde Ingalls has an excellent array of acts in the Side Show and the Wild West concert is fast and snappy entertainment.

Visitors in the Osm City were Eddie Johnson, who was with the McCoy show; Dr. Robert Carrothers, Mrs. John G. Robinson, James McSorley, Ed Van Wych, Mr. and Mrs. Henry Osterkamp, Dorothy Herbert, Ed Church, and E. W. Evans, Dan Weber and Charles Wirth of *The Billboard*.

HARRISBURG, Pa., June 11.—Ringling-Barnum Circus will pass up Cleveland this year because of unfavorable business conditions, coupled with the shipping of many of its acts there during the winter season, according to Frank Braden, on press staff of show. Business has been good in the Eastern cities. The gate here was very good.

### Around the Lot

PITTSBURGH, June 11.—Ringling-Barnum Circus had ideal weather entire week from Newark, N. J., to Harrisburg, Pa. Arrived here Sunday at 11 a.m. Recent visitors were Charles Stegert, Art Lancaster, Joe Minchin, Major Melvin Asp, of Langley Field, Va., had buses at Harrisburg to take showfolk to the airport for rides. Bob Porter acted as host for Asp. Ed Daly called on the writer at Reading. Was gathering sidelights for his column. His wife was with him.

Austin King and Doc Oyer are telling 'em about the attractions in the Side Show. Jack Earl is getting to be a real flashlight photographer. James Whalen, boss canvasman, who has been ill, is still at Sarasota. Eddie Jackson, who has been on the advance, is now ticket taker. The soccer game between German team of dressing room and a Reading team was a tie, 3 to 3. Carl Walenda is captain and Lou Jacobs, coach. At Harrisburg a package arrived for Everett Hart—eats from Arthur Simpson, in Treasury Department, Washington.

Gordon Orton received a hard fall from horse in the lancer number. Saluta, midjet down, is first to get *The Billboard*. Paul Jerome fell and fractured his ankle.



RUTH MIX, Tom's daughter, who is scoring on the Tom Mix Circus. This versatile performer also is a picture star. Photo by Tom Gregory, of Akron, O.

He still does his stuff. Joe Dobie, cornetist, took trip to his home at Grove City from Harrisburg. Frank Dean, roper in after-show, was hurt in trick riding act, injuring his shoulder. He ropes 10 horses with one throw of lariat. Marco Cowboy, also in concert, does a good trick. Goes around the horse and comes out between its hind legs. Dues and fines are paid in full in Dirty Dozen Club. Walter Gulce is night judge.

Last week the writer stated Harry Rittley lost the chess championship. Rittley denies it. Eddie Rooney claims he is three games ahead of him; also that he is unbeaten. Folks gather at coffee stand in backyard between shows—Copenhagen, give us a cup of java.

Gracey Genders gives following from women's dressing room: The Ten Girl Club is buying new irons. Elsie Jung is official seamstress. Mrs. Ridge Hammell, of Philadelphia, entertained the following: Harold and Gracey Genders, Terrell and Dolly Jacobs, Enal Pallenberg and wife, William and Tamara Heyer, Daisy Guillaume, Bob Porter, Mary Erditz, Duds Rhodus, Vivian Nash, Oscar Jordan, Norma Humes, Margaret Garner, Everett White, Willie Krause and Ralph Cramer.

Seen on lot: Charlotte Shives entertaining her mother, Mrs. H. Gayer; Judy Sothorn's mother; Billy Mack, former cowgirl on show; Mrs. M. Wilson, Eva Kelly Moore and Lewis Rosen. Angela Antolek celebrated her 19th birthday anniversary May 30. Bonnie Hunt's leg is improving but is still in cast. Received injury in elephant act at Washington. Gloria Brath, daughter of Mays and Brath, has been visiting. JOE LEWIS.

### Linnard Jones Fund \$101

ERIE, Pa., June 11.—William H. Kaselka and Alfred Schadder, both of Baraboo, Wis.; Den W. Stone Top No. 25 of Mainz (sent by L. C. Brown, State chairman); Joe M. Helser Jr., secretary-treasurer of Terrell M. Jacobs Tent of Houston, Tex., No. 17; Hugh S. McGill, Los Angeles, and Harry W. Cole, Detroit, have donated to the Linnard Jones Monument Fund. The total amount is now \$101.10. The contributions recently acknowledged as coming from Samuel M. Prentiss and Joseph H. Daley should have been credited to the Charles Sparks Tent No. 14.

George H. Lux is general chairman of the committee. He takes care of all donations and then turns them over to Frank V. Baldwin Jr., treasurer. The address of Lux is 1231 West 10th street, Erie.

### NO DEVELOPMENTS

(Continued from page 30)  
winter it. There must be many of you here familiar with the old circus expression that "if a circus hasn't its profit by the 1st of July it very likely will go home without it." The reason for this is a very simple and sound one. Due to competition all the shows start out in the territory that seems the best for box-office receipts and plays said territory as thoroughly as possible. Then naturally must come many weeks when receipts are far from consistent. In order to play good cities such as the large ones on the West Coast, it is necessary to pay high railroad charges and play many towns which the management knows in advance won't bring enough to offset the daily expenses. So even in good normal times a show often considers itself fortunate to get back in quarters still holding the

bank balance established way back in July.

"And these, gentlemen, are not normal good times. Prices are high for food-stuffs and materials—taxes are high and railroad rates are high. Hence the expense of daily maintenance is higher than in good times and the take at the ticket wagons is naturally less than when factories are operating that are now closed and people are working who are now amongst the 12,000,000 or 18,000,000 unemployed.

### Financial Obligations To Meet

"I sincerely wish it were not my duty to paint such an unhappy picture of current national conditions. I should much rather be appearing before you to offer you a raise rather than asking you to co-operate by taking a cut, for if such were the case it would mean that times were good, that millions were not unemployed and on meager relief and it would mean that the circus were making money and could afford to share more of its profits with you all who certainly share in making them possible. But I would be both a fool and a liar were I to read you figures that would indicate that we can expect big business and big profits. Besides the evidence of bad times ahead is the immediate fact that the circuses must meet certain financial obligations. As a result of the preceding depression it was necessary for my Uncle John to become involved with the bankers. I might say in passing that considerable of his financial grief was caused by his desire to keep as many as was humanly possible of the small shows on the road during the depression in order not to throw any people out of work. The Big Show paid for the little show's losses and hence still owes money. By careful management this debt and others can and will be paid off, for it is my job to see to it that the great organization which my uncle built doesn't end up under the hammer on some railroad siding.

"Last year you men received a raise in pay that, in some instances, amounted to 100 per cent. The circus paid that increase last year and has paid it so far this season. I now repeat that I receive no satisfaction from having to ask you to take a 25 per cent reduction, save perhaps the satisfaction of knowing that at least for you here that want to work—I am, I hope, assuring you of work with a fair living wage for the remainder of the season, and if I receive your co-operation I believe this season will be as long as usual and I'd like to think that it might also mark a return to that old order of things around here when many of you who are still here were proud to be workmen with the Greatest Show on Earth.

"I hope you will discuss this among yourselves and also with your department heads. Thank you for coming. Thank you for listening."

The address was later printed in pamphlet form and a copy given to everyone with the show. The introductory to the printed address read as follows: "It has been brought to the attention of the management that a number of people in our organization were unable to appear at the meeting called by the president in Pittsburgh on June 6. The management is desirous of having everyone with the show know exactly what was said at this meeting by Mr. North in the hope that a better feeling of co-operation between the management and the circus personnel may be effected."

PITTSBURGH, June 11.—City was extra-circus-conscious this week due to newspaper front-page stories about John Ringling North's request to Ringling-Barnum employees in tent mass meeting to accept a 25 per cent cut in wages or face possibility of circus folding for season.

Flea for wage economy precipitated feud with AFA president Ralph Whitehead, who after following circus here from Harrisburg, where he had unsuccessfully tried to reach concord in session with North, petitioned hurriedly called meeting of several hundred workmen at St. Moritz Hotel to resist slash.

Third party entered dispute when Steward Joseph Boyton, of the Theatrical Managers, Agents and Treasurers' Union, claiming to represent section of circus employees, defended management's economy attempt and accused Whitehead of being "a Bolebovik." He asserted he will present charges of "intuscing in" against Whitehead at the American Federation of Labor convention in September. Whitehead, in commenting about Boyton, said, "that's the nearest thing to

a company-union attitude I ever saw."

Adding local color to the dispute was picketing across the street from the circus lot by bakery drivers on strike against the National Biscuit Co. and Baur's Bread.

North's appeal was made at the Monday-dinner hour from a raised platform in the center of the big top, flanked by crew bosses and circus officials.

### Whitehead to Washington

After being in Pittsburgh three days and conferring with North only about an hour in that time, Whitehead left for Washington, D. C., confident that "they'll keep the show open and pay the regular wages according to the five-year closed-shop contract we negotiated last year."

Refuting North's contention that attendance has been down, the AFA head admitted North's statement that the show is in debt, but added, "it isn't anything like a T-B proposition. They have already had a fine season and they are just getting into real circus weather and real circus towns."

One personal casualty resulted during the R-B visit here when Joseph Pierson, of New Orleans, traveling with the circus, was sent to the Pittsburgh Hospital with head injuries after a street fight with Cass Butcher, of this city, and Harold Hein, of Postville, Ia. Police said the fight occurred when Butcher accused Pierson and Hein of stealing \$15 from him. Butcher was arrested on a charge of aggravated assault and battery, and Hein on disorderly conduct charge.

### ROBBINS BROS.

(Continued from page 30)

the stands being played, is evoking great interest.

The Canadian National Railroad certainly knows how to move a circus train without any delay. For example, a move of 180 miles from St. Johns, Que., thru Montreal to Quebec City was made in five hours.

Albert Tobin, nephew of Martha Downs and trouper with the old Cole Bros.' Circus for many years, visited at Oshawa, Ont. J. D. Newman, general agent of Cole Bros.; George Chastree, of the National Printing Co. of Canada; Klara Knecht; Mr. and Mrs. Jack Mills, of Cole Bros., visited at Cornwall, Ont. Albert Dupuis, talker and ticket seller, joined Milt Robbins' department at St. Johns, Que. Dupuis' ability to talk French as well as English comes in handy in a great part of this country.

Judging from the applause, the show is "wowing" them. Especially does Gladys Wyckoff come in for a great share with her Liberty horse number, her raring mount and the ease with which she takes the high hurdle.

With Quebec City behind, show is headed for the maritimes, with dates on Prince Edward Island, Cape Breton Island and all.

### DRESSING ROOM

(Continued from opposite page)

lards is practicing a heel-and-toe catch on the trapeze. VAN WELLS.

RINGLING-BARNUM — Four new Diesel tractors, bought recently, seem to be the last word in hauling equipment. They are also used for pulling stakes and leveling the hippodrome track. Gargantua's cage is housed in a private tent in the backyard, and, needless to say, the show police have a real struggle on their hands with sightseers, especially before and after his trip around the big top each performance.

The bike with the off-center wheel which caused Duke Anderson so much grief around bad tracks has been stolen. Duke is anxious to find the culprit—to thank him. The weather has definitely taken a turn for the better. Consequently, in Newark, many took advantage of the short trip to New York and spent Sunday there. The run from Harrisburg to Pittsburgh was made in record time. A new layout in the East Liberty lot provided a larger backyard than usual. The Liberty horses now work in the same display with Capt. John Tieber's seals. JIMMY SULLIVAN.

### WANTED

FOR BARNEY BROS. GOLDEN BROS. COMBINED CIRCUS. Family Act to feature. Act done two or more. Individuals to strengthen Band. FOR BIDE SHOW want French and Magic. Ideal Reading Act, capable. Respond all departments. Telephone Act with own transportation. All wire Frank Wick.



# The Corral

By ROWDY WADDY

**ON YOUR TOES, BOYS!** There are many rodeos being held this year.

**FRANK DEAN**, Ringling-Barnum cowboy, sustained a dislocated shoulder and probable fracture in a fall from a horse when the show played Harrisburg, Pa.

**BEN, THE ROBOE TAILOR**, has completely recovered from a recent appendectomy and is back on the job serving his friends.

**DEWEY BOWKER** has been named secretary of the Indian Powwow and Rodeo which will be held early next month at Bonan, Mont.

**REPORTS FROM OUT NEPHI**, Utah, way indicate that officials of the three-day rodeo to be held there have stricken out one day of calf roping and substituted one day of team roping instead.

**FREEDA SCHWABLE**, said to be one of the best trick riders and horse trainers in North Dakota, again will play a string of fair and convention dates in the Midwest with her horse, Firefly.

**CIRCLE-M RANCH** presented the bronk-riding and steer-riding exhibitions at the three-day Horse Show in Toronto, Can., last week, according to L. C. (Buck) James. Harold Walsh did the bronk riding and Jack (Powder) Gaudry the steer riding.

**ALL CENTRAL CALIFORNIA** has broken out in a rash of rodeos, 48er revivals and assorted celebrating that appears infectious enough to last all summer. At Livermore, Calif., local and imported cow-waddies are waiting for the opening of the rodeo there June 11. A full program of Western sports events is scheduled for the Livermore show. Meanwhile the four-day Salinas (Calif.) Rodeo is drawing near.

**LEO CREMER** will direct the arena at the Midland Fair and Rodeo this summer in Billings, Mont. Harry L. Pitton will manage the event which will give complete recognition to the rules and regulations of both the Rodeo Association of America and Cowboy Turfles Association. Bronk-riding judges will be elected by a majority vote of the CTA bronk-riding contestants participating at the show.

**REPORTS** from Wilmington, Del., have it that the Frank Wirth rodeo there last week started off to near-capacity biz. Show occupied a space 400 by 250 feet, using canopy. About 200 head of stock were used by 125 people. Thrill feature, garnering plenty of space in dailies and meeting with public's approval, was Crazy Durante and his Auto Maniacs. More details on show later.

**THIRD ANNUAL** rodeo to be held in Long Beach, Calif., late this month will offer \$1,000 in prize money for contestants to shoot at, according to Dusty Doyle, manager. Entry fee will be added to make the final purses. In addition to Doyle, rodeo committee includes L. B. Thorne, George Rasmussen, Andy Jauregui, Dr. W. J. Ross and Al Sherman. Contest is being sponsored by the Long Beach Clammers Club and profits will go to charity.

**WITH THE ADVANCE** ticket sale far in advance of the sponsor's expectations, the four-day, first annual Round-Up and Horse Show, which gets under way in Gladewater, Tex., June 18, under Chamber of Commerce auspices, is expected to attract one of East Texas' largest turnouts, according to H. W. (Tommy) Stevens. Work on the huge rodeo bowl has been completed and a large portion of the horse and cattle stable is ready

for occupancy. Contests will be held after noon and evening. Herbert B. Carpenter is general manager.

**WINNERS** AT the recent Pioneer Rodeo in Hanford, Calif., were: Bronk Riding—Nick Knight; Burel Mulkey, Doff Aber and Fritz Truan split second, third and fourth. Steer Riding—Tom Wood, Smoky Snyder, Frank Schneider, Bud Cook, Bareback Riding—Pete Orubb and Frank Finley split first and second; Fox O'Callahan; Joe Burrell and Carl Dossey split fourth. Calf Roping—Carl Shepard, Clay Carr; Oren Fore and Buck Sorrells split third and fourth. Steer Wrestling—Everett Bowman, Hugh Bennett, Bill McMackin, Jack Kercher.

**BEUTLER BROTHERS** have been contracted to furnish the bucking horses, Brahma steers and bulldozing cattle for the 16th annual, two-day Anvil Park Rodeo in Canadian, Tex. Brahma calves to be used in the calf-roping event have been obtained locally. Lynn Beutler will direct the arena with C. A. Studer doing the announcing. One of the judges already selected is Lon L. Hanscot. Specialties, including educated and jumping horses and educated Brahma bulls, will be furnished by Cecil Cornish. Clyde Kline will clown. Sponsoring committee is chartered as a non-profit organization and comprises business, professional and cattle men for the purpose of promulgating the spirit of the early-day settler. Officials include John Caylor, chairman; Russell Nolan, treasurer; C. A. Studer, secretary; Buck Harris, Fred Fram and J. M. Carpenter, timers; Don Kate, arena clerk, and L. A. McAdams, ticket sales.

**RESULTS** of the two-day rodeo held recently in Hayward, Calif.: Bronk Riding—First day, Ward Watkins, Pete Orubb, Ray McOlinis; Cecil Henley and Burel Mulkey split fourth. Second day, Nick Knight, Ward Watkins, Paul Carney, Burel Mulkey. Finals, Nick Knight and Paul Carney split first and second; Burel Mulkey, Ward Watkins. Bull Riding—First day, John Bartram and Amil Ferrario split first and second; Herman Linder, John Schneider. Second day, Duward Ryan, Bob Estes, Mitch Owens, Andy Gibson. Bareback Riding—First day, Mitch Owens; John Bartram, Paul Carney and Bob Estes split second, third and fourth. Calf Roping—First day, Buck Sorrells, Clay Carr, Charlie Jones, Buck Standifer. Second day, Buck Standifer; Hugh Bennett, Bill Eaton, Charlie Jones, Buck Sorrells split second, third, fourth and fifth. Finals, Buck Sorrells, Charlie Jones, Buck Standifer, Hugh Bennett. Steer Wrestling—First day, Jack Kercher, John Bowman, Joe Mendes, Hugh Bennett. Second day, Clay Carr, Oscar Warren, Jack Kercher, Dee Hinton. Finals, Jack Kercher, Clay Carr, Oscar Warren, Hugh Bennett. Single Roping—First day, John Bowman, Oscar Warren, Al Skelton, Earl Shepard. Second day, Al Skelton, Hugh Bennett, Oscar Warren; Carl Shepard and Lonnie Allen split fourth. Finals, Al Skelton, Oscar Warren, Hugh Bennett, Carl Shepard.

**ANNUAL ROUND-UP** and Gymkhana held in Obrey, Calif., May 28-30, was one of the most successful ever staged by the sponsoring committee, according to Elmer Weymouth, secretary. Altho the stock was plenty salty only two accidents marred the proceedings. One entrant, Shanko Red, fractured two ribs in the morning events on the last day, had them taped up and went back to fracture them again in the steer-decorating contest in the afternoon. Manual Enos fractured a wrist in the bull-riding contest. He was treated at Wheeler Hospital. Lieut.-Gov. George Hatfield was guest of honor and Rose Passera was round-up queen. Specialties included Montie Montana and his troupe, Wini and Jeri Knowlton, Mr. and Mrs. William Redford and Mrs. A. W. Pike and her horse, Don Juan. Hank Keenan clown. Rodeo officials were George C. Miles Jr., manager; Elmer H. Weymouth, secretary; Cecil Carlyle, treasurer; Harold Lane and Carl Hayes, track directors; Fred Dorenes and Harry Breen, arena judges, and Frank Hayes Sr., Arch Parks and Tim Sullivan, track judges. Final results: Bull Riding—Manuel Enos, Smokey Mahoney, Fred Burke, Marvin Roberts. Bronk Riding—E. Hemphill, Al Fletcher, M. Wiedman, Ralph Swanson. Calf Roping—J. C. Clark, Ki Sillaci, Bill McGrath, Frank Galli. Team Roping—Ted Guidotti and Harold Vasche, Ki Sillaci and Shorty Williamson, Fred Alm and Ki Sillaci, Hugh French and Jim Endart. Single Roping—Charles Maggini, Fred Alm, Lyle Fox, Louis Coalho. Steer

Decorating—Lyle Fox, Buck Smith, M. Wiedman.

**COWBOY STANDINGS** for the 1938 Grand Cowboy Champion Title as announced recently by Fred S. McCargar, secretary of the Rodeo Association of America: Burel Mulkey, 1,828; Everett Bowman, 1,616; Nick Knight, 1,596; Vic Schwartz, 1,385; Gene Ross, 1,402; Paul Carney, 1,385; Clyde Burke, 1,362; Fritz Truan, 1,262; Buckshot Sorrells, 1,296; Jim Whiteman, 1,219; Eddie Curtis, 1,185; Hub Whiteman, 1,063; John Bowman, 961; Kid Fletcher, 957; Pete Grubb, 931; Hugh Bennett, 899; Smoky Snyder, 879; Cecil Owens, 847; Jess Goodspeed, 838; Doff Aber, 831; John Rhodes, 813; Ken Harris, 778; Jackie Cooper, 756; Hoyt Heffner, 736; Asbury Schell, 701; Juan Salinas, 711; Charles Jones, 696; John Schneider, 668; Joe Bassett, 654; Clay Carr, 650; Homer Pettigrew, 621; Dick Griffith, 614; Tom Rhodes, 610; Cal Shepard, 600; T. Altamirano, 588; Maynard Gaylor, 568; Lee Ferris, 556; Andy Jauregui, 548; Stub Bartelmay, 536; Harry Knight, 503; Bill McMackin, 488; Cecil Henley, 467; Allen Crainers, 459; Roland Curry, 433; Ward Watkins, 428; Lawrence Conley, 416; Toots Mansfield, 398; Tom Bredens, 378; Dave Campbell, 363; Arthur Beloat, 348; Carl Arnold, 347; Turk Greenough, 341; Duward Ryan, 340; Darwin Parks, 340; Eddie Cameron, 336; Jake McCreary, 329; Dale Stone, 326; Roy Matthews, 317; Glen Shaw, 316; Mickey McCrorey, 312; Cliff Gardner, 310; Hank Mills, 310; Carl Dossey, 307; Joe Thompson, 306; Mitch Owens, 300; Hugh Clingman, 296; Vic Rogers, 297; Tom Bride, 296; Texas Kidd Jr., 292; Steve Heacock, 287; H. Brown, 285; Breezy Cox, 274; Bill Eaton, 274; Jim Hudson, 264; Jack Sherman, 262; Tex Doyle, 258; Buck Echols, 250; Rusty McInty, 248; Bob Estes, 238; Buck Wyatt, 236; George McIntosh, 235; Elmo Walls, 233; Tom Wood, 219; Shorty Hill, 215; Elmer Martin, 213; Frank Marion, 213; Cecil Bedford, 212; Ray McGinnis, 206; Willie Clay, 206; Buck Petersen, 201. Bronk Riding—Burel Mulkey, Nick Knight, Vic Schwartz, Fritz Truan. Bull or Steer Riding—Jim Whiteman, Kid Fletcher, Dick Griffith, Jim Carney. Bareback Riding—Smoky Snyder, Paul Carney, Hoyt Heffner, Pete Grubb. Calf Roping—Clyde Burke, Jess Goodspeed, Cecil Owens, Buck Sorrells. Steer Wrestling—Gene Ross, Everett Bowman, Hugh Bennett, Homer Pettigrew. Team Roping—John Rhodes, 613; Tom Rhodes, 610; T. Altamirano, Buck Sorrells. Single Steer Roping—Andy Jauregui, Glen Shaw, John Bowman, Everett Bowman.

## Boost for Parades

Editor *The Billboard*:  
I wish to inform George Campbell that I own quite a few Ringling programs and that I have read Babson's articles in newspapers and in the program. My letter was not intended as a criticism of circus managers, but merely as a boost for parades. The success of Cole Bros.' Circus, I believe, was due largely to its parade. Robbins Bros.' parade also has drawing power. I realize times have changed, but so much the better, for in this machine age parades will attract lots of attention. An eight-horse hitch on a carved wagon is much more impressive now in this horseless age than formerly.  
RALPH CHAMBERS.

## RUSSELL BIZ

(Continued from page 39)  
ly received in all localities. The sponsoring organizations, without exception, were satisfied, even where business fell below expectations. Community newspapers were exceedingly liberal with front-page publicity and carried laudatory afternoons. The show was surprisingly well billed in the immediate neighborhoods.  
Jack Sampson's Side Show and Bill Noble's Wild West concert did well. The condition of the stock and equipment came in for much praise.

## Encounters Plenty of Rain

During its entire stay in the Chicago area the show had only three days without rain. On Monday night (8) at Blue Island, a terrific rainstorm hit just at door time, accompanied by a menacing wind. Less than a week before the worst downpour in the show's history fell at Berwyn in the afternoon. *The Berwyn News* reported the night show as follows: "To the Russell Bros.' Circus, in its entirety, hats off for a swell show under the worst of circumstances! With water covering the ground in depths ranging from mere mud to a

foot, the show went on. . . . It did not seem as tho the bad weather discouraged the trouper, for from water boy to manager, they had a pleasant smile and cheery look."

The above expressed the fine morale which has prevailed with the show all season in face of continued bad weather and spotty business.

The Joe Hodgini family of bareback riders, late of Downie Bros. Circus, joined at Blue Island with their principal, comedy and Indian riding acts, replacing Albert Hodgini Jr. Bertie announced that he is giving up bareback riding and is booking his new flying act at parks and fairs. At beginning of the Chicago dates, Bernice Kelly joined with her tight-wire act, replacing Bob Atterbury, who left to fill previously contracted engagements. Jean Sullivan is now contributing a nice Spanish web set to program. An open-front setup has been adopted by the Side Show.

## Numerous Visitors

The Chicago dates were the occasion for much visiting. Many trouper, both active and retired, were on the lot at all times, and various Circus Fans paid frequent visits. In Jefferson Park, the show was only two blocks from the home of Walter Krawiec, famous GFA artist, and he had a field day here and at other locations making sketches. Harry Atwell, "the old photog," was on several days as guest of the press department and made some interesting back yard shots. GFA members noted at different times were William S. Speed, Clint Beery, John R. Shepherd, Charles D. Collins and Frank Hartless. Other visitors, to mention only a few, were Mr. and Mrs. Albert Hodgini Sr., Ira Millette, Mr. and Mrs. Will J. Harris, Will Hill, Earl Shipley, Gasca Brothers, Mr. and Mrs. P. S. Branson.

## MAGIC

(Continued from page 23)  
one of the St. Louis gang of magi. . . . FRA DIAVOLO (Paul Belfonte), who recently barned his show for the summer, tells us that he's planning to uncock a brand-new idea in magic in a new show in the fall. . . . DR. AND MME. CHARLES E. HUDSPETH will head back toward Cincinnati after completing a string of theater and celebration dates in Ontario. They report conditions as A-1 in that section.

## THEO. ANNEMAN, Waverly, N. Y.

mentalist-magish, was the entertainment feature at the Fifth-Third-Union Trust Co.'s annual banquet at the Cincinnati Country Club last Thursday night (9). He was a visitor at the magic desk Wednesday afternoon, accompanied by Alvin Plough, who brought him in for the date. Plough, incidentally, has done much to popularize magic as an entertainment feature in the Cincinnati area and holds the record for booking the most topnotch magi on Cincinnati dates in recent years. At the close of the recent SAM conclave Plough set H. Adrian Smith for a show before the Academy of Medicine at the Gibson Hotel Roof in Cincy. . . . BAPFLES, of Canton, O., predicts that there'll be between 18 and 1,300 magicians at the Central States Magicians' 19th annual carnival and picnic to be held at Cedar Point, O., August 19. Baffles has charge of arrangements. . . . THE BERNARDS (Mr. and Mrs. Louis Schlossberg) are doing their mental act in the Chicago Museum in the Windy City. Their son, Bob, and wife are presenting their mental turn with the Fairy & Little Shows this season. . . . MRS. HARRY HOUDINI, who sold the *Life of Houdini* to Paramount and more recently completed her performance in the pit Religious Racketeer, will close her home in Hollywood and leave immediately for New York following the Pacific Coast Association of Magicians' convention at San Jose, Calif., July 31. Madame Houdini expects to return to Hollywood early in 1939 to begin work under her own name in another film portraying magic. . . . BRANDINO is current of the Cat and Fiddle, Cincinnati niter. . . . MARDO AND CARMEN postal that they're still working successfully in Philly and surrounding territory. No table, no props and still magic. . . . DUKE HALL is holding forth these days at Dennison's Grove, new amusement park on Route 33 near Columbus, O. He's being plugged three times a day over WHKC.

16th ANNUAL  
**Anvil Park Rodeo**  
For Print List Write  
G. A. STUBER, Sec.,  
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Musicians, Colored Band for Side Show, Performers,  
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**"52" To Be Password  
At Cincy Coney Party**

CINCINNATI, June 11.—Those who will be 52 years old on June 21 or will have a 52d wedding anniversary on that day may be guests of Coney Island here at its 52d anniversary celebration. President and General Manager Edward L. Schott announced that all who have such anniversaries on the same day that Coney has its are invited to join in festivities. There will be special entertainment. William Devore, Coney refreshment manager, connected with Coney since its beginning in 1886, and Capt. Harry Doss, pilot of the steamer Island Queen, also an employee in the early days, will have a part in the celebration. A. E. Selden, the "Stratosphere Man," opened an engagement on June 7, to run until June 26, and is performing to big crowds twice daily on the mall. Bad weather has curbed Coney biz so far.

**Sinclairs Ready  
At Meyers Lake**

CANTON, O., June 11.—Resplendent in new dress and with added attractions on the midway, Meyers Lake Park, largest in the district, launched the season, again under direction of the veteran operator, George Sinclair, assisted by his son, Carl. Altho the outlook is not as encouraging as a year ago, they believe the season will end satisfactorily with some extra promotion and exploitation.

New attractions include a Laff-in-the-Dark; Miniature Railway, on former site of Bluebeard's Castle; new streamlined roller rink and additional landscaping. Hofbauer, formerly with night-club policy of floor shows and dance bands, has been converted into a beer garden and restaurant. Glen Main's Sportland has been reconditioned and new machines installed. G. Y. Riddle is back with sandy floss. Art Leeham, vet concessioner, returned after an absence of two seasons. Howard Peters has pony track and high striker. Harry Shirk, in his fourth season as manager of concessions, has a dozen flashy booths. E. O. Take remains with his Japanese roll down. Lawrence Craney is again in charge of beach and bathhouse. Bill Clark, again in charge of sign work, created novel lighting effects for Laff-in-the-Dark.

Ernest Thomas continues as superintendent. (See **SINCLAIRS READY** on page 40)

**New Michigan Lake Spot  
Opened by Carlson Shows**

DETROIT, June 11.—Carlson Shows, playing Michigan 18 years, with headquarters in Manistee, has moved into a new park in Houghton Heights, Houghton Lake. Site will be developed into an amusement park at a cost of \$160,000, according to plans.

Spot is on a major trans-State highway on shore of the lake. Decoration Day opening was disappointing because of difficulties in getting electric power, altho day-time trade was excellent and rides were run at night with auto headlights focused on them.

Denny Carlson, son of Frank Carlson, shows' owner, has taken a vacation from automotive experimental work in Detroit to operate the shows this summer, while his father is at home convalescing after returning from the State sanitarium in Howell.

**IT'S ALIVE  
With Interest!**

**Bringing 'Em  
Back Alive**

—By Rex D. Billings—

**Watch for It  
in the**

**Summer Special  
Number—June 25**

**Offer Cedar Point to Ohio**



**RALPH A. JOLLY**, manager of Seacustum Park, between Bucyrus and Gallon, O., who reports big crowds at the season's opening over Decoration Day week-end, the new Octopus running to capacity and topping the midway, which opened with 22 rides. Six will remain in the park, eight in one unit and seven in another having been taken on the road, both units being booked solidly until middle of October. Jolly brothers, R. A. and Carl, have opened a new Bucyrus warehouse for their wholesale business established in 1916.

**Lake Erie Resort Is Included  
With Proposed State Park Sites**

**Tender is made to legislative committee making surveys and recommendations for establishment of spot for inland bathing and propagation of water fowl**

COLUMBUS, O., June 11.—Cedar Point, Sandusky, O., an outstanding amusement and summer resort more than a score of years, has been offered for sale to the State of Ohio and purchase price has been fixed at \$3,000,000, it is said. Lawrence Wooddell, State conservation commissioner, who as a member of a joint legislative committee named to make surveys and recommendations for establishment of a State park on Lake Erie, revealed that the resort was one of 14 sites under consideration. The 700-acre tract, situated three miles across Sandusky Bay from Sandusky, and Johnson's Island of 400 acres across the bay are considered ideally sheltered spots for propagation of water fowl.

**Some Slide**

ATLANTIC CITY, June 11.—On Hamid's Million-Dollar Pier here the Funhouse slide rises more than 45 feet above decking of the half-mile ocean structure, its nearest rival said to be the giant slide in Rye, N. Y. The new slide is the first streamlined one ever built with a novel stairway alongside instead of the old type of back staircase. A special inclosure was built above roof of the pier to house the top of the slide, which is almost hidden from spectators below. Slide was erected under supervision of William H. Fennan, many years operator of the old Steeplechase here and an authority on funhouses and attractions that go with them.

Operated until recently by the G. A. Boeckling Co., the acreage has been taken over by a Cleveland bank, which has made the offer to the conservation commissioner. Mr. Wooddell pointed out that the tract not only provides a sheltered propagation district, but offers fine inland bathing, two factors sought by the legislative committee.

According to Mr. Wooddell, there is only one objectionable feature to Cedar Point and that is that a portion of the site is built up with expensive year-round homes. The State would be adverse to purchase of these homes, nor is it particularly anxious to have private homes in proximity of any site selected as a public park.

While the department has no appropriation for purchase of sites, Mr. Wooddell expressed belief that \$500,000 would be a "fair price."

**Bond Completes Nine  
Months' Business Trip**

CINCINNATI, June 11.—Cy D. Bond, representative of the Dodgem Corp., is winding up a business trip that has kept him on the road since last August. He has been in every State in the Union and will probably be back at the Dodgem offices in New England by the time this appears in print.

While in Cincinnati early this week he visited Coney Island and The Boardwalk. From here he went to Louisville, Ky.

**Hamid Will Be Pier Host  
To New Jersey Boy Scouts**

ATLANTIC CITY, June 11.—Thousands of Boy Scouts from all over New Jersey, hundreds of uniformed units and bands, will be here on June 26 for first annual State Boy Scout Day here as guests of George A. Hamid, of Hamid's Million-Dollar Pier.

Scout executive Harold V. Feyl, Atlantic City, is arranging the affair, and State Scout Council is co-operating with the local and Mr. Hamid. A parade will proceed to the Boardwalk, pass the reviewing stand and march into main (See **HAMID WILL** on page 40)

**Wage-Hour Exemption Now Asked  
By NAAPPB, AREA, NE Group**

NEW YORK, June 11.—American Recreational Equipment Association and New England Section, National Association of Amusement Parks, Pools and Beaches, this week followed the recent move of NAAPPB in encouraging their members to do all in their power to discourage passage of the contemplated

wages and hours bill in the U. S. Senate.

George A. Hamid, president of AREA, called representatives of the organization together this week to plan a concerted opposition drive, concentrated on sending letters to senators explaining the park operators' position and how the bill (See **WAGE-HOUR** on page 40)



**MAIN BUILDING IN LEON PARK**, Miles City, Mont., where this amusement spot, situated on banks of the Yellowstone River, "was started from a cow pasture," say D. P. and L. E. Leon, brothers, who are the operators. For several years the playland has been gradually developed and management is anticipating a good season, with dance bands and free acts featured and augmented equipment in its Sportland.

**Amusements  
Put in Middle  
By A. C. Row**

ATLANTIC CITY, June 11.—Amusement men here are in the middle of a three-cornered political fight in city hall and so far have been getting the worst of it. This is bad for the former, especially at this time, with the season just beginning.

It started about a week ago when the mayor ordered horse rooms closed. The same day Chief of Police McMenamin went along the Boardwalk and closed every game, despite the fact that all have been licensed and are paying a big fee. Several game operators put up a squawk, after which the police department again went to the Boardwalk and closed all bagatelle machine arcades. Over Decoration Day there wasn't a game allowed.

This action brought protest from various sources, not only among amusement operators, but among civic clubs, etc., which had the department of public safety promptly burned up. That started (See **AMUSEMENTS** on page 40)

**Larkin's Streets of China  
Improvement at Steel Pier**

ATLANTIC CITY, June 11.—One of the greatest improvements at Steel Pier this season is installation of a deck above the main deck for Streets of China, collected and built by William Larkin, who has other exhibits on the pier. Streets of China is a vivid showing of Chinese art, advertising banners, merchandise, gardens, lanterns and statuary. On the sides of the exhibit, running 240 feet, are a series of stores with Chinese-written advertisements and merchandise imported by Mr. Larkin. Overhanging the stores are bamboo poles carrying names of merchant and wares. In the center is a Chinese garden, 120 feet long. On each end are two pagodas, one a replica of the famous Kang Hsi Pagoda on Jade Mountain Hill.

At top of stairs leading to the exhibit are two huge lanterns and a large blue-and-orange drape with typical Chinese philosophy inscribed. In constructing the exhibit Mr. Larkin had E. Eng as adviser on Chinese characteristics.



# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## Swim for Health

In plans for National Swim-for-Health Week throughout the nation, June 20-23, various cities and communities are co-operating, and Martin Stern, campaign director, reports more circulars and posters have been distributed than last summer. In New York City the campaign will revolve around Mack Rose's Riverside Cascades pool. Last week he was named head of the swim pool committee and he is working hard to put the event across in the metropolitan area.

Two radio projects are being put on by Riverside Cascades. On June 20 George Kojac, former Olympic champ, will be one of the guest stars on the program For Men Only, to be heard on the Red network of NBC at 10 p.m. New York time. He will discuss advantages of swimming and relate some plans of the week. On June 21 the Mutual network will devote 15 minutes, from 7:15 to 7:30 p.m., to swimming. Dr. Shirley Wynne, former health commissioner of New York, will talk, and Boy Scouts who have performed heroic swim-

ming deeds during the year will be rewarded. This year, said Director Stern, more newspapers are devoting special sections to the swimming campaign. Local radio stations are undoubtedly planning to celebrate the week in their own way. The campaign, which certainly helps everyone connected with swimming business, doesn't cost pool men one red cent—except those purchasing posters and three-shoots—and it's certainly important enough to be commemorated by every tank. It's not too late. Do something to call attention to National Swim-for-Health Week.

## New Operator

Monty MacLevy, who took over management of Parc Vendome indoor pool, New York City, during the past year and made a success of it, has taken over another enterprise. He operates a chain of indoor gyms throughout the city besides Parc Vendome and last week he signed papers making him owner of Cedars Country Club, Lakeville, Conn. He plans to play up the aquatic facilities at the Cedars and hopes to build a big tank there to make it one of the water-sport centers in New England.

## Municipals

Word comes of two new municipals opening this month, one in Manchester, N. H., said to have been constructed at a cost of \$200,000, and one in Taft, Calif., costing \$120,000. Manchester tank will unquestionably play havoc with big commercial tanks in that vicinity. The other new municipal won't do so much damage, mainly because there aren't many privately operated natatoriums in its environs. Both plunges, of course, are the last word.

## N. Y. State Tanks

Lithgow Osborne, commissioner of the bureau of publicity for the State of New York, has written a number of times, raving about vacation possibilities of upper New York State and especially about swimming advantages. So the writer decided to find out for himself. There are a great many swell open-air tanks in the State worthy of publicity. Most of them are operated in conjunction with summer hotels, also there are a few privately owned, which get patronage from guests of near-by hotels not having tanks. Pine Hill pool is worthy of mention because of its sanitary features, as is Red Swan plunge, Warwick, N. Y. Tank operated in conjunction with the Nemerson Hotel, South Fallsburg, N. Y., could be a little larger. However, the lake that is also available for swimming may satisfy aquatic appetites of vacationers.

## Playland, Rye, N. Y.

By J. WILSON CLIFFE

Business since opening has been just like the weather, very spotty. On the few days when Old Sol has come out biz has been fair, altho a combination of low temperatures and Jupiter Pluvius is too much for any sort of outdoor amusement. Picnic bookings, however, are very heavy. Free attraction, Four Flying Benetions, clicked swell, and the next act, Los Aeris, has gone over big.

Bi-weekly fireworks are drawing big crowds.

Johnny Franklin, with baseball and golf concession on the north Boardwalk, is getting his share of biz. Jack Wallace and the misers departed to open their spot in Sea Breeze Park, Rochester, N. Y., and Walter DeLuna left to manage Fred Fansher's walkthru at Coney Island. Among vet concession people here are Jack (Dart) Fraser, Walter Nichols, Dick and Mrs. Williams, Tony and Mary Capic, Andy Laise, Mrs. Martin, Fats Goffie, John Capell and Gus Bergman. Frank Loper, ill for some time, has been holding his own.

New music system recently installed by Director H. F. O'Malley is getting favorable comment thruout the park. O. O. Linborg Jr., who was supposed to go to Pleasure Beach in Bridgeport, has been changed by Harry C. Baker to Revere Beach, Mass. Reggie Childs and his excellent music were replaced in Playland Casino by Mal Hallett on June 10. Reggie has made a host of friends in the park and Westchester dance fans wish the smiling maestro lots of good luck and a speedy return. Badalato and sons have apparently adopted a name-band policy and some more big ones can be expected in as the season progresses.

Col. J. Austin Kelley will not be here this season, having entered business in Miami, Fla. Joe and Julia Cavanna are with him. Bill Montgomery was called to Atlanta, Ga., on demise of his mother there. Bill Otto, manager of suffleboard court and erstwhile blurb writer on The St. Cloud (Fla.) News, reports big business on his attraction. Musketeer Trio has been dwarfed to a single, Marie Rocco being the only one left, Elizabeth and Anna vanished. It is sincerely wished that Yogi Jordan would go into a trance that would forecast some good weather. How 'bout it, Steve? Will sign off for this week. Hasta Luego.

Editor's note—Thru no fault of Mr. Cliffe, an error appeared in this column recently. The Pezay Rings act was not booked into Playland by the George Hamid office but by the John C. Jackel office, of New York City. Our apologies.

## Kenyon Looking for Upturn After K. C. School Picnics

KANSAS CITY, Mo., June 11.—Management of Fairland Park today was expecting largest crowds in Fairland's history as hundreds of high-school students, armed with coupons from The Kansas City Journal-Post, awaited opening of gates on what will amount to a six-day series of picnics for the city's 80,000 and parochial school's 20,000 students.

Omer J. Kenyon, general manager, believes the picnic series will stimulate interest and be reflected thruout the season. Business so far has been none too good, he said, but has increased greatly in the last two weeks. Weather was blamed for the slow start.

George Hawk, in charge of concessions, reported good business this week, and Dick Wheeler, ballroom manager, was cheerful over a sudden turn for the better. He will bring in Red Nichols on June 16 for two weeks. School picnics will draw at least 20,000 kids each day, Mr. Kenyon believes.

# Atlantic City

By W. H. McMAHON

ATLANTIC CITY, June 11.—Hard luck in the way of bad weather ruined the opening week-end. Decoration Day probably would have set a record had crowds not been rained out. It was estimated that about 150,000 came here, but they found the Boardwalk very tame, as on the previous night Mayor C. D. White clamped down the lid on practically everything except home bridge games and operators gathered on the Boardwalk downtown to bemoan their losses.

Boardwalk in front of Hamid's Million-Dollar Pier took on new appearance as the gigantic marquee went up this week. Complete air-conditioning is going ahead at Steel Pier at a rapid rate. Horse Show officials admit they are in the red. July 15-17 have been set for National Headliners' Frolic here. Billy Pennan is rushing completion of the Funhouse on Hamid's Million-Dollar Pier for a K. of C. outing of 3,500 kiddies on June 14. Future of the Globe Theater on the Boardwalk is indefinite, about three companies bidding for the spot.

Those who did come had a choice of amusements between Steel Pier and Lucky Teeter. From the looks of the pier the names of Benny Goodman, Willie and Eugene Howard and Helen Morgan were attractive. President Frank P. Gravatt, who rounded together one of his best bills, was rewarded by almost a record mark of the turnstiles.

Lucky Teeter and his Hell Drivers in the Auditorium, with about 20,000 seats available, packed them in for most spectacular thrills ever presented there. Most of the events were started at the ocean end of the Auditorium, a path being cleared for the Hell Drivers into the Auditorium. Publicity Director Irish Horan had the place well covered. Murray Rosenblatt opened his roller-skating rink and from first turnout it looks as tho he will have a winner.

Beach patrol has had little to do because of unusually cool weather. Tom Endicott opened his Dude Ranch for the season with plenty of cowgirls, cowboys and Indiana. Another cowboy in town is Director William S. Outhbert, of the public safety department, recently presented with a hat from Tom Mix by George A. Hamid and Samuel Gumpertz. Alvin (Shipwreck) Kelly in town again to do his stunts around Steel Pier.

## "Stratosphere Man" Has Colorful Setting in Cincy

CINCINNATI, June 11.—One of the features of Coney Island's 52d birthday anniversary celebration will be special appearances of A. E. Seldan, the "Stratosphere Man," on June 21, as the high act is playing an extended engagement in the park, having opened on June 7, to remain until June 26.

Afternoon and night performances are given, the night spectacle of the 180-foot rigging being striking under a spotlight, with big crowds thronging the beautiful mall beneath. Changes of colorful costume enhance his trapeze routine, precarious balancing feats and handstands on the swaying pole.

A slide-for-life finale carries him nearly the full length of the mall and enthusiastically favorable comments on the thriller to President and General Manager Edward L. Schott have been the rule since the opening presentations.

## Ft. Worth Casino Biz Good

FORT WORTH, Tex., June 11.—Business in Casino Park, Lake Worth, including ballroom and boardwalk, has been best during the past few weeks of any period since 1930, said P. E. Morris, in charge of games and other concessions. During the past two years the park has had competition from Frontier shows here and exposition in Dallas but has none this year. To offset any competition from the Show Boat, amusement spot being erected across the lake from the park, manager George T. Smith is to bring six name bands to the ballroom. Ben Bernie and Phil Harris said to be among them. Show Boat is to have name bands and some games and other concessions, according to plans.

AKRON.—Frank Rafal, manager of Summit Beach Park here, said plans are complete for a soo or managerie in the park, cages and animals to be leased for the summer. A location at north end of the park has been selected.

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## "Fireless 1938 From Now On"

MORE CARE IN EACH PARK MAY PREVENT MORE CONFLAGRATIONS

SINCE close of the 1937 operating season there have been several disastrous fires in amusement parks. It may seem a startling statement to make but probably most of these could have been prevented had just a little more care been exercised. Most fires could be prevented by careful inspection, and it is an acknowledged fact that park people are still rated as "careless housekeepers."

Cannot one man or more than one man in each park be charged with the duty of keeping ever on the lookout for fire hazards and install in the employees the spirit of carefulness with respect to the fire hazard? Better still, could not daily inspection of a limited area be assigned to every employee, particularly such places as may be subject to the hazard of a lighted cigaret?

Just recently a box of leaves were found by the side of a building. It was close enough to the building so that

serious results could have happened, because a cigaret butt would have lighted the leaves. The leaves could have set fire to the box and the box could easily have ignited the building and the building could have started a conflagration that would have consumed the whole park when, if an experienced and careful inspector had observed the box of leaves, he could have had both removed, which would have removed the entire hazard.

Hotels and department stores are always on the lookout for the fire hazard. Why cannot the amusement park cultivate the same spirit? You must all remember that fire losses are paid out of our premiums and that the premium rate cannot be reduced unless fire losses are reduced, and this could be done by careful inspection and the cultivation of more careful habits in all of the park employees, who could easily be induced to be on the lookout for fire hazards.—BULLETIN of National Association of Amusement Parks, Pools and Beaches.



# American Recreational Equipment Association

By R. S. UZZELL

In the week ending June 5 and a great part of the previous week there was the most unfavorable amusement park weather since 1926-27. In Holyoke, Mass., the mercury went to 32 one night and there was frost which killed tender plants such as tomatoes, beans and geraniums, and turned tips of leaves of many trees black. Mountain Park, situated about halfway up Mt. Tom on a side of the mountain, was plenty cold and even hardened New Englanders refused to go out, so the early opening has been very much of a flop. At the last New England meeting concessioners of Mountain Park had a get-together to decide upon an earlier opening than for some years. All except the writer were enthusiastic about it. We tried to talk them out of it but did not succeed. Early openings, one year with another, always bring grief. The very few years that it pays are more than offset by years where only extra trouble and expense are involved and often considerable loss.

At Rockaway Beach, N. Y., amusement men have been operating since the middle of May because they knew it was their last chance and they thought there was a possibility of picking up some money before they were all ejected or moved voluntarily from the beach. None of them have made any money and it was thought that Sunday, June 13, would be their last chance, it being reported that wreckers would begin work on June 13. A number of amusements have departed so as to make other connections in time to get some money this season in new locations.

### Business of Bungalows

Appraisal of these rides and concessions is not without pathos. One man, by hard work of himself and family and by strictest economy, had succeeded in paying for his ride and had built a

building extending over the rear end of his ride in which he was making his home. So this proceeding destroys his business and his home, really does not adequately compensate him and leaves him with nowhere to go and little prospect of making any money during remainder of this year. If there were no condemnation proceedings, of course, much progress would be prevented, but on the other hand it does, in many instances, work great hardship. Nevertheless it's the law and we will have to get the best settlement we can for these people.

Fine rains in the Dust Bowl continue to cheer farmers and assure them that their acres will blossom again. In parts of Nebraska they are having the first good rains in five years and what a difference it makes in the attitude and spirit of the people! Fairs that have done nothing for several years will reopen this year and the amusement parks that have been brave enough to put on some new attractions are sure to be compensated for their enterprise.

Bungalow colonies at beaches along the Atlantic Seaboard are considered rather staple business. In many instances the same bungalow is occupied year after year by the same family and anywhere from May 15 to Decoration Day bungalows are all occupied and occupants wait for summer by the sea. This year many moved in and then moved back home to remain, as they say, "until the winter is over." Since their rent is so much for a season this will make no difference to landlords this year, but may establish a precedent by (See RECREATIONAL on page 39)

### Group Game Introduced

NEW YORK, June 11.—Meyer Cohen, of Amusement Games Co., Far Rockaway, L. I., introduced his new Saratoga roll-down, group-player game, to concessioners after three years of experimentation and some successful installations at Coney Island and Rockaway. Game features a regular one-ball roll-down in group play with as many units as desired, giving a real race-horse thrill. It is said, to action stimulated

by Mike Ballyhoon. On Stillwell avenue, Coney Island, one concession of 21 units is being increased to 50 units because of crowds jamming the spot to play, Cohen said.

## Long Island

By ALFRED FRIEDMAN

The word "mild" is perhaps a bit too superlative in describing goings-on in the amusement field around Long Island since May 1 and, the equally as discouraging and lengthy periods of off-trade have been in evidence in years gone by, few have lowered morale such as the present one, what with amusement folks thinking that the World's Fair "spirit" would bring entertainment seekers in from near and far, even at this relatively early stage.

At beaches, Rockaway, Hills Park, Long Beach, Jones Beach and Atlantic Beach, activity has been away off by comparison with last year. Roadside stands, niteries, theaters and the like have all shown big declines. Poor weather has been the major factor in the trade bend, but amusement people say hereabouts that when money is around folks will spend, weather man or not.

Only really significant event of the season was the World's Fair preview, an occasion distinctly apart, however, from local amusement biz. Indie amusement people showed no benefits from this at all. There is still much water to flow under the bridge before the season ends and who knows but fate may be planting the whole thing as a forerunner of a banner year.

## Atlantic Beach, N. J.

Despite bad weather breaks and sinking of the Mandalay, Atlantic Beach got off to a good start. The steamboat company is negotiating for a large excursion steamer from Baltimore to make

the run, and other excursion steamers are booking charter parties to the park.

Mr. and Mrs. William Wendal have frankfurters, malted milk and doughnuts. Charlie Villator installed a new baseball game of snappy appearance. Bessie George has an elaborate palmistry setting. Mr. and Mrs. Heyrood have mental act and horoscopes.

Bingo has a central location, operated by Dode Allan, who also has cigar wheel. Rides have been spruced up and make a pleasing appearance. A real beauty spot is the golf course operated by R. Beno. One of the outstanding exhibits is Hammerslaw's glass-blowing store. Ray and Ruth Miller have shoot-till-you-win and milk bottle game. Frank Hallen's four stores would be a credit to any midway. Libby's Sportland is unusual in its decorative scheme, ceiling being draped in yellow and blue. All machines are new. Mrs. Schmecker has two hamburger stores, her 15th year in the park. Sally and Eddie Scheckner, who have the large park restaurant and shore dinner house with bar and grill, also operate the cafeteria in picnic grove, their 15th year here.

Mrs. L. Smith, in charge of the office, (See ATLANTIC BEACH on page 59)



**THE STRATOSPHERE MAN**

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Address: Care of The Billboard, Cincinnati, O.

# Coney Island, New York

By ROGER S. LITTLEFORD JR.

NEW YORK, June 11.—With warmer weather, clear skies and temporary return of the bally stands, Coney took on a different aspect this week. Shows and walkthrus, terrifically handicapped this season by the license commission's ban on bally, have been attempting to convince Commissioner Moss that they know more about show business than do city officials, but all seems to have gone for naught. Some shows reinstated bally on Monday without the commission's permission, and on Friday they were closed again with threat of arrest if it happened again.

Contacted at his office Friday morning, Commissioner Moss stated that there was not a chance of the ban being lifted this year.

"I don't see why showmen think the type of bally used at Coney Island is good showmanship and a necessary part of their business," he said. "They hold the people so long that many walk away before it is over and others feel that they've seen the entire show when the bally is finished and refuse to pay an admission."

Luna and Steeplechase have been doing okay, he said, with usual large amount of free publicity in dailies, prompted chiefly by the two parks' free shows. Jimmy Victor, Manhattan attraction booker and park show producer, again has the Luna circus, as well as concerts, and the George A. Handl office produces Steeplechase's free show.

### Wagner's Is Mecca

Boardwalk emporiums, chiefly Fascinations and such, seem to be enjoying average biz, despite the apparent lull in prize offerings. In some places this is due to four packs of ciggies have replaced last season's full carton awards. Just a way to meet the "recession," evidently.

Sam Wagner's Side Show, mecca for visiting showfolk and concessioners, again sets the pace for Coney's show-shoppers. There's nothing quite like Sam's presentation, and his feature this year, Belle Bonita and lion, is creating lots of comment. C. W. (Doc) Puster, a visitor occasionally, but will probably be off for Atlantic City ere long.

George Bernert again at Irving Betsa and Whip and set for the summer. George, an enthusiastic NSA member, will be off for Springfield, Mass., later and Eastern States Exposition there, where he has the concessions. . . . Saratoga game on Stillwell avenue is creating comment and experiencing a good play, too. Attendants seen this week were Jerry Murra, Marty Leone, Arthur Levine, Forrest Rodgers and Art Blazsky. . . . A broad and genuine smile lighted the face of Mother Merkle on Orphans' Day. She operates the Carousel at Surf avenue and Fifth street and for years has graciously donated her ride to enjoyment of the kids on that day.

### Nice Mentions in Press

Charley Gerbach is back again and operating the shootin' gallery at Eighth street and the Dreamland Bar and Grill. . . . Artie Merkle, better known as the "oomfetti king," has renovated his bar and grill at Smith street terminal. Tony Polakos is still connected—which should quiet those rumors. . . . This is the second season that Mrs. Holtz, wife of Pop (Bottle Game) Holtz, has operated the cigar shooting gallery. And her friends still call her "the second Annie Oakley."

Irving Shapiro, last season with Andy's cat game, is clerking for Pop Holtz's bottle game. . . . Paddy Shea, proprietor of the famous Glibby House at Surf avenue and Henderson walk, is as genial and pleasant as ever. He's been on the Island for nigh onto 40 years. . . . Mike Salvia says, considering the circumstances, biz isn't so bad at his Miqueos Bar and Grill. "Mike McGill and Nick the Greek, my two bartenders, help a lot," says Salvia, "with their smiles and good humor." . . . Several attractions, including Ralph Santangelo's Wax Museum, Palace of Wonders and Steeplechase free acts, received nice mentions in a recent Journal-American piece by Ace Reporter Johnston D. Kirkhoff. Joe Milano, sword swallower; William Knoll, nabobona man; Urbaine Malloy, aerialist, and Capt. Albert Spiller were some of the recipients of free publicity.



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**CHARLES M. HEPELFINGER**  
Seaside Heights Pool, Casino & Pier, on Boardwalk, Seaside Heights, N. J.



# EAST AND WEST EXPOS STEP

## Space Sales Soar in N. Y.

May sets record for revenue — 21 of the fair's own buildings progressing

NEW YORK, June 11.—During May the New York World's Fair of 1939 sold more exhibit space than during any month since space was offered to purchasers more than a year ago. Terming it "a record sale, never before equaled by any international exposition," fair officials revealed that total value of sales during May was \$1,088,629.74. Last month's volume, added to previous sales, brings total exhibit-purchases to more than \$3,000,000.

Grover Whalen, president, said that sale of space up to this time had produced 50 per cent of the entire exhibit revenue expected by the Fair Corporation's financial forecast of more than a year ago. Officials viewed a marked upswing in purchases this spring as an indication that business in general might not be as wary of the future as generally assumed, and that many big firms are looking far ahead, making plans for the future, confident of bright skies.

On June 1 there were 21 of the fair's own buildings either almost completed or well on the way toward it. Thirty-eight structures are in course of erection by private exhibitors, in addition to those being erected by foreign governments and federal and city governments.

## Suman Oil Expo Head Again

HOUSTON, June 11.—At annual election of Oil World Exposition, Inc., in the Rice Hotel here, John Suman was re-elected president for the 1939 event. Also renamed were Chase Sutton, executive vice-president; J. S. Abercrombie, vice-president; George A. Hill Jr., W. L. Childs and Wallace Wilson, vice-presidents, and Ray Dudley, secretary-treasurer. Budget for the next show was set at \$76,216, with estimated income from sale of tickets and exhibition space placed at \$95,000. Treasurer reported the organization took in \$88,983.33 during the last show and spent all except \$5,300, which will be expended for the next exposition. Amount spent included a 25 per cent return to exhibitors.

YORK, Pa.—Fire on June 7 destroyed a row of horse stalls on York Interstate Fair grounds.



FRANK N. ISBEY, general manager of Michigan State Fair, Detroit, has a notable record as a business executive, having conceived and built Detroit Union Produce Terminal. He assumed the State Fair reins for the season of 1937 and reported a tremendous increase in paid attendance over preceding annals. His plan for holding the State Fair for 18 days will be put into effect this year, it having been a 10-day event for a number of years.

## Des Moines Plant Dolled Up for Centen State Fair

DES MOINES, June 11.—Extensive improvements are being made on Iowa State Fair grounds here in preparation for the Territorial Centennial State Fair this summer. Along the north side a double row of Concolor firs and Colorado blue spruce are being planted from University avenue gate to 33d street. Around the new poultry building adjacent to the street car entrance, grounds are being graded and sodded and a foundation planting of shrubs and evergreens is to be put in. A number of shrubs in plantings around other buildings are being replaced. Dead trees and dead limbs are to be removed and some tree surgery will be performed.

A crew of 60 is painting frame buildings not painted last year, in addition to repainting steel on agricultural building, sheep barn, baby beef barn, horse barn, grand stand, street car entrance (See DES MOINES PLANT opposite page)

## Concessioners on Dallas Midway On Their Own When Center Opens

DALLAS, June 11.—Playing seven days and nights a week to increasing crowds, average daily attendance has been well over 5,000 and last week's attendance exceeded 40,000, aided by warm weather and two high school graduation exercises in the band shell, at Fair Park and new civic center.

Plans of the city and State Fair of Texas to make an outdoor community center of Fair Park have been fairly successful this season, altho concessioners on the new midway have had a let-down, due to disagreement between the city of Dallas and State Fair management over operation of the 23-acre tract which comprised the former midway of Texas Centennial and Pan-American expositions. Thus far concessioners have been on their own to provide operating expenses of the midway and for promotion and publicity. Community center sports projects are all centered too far away from the midway to give concessioners much play from these attractions, they say.

Owners and operators of concessions on the new midway sound like a roll call of Texas Centennial and Pan-American expos. Racing Coaster, owned by Miller-Boose Enterprises, Milwaukee,

## "To Glance Behind"

ST. PAUL, June 11.—The board of managers, while deeply gratified at results of the 1937 fair, realizes only too well that the success achieved should be held as but a stepping stone to higher attainment in future. It seems to be a natural law that to remain stationary is impossible—the choice lies between forging ahead or falling backward. Races have been lost when the runner has paused in midcourse to glance behind. Bearing in mind such truisms, the board pledges itself to exert all energy at its command in its endeavors to the end that Minnesota State Fair will continue to expand to new heights and new breadths of value and service for the common weal in years to come, and more particularly to put forth every possible effort to make the 1938 State Fair more successful than any of the annual expositions of the past.—RAYMOND A. LEE, secretary.

## Peckham Supported By R. I. Legislators

KINGSTON, R. I., June 11.—A. N. Peckham was re-elected manager of the State Fair of Rhode Island. This formerly was Washington County Agricultural Fair, but for a number of years it had been running down. In 1938 the fair association put Mr. Peckham in charge. As it was the only remaining fair in the State, he prevailed upon the Legislature to sponsor it with a sizable appropriation, with the result that the 1936 fair was larger and of higher type than previous fairs in Rhode Island, and the 1937 fair was considered even better.

The Legislature has again made a generous appropriation for the 1938 fair, with legislators of both political parties supporting it without a dissenting vote. Mr. Peckham reports that industrial hall space is already taken and that more applicants are soliciting outside space much earlier than previously. Both major political parties are to have national speakers at the 1938 fair.

## La. Solons for More Funds

BATON ROUGE, La., June 11.—In a sharp revision upward in the biennial State appropriation bill this week the Senate finance committee reported favorably on an increase from \$2,000 to \$5,000 for South Louisiana State Fair, Donaldsonville, and an increase in other parish fairs of from \$5,000 to \$30,000 each year.

## G. G. Ducats Moving Fast

San Francisco book drive tops the \$500,000 mark in four days of activity

SAN FRANCISCO, June 11.—In four days ticket distribution for the Golden Gate International Exposition of 1939 topped the \$500,000 mark, said Harry C. Hawes, vice-chairman of the finance committee. Two classes of books are being sold, a \$20 book, good for the entire expo season, and a \$5 book, good for 12 admissions.

Four hundred square feet of floor space has been acquired in the Palace of Electricity by Western Union Telegraph Co., exhibit to embrace a graphic layout of the entire system.

Zoe Del Lantis, exposition theme girl, is a candidate in a contest to select a Miss America in 1939.

Police Chief Quinn's plan to keep crime to a minimum at the fair is two-fold: First will be a display at Treasure Island police station of life-sized photographs of underworld characters. Second will be a public display of all questionable characters rounded up on the island or in any of the counties surrounding the bay.

## Wed on Expo Site

SAN FRANCISCO, June 11.—It was bound to happen sooner or later, first marriage on Treasure Island, site of the Golden Gate International Exposition of 1939. There wasn't any carnival prize, which is the usual custom at expo marriages. But the bride and groom were quite happy about the whole thing. Oh, yes! Bride and groom were Frank R. Brett, 27, and Bonnie Weller, 24. Ceremony was performed by Superior Judge I. L. Harris before about 50 witnesses.

## He Would Revive Leaps As an Outdoor Free Act

Chicago.

Editor The Billboard:

Much has been said and written about the old-time leaping or vaulting acts that were seen in one-ring circuses. I recall that boy circus fans looked forward to this act as the supreme and most enjoyable of the show. I believe there is a way to resurrect this act in a form that will be appreciated. Make it an outdoor act and book it at fairs and celebrations. There would be no elephants or horses over which to vault, but there could be a fixed vaulting pole, adjustable up and down, which, incidentally, could be a regulation horizontal bar. One turn and a catch to the (See HE WOULD REVIVE opposite page)

## IT'S ALIVE With Interest!

Fairs' Growth in Popularity

By RALPHE AMMON

Watch for It in the Summer Special Number—June 25



GEORGE LEDBETTER, 33, new secretary of Ellis County Fair, Ennis, Tex., who succeeded A. Dupres Davis, resigned, on June 1. He is secretary of Ennis Chamber of Commerce and is entering fair work for the first time. The fair, one of the oldest in the State, has been held 15 years and has been in Ennis 16 years.



# Fair Grounds

**ALBANY, N. Y.**—Show Globe, Inc., New York City, has been authorized by the secretary of state to provide for exhibitions at the New York World's Fair of 1939, incorporators being given as Earle A. Meyer, Harvey Wiley Corbett and E. Stephens, New York City.

**ST. JOHN, N. B.**—Harness racing will be revived at the 1938 Moncton (N. B.) Fair, the annual having been revived five years ago after a lapse of some years. The old Moncton Fair featured the harness racing. The local speedway has not been used for about six years. Stadium Risk, owned by the city of Moncton, is base of the new fair, the old buildings having disappeared.

**PUYALLUP, Wash.**—Robert Campbell, Puyallup, elected a director of Western Washington Fair here to fill a vacancy caused by the death of Walter Scott, will have charge of the State resources building during the 1938 fair.

**OLYMPIA, Wash.**—State Progress Commission, meeting here, decided to erect a \$35,000 building for Washington exhibits at the New York World's Fair and to take 40,000 square feet in Western States Building at the San Francisco exposition.

**FRESHOLD, N. J.**—William Metcalf, named chairman of the fair committee, said the 1938 Monmouth County Fair here will have State product exhibits, midway of shows and rides, free acts and daily special events. Good newspaper support is reported.

**NEW ORLEANS.**—Committee in charge of arrangements made in Baton Rouge, La., for new Louisiana Live-Stock Exhibition to be held here next fall is expected to select a director general under supervision of E. B. Jones, executive secretary, this month. Plan is to present good entertainment, exhibits and a midway that will put the show in the running with major fairs of this section.

**NASHVILLE.**—Premiums for the 1938 Tennessee State Fair here will total more than \$30,000, said Fair Manager Phil C. Travis, including \$7,500 for light Horse Show awards, an increase of \$2,500 over last year, and \$3,600 in purses for harness racing on the first five afternoons. Royal American Shows will again be on the midway.

**LINCOLN.**—Nebraska State Fair board accepted the resignation of Charles Oruff, who recently resigned because he disagreed with the board in its use of pari-mutual betting at the fair track.

**YOUNGSTOWN, O.**—New display building on Canfield Fair grounds will be completed this month, said Secretary Edwin R. Ziegler. It will cost about \$8,000 and provide greater facilities for commercial exhibits. New horse barn with 24 board box stalls is complete at cost of about \$3,000. The 4-H Club building is to be improved, several roads resurfaced and walks laid before the 1938 fair.

**MILLERSBURG, O.**—Horse-pulling contests at the 1938 Holmes County Fair here will be open to county residents only. Directing of a historical pageant has been let to Rogers Producing Co.

**ROCKPORT, Ind.**—Started at a mass meeting, a publicity drive is on for the 1938 Spencer County Fair here, said Secretary F. J. Fella. An extra day is scheduled, to make it a four-day fair, last day to have harness and running races as well as the program of acts. Race programs will be run on all days. An augmented midway and free acts will be presented.

**LEIPZIG, Germany.**—The 1938th season of Leipzig Trade Fair this year will comprise some 6,000 exhibits of 33 countries. Two large exhibition halls will be

added to the 42 buildings in use, entire space of several halls having already been taken. Turnover for the Spring Fair was \$217,000,000, an increase of 10 per cent over 1937 and 262 per cent over 1933. Export sales totaled \$70,000,000.

**SPRINGFIELD, Mass.**—Ground for the new \$30,000 building of New England State Grange on Eastern States Exposition grounds was broken at informal observance attended by Grange representatives from the six New England States and officers and trustees of the exposition. William H. Stone, Auburn, master of Massachusetts Grange and president of New England Grange Building Association, turned the first spadeful of earth. The building will be two stories and of frame construction and colonial design. It will be completed prior to opening of the 1938 exposition.

**BURTON, O.**—Because of increasing cattle exhibits by 4-H Clubs new sheds are to be built on Geauga County Fairgrounds here, county commissioners having awarded contracts.

## Grand-Stand Shows

**OPENING** their outdoor season in Treer, Ia., on June 16, Four Kresells, novelty serialists and gymnasts, report booking of a long string of fairs and celebrations.

**MUSKINGO County Agricultural Society, Zanesville, O.**, contracted for appearance on the two middle days of the 1938 fair of Lewis Bros.' Circus. C. S. Primrose, general agent, acted for the circus. Show will dispense with its big top and present its program before the grand stand twice daily.

**FOR THE 1938 Tennessee State Fair (Nashville), Phil C. Travis, fair manager, said acts in front of the grand stand will include Five Abatis, Balabanow Family and Jinks Hoaglan's Hippodrome, booked thru George A. Hamid, Inc. Fireworks at night and band concerts will be daily features. Auto racing will be staged on the final afternoon under direction of John A. Sloan.**

**PERSONNEL** of WHB, Kansas City, Mo., will present a musical program at opening of the 1938 Missouri State Fair, Sedalia. Among them will be Charles Lee and his Kansas City Kiddies, Kay Jarvis, Jack Grogan, Kenneth Kay, Andy Anderson and Gillespie-Sullivan Dancing Darlings, under direction of Don D. Davis.

**AMONG** fair dates for Helen Reynolds' Skaters are Canadian National Exhibition, Toronto, and Reading (Pa.) Fair.

**AT THE 1938 Missouri State Fair, Sedalia, Battle of the Yangtze River will be theme of one of nightly fireworks features, a naval-action number, showing two Oriental battle cruisers. Chinese Pagoda will be another Oriental display, and an innovation, made especially for the fair, is a set titled The Season's Harvest, the dramatized displays and designed features to be presented by Thearle-Duffield Fireworks Co.**

## DES MOINES PLANT

(Continued from opposite page) and cooling paddock, and all exterior wood and metal on agricultural building, grand stand, horse barn, administration building, stock pavilion and women's building.

About 3,000 feet of water main is being laid to provide better facilities for departments, a new six-inch main being extended from Rook Island avenue, providing fire protection for horse barn, sheep barn, baby beef barn and poultry building. Two other mains are being laid, one from Capitol avenue along the street in front of speed barn and another to center field of the race track.

## HE WOULD REVIVE

(Continued from opposite page) bar and another turn to the landing bag would be spectacular. In a small group of gymnasts one could turn double and others could do one turn ones over. In the group could be a girl and a clown and perhaps a greyhound and a goat. Dates certainly would be available,

as schools all over the country are interested in athletics. G. AMRINE.

## RECREATIONAL

(Continued from page 37)

which rent will be contingent upon the time occupancy begins.

### One Season Was Worse

Rain and cold put a crimp in gross income at Playland, Rye, N. Y., but it has not been cold enough to damage the flowers and rain has been more than abundant to make grass and the flowers do their best and the place has never looked more beautiful. Director Herbert P. O'Malley takes the same pride in the place that he had in the beginning and keeps it right up to a feather edge of perfect condition. He has added new attractions and new methods which will assure his share of picnic business this year. Fred H. Pouty refuses to be balked and, while sinking of the Mandalaria was a calamity, this enterprising man will fill the breach by contracting another boat and will make his place still available for picnics and boat rides down the bay.

News from everywhere east of the Alleghenies and in some instances as far west as Illinois tell the same story of bad weather and unfavorable operation thus far. When it does become warm it is likely to be plenty hot and that far weather does not approach our worst year in the business when it rained on Decoration Day, Fourth of July, Labor Day, Mardi Gras week and rained some portion of every Sunday except three. So that record cannot be equalled this year, as we did get Decoration Day in many places and have had one or two Sundays when we have done some business. Low mark of the present depression has been reached and we are on the upgrade. How fast we shall go no one yet knows.

It behooves all of us to obey the request of Al Hodge, our national secretary, and Fred L. Markey, secretary of the New England association, and write immediately to your congressman and senators to scratch the labor and hours bill entirely or to have an exception made for amusement parks. If we do not get one or the other of these requests we will get a wallop that few of us can stand.

## Paragon, Nantasket

By ARTHUR L. GAULIN

Paragon is still fighting that weather jinx. Patrons are generous with compliments regarding the color schemes and lighting effects on the entrance, designed by General Manager Dave Stone and Joe Cohen. Park has adopted a strict policy of no jazz music on Sundays. "What's become of Race-Horse Benny?" is a popular refrain in the park. Alice Harrington likes in a Little Gypsy Tea Room. Wonder what has become of One Night in Monte Carlo. Nicodemus, of hot-dog fame in Paragon restaurant, has a way with the fern trade. Charlie McCarthy (no, this is a different one) is back as Charlie Elton's assistant on games. Joe Stone reports being in the pink after a Florida sojourn. Billy Dove, Miami entertainer, will head the floor show in the Grill for the season. Mr. and Mrs. William Brown were in to say hello to friends. Lottie Douris, noted New England chef, is here again. Schedule of free acts so far lined up is: Five Arlens, June 26-July 9; Les Kimria, July 10-23; Eric the Great, July 24-August 6; Decardos, August 7-20.

## SECOND ANNUAL MICHIANA STATES FAIR

**SOUTH BEND, IND.**  
DAY — AUGUST 1-2-3-4-5-6-7, 1938 — NIGHT  
Dairy Herd Show, Best Calf Show, Gaited Horse Show, Poultry and Pet Stock, Agriculture, Fine Arts, Home Economics, Community Clubs.  
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For the Week of July 4 to 9, inclusive.  
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FOR WEEK OF JULY 4 TO SHOW SIX DAYS.  
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Wagon County Colored Fair, October 10-15  
Write or wire R. H. HAWKINS, Mgr., Henderson, N. C.

**ACTS WANTED FRANKLIN COUNTY FAIR**  
Winchester, Tenn., Aug. 31-Sept. 1-8.  
Send description and best price your acts.  
J. F. VAUGHAN, Sec.

**WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"**  
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Biggest Little Show on Earth.  
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# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

"MEMBERS of Arena Gardens Roller Club presented a skating show with many fine acts and features," writes Wally Kiefer, manager of Flint Park (Mich.) Roller Rink, who, with Mrs. Kiefer, attended the third annual roller skaters' convention in Arena Gardens Rink, Detroit, on May 29. "I am sure that the many skaters from all over the country were thrilled as much as we were by the way General Manager Fred Martin of Arena Gardens conducted this convention. We took along about 30 members of Flint Park Roller Club and the newly formed Figure-Eight Club of Flint Park, formed by Mrs. Kiefer and myself to teach figure-skating and roller-dancing."



MR. AND MRS. (WALLY AND ETHEL) KIEFER, well-known Michigan roller rink operators, now conducting Flint Park (Mich.) Rink, Attending the third annual roller skaters' convention in Arena Gardens Rink, Detroit, on May 29, they took with them about 30 skaters of Flint Park Roller Club and the newly formed Figure-Eight Club of Flint Park. The figure club was formed by the Kiefers to teach roller dancing and figure skating.

IN MILTON GARDENS Roller Rink, near Craig Beach, O., reopened for summer, new equipment has been installed and the rink renovated. It will operate nightly except Wednesdays. Dorace McKennie is at the electric organ.

GOOD business is reported for the portable being operated by W. G. Calhoun in Jefferson City, Mo., 400 pairs of skates being used and rink averaging about 300 admissions daily. Private parties are helping the gross, and a program of races is scheduled.

"WHEN a group of old-time rink managers met in Buffalo recently, discussion arose as to what rinks and managers were oldest in point of service and still going strong," writes Peter J. Shea, former operator of numerous major roller rinks throughout the country. "I was able to name three who have operated in the same locations more than 30 years. They are Charles McCormick, Madison Gardens, Chicago; Frank Kilby, Euclid Beach, Cleveland, and Harry Scott, Scott's Rink, Buffalo. They have records of which any operator or manager should feel proud."

FRED A. MARTIN, Arena Gardens Rink, Detroit, closed for the season on June 12, but plans to continue service to skaters through summer. Skate room will be open for storage, repairs, grinding and purchase of new skates. Skate club desk will handle membership problems and issue information, pins, emblems and equipment. As a goodwill gesture, he is distributing to skaters a list of rinks in Detroit and near-by territory where they may skate during summer. Reopening of Arena Gardens is set for September 3, after some remodeling.

BUSINESS exceeded expectations at the recent opening of Temple Rink, Salt Lake City, operated by C. C. Sanders and N. D. Groendyke. Rink has indirect neon lighting inside, with 85 color combinations, neon lighting across the front of the building and a 15-foot rainbow sign.

BARTON BROTHERS, AM. Henry, William, Ed. George, Len and Joe, portable roller-rink operators, opened a 40 by 100-foot rink in Fairfield, Okla., on May 1 to turnaway business and indications point to a successful season, they say. Floor is of bracket-type construction, permitting continuous skating with the grain of the floor, reducing wear on skates, noise while turning at ends and making for smoother skating. Staff men are Lyle Donald, in charge of skates; Clyde Rigeway, floor manager, and Lloyd Moon. George Barton reports good business with a rink in Texarkana, Ark. Other rinks operated by the brothers are

secretary, and Edwin Ruth, treasurer. Trustees are Michael Chaney, William MacCabe, Albert W. Edward, Katherine Steineker and Mrs. Babe Lawrence.

GEM ROLLER CLUB, Trenton, N. J., visited about 35 rinks in four States the past season, including White Rose Arena, York, Pa., and Carlin's Rink, Baltimore, where it recently closed the season, reports Ray Griffiths, president.

A YOUNG cyclone which swept down on Rensselaer, Ind., on June 6 hit Myers Bros.' new portable skating unit, which had been doing capacity, afternoon and night, since opening on May 23, blowing it to the ground. About 50 skaters were on the rink when the twister hit and a dozen or more were pulled from under the tent. A patron from Remington, Ind., sustained a broken leg. Sandpaper machine was put into play to prepare the rink for reopening as soon as possible.

ANNUAL waltz contest, sponsored by Dick Schultz, manager of the 75 by 100-foot Silver Lake Roller Rink, Everett, Wash., was won by Viola Orr and George Baird, whose names were engraved on a cup permanently displayed in the rink. Contest was open to all skaters in the county and finals were judged by Tally-Ho Skating Club, Seattle, on May 28. Winners were presented with pictures of themselves and cup and photos were displayed publicly in Everett. Manager Schultz reports business good and that Wa-Hoo Skating Club now has white sweaters with blue and gold emblems.

## AMUSEMENTS

(Continued from page 35)

a real closing up of the town. Police descended upon the Flower Mart at Park Place and stopped every game of chance. They also prohibited bingo, radio, cards or any other form of amusement along this line at public club meetings or dances.

All cabaret men were given orders that the police department was going to start strictly enforcing the no-music after 2 a.m. ruling and all were advised to have their shows over at that time. Major William F. Casey, one of the commissioners, voiced his objection to this procedure and stated that if the department wanted to look after morals of the city it should investigate several sex pictures showing here. He declared that as far as he was concerned he saw no harm in amusements and games. As a result of this, Mayor C. D. White addressed a letter to Director of Public Safety Cuthbert calling to his attention the "sexy and spectacular moving pictures which seem to cater to the morbid tastes." Mayor White was asked when the ban on the more innocent variety of local amusements would be lifted. He said that was up to the police department.

ATLANTIC CITY, June 11.—Skeeball Stadium, largest enterprise of its kind on the wooden way, yesterday threatened to close and leave Atlantic City for good. Layman M. Sternbergh, owner and lessee, said he was tired of being a football of warring political forces. The stadium occupies a large building in downtown, has more than 50 Skeeball machines and is one of the best known attractions along the Boardwalk.

Mr. Sternbergh also conducts a recreational center of this kind in Ocean Grove and claims he has less trouble in the very strict Grove than he has in Atlantic City.

"I have a legitimate business here in Atlantic City, paying a license and never offered any prizes in money, etc.," he said. "But every time there is a political battle in City Hall, I along with other amusement operators on the Boardwalk are made the goats."

## WAGE-HOUR

(Continued from page 35)

applies to park business. He urged all AREA members to write to their senators. Following the letter-pattern set by NAAPPB member Harvey J. Humphrey, Euclid Beach, Cleveland, and reprinted in the June 4 issue of The Billboard, Mr. Hamid wrote his Senate representative to the effect that passage of the bill in the form adopted by the House of Representatives would make it practically impossible for amusement parks to operate.

He pointed out that to shorten hours drastically it would be necessary to hire and train additional crews, altho

no means would be available for passing added expense to the customer.

"The unit cost of park amusements and refreshments is necessarily low," he wrote. "The price of, for example, a 5-cent ride cannot be raised 5, 10 or 15 per cent. It must stay where it is or be raised 100 per cent, in which case the business would be gone. Our conditions are peculiar, but our labor policy is realistic and responsible . . . etc."

Wallace St. C. Jones, president of New England Section, NAAPPB, and Fred L. Markey, secretary, have also voiced disapproval of the measure and sent the following letter to members on June 3:

"Do you realize that passing of the wage-hour bill in the form already passed by the House and now up for consideration by the Senate will practically put many amusement parks out of business unless an exemption for our industry is secured? This is a matter of life and death for many park men and we are calling your attention to it now so you can write or wire your senator and congressmen to see that the outdoor amusement industry is exempt from this bill.

"The amusement park worker is skilled in his particular job and upon him the safety and convenience of the public depends. Casual workers and extras cannot be relied upon to take this responsibility, and to shorten working hours drastically would necessitate hiring and training of an additional crew. No means are available for passing on this added expense to the customer, etc. . . .

"This association is requesting an exemption for our industry, but in order to make the request effective we are asking each member to write immediately to his senator and congressmen, urging their co-operation."

## HAMID WILL

(Continued from page 35)

balloon of Hamid's Million-Dollar Plan, the scene of drill and band contests.

Mr. Hamid will present a large American flag to the troop winning the band contest. There will be prizes for other events. After a massing of colors the troops will visit the varied attractions of the pier. Plans are to make this one of the big yearly Scout events in this district.

## SINCLAIRS READY

(Continued from page 35)

tendent, with E. Don McKibben still in charge of outing bookings. George Boyer has pop corn and peanuts. George Seeley remains at front door of Mobb-light Ballroom. Picnic schedule is of fair volume, heaviest bookings being after mid-July. Lull in industrial plants has somewhat curtailed outings of this classification. Ballroom is operating Tuesday, Saturday and Sunday nights.



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# CARNIVAL "POISON" CRACKED

## Ex-Theater Mgr. Answers Charges Shows Are Business "Enemies"

MARYSVILLE, Calif., June 11.—Carnivals were put on the pan here recently as "enemies" of business by Harry Brown, manager of the Liberty Theater, in a speech before the Sutter-Yuba Junior Chamber of Commerce. On Thursday, May 19, *The Appeal-Democrat* published the story of the meeting without editorial comment.

Later the story came to the attention of W. Lee Brandon, assistant manager of the Foley & Burk Shows, resulting in a letter to the editor which was published in *The Appeal-Democrat*, issue May 31, under the following caption (two columns, three lines): "Lee Brandon, Aroused by Criticism of Traveling Shows, Sets Out Facts in Answer to Junior Chamber Talk."

Letter follows:  
"Editor *Appeal-Democrat*:  
"In your issue of Thursday, May 19, you published the synopsis of a speech delivered to members of the Sutter-Yuba Junior Chamber of Commerce by Harry Brown, local manager of the Liberty Theater, in which Mr. Brown delivered a scathing indictment of circuses and carnivals as enemies of business and

suggests that they should be banned from the city.

"As the present assistant manager of the Foley & Burk Shows and a former resident of Marysville, I would like to answer Mr. Brown's attack and set him right on a few very important matters on which he erroneously discussed.

"What I have to say will be from experience and knowledge and not any wild guesses or estimates.

"Mr. Brown 'estimated' that during the past year the carnivals and circuses (See *CARNIVAL "POISON"* on page 54)

## Royal American Wins on Bad Lot

Despite worst mud of season opening night in Rockford is a record

ROCKFORD, Ill., June 11.—Shows followed two carnivals in this city and with one scheduled less than two months away, Royal American beat first-night gate attendance of any carnival here in five years. This despite fact opening was scheduled for Tuesday night. Dismal rain made lot worst encountered this far in 1938 season. Difficulty was partly overcome by "sledging" heavy wagons over ground thru mud and grass by means of steel troughs (runs) used normally in taking wagons from flats to ground level.

Shows hired four additional tractors. (See *ROYAL AMERICAN* on page 54)

## Hennies Baseball Team Beats RAS

ROCKFORD, Ill., June 11.—Baseball teams of Royal American Shows this week had their first opportunity to go up against a team from another carnival in a series with Hennies Bros. Shows, playing in Janesville, Wis.

Royal American lost the first two games but filed protests, asserting that Hennies had found a semi-professional pitcher in Janesville and had enlisted him for the game.

There was a constant stream of traffic between Rockford and Janesville during the early afternoon, with games played alternately in the two towns. City permits were obtained in Rockford to use public parks and hundreds of persons watched the games.

Within the ranks of their own organization, the Concessions team, managed (See *HENNIES BASEBALL* on page 54)

## Schreiber Joins B&N

ST. LOUIS, June 11.—Hyman Schreiber, until last week owner of the H. S. Specialty Co., of Kansas City, is now with the K&N Sales Co. in charge of the carnival and concession departments to be installed in all branches of this firm. Schreiber will make his headquarters in this city for the next two months, reorganizing the local branch, after which he will go to Houston, Dallas and Pittsburgh to do the same. All stores at present are carrying some carnival merchandise in conjunction (See *SCHREIBER JOINS* on page 54)



J. GEORGE LOOS, one of the pioneers in the carnival business who is still going as executive head of the Greater United Shows. His recent illness was of great concern to his many friends in and out of show business, but as he is now on the road to recovery there is no apprehension as to the state of his health.

## Jaillet Shows Get Good Start

Opens on streets—weather favorable—manager as showman

HILLSVILLE, Pa., June 11.—The Jolly Jaillet Shows opened their season in West Middlesex, Pa., Saturday, May 29, and continued until June 4 to good business under auspices of West Middlesex Baseball Club. The weather was favorable with nights fair and warm. No gate here for opening and streets were packed nightly with amusement seekers. All in all everyone connected with the show was very well pleased with business.

The management is no newcomer in the show business as Howard Jaillet, manager, was born and reared in it. He is a son of A. G. Jaillet, better known to the oldtimers as a dog and pony showman of the old school of outdoor showmen.

Rides: Merry-Go-Round, Jaillet & Olson, owners; Monk Myers, foreman, and Bert Segrist, clutch. Chairplane, D. E. Cole, owner, and Freo Cole, operator. Kiddie Autos, D. E. Cole, owner and operator.

Shows: Temple of Mystery, William King, owner, with three assistants. Girl Revue, Charles Hayes, manager and caller; Bertha Morrow, Alice Wilson and Betta Barnes, dancers.

Concessions: Jewell's hoop-la, Mrs. B. Segrist, balloon pitch, Jenny Jewell, pitch-till-you-win, Bingo, Mr. and Mrs. Melvin Olson, owners; Girls Blystone, caller; Joseph Anderhold, stockman, with three assistants, Harry Noxon, cork gallery, High striker and photo gallery, Grant & Thorpe, owners; Harry Thorpe operator of striker, George Grant in charge of p. a. system on striker; Mrs. (See *JAILLET SHOWS* on page 54)

## "Stork" Hovers Over Hennies Bros.' Shows So Women Give Party

JANESVILLE, Wis., June 11.—The "fair sex" of Hennies Bros. Shows gave a Stork Party here for Mrs. Homer Robinson Wednesday afternoon, June 8, in Jack Paige's tent theater on the midway. Two score of beautiful baby things were piled high on the stage and the curtains parted when Mrs. Robinson was invited in and appeared as a very much surprised person; the band played Rock-a-Bye Baby and the party was on.

Those in attendance were Mrs. Harry Hennies, Mrs. Dorothy Hennies, Mrs. (See *"STORK" HOVERS* on page 54)

## Competition and Committees

By STEVE HENRY

For many years the carnival has been one of the main attractions at fairs, celebrations, fiestas, etc. In the early days committees usually made bids to carnival general agents and owners, but not so today.

With the spending by many of large sums in building outstanding shows, competition has become keener and keener.

Most of the sponsors of worth-while events, it seems, do not at this time send out bids because of this situation. The mere knowledge that a spot is available is the signal for carnival representatives to offer committee sums that, in many cases, are greatly in excess of what the spots are worth.

The writer has seen inquiries from secretaries, committeemen and others where the terms were way beyond any sense of reasoning.

Especially in these days when the chances to get money are real risks, it would appear that carnival owners would attempt to get together and classify the spots by placing an approximate value on each.

From the letters that come telling of the great opportunities for carnivals, exaggerated populations, etc., it strikes one that the men handling the events where carnivals are a necessity are outsmarting the showfolk. The paying of such exorbitant prices for contracts naturally increases the nut, and the showman or concessioner generally finds it impossible to get a profit on his end.

## Line o' Two of News

CINCINNATI, June 11.—Clarence Hunter, who manages Mrs. J. C. Simpson's photo studios in Birmingham and Gadsden, Ala., passed thru here yesterday en route from Pittsburgh to Chattanooga. He visited the Johnny J. Jones Exposition in Pittsburgh and reports that the gate attendance there was one of the records of the season to date for the Jones organization.

WINCHESTER, Va., June 11.—Major T. Watson Scott, general agent Eric B. Hyde Shows, was here Wednesday in the interest of the show.

PITTSBURGH, June 11.—James C. Simpson, general agent Johnny J. Jones Exposition, is resting here at Roosevelt Hotel following a slight illness caused by a cold.

EAGLE ROCK, Va., June 11.—Orange State Shows, under management of Leo

M. Bistany, opened here Monday to satisfactory business. It was the first carnival to play here in 18 years and there was a generation of children on the lot that had never before seen a Merry-Go-Round, Big Eli Wheel or Chairplane.

ALBUQUERQUE, N. M., June 11.—C. F. Zeiger, representing the shows bearing his name, was here Monday and signed contracts to furnish the midway attractions for the New Mexico State Fair to be held here in October.

CANTON, O., June 11.—First carnival here in two years will be the Johnny J. Jones Exposition, which show will appear at the Stark County Fair grounds the week of June 20 under the auspices of the Ladies' Auxiliary, St. Michael Chapter No. 6, Disabled American Veterans. During the same week the annual State (See *LINE O' TWO* on page 54)

## Western States Gets Break at Clovis

PAMPA, Tex., June 11.—Coming up for the 10th week out with the score five to four in favor of the bad weeks, the Western States Shows rallied and scored a smashing success at the two-day Pioneer Days Celebration held at Clovis, N. M., last week.

Thirty thousand people attended the celebration, which officially opened Thursday with parade headed by Governor Tingley. Daily parades, rodeo and public street dancing formed the entertainment arranged by the committee other than the midway.

A weather phenomenon occurred nightly, as regularly at 8 o'clock dark clouds of wind and rain would appear out of a clear sky and send patrons scurrying for shelter. For one hour the wind would blow and sheets of rain would fall, then it would cease and the patrons would take up where they left off.

The celebration ended Friday night, but with generous publicity for kiddies' matinee and radio broadcasts exploiting the cellophane wedding made for a good Saturday night's business which climaxed a very successful week. Reported by Larry Mullins.

## Ernst Nearing 70

CINCINNATI, June 11.—June 27 will mark the 70th birthday anniversary of Ed R. Ernst, ex-showman, now in the hotel business. Altho out of the carnival business, he never fails to read *The Billboard* weekly.

"I have been a reader since the first issue in 1924," said Ernst on a visit to the office Thursday, "and will continue to read it." He spent about 35 years with shows, both outdoor and indoor, mostly carnivals, working in advance. He was promoter with the Frank G. Caswell Shows during their first season on the road. For the last three years he has been in charge of the back of the house at the Fountain Square Hotel in Cincinnati.

IT'S ALIVE With Interest!

Unfair Competition—Trade-Mark Infringement

By LEO T. PARKER

Watch for It

In the Summer Special Number—June 25



**Detroit**

DETROIT, June 11.—Sponsored carnivals in Detroit showed more diversity as far as identity of sponsors was concerned this week than they have before this season. While only three new permits were taken out, they represent three different groups, only one being a veterans' organization. Beal V. Pittenger Post, American Legion, is stating one for St. Jean and Vernor highways this month. Strathcona Chapter, Royal Arch Masons, is holding a carnival at Meyers and Chicago roads next week, first carnival sponsored here by a Masonic organization this year. Metropolitan Rebecca Lodge is sponsoring one at Van Dyke and Jordan avenues in July. John F. Reid and William C. Dumas' Happyland Shows on June 8 opened, to run to June 12, at Michigan and Wyoming. Dearborn, Detroit suburb, under auspices of Dearborn Post, Veterans of Foreign Wars. Following this, Faust Post Glee Club of American Legion sponsors a carnival by Happyland Shows at Livernois and Oakman boulevard, Detroit. Show is booked for stands around Detroit for several weeks.

Wallace G. Wade Shows, following the completion of the Wyandotte engagement last week, moved to Alpena, Mich., for State Elks' Convention, after which the shows will tour the rural districts of Northern Michigan. Wade states conditions in manufacturing plants in Detroit territory have resulted in noticeably poor carnival attendance, and that he anticipates better business from towns where industrial decline has not been so sharply felt.

Edwin K. Brown, veteran tattoo artist,

is back on Michigan avenue with a new store, shared with Mayfield Coin Shop. Mrs. Brown, Eddie Brown to trade, who is a former well-known tattooist herself, is planning to open a new studio in downtown district, and will devote one section to tents and outdoor supplies as well as tattoo and photography business.

**Philadelphia**

PHILADELPHIA, June 11.—Weather conditions very favorable for carnivals in this vicinity this week. Endy Bros. Shows, only one in city limits, had a very good opening at 11th and Erie circus grounds. Business held up nicely during week. Joan Endy, 7-year-old daughter of David B. Endy, celebrated her birthday Thursday with a big party at home of her grandparents at Pottsville, Pa. Her father and mother motored from show with a big birthday cake and many presents for little one. She attends school at Pottsville. Louis Kaufman is back with Endy Shows after a lapse of two years. Looks

after things in general and operates some concessions. Prof. Kuntz, who has side show this year, is entirely recovered from injury to his leg received last winter in Washington, D. C., that kept him laid up for a long time. He reports very satisfactory business thus far.

Eighth Street Museum continues with good business and this week has following attractions: Hahu, magic and musical acts; also Television Girl; Hot Shau, African bushman; Tex Mahoney and company in cowboy pastimes; Pecos Plastique and Illusions. In annex, dancing girls.

Gerry Gerard has penny pitch concessions with Endy Bros. and doing good business.

**Los Angeles**

LOS ANGELES, June 11.—National Shrine convention here brought thousands of visitors into the city and outdoor amusement attractions got an immense play. Venice Park drew large crowds. Ocean Park set aside a special

**Lorows Gather in Honor Of Their Mother's Birthday**

JANESVILLE, Wis., June 11.—The entire Lorow family gathered for the first time this season on the Henzles Bros. Shows midway here to celebrate their mother's birthday. Monday, June 8. She is "Sweet Sixteen," the boys said.

A dinner was served in the show's cookhouse, with Skeeter and Snookie playing hosts to other members of the family who are with the Royal American Shows, playing this week at Rockford, Ill., just 32 miles away, they driving over and spending the day. Beautiful flowers adorned the lengthy festive board and seated around it were Mr. and Mrs. B. J. Lorow, Raynell Lorow, Laura Lorow Manos, Cortez Lorow, Bert Lorow Jr., Mrs. Bert Lorow Jr., Skeeter Lorow, Ginger Ray Lorow, Con T. Lorow and Tommy Carey.

day for the Shriners and attracted in excess of 60,000 persons.

Redondo Beach and Hermosa and Santa Monica piers provided special entertainment and all drew huge spending throngs.

Harry Hargraves reported that his rides at both Venice and Ocean Park piers enjoyed big business.

John R. Ward reports that his shows at Venice, Ocean Park and Long Beach did a remarkable business, while Jimmie Rabin states his concessions on Venice Pier enjoyed a profitable week.

J. Ed Brown came in from Long Beach and enthusiastically reported the doings at the new Virginia Park there.

Nate Miller, commuting between Long Beach and Venice Pier, has his strappings at both spots and is doing nicely.

Boss R. Davis returned from a Northern trip and placed a new ride with Whitney Bros. at Playland, San Francisco.

West Coast Amusement Co. reported that its San Francisco engagement proved a satisfactory one.

Clark's Greater Shows advise that they are going along nicely and that their opening at Reno, Nev., was profitable.

United Attractions have opened at the Altadena (Calif.) Fiesta.

C. P. Steffens Shows are playing spots adjacent to this city.

The Roland Shows are also playing the Los Angeles sector.

Thomas J. Hughes is back in town and very much improved in health. He has rides on several shows in the Midwest and on the West Coast.

Bert Nelson is back in the movies doing a bit in an untitled circus film.

Doc Cunningham is recovering from a recent illness and handling the Bert Nelson unit, in which Virginia is now working.

Jack Arnott, with plaques and novelties, did a swell business during the Shrine convention.

Harry Phillips and A. Rabin sold much of the downtown Shrine decorations.

Joe DeMouchelle, of West Coast Shows, reports that he is enjoying a profitable season.

Ted Le Pors is operating a number of concessions in addition to appearing as a feature of the free act with White City Shows.

Whitey Olsen, Bob Winslow and Flo Appel have outside novelties at the Coliseum events here.

Harry Gibbons, well known to outdoor showfolk, is seriously ill in General Hospital here.

Mike McAndrew is reported to be doing okay at Venice Pier.

Red Wheeler has retired from the carnival business and plans to operate a concession at one of the resorts.

Al Anderson writes that the Balboa Fun Zone has been doing very well.

Capt. W. D. Ament is working clubs and amateur nights.

Herb Usher has a concession on Venice Pier.

Harold Mueller is slated to become one of the executives of the San Fernando Mission Play and Fiesta.

John T. Beckman and Win E. Smith are reported to be doing okay in their new store here.

**Ballyhoo Bros.' Circulating Expo. A Century of Profit Show**

By STARR DeBELLE

Powder Base, Ky., Week ended June 4, 1938.

Dear Red Onion:

The Ballyhoo Bros. encountered their first day and date opposition here. Our closest competitors the Drawhead Sisters Cultured Carnival, billed as America's Largest Power House Midway, played across the street from the Century of Profit Shows. The bosses of our company really ignored their appearance and instructed me to merely mention their appearance lightly and in a nonchalant way. Pete Ballyhoo saying: "They have the worst rag-bag frams up I ever looked at. All of their wagons, cars and rides are piles of trash. The show badly in need of paint. Their fronts were in a run-down condition and the midway in general was all bunk." "You may also state," he added, "that their claim of having the best go here is all bunk and hurrah. I say this without knocking. It comes from my unbiased heart."

Our show was sponsored by the Kentucky Powder Monkeys, while they played under the Fuse and Blast Club of Powder Base. Monday the heads of the two carnivals met for a confab and to reach an agreement. Both parties agreeing that too much gunpowder and nitro was involved for either show to declare an open war. That all unforeseen acts by the members of either show would be arbitrated between Dictator Pete Ballyhoo and Dictatoress Abbygale Drawhead. The sisters promising that at no time would they take the "unprotected widow plea."

As usual we opened our midway with fireworks that were set off 100 feet from our pay gate. This oversight on the bosses' part for not informing our man that they would conflict with the opposition drew the first protest. The sisters claiming the explosives were set off under their main entrance, burning the marquee and holding the patrons out. We then agreed to move back or to one side not less than 300 feet away.

Tuesday night again the heat was on. Our fireworks man used nothing but skyrocket and aerial bombs. The opposition now claiming that they were fired at an angle of 45 degrees, landed and exploded on their midway. This complaint we ignored entirely. At 10 p.m. the Drawhead Sisters' plane flew over our lot dropping handbills that invited our help to join them for a higher wage. We then sent our plane over loaded with third coupons that were dropped in their concession row for the benefit of the patrons. Both shows mounted anti-aircraft guns on their transformer wagons, bringing the battle back to earth.

Wednesday the two executive heads met for another confab. Again the hatchet was buried and our boss agreed to co-operate with the sisters. They having no sprinkling wagon and their lot a dust hole he agreed to send our sprinkler over to settle the dust and dispute. He even went further by contracting every sprinkler in the town and sent them all out at once. Again a good deed was overdone. By opening time their lot was a sea of mud that kept the midway dark.

Thursday our committees decided to get into the fray. Martial law was soon declared with two companies of guardsmen taking charge. Friday and Saturday passed peacefully as far as opposition was concerned. The front end of both shows doing the blasting that gave their companies more financial support than the aerial works. Both shows loaded out side by side. This gave the bosses a nice gross of 2 railroad cars, 100 chaulks, 3 hookropes and 10 steel plates, some of our people displaying such trophies as light globes, berth-car curtains, stateroom screen doors, window screens and medicine chests. Our porters are now uniformed and have enough brooms and mops to last the season out. MAJOR PRIVILEGE.

P.S.: Vandals broke into private car and stole a watercooler. Papers have been taken out for our competitors.

**PENNY ARCADES**  
A FULL LINE OF NEW 1938 PENNY ARCADE MACHINES & SUPPLIES  
WRITE US  
EXHIBIT SUPPLY CO.  
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New "Walk-Through" and "Take-Over" Creation!  
All New Patented Features.  
The BIGGEST FLASH and brightest public appeal ever placed on a Midway.  
Leads one wagon. Two people operate.  
Many shows already sold, including Gooding Greater, Happyland, Coleman Bros., Jordan, etc.  
Allan Herschell Co., Inc.  
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S. T. JESSOP, Pres. GEO. JOHNSON, V. P.  
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.  
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REPOSSESSED DUE TO SICKNESS.  
1—1938 CHEVROLET 187-INCH WHEEL BASE, STOCK RACK BODIES.  
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ABOVE TRUCKS USED FOUR WEEKS.  
General Chevrolet and Dodge 1/2-Ton Panels and 1 1/2-Ton Cabs and Chassis. LATE MODELS.  
WRITE FOR SHOWMEN'S PLAN OF FINANCING.  
CHARLIE T. GOSS  
WITH—STANDARD CHEVROLET COMPANY, EAST ST. LOUIS, ILL.

**TRUCKS**  
AUTOMOBILES—MOTORIZED YOUR SHOW WIFE  
CHARLIE T. GOSS  
WITH STANDARD CHEVROLET CO.—EAST ST. LOUIS, ILL.



# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 11.—Plenty of activity at the League rooms, mailing Showmen's Home literature. Contributions this week were from L. C. Kelley, Charles A. Lenz, Nick Buduson, Philys Isser, W. D. Bartlett and Walter B. Fox. President McCaffery and Chairmen Fred Beckmann and Carl Sedlmayr are highly pleased with results and predict an early realization of this endeavor.

Joe Tilley and J. Wilson, of Tilley Shows, visited. L. E. Blondin visited while en route from the Coast to join Max Gruberg Shows.

Ben Landes came in for medical attention at American Hospital. Bob Lohmar, Harry Hennes and Denny Howard passed thru the city on their way north. Bill Rice reports a full quota of visitors at the hospital. Colonel Owens, Bob Miller and Tom Rankine all still confined in their homes. Late news from Brother Harry Mazey was not forthcoming.

The writer visited Bloom Gold Medal Shows at Glen Elyn, Imperial at Aurora, Baysiner's at Plano and Spononi at Oswego. Each looked fine and managements are optimistic despite adverse conditions. Other visitors during our stay were Viri Hill, Frank Thielon, Larry O'Keefe, Doc Lee and Charles G. Driver. Johnny Molsant is back in the harness for the season and will be with Imperial Shows.

Have you noticed the barometer of the Showmen's Home fund carried in each issue of *The Billboard*. This will give you an idea of the manner in which the boys are responding to the club's most outstanding activity. Visitors during the week were Joe Murphy, Charles Hall, Larry O'Keefe, Harry Price, A. L. Roseman, Zebbie Fisher, President McCaffery, Jack Frichard, William Young, Max Brantman, Ben Roensweig, John O'Shea and John Lorman.

Cliff Jewell dropped in for a short visit while en route to the East. It seems that many members have changed their mailing address and neglected to advise us. Why not send your new address. It will be a big help to the secretary and at the same time effect a saving in postage.

Interesting letters were received from Bill Rice, Charles A. Lenz and A. C. Hartmann.

Perhaps you are a bit negligent or thoughtless, but the fact remains that some of you haven't paid your dues for 1938. Our fiscal year 1938 starts September 1 and dues for 1939 will then be due. This is an obligation you owe to yourself and the league, for you cannot be a member in good standing if your dues are unpaid. Why not give this a thought and send in your dues now?

## Showmen's League of America



165 W. Madison St., Chicago

### SHOWMEN'S HOME FUND

Previously Acknowledged \$12065.00  
Received Last Week..... 490.00

A Home for Aged and Infirm Showmen

### CONTRIBUTIONS ACKNOWLEDGED THIS WEEK FROM

Nick Buduson Walter B. Fox  
W. D. Bartlett Charles A. Lenz  
Phil Isser L. Chilton Kelley

Worthy of Your Co-Operation

## Ex-Newspaper Man Gives Ideas About Handling Press

By FRANCIS F. HEALY

As a newcomer to this business of press agenting and with much trepidation may I advance an idea or so? Naturally I talk from the press-agent viewpoint.

I read week after week in *The Billboard* about this and that carnival press agent who says he "plants" so many stories and obtains so much space. So what?

This Newspaper editors are readers of *The Billboard*. They don't like to think they have been "planted" for so much free space. A press agent blowing his top in the carnival section of *The Billboard* actually is hurting himself. On his fellow that editor will say the heck with him mooching me for a sucker. And it will be harder for all of us. Red Onion has the right idea with less glorification of press agents.

I'm a newspaper man graduated into the p-a. ranks and I won't get into that stalemate argument about what training is the best. However, I will say that from an editorial standpoint I know all the problems of a newspaper—space, deadlines—and I can talk their language. I don't use a cane. I haven't a beer belly. I don't walk into a newspaper office and tell 'em how wonderful Royal American is. I tell 'em what a swell newspaper plant they have. Which is true. The average newspaper is teeming with modern improvements and an editor likes to hear that. So does the business office without too much oom.

A p. a. walks into a town and they give him everything. And then he turns around and, like a yap, advertises to the world in *The Billboard* what a sucker he has made of that newspaper and radio station. If we get newspapers and radio down on us we will be playing to a cornstalk gate.

In press-agent write-ups in *The Billboard* wouldn't it be smarter, more diplomatic and better all the way round to praise the editors and the radio stations for their splendid co-operation with carnivals rather than make obscene noises about how much ops "planted" them for space and time?

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 11.—OUR summer visitation schedule got under way in excellent shape with the completion of the three previously announced visitations to member shows at Syracuse, Schenectady and Poughkeepsie, N. Y.

The first visitation on trip was on June 5 to view the Art Lewis Shows, where we found them playing the old market site at Syracuse under auspices of Italian-American War Veterans to a capacity crowd. We noted that nearly all of the rides appeared to be new and were considerably impressed with the novel presentation of a so-called narcotic show. Pre act with this show is Four Stars. We are indebted to Art Lewis, owner-manager; James E. Kelleher, agent; Al Rogers, treasurer, and F. Percy Morenoey, secretary, for courtesies shown. On the night of our visit Edward Rahn, of Gruberg's World's Exposition Shows, was a visitor.

Gruberg's World's Exposition Shows at Schenectady June 4 were next on our visitation list and should be credited with performing a substantial engineering feat in preparing Way's Recreation Field on State street for show purposes. We found that a hill had been cut in half and a valley filled in to permit access to the lot forming a natural bridge for an entrance way. The advance is particularly entitled to credit in securing WPA labor to assist in this work. The show had a 10-cent gate. We had an opportunity on this occasion to renew acquaintanceship with Owner Max Gruberg, General Agent Edward Rahn, Mrs. Rose Gruberg, Secretary H. Van, George Kerestes, Second Agent Joe Manheimer and Press Agent Dick Collins. Outstanding feature, in our opinion, is the newly presented Casino by Norman Wolf. Show exhibited under auspices of Jewish War Veterans.

The final visitation of the particular series took place June 6 in the World of Mirth Shows, while exhibiting at Pough-

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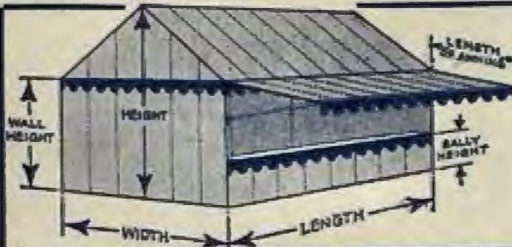
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Goodest the most take over one.

### SPILLMAN AUTO SPEEDWAYS

Ground \$11,500.00 in fourteen consecutive weeks. One of the BIG THREE for top money in major shows. World's Largest Builder of Amusement Rides.

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Give Measurements as Indicated BUY from Factory SAVE Money

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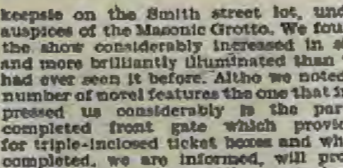
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keeps on the Smith street lot, under auspices of the Masonic Grotto. We found the show considerably increased in size and more brilliantly illuminated than we had ever seen it before. Altho we noted a number of novel features the one that impressed us considerably is the partly completed front gate which provides for triple-inclosed ticket boxes and when completed, we are informed, will probably be the largest portable carnival entrance gate in existence. We are indebted to Manager Max Linderman, Assistant Manager Frank Bergen, Press Agent Gaylord White and Second Agent Gerald Snellins for many courtesies shown. We missed the presence of Ralph W. Smith, treasurer, who is still confined in hospital at Plainfield N. J., and General Agent I. Harvey Cann, who was out of town at the time. The free act presented in Four Queens.

## SHOW TENTS and TRAILER CANOPIES

Fulton Bag & Cotton Mills

## O. R. BIBLE

Wire where I can get in touch with you. Big proposition for you. BOX D198, The Billboard, Cincinnati, O.

## WANTED TO JOIN AT ONCE

Chairman; will book 25 per cent or will buy and pay cash. Telephone, Fri. this week. DIXIE BELLE SHOW

LOUIS T. RILEY

## Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, June 11.—Monday night's meeting was an enthusiastic one. Thirty-one members were present. First Vice-President Harry Hargraves presided. Other executives present were H. C. Rawlings, secretary, and Ross R. Davis, treasurer. Usual business procedure was followed.

Communications: Ross R. Ogilvie lettered news of the Foley & Burk Shows. Joe Glacy, of West Coast Shows, also came thru with a new letter, as did Ted Le Pora. Al Onken, of Conklin's All-Canadian Shows, wrote that the organization is encountering much cool weather in Eastern Canada. Harry Seber, also with the Conklin Shows, sent a new letter and inclosed snapshots of interesting subjects.

New members: Charles Harry Ford credited to Al (Moxie) Miller and F. J. Morgan; Ray Marshall credited to same. Reinstatements: Dan James Meggs and Carl Martin credited to John R. Ward and Harry Hargraves.

Then came encouraging reports from several members who have been working on the membership drive. They anticipate a successful drive. The matter of prizes again came up. As in former

years first prize is a gold life membership, the donation of Brother John T. Brannon. Other prizes are well worth the effort being put forth.

Ben Dobbett, who has just returned from an extended trip visiting carnivals in California, was then asked for a talk. One of his statements had to do with an activity on the West Coast Amusement Co., which is very successful in aid of this organization. Idea was considered so good that it is the club's intention to enlist the stewards on all shows in a like activity.

Weekly award went to First Vice-President Harry Hargraves.

Frank J. Downie, chairman of the annual charity banquet and ball, reported on the committee's activities. When he asked to know the feeling of members regarding where the event should be held and the price of tickets, the members opined committee's decision to stage the affair at the swanky Los Angeles Breakfast Club was a 10-strike. Chairman Downie then stated he and his associates would begin intensive effort to formulate plans. President C. F. Zeiger lettered that he is in favor of the committee's plans.

The Gigantic Loversunner to the banquet and ball, will, according to Harry Hargraves and John R. Ward, fully come up to the advance billing.

## SHOW-KANVAS TENTS

By MILFORD H. SMITH. CAMPBELL TENT & AWN. CO. Monroe at 3rd, Springfield, Ill.



**PROTECT YOUR PROFITS**



Is YOUR power equipment ready for celebration season? Use an ELI POWER Unit and be sure of the big gains ahead.  
**ELI BRIDGE COMPANY**  
 Builders of Dependable Products,  
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**WHEELS Park Special**  
 30 in. in diameter, beautifully painted. We carry in stock 12-10, 20-24 and 30 inchers. Special Price.  
**\$12.75**  
**BINGO GAME**  
 75-Player, complete, including Tin, 50.25.  
 Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lenses, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Fans, Cones, Artificial Flowers, Novelties.  
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**CANES**  
 Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.  
**SLACK MFG. CO.**  
 124-126 W. Lake St., Chicago.



# Our Midway

By RED ONION  
 Communications to 25-27 Opera Place, Cincinnati, O.

Join the truth seekers and get with the modern trend.  
**WHATEVER** became of Harry E. Saunders?  
 IT IS the gate that moves most of them.

claim made by only one carnival as its slogan.  
**HARRY E. HUNTING** cards from Elwins, Mo.: "Left the Modern Midway Shows with my Chairplane and went back home to Miller Bros. Shows and joined at Omaha."

**IRAH J. WATKINS**, once famous in the motordrome business, now has animal acts with Mighty Haag Circus.  
**IRISH JACK LYNCH**, talker, requests that his route be withheld for some time as he was in a duststorm in Texas.  
 Press agents are not a necessary evil. They are essential in modern show business and so are men who know how to handle the radio end too.

**BOBBY OLIVER** letters from New Milford, Pa.: "Been in show business for years and it burns me up to see misinformation published in newspapers about outdoor show business."  
**WHY SO** many changes recently in the press departments of so many carnivals? It is that they are not delivering according to high standards of present-day show business. Or what is it?

**MARY SIMPKINS** is handling the press for Cote's Wolverine Shows playing Michigan. From Clare she thanks The Billboard for its co-operation.  
**CY CLEVELAND** is reported to be at his home in Roanoke, Va. He retired from carnival and circus business some years back.

Carnivals come to a town every so often, but the newspaper men stay there and consequently have to be guarded in increments other than news. Press agents must heed this.  
**W. E. (BILL) RICE**, get wise to yourself. Deceiving the business you helped to start and the people in it who are today helping you is not adding much

pects to be back on the Coast in about two weeks.

**GEORGE C. VAN ANDEN**, new press agent for De Luxe Shows of America, letters from Troy, N. Y.: "Weather conditions have been bad and people have been conservative spenders. However, we are looking to the future for both better weather and business."

**FORREST C. SWISHER** graduated from the Senior Class of the Joplin (Mo.) High School May 17. He cards that his parents, Mr. and Mrs. H. C. Swisher, of the Swisher Shows, gave him two new concession frame-ups as graduation presents.

## Virginia Kline Tells About Shows in Her Home Town

It seems that I had no sooner stated that no shows seemed to be coming to Salem, Ore., this summer when they began coming almost two at a time. First to visit was the Al G. Barnes-Sells-Floto Circus, and thru Ben Austin's kindness we saw the show from the usual best seats and its better than ever. Had a few words with Theo Forstall who, although very busy, took time off to make our party welcome.

Martin Shows then came to Albany, Ore., about 25 miles from Salem, so Mr. and Mrs. Eyerly and Abner and I drove over to see them. Martin was on a booking trip, but Mrs. Martin was a gracious hostess. I met Mrs. Marie Klink and we found we had many mutual friends in the Pacific Coast Showman's Association Auxiliary.

Last week the Hilderbrand Shows played Salem for a week and we had a grand reunion. Mr. and Mrs. George Coe were the first of the house-car dwellers to arrive and we made their new home on wheels our headquarters. I had a group of the girls from the show out to my home for lunch and to spend the afternoon Friday. As we were all members of the PCSA Auxiliary we all caught up on the club news. Group included Billie Hicks, Clara (Giggles) Cardwell, Toots Epple, Fern Chaney, Madge Buckley, Leone Barrie and Betty Coe.

When Claude Barrie came to take Leone back to the show we made him stay and tell us all the newest stories. It was a cool evening so Madge, Fern and Toots stayed and made waffles for supper and we got out to the show just in time for the free acts. It was good to have these showfolks in town for the week, and while I'm afraid Salem was not too good to them in a financial way I hope they will come again.

My sister, Mrs. Vy Shaffer, and her son, Bruce, are visiting me for a few weeks and we expect to take in the famous Rose Festival in Portland next week.—**VIRGINIA KLINE**



**RAIN OR SHINE THEY SEEM ALWAYS TO BE IN A JOVIAL MOOD:** Left, Mrs. Marie Simpson, wife of J. C. Simpson, general agent Johnny J. Jones Exposition, and right, Mrs. Jean Dellabate, wife of Ernest Dellabate, concessioner with the same organization. Photo was taken in Pittsburgh during show's recent engagement there and furnished by Starr De Belle, who in complimenting this duo said, "from their smiles it might be judged that they are having a happy life and prosperous season."

**OTY PERKINS** visited The Billboard office last week en route from Louisville to Cleveland, where he plans to be in the concession line.

to your otherwise-merited popularity and standing in show business.

It might be well for some of the larger carnivals to play Rockford, Ill., this season.—Red Onion.

**CARL FOREMAN** is press agent back with the Huggins West Coast Shows. De Witt Newland, concession manager, and Joe Glacy is rated as the shows roving correspondent.

**MRS. ANNIE BLAIN** letters from Baton Rouge, La., that she has two sons on the Royal American Shows that she would like to hear from.

**SLIM AUSTIN** cards from Sheridan, Wyo.: "Siebrand Bros.' Piccadilly Circus is getting some business and plenty of rain recently. Special children's matinee went over big here. Going to Montana."

**MAE-JOE ARNOLD** letters from Elgin, Ill.: "Now with Great American Shows working annex in side show for Sandy Hogan."

**FRED WEBSTER** sent a card from Ada, Okla., that he left Crowley's United Shows as billposter and that he was going to report his next connection but Our Midway never heard again.

Wonder what has become of all the carnivals that no one has heard of since they were reporting from winter and spring quarters.

**MARTIN A. WIRTH** cards from El Paso, Ill.: "Covered my connection as secretary of Al C. Hansen's Hippodrome Shows here June 4. Not definitely decided as to future, but will probably join some show with concessions."

**CHARLES A. KOSTER** would make a good agent ahead of a carnival. He has had plenty of experience with the handling of advance of circuses and theatrical attractions.

Looks like outdoor show business is now entitled to a spell of good weather for a change.—Wadley TH.

Make something out of yourselves in the carnival business or else go out West and grow up with the weeds.—Seapy Glee.

**MRS. THEO FORSTALL** has left Montclair, N. J., where she has been for the last two weeks, on her return motor trip home (Wrightwood, Calif.). She will make several stops en route and ex-

**MARJORIE KEMP'S THRILL ARENA:** Walter K. Kemp, manager, and Marjorie Kemp, assistant manager. It is with Royal American Shows and showfolk are now wondering what the new seasons will be that they are preparing to spring at the first stand in Canada.

**GERTRUDE GILLESPIE**, Tuesday, S. C.—The last time The Billboard heard from the World of Fun Shows, J. J. Steblar had combined his shows and rides with Fred C. Boswell. It was stated, and the combined units were to continue as the Fred C. Boswell Shows.

Many people have the wonderful faculty of being able to write without giving any thought to what they write. Ever notice this?—Tillie Few Clothes.

**W. LEE BRANDON**, assistant manager, Foley & Burk Shows, was city manager of the theaters in Marysville, Calif., during the two years he was away from Foley & Burk Shows, of which Ed M. Foley is owner-manager, and L. G. Chapman, general representative.

**MR. AND MRS. DONN (ICE) HART**, who do an act of freezing a man in a block of ice, passed thru Cincinnati recently. Act one time with Great Blackstone, magician. They and their black cat, Midnight, visited The Billboard office en route to Springfield, O., to join the Mighty Sheesley Midway.

**WALTER B. FOX** still has his trusty Corona and is piloting Wallace Bros.' Shows. These shows are now of Iowa, but have not yet seen their "Waterloo," although Walter B. wrote from there recently that Daniel A. Elme, concessioner,

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 Instant delivery. Send for Wholesale Prices.  
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 Buddha Papers, 1-4-7 and 25-page Readings, Zodiac Monthly Charts, 1100-1150 words, Apparatus for Blind Readers, Mental Magic, Spirit Effects, Milk Canes, Hoops, Graphology Charts.  
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 228 W. 42d Street, NEW YORK CITY.  
 WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.  
 State salary and all details in first letter.  
 Open All Year Round.  
**SCHORK & SCHAFFER.**

**CONCESSION MERCHANDISE**  
 Exclusive, unusual items with real sales value and eye appeal for  
**PARKS, CIRCUS, CARNIVAL, FAIR**  
 Trade. When writing for catalog, state business.  
**TIPP NOVELTY CO.,** TIPPICANOE CITY, OHIO

**GIRLS--GIRLS--GIRLS WANTED**  
 Girls, Hols, Bunches, Pairs, Blue Shows for beautiful 1938 CARA Manana Show. Native Hawaiian Musician, Talker for Dana Manana, Hawaiian and Vaudeville Shows. Salary positive & guaranteed. Come on or wire.  
**ROBERT HANFIELD,** ENDY BROG, SHOWS, Eaton, Pa. 100 weekly shows at per route.



is in trouble and wants to hear from friends.

Just as Our Midway was about to ask what became of Walter Hale he sent in one of the finest photographs that has ever come from a carnival to the carnival department. He also sent in some show news. Walter is still keeping Beckmann & Gerety in the news and radio limelight.

**"WAY OUT WEST** in old New Hampshire" is about the sum total of knowledge that some general agents had about casting a show.—Unkie Jerk.

**JAMES B. O'NEILL** cards from Arkansas City, Kan.: "Barnational O'Neills, high ladder and tabco comedy acrobats, are presenting a free act on the J. L. Landes Shows on same bill with Rita and Dunn, high wire act. Rita and Dunn have a high and well-illuminated rigging which makes a wonderful flash. They are fine performers."

**MRS. C. M. SIMMONS** letters from Myrtle Beach, S. C.: "My husband, former chief electrician, and myself, press agent De Luxe Shows of America, recently left the road temporarily and have located here. This is a summer resort and bathing beach. All is not gold that glitters and some shows are not the 'Beal McCoy'."

**Roy E. Stein Defends Newspaper Advertising**

Roy E. Stein, press agent T. J. Tidwell Shows, sent in a sheet showing that the shows had spent money for three-quarters of a page of advertising in a certain town. His comment on it was: "The T. J. Tidwell Shows paid for this advertising and I want to stress the fact that advertising still pays."

"If a local theater with only 380 seats and a 18-cent admission charge can use more space for a two-day picture showing than Mr. Show Owner will on week's engagement the newspaper man can easily say and sustain his statement as to why his paper will not give out-of-town shows any publicity."

"I think all press agents will do well to promote their bosses for a larger advertising budget rather than try to promote the newspapers for free space without spending anything with them for advertising."

**MRS. ANN WOOD** letters from Lusk, Wyo.: "I was formerly Billie Gorman and operated a bottle game with George T. Scott Shows for eight years, but have been off the road for five years. Plan to go back on the road. Been thinking of Vera Hancock and Mrs. J. L. Landes. Jack Gorman had occasions with Western State Shows."

**JIMMIE MERTZ** reported from Lima, O., that he was with the West Coast Shows for four seasons and then came east to place his ball game with P. J. Sproon Shows. He expressed high appreciation in his card for the attention given him by the West Coast showfolks while he was in a hospital on the Pacific Coast.

If a couple of bucks will turn a man's head, let it be turned. Who do you admire that can be bribed? Ever hear of subtle bribery? Not Well, it is but the old con.—Red Onion.

**R. E. NYE** questions a statement in a show letter. Writing from Kimball, W. Va., he says: "Note that Latlip's Home State Shows say that Montgomery, W. Va., after being closed for 10 years, was opened under fire department auspices to the great credit of the agent of that show. Leo M. Bistanya's Mohawk Valley Shows played Montgomery, W. Va., in town, under auspices of the fire department, in 1935. So, ho-hum!"

**FLOYD NEWELL** aside to Star DeBelle: "We the 'Mighty Thing' are not like Ballyhoo Bros. We invited The Billboard staff to visit us weeks in advance of our yearly showing in Cincinnati, so they know that at times we are truthful in our copy. However, it has always been the policy of the 'Mighty Thing' to tell the truth in our show and news letters to The Billboard. Ask Jack Paige. He saw our show Saturday night in Springfield, O."

**FRANK J. LEE** letters from Rock Falls, Ill.: "After a conference with General Manager Sam Solomon, of Sol's Liberty Shows, we mutually agreed that my contract made last winter be canceled. It

is with regret that I leave the executive staff of a fine showman and a great show to enter another line in the advertising and promotional field. Details of this letter. Frank M. Sutton, former carnival owner, wrote me that his night club in Osceola, Ark., is paying off.

At least people who are with shows should get the title of the show they are with when writing to papers to have their items printed.—Unkie Jerk.

**CLAUDE BARRIE** letters from Salem, Ore.: "O. H. Hilderbrand and E. W. Coe, manager Hilderbrand's United Shows, are presenting something new out here this season in the way of free acts and have four big ones. People can stand outside the entrance and can see the high act rigging inside, and directly opposite the marquee is Barrie's French Casino wagon front with its inverted illumination. This flash helps pack the midway and that is doing pretty good for an off season."

**EDDIE NUTTER** carded from Zanesville, O.: "Replying to the question in recent Our Midway column 'what is a Congress of Hiding Devices?' Well it must be a bunch of town girls the ride clutch boys have fallen for and give 10 or 12 rides each night on the various rides at the expense of the ride owner and show manager. This is all wrong."



**YOUTHFUL STARS** of the Yellowstone Shows with smiles all afloat. Left, Teddy Neal, 4½-year-old daughter of Mr. and Mrs. W. S. Neal, owners and managers of the shows, and Patricia Higher, 2½ years old, also of some carnival. They have not yet decided upon their careers, but will very probably remain in show business in which they were born. Photo taken in Albuquerque, N. M., recently and furnished by W. S. Neal.

Ride men who want to be paid should not keep money away from the ticket booth by giving free rides when the boss is not looking."

**STANLEY JOINS HENNIES WITH "DEATH CAR"**: C. W. Stanley, owner and operator of Clyde Barrow-Bonnie Parker "death car," joined Hennies Bros.' Shows for balance of season at East Moline, Ill., May 25. Since that time he has added a new banner line, banners and a "movie theater" display. In addition to displaying the "death car" on the outside as a ballyhoo he presents "flicker" pictures of the trap laid for these two notorious killers and other "public enemies" so fresh in the public's mind.—JOE SCHOLIBO.

Notice that several of the J. F. M. shows, meaning those that went out in January, February and March, are not now A. M. I. shows, meaning April, May and June.—Sespy Glee.

**C. E. BARFIELD**, manager Barfield's Cosmopolitan Shows, letters from Jenkins, Ky.: "Have been fortunate in not having any property damage from the rains and storms we have had to date and have only lost part of one Saturday night. Route has been shifted several times in order to avoid territory where people were not working. Taken all in all our show has much to be thankful for. Bibbfield, W. Va., is our Fourth of July stand and the civic clubs there have joined to make it a real old-fashioned Independence Day celebration. Regards to The Billboard from Mrs. Barfield and myself."

**BEVERLY WHITE** writes from Grand Island, Neb.: "In the recent roster of the Goodman Wonder Show appearing in The Billboard the compiler failed to enter the name of the man who makes more noise than anyone else with the show. He is the chief sound technician, Paul Moore by name. In the picture sent in is also his comrade, Robert Johnson, talker on Eddie Comstick's Pan-tasma show, who once in a while goes noise-riding with Paul Moore in Max Goodman's new red-colored sound car, bringing thrills to amusement seekers by extolling the many marvelous attractions on the Goodman midway."

**NECK BROKEN**: Marion Lewis letters from Great Falls, Mont.: My husband, Frank Monte Lewis, was a concessioner for about 30 years with various outdoor shows, mostly carnivals. In 1935 he was with Seal Bros. and in '36 with Bobbins Bros.' Circus. He is best known as Monty or Montana Lewis. He was seriously injured in an automobile accident and had his neck broken but is getting along fine under the circumstances. He is in Des Moines Hospital, Great Falls, Mont., and must remain for some time. Past 18 months he was in the automobile business in Shelby, Mont. Does not need money but would like to hear from his friends."

Heard a fellow on a midway say the other day that he will build an original show which will be an exact duplicate of the original produced in England and France some 60 years ago.—Sespy Glee.

Publicity moochers will mooch publicity when and wherever they can get it. They have no loyalty to any one



**LORRAINE AND GLORIA LUSK**, graduates from 1938 class of Manual Arts High School, Los Angeles. They are daughters of Mr. and Mrs. J. Lusk and are well known on major carnivals, having spent the past 18 years with their parents who operate concessions over the Canadian Class A exhibitions. They will make the tour again this season and will enter a university this fall. Photo furnished by Mrs. J. Lusk.

publication, no matter if that publication did keep them in the limelight for many long years when they were struggling for recognition in show business. Now some of them, not all, think the world knows them and they do not need the publication which made their names stand out in show business. Loyalty is a fine thing, but it does not seem to exist in the make-up of some men in show business today. Wake up! To you and you "publicity moochers," who would have ever heard of some of you if it had not been for The Billboard?

**JOE E. SCHOLIBO**, press agent Hennies Bros.' Shows, had an experience recently that is not unusual but interesting. Here it is. He approached a city editor



Lands on One Semi Trailer. **EYERLY AIRCRAFT CO., Salem, Oregon** ABNER K. KLINE, Sales Manager.

**OCTOPUS LOOP-O-PLANE TWO BIG WINNERS** UNEQUALLED FOR PERFORMANCE AND PROFITS **EYERLY RIDES GUARANTEE BIG PROFITS** **EYERLY AIRCRAFT CO., Salem, Oregon** Lures Bros., Ltd., Blackpool, England, European Suppliers.

**EVANS MONEY MAKERS**  
Rely on Evans 40 Years' Experience for Latest and Best Amusement Equipment.

**SHOOTING GALLERIES**  
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Complete Line of Shooting Galleries. Supplies for All Makes.

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One of the most popular wheels. New Junior size 24" in diameter. Face of wheel is covered with glass and ornamental metal work, handily plated and polished. Write for Prices.

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

**EVANS ALUMINUM MILK BOTTLES**  
Far superior to old wood bottles. Sound like falling glass when knocked over.  
**\$10.50 PER SET** Plus Excise Tax

**FREE CATALOG**  
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"PUBLIC ADDRESS SYSTEM."  
30-Watt Amplifier, 2 Speakers, 3 Mics., etc., used in Kaiting Hink one season. Write **FRED HURT**, Easton Rapids, Mich.

**ARROWHEAD AMUSEMENT COMPANY**  
WEST DULUTH, MINN.  
WANTS good, clean Showmen and Concessioners of once. Loop-o-Plane Foremen.

**OCTOPUS LOOP-O-PLANE TWO BIG WINNERS** UNEQUALLED FOR PERFORMANCE AND PROFITS **EYERLY RIDES GUARANTEE BIG PROFITS** **EYERLY AIRCRAFT CO., Salem, Oregon** Lures Bros., Ltd., Blackpool, England, European Suppliers.



in a town, one who did not think much of carnivals in a favorable light and, in consequence, did not give the show much attention. Joe S., however, not discouraged, invited the city editor to have dinner in the cookhouse. He accepted the invitation and came out. The midway proved a revelation to him and that all carnival folk are not alike. Later in the week this editor wrote a nice piece about the show and that pleased Joe and the management. With all this Scholibo proved a good salesman as he sold the editor on the idea that there are some really big and good carnivals. As a matter of fact this editor finally admitted that Joe was right in his contentions on behalf of the show he represented.

### William P. Lynch Opens Season And He Still Smiles

Another summer season in carnival world has opened for Bill Lynch, one of Eastern Canada's best known showmen. Smiling Bill greets rainy weather with same show of cheerfulness as he does glad warm sun, opened Lynch's Greater Shows in Halifax, N. S., May 23. It was a happy occasion for more than one reason. Bill is always glad to be down where sawdust lies and talks about their attractions to four winds, and other and perhaps more important reason concerns a presentation. It is a well-known fact that when Lynch's shows come to Halifax fine weather departs. So the trainmen took time out to present Bill with a large umbrella and charm worked in reverse. For first time in years Bill was blessed with good show weather. Bill is generally busiest man on lot but ever ready to chat and do a favor. For a man who has known such a vast share of adverse weather for such a business it is a marvel to his friends how he maintains his air of cheerfulness. Bill's philosophy is simple: "It cannot rain every day, and when it is fine we make our hay." So another season has started for Bill. From Halifax he jaunts thru Nova Scotia, then into New Brunswick and Prince Edward Island, taking in the big provincial exhibitions and setting up his shows in smaller towns for a few days at a time as he goes along.—E. FRANK LORDLY, secretary-manager Nova Scotia Provincial Exhibition, Halifax.

(Editor's Note: Mr. Lordly in a letter said he had no desire for any publicity in this connection; however, it is deserved.)

MARKS SHOWS have a complete radio unit which has worked at most of stations along Marks route this year, including Station WCHV at Charlottesville, Va.; Station WFMD in Frederick, Md.; Station WDEL in Wilmington, Del., when the shows played Chester, Pa.; Station WDNJ, Trenton, N. J.; Station WCAM, Camden, N. J., and Station WSNJ, Bridgeton, N. J. Members of unit were Swane Swing Five Orchestra; Billy Ryan, pianist-singer of American Beauty Revue; Cash Miller; Scotty McNeill, Scotch ventriloquist, and his Tommy McCarthy dummy; Chief El Coyote, Sioux Indian musician and whistler, and Princess Wanna; Evelyn Redding (Aunt Jemima) and Doc Anderson's Hot Chocolate Club swing band; Jimmy Hurd, and Captain Fred Delmar, lion trainer, interviews. Walter D. Nealand is program director and announcer.

Funny thing about a lot of small carnival managers is that they will combine with another manager, combine titles or change it, and that announcement is the last anyone hears of either carnival again.—Unkle Jerk.

HARRY M. DUNN, of Rita and Dunn, high-wire artists, letters from Kansas City: "At this writing we are on our fifth week with J. L. Lande Shows and will remain with it until August 1. It is a fine show to be on. Not the largest on the road but among the cleanest traveling. The canvas is new, spick and span, and has something worth while on the inside of each tent. Performers are artists in their particular line. No grift of any kind. Plenty of light on all shows and rides and all property is kept up in the best of condition. As a matter of fact this show is a credit

Alexander Pollitt, William Juddins Hewitt and some others who were at the St. Louis World's Fair in 1904 know about them. The first "Bowery" show was produced by the late George H. Hamilton and late Lieut. James P. Anderson on the Pike (midway) of the World's Fair. It was a street show and had all the color of the old Bowery in New York. George H. Hamilton was the father of Alfred Hamilton, fraternal circus and bazaar promoter and a showman from start to finish. A reproduction of the Bowery during its heyday in the '30s and '40s would make a great attraction for the New York World's Fair and would not be a bad idea for Lew Dufour, Joe Rogers or Billy Rose to properly promote. What is new? Now we have a few carnivals that plan Bowery shows. Red Onion called attention a long time back to fat girl choruses so now we are to have them, altho the idea dates back many years. What was new 50 years ago is not new, yet some of these attractions would be new to the present generation. What is new?

A rolling stone gathers no moss, but it gets plenty sick, I am told. Also those who run from one show to another get plenty greasy too. Stop this wanderlust between shows and do not look to slick and greasy and you will probably make some headway in the business.—Wadley TH.

FORT DODGE, Ia.—Goodman Wonder Show items: Everyone was happy when he said good-bye to Grand Island, Neb. Not because he left with disappointment but because that city had given Goodman Wonder Show a most pleasing week. Then to add to peace of mind

features proved great builders for each other. Sad news of death of Valencia, serialist, at Flint, Mich., was particularly distressing to all on show. He was with it last year, during which time he made host of friends, who were much grieved at unfortunate accident.

BEVERLY WHITE.

### Mrs. Grant Smith (Sister Sue) Visits Johnny J. Jones Shows

You may call it an interview if you like for my short visit with one of the most admired and beloved little ladies in the realms of the midway world. Her visit to the show was not an unexpected one, but an annual event looked forward to by her many friends and troupers of the old and new Johnny J. Jones Exposition. After she arrived in Pittsburgh I first met her while she was having dinner with Mrs. Hody Jones in the cookhouse. I greeted her with "Sister Sue, you're looking great and I'm glad you're with us." In her cheery way she answered, "God bless you. You don't seem to have any complaint regarding health and happiness." Then I was crowded away by the many admirers who wanted to pay their respects to their friend and the sister of the late Johnny J. Jones.

Just a daily glimpse and a cheery "hello" from Sister Sue, whose time was more than occupied by visitors and friends. This night I found her seated alone in a large easy canvas chair beside the office wagon. She was alone, but I knew it would be only for a short time. "Tell me about your trip and what have you been doing with yourself?" I asked. "Oh! the trip was wonderful. Mrs. Jones and I visited Mrs. Mont Weakerly in Du Bois and several members of the Jones family in Blossburg on our way here. We both had a wonderful time."

Not knowing whether it was good ethics for a press agent to ask a visiting lady her age, I hesitated with the next question. But knowing Sister Sue as I do I finally blurted out "How old are you now, Sister Sue?" Her answer came quickly and with pride, "I am now 75, but feel young at heart. I enjoy every day of my life."

"Don't you ever get homesick for the road?" I shot back at her. "On the square, Sister, don't your feet get a bit itchy for the road?" She sat in silence for a minute, busy tucking in her silver hair and then answered, "Both my husband, Grant Smith, and I are perfectly satisfied with our home and homelife. We thank God every day that we are happy and contented. We can get up when we like, eat when we like, retire when we feel like it. Not a worry in the world. At times my limb gives me a bit of trouble but that soon passes away. Many show people who play near by come to visit us. I do like to come back to the show every year. Everybody is giving me the glad hand."

"I am going to stay until Johnny J. returns from school next week," she continued. "His new St. Bernard dog, Tiny, is a beauty, but I wouldn't trade him for his dog, Chung, that I have at home." She was then suddenly interrupted by more of her admirers and friends who had again found her and I was pushed in the background. Sorry that my visit couldn't have been extended an hour longer.—STARR DEBELLE.

EDDIE KELKER, talker on Hamilton's Hall of Oddities and announcer for Great Knoll free act with Burdick's All-Texas Shows, letters from Luling, Tex.: "Cleo Eaton, of Eaton Sisters, serialist free act with the shows, was given a party on her 18th birthday anniversary June 2 by Ira Burdick Sr., manager of the show. Event was held in a local cafe and lasted until early morning. She received many gifts from the showfolks. Guests were Pauline and Katherine Eaton, Mrs. Bernice Eaton, Great Knoll and wife, Mrs. Bessie Newman, Mr. and Mrs. Burdick Sr., Ira Burdick Jr. and writer. Great Knoll and Three Eaton Sisters are the free acts that assist in crowding the midway with prospective patrons. Hamilton's Oddities continue to top the shows each night. Jean Terry still pads the annex. M. A. Miller and Bill Spikes, concessioners, are recent arrivals on show."

### ROGERS & POWELL

Wants at once Bingo, Cigarette Gallery, Show Concessions of all kinds. Any good Show, like outfit for organized members with hand. Address: Show, West Agent for New York. Bussess in July in Arkansas at Portia; all celebration to be held. Will be come on. Midland, Tex., June 18.



STAFF OF THE BULLOCK AMUSEMENT ENTERPRISES: Left to right, Mr. and Mrs. J. H. Harris, office; Mrs. Johnnie Bullock, treasurer; Johnnie Bullock, owner-manager, and E. A. Murray, general agent. Show is moved on trucks and Big EM trailers. Photo was taken recently in front of the Loop-Plane in Lebanon, Va., and furnished by J. H. Harris, show secretary.

to any auspices. Regardless of weather conditions, pay days are met with a smile by the treasurer, no long faces nor alibis greet employees at the pay window. Workingmen are in uniform. Things on the lot run smooth and we hardly know if there is a boss. Another thing is that there are no agitators on the show."

ERNEST ASH letters from Hudson Falls, N. Y.: "Mr. and Mrs. Wallace, of Ocala, Fla., and cookhouse crew left Royal Exposition Shows at Natrons, Pa., and joined O. C. Buck Shows here. The 600-mile trip was made without mishap. Found that O. C. Buck is entitled to have his show called "World's Show Window." Midway is a blaze of lights from marquee to Big Eli Wheels in the back end. Paul Grace, griddle man, is all set to middle aisle it. Mrs. Al Wallace and Kara King have been on the sick list. Louis Lavelle, chef, plays the ponies and picked three winners recently. Ernest Sinclair, waiter with this cookhouse last season, joined here. Ben Young left for Kentucky and was replaced by Al Renard. Ernest Ash, general utility man, received a letter from Montclair, N. J., that his sister was sick but it was not necessary for him to go there. New oven, four feet tall, was received from Cleveland, as were the new gasoline burners. Mr. and Mrs. Art Frazier are due soon from Ocala to visit Mr. and Mrs. Wallace."

WHAT DO YOU KNOW ABOUT "BOWERY" SHOWS? Here is what James C. Simp, T. B. H. Patrick, W. O. (Parson) Taylor, Joe Callcut, John

show made a record run into Fort Dodge, Ia. The Iowa Bandmen Association is holding forth in Fort Dodge week ended June 11. That, with Goodman Show, gave natives a yen for seeing shows and listening to musical event in history of Fort Dodge. Even weather man is on good behavior. His gauges have ground out ideally. Re some of showfolk of Goodman family: Daniel Cupid has been playing pranks on show. At Hastings, Neb., Peggy Del Faye and Paul Budd, attaches of Fantasma Show, quietly took vows of matrimony. Tryste Markley and Seymour Frank, of Show of Shows, were married at Grand Island, Neb. Charlee and Jessie Kelley, midgets, from Mahaska, Kan., joined the Singer midget troupe at Fort Dodge. Dick Hilburn, "less than half a man," from North Carolina, has been added to roster of Goldie Pitt's side show. Julie Alie, with Show of Shows, announced her 25th birthday. "Tiny Mollie" O'Neill, in private life Mrs. Edward Comstock, of Fantasma Show, made a visit to Chicago on business. Goodman Show arrived in Fort Dodge expecting to unload Sunday night. However, after consultation with Milton M. Morris, Max Goodman decided to unload Monday at daylight because streets were filled with autos en tour to the band concert and neither cared to interfere with traffic. This bit of good judgment aroused much favorable comment. Karl L. King, president of American Association of Bandmen, and his hosts of brothers in the profession at first were thought of as opposition. On the contrary the two big amusement

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## LOOK

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PREMIUMS AND SPECIALTIES



West Coast

Longview, Wash. Week ended June 4. Location, circus grounds. Auspices, American Legion. Weather, clear and warm. Business, good.

Show had best business here since season opened in Spokane, Wash., five weeks ago. Altho it was feared recent partial and complete closing of lumber and paper mills in this section would affect attendance and take. An advance barrage of newspaper and radio exploitation prepared by Joe de Mouchelle, special agent, actually succeeded in overcoming local recession. Two front-page tie-ups later in week also materially assisted. Altho attendance was gratifying first four days, business was only fair, patrons apparently lacking ready cash. As anticipated by General Agent Harry Gordon, however, disbursement of bi-weekly pay rolls on Friday and Saturday proved turning point. Concessions and midway take exceeded by more than half that of early part of week. Saturday gross barely missed that of entire opening Sunday in Spokane. Side show topped all shows and rides nightly, with Motordrome and Chandu taking second honors. Mike Collins' Athletic Stadium had good play with plenty of local grapplers on hand. Wednesday afternoon Bert Roberts, auditor; Carl Foreman, John Foreman, muscular marvel with Joe Glacy's Congress of Oddities, and Jack Lee (Chandu) were guests at Rotary Club luncheon. Writer, in an attempt to give local tycoons an insight into show business, spoke on carnivals in general and West Coast Show in particular. John Foreman brought down house with an exhibition of muscle control, and Jack Lee lectured on opium traffic. Result was a highly enthusiastic testimonial letter from Rotarians and more material evidence of their good will later in week. Thursday Evelyn O'Neal, 18-year-old rider of Clark Willey's Motordrome, narrowly missed fatal injuries when her bike fell from rim. She continued riding for remainder of night and week, resulting in front-page story with "show must go on" angle boomed drome business. Otto, trained diving seal of Hickman's Animal Circus, escaped, and after making tour of midway, was finally captured in Ten-in-One by Jimmy Kling. Milton Hickman's 15-year-old son, Allan, grinding on front of animal circus, will make excellent talker in few years, according to midway prognostications. Jerry Boulting is doing a grand job on Chandu front. Art Han now in No. 1 ticket box on Side Show, Jimmy O'Brien having accepted position with California State Highway Commission. CARL FOREMAN.

Marka

Vineland, N. J. Week ended June 4. Auspices, American Legion. Location, Deles drive and Landis avenue showgrounds. Weather, cold and plenty of rain. Business, good.

Best week since leaving home town. Richmond, Va. Weather very cold first part of week and overcasts much in evidence. Rain Thursday and poor attendance. Clear skies Friday and excellent business. Torrential rain killed Children's matinee Saturday, which was sponsored by a big Vineland firm. Scheduled parade was called off at 1 p.m. At 5 p.m. skies cleared and night was clear and warm, with result that largest crowd of week attended. Shows and rides remained open until 1 a.m. Legion committee, headed by Commander George Herr, all hard workers. Marka's 10th year in this town and he very popular with local business men as well as patrons. Mrs. Marka and daughter, Jean Theima, arrived from Richmond for visit. Both Evening News and Evening Times very cordial to show, and gave plenty of space and art. City Editor and Columnist Bill Mulligan nightly visitor and most of his column daily praised midway in highest terms. Aloha, "alligator boy," late of Downie Bros' Circus, arrived and is one of best feature attractions of Cash Miller's March of Time living freak oddities. New additions here are Chief El Coyote and Princess Wanna, Sioux Indians and whipcrackers, and Johnny Bossler, clown juggler, also of late Downie Bros' Circus. Cash Miller's complete roster is Aloha, Chief and Princess Coyote; Bluey-Blitzy, midget clown and fire-eater; Charles Hansen, strong man act; Smoko, man with two mouths; Elias Wiley, anatomical wonder; Oscar, human pincushion; Sandy McNeill, Scotch ventriloquist, and "Tommy McCarthy," his dummy. McNeill is also talker; Margie Blanz, in-

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

destructible girl; Lady Olga, mentalist; Doc Haley, inside lecturer. Annex, Mary Casey and Francis-Franchette, double-sexed enigmas. Ticket boxes, George Dockstader, Bill St. Clair and Bill Scott. Louis Long, steward; Robert Canny, assistant. Mrs. Gertrude Miller handles annex and is mentalist. Cassius Miller is director general. Seventy-five news carriers from The Evening Times and 82 of Evening Journal were guests of John H. Marks Wednesday and Thursday evenings on shows and rides. Jimmy Zabalski and Jimmy Hester are on ticket boxes at main entrance gates. P. D. Emerson joined here with pony ride. Paul Lane's photo gallery had a good week here. Jimmy Hurd back on job fully recovered from recent illness. Trailer City laid out in orderly streets has 28 portable bungalows and is an important adjunct to midway. Miss Vineland, baby monkey born in Vineland May 30 to "Mae West" and "Clark Gable," is big attraction in C. Jack Schaffer's monkey motordrome. WALTER D. NEALAND.

Hilderbrand's

(Motorized)

Tillamook, Ore. May 30 to June 1. Location, in town. Weather, cold. Business, fair.

Show in Sunday and ready. All lights on until midnight. Opened Monday.

Manager E. W. Coe had show ready for 6 p.m. call Thursday. College town and closing of college at graduation proved real opposition to show. Owner O. H. Hilderbrand back here with show. Hazel Fisher graduated from Linfield College here seven years ago. Gave party Friday night on campus. Those attending were Verna Seeborg, Toots Epple, Billie Hicks, Madge Buckley, Fern Chaney, Leone Barie, Betty Coe and Mrs. Lahey. On run here from Tillamook horse stepped in front of office truck driven by C. C. Rhinehart, killing horse and damaging motor so it had to be towed in. Bob Booker, secretary-treasurer, spent day in Portland with General Agent P. Ouellette and George Morgan arranging shows opening Sunday night for Rose Festival. CLAUDE A. BARIE.

O. J. Bach

Cranford, N. Y. Week ended June 4. Auspices, Fish and Game Club. Weather, ideal. Business, poor.

Altho fine carnival weather prevailed all thru week, crowds just would not come on grounds. Wonderful committee did its best but cause was hopeless. Those who did visit lot, however, were exceptionally friendly and spent well, but quantity was not in sufficient amount to make week profitable. Another social get-together was enjoyed by personnel of show Wednesday night in



TWO FAMOUS CANADIAN SHOWMEN, J. W. Conklin and Frank R. Conklin, executive heads and operators of Conklin Shows, a railroad carnival which is the largest native organization of its kind in the Dominion of Canada. For many long years the Conklins have toured in the land of the "Maple Leaf Forever," covering the territory from the Pacific to the Atlantic oceans and back again. This show is now in the "North Country" of Ontario and headed seaward. Business with it has been according to the weather and economic conditions and that is "spotty."

Decoration Day, for matinee with business light. Big night play. Tillamook Band was on lot every night with concert in front of gate and parade around midway. This town is known as fisherman's paradise, and Isak Walton Club on show got plenty of action. Art Anderson, Ralph Balcom, Jerry Mackay, Don Jurden, Jack Ripley and Buck Ritchie, all telling about big one they missed. It must be Mrs. Jeffrey's cooking in Ed Leahy's Dinner Bell Cafe, as two cookhouse boys mounted altar here. Ray Morris, head griddle man, was married to Fanny L. Marshall by Rev. Paul L. Junzma in Vancouver, Wash., and Head Waiter Clarence Carlen married Princess Dean of Mystic Show. May Stewart celebrated her birthday with a party in her house trailer. Bud Cross' biggo topped midway. Octopus, operated by Fred Thumberg, topped rides. Three free acts were sketched by an artist while working. Histril Troupe, Captain Smith's diving ponies and Four Sensational Rockets as sketched appeared next day in a full-page spread in local paper. Madeline Lewis on stick list. Manager E. W. Coe laid out lot that was half big enough for show, but everything on and worked. Fred Stewart says art like that should be in his magic show. McMinnville, Ore. June 2 to 4. Location, circus lot. Weather, good. Business, fair.

Last half of split week. Show closed at 1 a.m. Wednesday in Tillamook.

rooms of Fish and Game Club. Those who entertained between dances were Lynn Webb, vocal and accordion soloist; Harold Chavrier, Harry Allan, Howard Bennett and Ray Lacapruccia, comedy and tap-dancing skit; James Payne, comedy songs; Ray LaFountain, march-on; Dave Kakal, singing guitarist, and O. J. Bach was again forced to tell the tale of the stuffed bird. Kenneth Walters was emcee and did a fine job, introducing many novel surprises during evening. Jack Woelfle was floor manager and kept things moving in dance line. Chuck Linn Cowboy's furnished music; Patsy Vittoore, of ride department, lays claim to sprinting championship of show, covering four miles recently in 19 minutes flat. This mark will probably stand until some other first-year man is given same powerful incentive to beat it, when in all probability it will be broken. LEO GRANDY.

Byers & Beach

(Motorized)

Rockelle, Ill. Week ended June 4. Auspices, American Legion District Convention. Location, streets. Business, fair.

Monday started off with a bang and everyone had visions of a red one. However, by Friday theory was hit vague, as middle of week attendance and business fell below expectations. Saturday convention was in full swing. Streets were

jammed with amusement-bound people that lined up in front of rides until Sunday morning. Tilt-a-Whirl and Dual Big Eli Wheels led rides. Battle royal was waged for top honors among shows, with Cora Garner's Cotton Club Revue, Jake Moore's Collophane Scandals and Johnny Howard's Side Show all getting good play. Scandals finally emerged winner with a late spurge in business. An intra-show kittenball game played Friday developed into a slugfest, with show team scoring eight runs in one inning amidst a flurry of dexterous juggling by the ride team. Shows finally eked out a 10 to 7 victory. Visitors: W. H. Hobensadel, editor of White Tops, and Slim Johnson, of Kansas City. DON TRUEBLOOD.

Strates

(Railroad)

Huntington, W. Va. Week ended June 4. Auspices, Firemen's Pension Fund. Showgrounds, 24th street and Fifth avenue. Weather, clear and rain. Business, fair.

Huntington was one stand that all on show had been waiting for since season opened, but it turned out a great disappointment as conditions in this city are none too good. Plenty of folks on lot, but very little cash spent at any major attractions, but Wally Smithy's Autodrome, Choc and Mona Phillips' Polles de Nuit and Ed Breckenridge's Monsters registered fair grosses. Committee, headed by Bill Green and Harry Dameron, gave every co-operation possible to make date a success. General Agent C. W. Cracraft was on hand entertaining committees from Logan and Williamson, W. Va., and Portsmouth, O. Dewey Clark, manager of Fifth Avenue Hotel, had quite a few showfolks as guests for week and extended them every courtesy. Dewey, a former trouper in his younger days, still enjoys reading The Billboard and meeting old friends in show business. Fred Hudson, was on the lot every night. Fred, a former funhouse operator with various shows, is now happily settled in Huntington and enjoying health, wealth and prosperity in oil business. Bob Hasoell, press representative back with show, has made a friend of everyone on show since he joined in Harrisburg, Pa. Former newspaper man and has readily adapted himself to carnival business and garnering much good publicity for Strates Shows. BEN H. VOORHIES.

Bantly's

Vandergrift, Pa. Week ended June 4. Auspices, George O. McMurtry Fire Co. No. 1. Location, city playground. Weather, rain Thursday and Saturday. Business, fair.

Like rest of them just fair business. Last year this stand showed largest gross of season, but this week was two-thirds off that of last year. One reason was that mills which support this town closed down for first time in 40 years. Rained Thursday afternoon but just enough to put a dusty lot in good shape. Just as people started coming good Saturday night it rained and spoiled rest of night. Gate up until time it rained was 2,467 and that was 9:15 p.m. Committee, police and officials co-operated nicely and show was afforded every courtesy by these men. Frank Cochran, chairman of county commission, and party of friends were entertained Wednesday night. Sam Golden, of Harrisburg, and wife were visitors, as were Ed Wyles and Frank Graves, of Wyles Productions. Goodfellows' Club meeting was changed to Thursday night and best performance of season was presented by Ella Carver as emcee. Mr. and Mrs. C. A. Titterton, of Erverson, Pa., spent Monday visiting show staff. HARRY E. WILSON.

Zimdars

(Motorized)

Brazil, Ind. Week ended June 4. Auspices, American Legion. Location, Old Rolling Mill lot. Weather, rain one night, rest of week clear. Business, good. Ten-cent gate.

Pessimistic predictions for Brazil proved true for concessions, but shows and rides played to good business thru-out week. Patrons even rode in rain Wednesday. Show opened to profitable matinee Monday and also same Saturday. Dodson's World's Fair Shows played 12 miles away in Terra Haute. Visitors to and from both shows were numerous. Zimdars' folks were much impressed with Dodson's entrance arch.



Writer attended an evening performance and found Dodson midway lighted in completeness only found on best of shows. Committee had one drawback, exceptionally large families of expectant free riders, otherwise co-operated 100 per cent. This year's crop of concessioners seem to be a restless lot as they keep arriving and leaving every week. Chief Deerfoot joined Lura Leslie, of Metropolis, Ill., and Sherrill Whitte, of show, in holy matrimony. Dick Alexander, co-owner of Liberty National Shows, visited. Manager Harry Zimdars purchased three more International trucks, one of which was panel job to be used for trouble shooting on trips. Mills and Mills, high-wire free act, thrilling nightly crowds. **BUDDY MUNN.**

### Endy Bros.

Philadelphia, Pa. Week ended June 4. Location, Kensington and Hunting Park avenues. Auspices, Thomas Scott Post, American Legion. Weather, clear and cool. Business, good.

Big contrast in weather to that of last season, date and date, when marquee served as first-aid station for sun-struck patrons. Small lot, so Eddie Lippman received permit to extend across adjoining one-block street. First week so far this year that rain has failed to mar at least one performance. Good gate and inside but recent factory strikes felt. Morris H. Clayton did good job building public-address system for new sound truck, put into operation here with Clayton at mike. Mrs. Clayton also with shows, as ticket seller. Wilno gave recipe for thrills on WPIL Women's Club program. B. H. Patrick, The Billboard's representative, visited. Benny Weiss laid off this week because of local bingo restrictions. Speedy Merrill's motor "froze" while all three performers were on wall Tuesday night. He took a nasty spill but escaped injury and was back riding within an hour. **GLENN IRETON.**

### Ellman

Oudahy, Wis. May 29 to 29. Location, Packard avenue. Auspices, American Legion. Weather, changeable. Business, good.

Show moved in from Kenosha and opened Monday night to good crowd and was first to play Kenosha this season. New arrivals were Joe Warren, foreman on Tilt-a-Whirl; Mrs. Joe Warren, ball game; George Welton, pennant machine; Mr. and Mrs. Lazaro and Mr. Perry. Entire personnel joins in extending its sympathy to the Ellman family and wishing

Joe Ellman a speedy recovery. Henry Ellman recently purchased a new Schult trailer and a Buick sedan. Visitors: Jack Vomberg, of Badger State Shows; Mr. and Mrs. Banz, Mr. and Mrs. Rother, Mr. Torti and son, Mr. and Mrs. J. Davis and Jane Ellman, all of Milwaukee. Doc Foster, of Neola Show, was visited by his future wife, Mr. and Mrs. Barnett and Mr. and Mrs. Reuben were also visitors. **FLORENCE FRANKLIN.**

### Burdick's

Schulenburg, Tex. Week ended May 28. Location, two blocks from Main street. Auspices, none. Business, fair.

Show opened Tuesday, as it rained Monday. Attendance increased each night, and Saturday midway was packed. German people here were prudent in spending, however. Electrician Guy Reed was called to Galveston, Tex., Saturday night because of death of his brother, Harvey Reed. Leslie Wade Jr. returned from school last week. Manager Ira Burdick and Harry Badger are on tour advertising. **LAVERNE LUTHER.**

### Winters

Neville Island, Pa. Week ended June 4. Auspices, Gun Club. Weather, variable. Business, poor.

Decoration Day very light and balance of week also poor. Next week show goes to McKees Rocks, Pa., to play under auspices of Veterans of Foreign Wars. That will be last stand for show because of ill health of owner Harry H. Winters. Shows will disband there and Winters will take his rides, shows and concessions and play picnics and street celebrations. **ALICE J. WINTERS.**

### Wm. Bazinet & Sons

Cloquet, Minn. Week ended May 29. Auspices, Eagles. Weather, rain and cold. Business, fair when weather permitted.

Show opened in rain Tuesday to a fair crowd but had to close early because of rain. It rained all week with exception of two evenings. Ed Ferreri is Cirqueus Revue manager. Jesse Vincent was very much put out by way he and his shows were listed in a recent issue of The Billboard and writer apologizes for the error. C. W. Radtke visited cookhouse. Billie Bird, third and final member of three Bingo Birds, joined Saturday night. He has finished his first year at Wisconsin School of Mines. Manager of Leb Theater invited all showfolk to come to movies. Eagles opened their club and recreation rooms to showfolk. Claire

Winters purchased a new Northland trailer. Mrs. A. T. Revard, owner and operator of cigar shooting gallery, had a heart attack, but is recovering nicely. Visitors: B. E. Ongard, Duluth show owner, and Jim Leaker, Minneapolis business man. **G. E. SUNDBERG.**

### New England

(Motorized)

South Burlington, Vt. Week ended May 28. Location, Mills showgrounds. Auspices, South Burlington Civic Association. Weather, very cool. Business, fair.

P. E. McLaughlin, business manager, worked on his rides, painting Merry-Go-Round and installed new lighting on twin Big El Wheels. Harold Nevins and wife returned home. Employees have started an association to provide a fund for sick and needy. They put on a show each Wednesday night and charge a small admission. Clarence Girood and Clarence, of Buster Gordon's high dive act, are very active in this work. Show purchased three transformers and built a new transformer truck. Recent visitors were O. J. Bach, Mr. and Mrs. Ken Walters, Mr. and Mrs. Barnett. **ALFRED P. YOUNG.**

### Douglas

South Bend, Wash. Week ended May 28. Auspices, Fire Department. Weather, good. Free gate. Business, bad.

Candy floss and pop corn topped midway, with bingo second. Viola Pickard left show. Stogie Mike is now general agent. Al Hamilton and help had a fine week catching crabs. Windy Specks lost his helper, who went with Brownie Shows. Fetic Peterson sprained an ankle and is hobbling on crutches. Jimmy Ross and family lost a house-car wheel while en route, but made opening. Ralph Haddock framed a pop-gun gallery. Bill England is clown of midway. Carrie Church is helping in penny pitch. Verlyn Ehly has been putting on the second free act on El Wheel. Visitors from West Coast Shows were Jimmy Kling, assistant manager; Terrible Swede and Frank Hatfield. General agent of Elderbrand's show and wife also visited. **CURLIE JONES.**

### Eric B. Hyde

Leesburg, Va. Week ended May 28. Weather, unfavorable. Business, good.

Show arrived Sunday morning and had no publicity or billing. First inking natives had that show would play here was arrival of trucks. However, advertising manager L. H. Hardin had town heavily billed by Monday night and local newspaper gave much publicity. Crowds came out in spite of bad weather. Thursday night was a rain out, but week turned out to be first red one of season. Saturday night midway packed up to 12 o'clock. **G. WATSON SCOTT.**

### Weer

Three Rivers, Mich. May 9 to 29. Auspices, firemen. Weather, rain and cold. Business, nil.

Show had three nights of fair business here out of two weeks. Everything indicates that weather was big factor in poor business, for weather permitting, business was almost up to that of other years. **MRS. M. R. WEER.**

### Cote's

Clare, Mich. Week ended June 4. Location, business section. Weather, rained out Wednesday; rest of week clear. Business, fair.

Owing to limited space, Manager Cote deserved credit for placing rides, shows and concessions. This was first stand show had decent weather in six weeks. Townspeople were hostile when show moved in, but later stated that it was first show to play Clare without a complaint. Mr. and Mrs. William Smith joined. Harvey Arlington, who joined two weeks ago, is secretary and treasurer and handles press. Dan Thurston visited two days. **MARY SIMPKINS.**

### Katus

(Baggage Cars)

New Brunswick, N. J. Week ended May 28. Auspices, Fire Department. Weather, rain and cool. Business, fair.

Continuation of bad weather conditions resulted in another unsatisfactory week business. Played day and date with Fair at Home Shows on lot on other side of town and Monday Downie Bros.' Circus. Monday and Tuesday opened to fair crowds. Rain Wednesday afternoon with continued threatening skies

at night cut down attendance. Main continued Thursday with night completely lost. Weather cleared balance of week and despite cool nights there was good attendance both Friday and Saturday. Kiddle matinee Saturday afternoon drew a good crowd. Several shows in vicinity resulted in an exchange of visits. Mr. and Mrs. Bill Price, of Marks Shows and formerly of this show, visited friends. Mr. Brown, of World of Mirrh, a visitor, and Richard Lucas, of same show, visited his brother, Harold, on this show. Other visitors were Duke Brownell, of Downie Bros.' Circus, and Paul Kaduke, of Endy Bros.' Shows. Tom Braun, bingo agent, was called home to Buffalo by sudden illness and death of his father, Eddie Sawyer, of Revelations of 1938, went home to Norfolk due to illness of his wife. Doc Selden is again organizing a Sex Show. Roy Saunders will have charge of inside and do lecturing. Anna Saunders and daughter, Ruby, joined Side Show. Stanley Sandzaki and Bill Reed joined Side Show as ticket sellers. **LESTER KERN.**

### F. H. Bee

Mt. Sterling, Ky. Week ended May 28. No auspices. Weather, rain and cold. Business, poor.

Show was ready to go Monday afternoon. Twelfth time Bee has played here. Plenty of visiting by city and county officials. Bee calls this his second home town. About best looking lot that show has had this year, being surrounded by big trees and wonderful for trailers as they were all located under plenty of shade. Happy Stewart bought new Auburn car here. One of most interesting visitors was F. H. Bee Sr., who was on for visit with F. H. Bee Jr. Despite his 80 some years could be seen throwing balls and shooting at shooting gallery and having a good time all over lot. Doc Green augmented band with trumpet and tuba players. Harry Weiss getting money with bingo and is talk of every town show has played. Harry really puts out stock. Bill Einfields joined to replace Eddie Wagner on Athletic Show and is handling it like a showman. Herb Crager has been on sick list but is out and again much to pleasure of showfolk and especially Mrs. Crager. Several from J. J. Page Shows were visitors, including Roy and Mary Pann, who was with this show for some time. Mrs. Bee went on a shopping tour and from smiles on Mr. Bee's face trip was a success. Editor of The Advocate was more than liberal to show with space and gave very nice editorial on show's departure. **WILLIAM R. HICKS.**

### Crafts

(Motorized)

Modesto, Calif. Week ended June 4. County license. Location, Franklin street and Meze road. Business, fair.

This town, one of old stand-bys for this organization, turned out good-sized crowd nightly, and end of week saw a midway packed with people. Riding devices recorded nice business, shows did only fair, concessioners reported very ordinary week. Fresno engagement played previously, very gratifying to all, especially first week, which resembled post-depression days, so packed was midway with spenders. Picnic fever struck personnel now that summer is really here. Parties every day from show enjoying swimming, barbecues and wicker roasts. Those attending regular daily outings are John Ragland, Mr. and Mrs. Louis Korte, Mr. and Mrs. Ed Kanthe, Victor Farley, Mr. and Mrs. Elmer Hanscom, Mr. and Mrs. Roy Ludington, Mr. and Mrs. O. N. Crafts, Mrs. Grace Asher, Jimmy Lynch and Mr. and Mrs. Charles Miller. Al Fisher, carnival agent, visited at Fresno and hobnobbed with his many friends. Another visitor was Jack Wortham. Jackie is promoting a few events in and around San Jose. Mr. and Mrs. O. N. Crafts departed in their plane for a week's stay in Los Angeles and San Diego. Crafts to fish a few days on his yacht, Okelba, moored at the San Diego Yacht Club, and Mrs. Crafts to entertain her sister, Mrs. E. P. Voigt, visiting from St. Louis. General Agent Phil H. Williams passed thru en route to attend a special meeting of Fresno Post No. 4, American Legion, which Williams organized and was first commander. Harold Perry, special agent, reports ready for show's invasion of bay area. Bertie Kanthe, who recently purchased balloon game concession, doing very nicely. Mrs. Grace Asher now acting as secretary of community department. Mrs. Katherine Warren, who acted in same capacity, dis-

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Final form for Commercial Ads closes Saturday, June 18.

# OUTDOOR SHOWMEN

No telegraphed or telephoned ads for the next issue can be accepted after 10 A.M. (Eastern Standard Time), Monday, June 20. Wire important late Show Ads Sunday night.



parted with her husband, Roger Warren, who was transferred to No. 3 show for balance of season. Willie Williams is foreman of Scooter riding device. Prof. Leavitch, mentalist in side show, has a new neon sign installed in front of his velvet-lined booth. Avon Gayles' Periscope Polices received new shipment of flashy wardrobe from New York designers. Earl Miller's 150-foot Monkey Circus with flashy palm-tree banner line, has been doing good business. Sam Nilson, master mechanic, reports all rolling equipment in tiptop shape. Eddie Bliss, show's scenic artist, reports that all essential art work on trucks has been completed for season. Chuck Shell, chief announcer for show's public-address system, averages 40 miles daily each direction from showgrounds with his speedy sound wagon and results are many customers from near-by towns are noticed nightly on showgrounds. New battery gift box at office wagon presenting a riot of fun. The box, wrapped to appear as a gift, is handed to an unsuspected person, who immediately gets a light shock and drops it. A great saver of free passes, says Roy E. Ludington, who keeps police officers amused thusly and their minds off passes.

ROY SCOTT.

**W. C. Kaus**

**Matamoras, Pa. Week ended June 4.** *Auspices, American Legion. Weather, fair. Business, good.*

Decoration Day was big. Shows, rides and concessions did a business. Newton Bros. Circus day and dated. Police and Legion officials co-operated 100 per cent and did everything to encourage attendance. Street parade passed showgrounds. Legionnaires made nice appearance on midway all week in their new regulation uniforms. Natives were really ride fans. Big Eli Wheel topped rides, while the Whip and Tilt-a-Whirl running close. Oddities on Parade topped show. Mrs. Carlotta Bernard's "Gecko" did exceptionally good all week. Kiddie matinee good. Gus Rogakos completely ran out of candy apples. Rockles Freddie, high-perch act, continues holding crowds late and receives plenty of comments from officials. Kaus' Social Club entertainment program consisted of professional talent this week, with juggling by Sims, magic by Woods, comedy skit by the Klohera, songs by Kork and Bee. Jimmy Jagger gave his version of a Jewish prima donna doing a half and half. Mrs. Frank Bee won appreciating contest, staged by the women. Hot afternoons brought baseball games to full glory. Club is getting in shape to play teams in different cities. Ruby Moore has charge of table service in Mack's new cookhouse. Walter Cox is getting much publicity in local dailies by offering a reward for wild live mice for his concession. Wynne Howell, mentalist, was given surprise birthday party Decoration Day by members of midway and received several gifts. Most distinguished guest was Mrs. Bertha Robinson, her mother, accompanied by George Steelman, who motored from Westfield, N. J., to celebrate Wynne's 21st anniversary, their first reunion in four years. Walter and George Klohera's photo gallery is doing plenty business. Visits exchanged with Newton Bros. Circus members.

BOBBY KORK.

**White City**

(Baggage Cars and Trucks)

**Boise, Ida. Week ended May 28.** *Location, fairgrounds. Auspices, L. L. L. Business, fair. Weather, unsettled. Pay rate, 10 cents.*

Long journey from Salt Lake City was made without incident and show arrived in time for opening. Ideal weather first three days, followed by rain last three. Extensive advertising campaign undertaken by special agent Lucille King over Radio Station KIDO and thru local dailies brought crowds to midway in spite of opposition of some rides on a downtown location. Entertainment of orphans of Boise by Mr. and Mrs. C. F. Corey had to be canceled when rain-storm came Saturday afternoon. The Corey played host to hundreds of friends during week, as this is first appearance of White City Shows here since its incorporation in 1935 in Boise. Free attractions, Mario and LeFors and May Collier received nightly ovations. Mr. and Mrs. Verne Newcomb spent week as guests of Mr. and Mrs. C. F. Corey and will engage in several business promotions on show's approaching celebrations. Mr. and Mrs. Al Weinstein, of Boise, entertained official staff at a dinner. General Manager C. F. Corey

placed order for five Chevrolet semi-trucks for delivery in three weeks when entire show will be motorized. Several birthdays were celebrated, including Pa. Show, Willie Hole, Elaine Taylor and Peggy Nelson. Johnnie Herti's Octopus topped midway as usual on rides and Frank Forest's Ten-in-One on show. Pa. Show purchased new Buick sedan and Floyd Braxter Dodge sedan. Show's practical joker, Howard Collier Tydings, possessing most contagious laugh, Johnnie Herti, loudest bellow, Keith Terwilliger Sutton; most fastidious dresser; Frank Forest; most amusing conversationalist, Max Kaplan. Frank Hens arrived from Minnesota to join Octopus crew. Mr. and Mrs. Tom Williams arrived from Denver with their Paris After Dark Show. Mrs. Zona Brown, of Boise, will be house guest of Mrs. C. F. Corey for next two months. Charles Farrars arrived from San Bernardino, Calif., to join show.

WALTON DE PELLATON.

**West Bros. (Motorized)**

**Stout Falls, S. D. Week ended May 28.** *Business, fair. Weather, chilly. Auspices, VFW. Location, West 12th street show lot.*

Despite chilly weather and strong competition by Shrine Circus and convention held uptown, show's gross for week was fair and among best this spring. All-American Shows day and dated on lot adjacent. Daily paper and Radio Stations KSOO and KELO co-operated, resulting in nice publicity, as did bus and taxi companies. Walter Simmons, columnist of *Argus-Leader*, and H. Brown, of same paper, daily visitors on midway. Simmons devoted practically an entire column to details of his visit with Joe Mendi Jr., McArchie's newest feature of his animal show. In addition to commercial plugs KSOO and KELO featured four 15-minute programs, using talent from show. Writer handled programs as emcee with Harlem Swing Band, Milt Morgan and Nelle Round providing talent. Earl Berahart sold his diggers to George Valentino and purchased a new penny arcade which he has booked on show. Jimmie Heath took charge of diggers for Valentino. Graham Davis returned to show and booked three concessions. W. A. Rekers, commander of Watertown (S. D.) Post of Legion, visited.

BRUCE BARRHAM.

**Wallace Bros. (Baggage cars and trucks)**

**Perry, Ia. Population, 6,000. Week ended June 4.** *Auspices, American Legion. Location, old fairgrounds. Weather, rain Tuesday and Friday. Business, good when weather permitted. Paid gate.*

First carnival organization here in two years. Altho villain, in guise of weather man, was still in close pursuit amount of business done here brought smiles long absent to faces of nearly all personnel. Gate attendance here was heaviest in 12 weeks show has been on road. Local opposition forced last-minute switch in location, which proved of benefit because of ample parking space. Fearless Falcons, free attraction.



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Slices Entirely Through or to Any Fraction of an Inch From Edges

**HAMBURGER BUNS  
HOT DOG ROLLS  
SHORTCAKE BISCUITS  
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Every hot dog stand, lunch counter and restaurant needs this modern Slicer that pays for itself in a short time. Fits 9x12" space on any table or ledge. All parts coming in contact with rolls are chrome-plated. Absolutely safe and easy to operate. Equipped with 1/6-H. P. Motor.

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"World's Best Bread Slicers Since 1898."  
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Trough is adjustable to take different sized rolls and buns as fast as they can be fed.

COMPLETE CATALOG On Request. Illustrating 19 Meat and Bread Slicers, one for Every Slicing Need.

**White City**

(Baggage Cars and Trucks)



ROY GRAY, Texas showman, and his famous cigar. Gray has been a carnival operator in the Lone Star State for many long years. His operation to personnel publicity precludes all possibilities of making this sketch as outstanding in this issue of *The Billboard*.

well received and held crowds until late hour each night. Ernest E. Farrow Jr. left for Murray, Ky., where he will enter summer school. Mrs. Edna Franks departs shortly for Clarksdale, Miss., on business trip and son, Buddy, will return with her to spend his vacation on show. Secretary Margaret Miller now sufficiently recovered from recent indisposition to resume her duties in red wagon. Jack L. Oliver and Emmett Moss had auto wreck, no one injured but Oliver's car badly damaged. Writer spent Sunday and Memorial Day on show, his second visit in three months.

WALTER B. FOX.

**Funland (Motorized)**

**Greensburg, Ky. Week ended May 21.** *Location, Pool lot. Free gate. Auspices, American Legion. Some rain but business best of season.*

**Carrollton, Ky. Week ended May 22.** *Location, Main street, just off Court-house square. No gate. Auspices, fire department. Weather, rain three days. Business, good rest of week.*

This being T. L. Dedrick's home town, there was 100 per cent co-operation from all sources. Public and committee of four, Thomas Ball, Otis Crafton, W. D. Alliston and Al J. Jasper, and all their members helped. Thanks to advertisement in *The Billboard*, show looked better here than it has all winter and spring.

TED O. TAYLOR.

**American United**

**Kellogg, Ida. May 30 to June 4.** *Auspices, American Legion. Weather, warm. Business, very good.*

Show opened Decoration Day to largest crowd of season. All minus in operation. People around here do not know meaning of depression. Hal Compton's Slide Show topping midway. Show boys driving trucks in here were slightly nervous coming over Fourth of July canyon, especially when they passed spot where Tom Mix truck carrying elephants went over bank. However, all trucks arrived here without mishap. Quite a few new members joined show. Frenchy Ledoux to work for Ray Holding. Tex Olliman added new wretches and girl show has couple new dancers. Johnny Hicks purchased cigaret gallery from Pop Avery. Herbert Hawes made foreman of Merry-Go-Round. Bob and Patty King left in Spokane to join Patrick Shows. MIDGE HOLDING.

**Barfield's**

**Pikeville, Ky. Week ended May 28.** *Auspices, Pike County Fish and Game Association. Location, ball park. Weather, unsettled first of week then pleasant. Business, very good.*

Show very fortunate in that rains came at times that did not interfere with business. Everyone enjoyed an exceptionally good week here. Saturday was a record breaker for season. Committee very active and handled all details satisfactorily. T. J. Apple's Motor-drome, featuring Mickey Apple, talk of each town. Other riders are Jean Laverne and Bill Collier. V. L. Collier handles front. Another attraction of merit meeting with success is Cynthia and Henry Fallesen's mechanical city. Hoyt, armless and legless wonder, getting

**3000 BINGO**

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$5.00; 50 cards, \$8.00; 75 cards, \$8.50; 100 cards, \$10.00; 150 cards, \$12.50; 200 cards, \$15.00; 250 cards, \$17.50; 300 cards, \$20.00; Remaining cards sold \$5.00 per 100.

Set of 50 Lightweight Bingo Cards, \$1.00.

**3000 KENO**

Made in 20 sets or 100 cards each. Piped in 9 rows across the cards—put up and down. Lightweight cards. Per set of 100 cards with markers, \$6.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

**THIN BINGO CARDS**

Bingo cards, black on white, size 5x7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 1,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Marker, real class, \$12.50. Lightweight, white cards, 25 x 5 1/2. Per set of 100 Stirling Bingo Cards on same, Extra, per O. 1.50. Bingo Card Markers, in series, 25,000 for 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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**CANDY FLOSS MACHINE SPECIAL**

As long as the supply lasts, old-style, three-piece hands, new, \$5.00 each. Get your Candy Floss Machine NOW, the biggest money-maker known. We are the Originators and make ONLY the best. Literature free.

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**SECOND-HAND SHOW PROPERTY FOR SALE**  
\$22.00, Iron Claw Machine, bargain.  
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We Buy All Kinds of Good Year Weight Scales and Light Shows.  
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**IMPERIAL MOTORIZED SHOWS WANT**

Fun House, Monkey Show, Illusion or Walk-Thru Show. Concessions—Custard, Lead Gallery, American Palmistry, Photo Gallery, Fish Pond or any Stock Stores not conflicting with Bingo and Ball Games. Will book, rent or buy No. 5 Eli Wheel. Tattoo Artist and Attractions to feature in Side Show. East Peoria, Ill., week June 13; Quincy, Ill., June 20.

**WANTED**

Hide Foreman to handle new Baby Ball-a-Piece. Must be water and reliable.  
**EARL PURTLE**  
WORLD OF MIRTH SHOWS, New Britain, Conn., this week.

**CONCESSIONS WANTED**

Deck or Fishpond, Long Jump and Giant's Gallery, Devil's Bowling Alley, Wheel or Merry or Hand Squeezed Machine, **MIKE ZIGLER**, Head Miller, Philadelphia, Pa.



his share of business. Hoyt also is show's artist and everyone is amazed upon finding out that all show's modernistic painting was done by him. R. V. Lewis has a very good colored swing band. He ordered new uniforms. Stage show is produced by Irene Lewis. Joe Sorenson is building a flashy new show. Hogan Edgar has been very sick. Mrs. Herbert Waters returned here after a visit with her mother in South Carolina. New arrivals: J. S. Scott, fishpond; R. M. Faulkner, cigaret gallery and bumper; J. T. Faulkner, milk bottles; Earl Slusser added grab stand; H. Berry, snow; Charles Barrere, mickey mouse. Farley has two sound cars. Betty Farley has a very attractive milk bottle concession. Flying Melzora continues to hold crowds with their flying act. Baby Charlie Eugene is pet of show. Blackie and Cocoa, show's canine mascots, are a wee bit jealous. Bob Stewart-Nam booking very satisfactorily arranged.  
MRS. PEARL BARFIELD.

**Royal American (Railroad)**

Scotts, Wis. Ten days ended June 5. Weather, fog and some rain. Attendance and business, good.

Playing second engagement in new territory, shows opened to excellent attendance and gate increased night by night when weather permitted. Fog rolled in from Lake Michigan for three days, shrouding midway. Rain forced close Wednesday night, but remainder of week was fair. Proximity of Racine to Chicago and other carnivals playing contiguous territory brought on unprecedented number of visitors thruout 10 days. These included Larry Hogan, general agent Rubin & Cherry; J. G. McCaffery, president Showmen's League and general agent Beckmann & Gerety; R. L. Lohmar, general agent Hennies Bros.; Jack Duffield and Mr. and Mrs. Arthur Britton, of Thearle-Duffield, Chicago; Ida Cohen, Chicago insurance executive; Mr. and Mrs. Frank P. Duffield, of Chicago; Sammy Smith, Rubin

**PERSILLA**

OR ANY OTHER A-1 ANNEX ATTRACTION WANTED IMMEDIATELY

For only MUSEUM at Havana Beach (near Boston), Mass. Acts known to George LaFollette (Hollywood Museum) or Harry Beria, Betty King, Ray Burns or would like who or write.  
W. J. (BILL) O'BRIEN  
Who-shows Havana 2242, Havana Beach, Massachusetts.

**WANTED**

See Vincenzo, Ind., Legion Celebration, in Park, week of June 27 to July 4 and balance of season. Fair start third week in July, ending late in November. South. Hides: Man Joe Obley, also Ride Man, Loop-o-Plane, Caterpillar, Baby Riders Shows. All items shows that don't conflict. Concessions: Candy Arcade, Candy Apples, Peppermint. Will sell X on November. Tins a money spot. Concession Agency for Hoopla, Alley, Snooker, Grand Show, Writing, Croquet, New Skills, Ball Games, Cane Rack. Must be available. Reply Fairfield, Ill. this week; Linden, Ind., next; then Vincennes, Ind. Reply see route to

ROY GOLDSTONE, Royal Midway Shows, Inc.

**ANNUAL AMERICAN LEGION CELEBRATION**

On Main St., Medina, N. Y., June 21-26, including Sunday. Wants Concessions of all kinds. No ticket. Will book or buy Ferris Wheel, also Shows. Other celebrations to follow. Big 4th July Celebration. Write or wire. G. H. TOYHILL, Oshkosh, N. Y.

**SHOWS--WANTED--SHOWS**

See Legitimate Grand Shows, Concessions that don't conflict. Crystal Falls, Mich., week June 13-17; Okemos, Mich., 4th July Celebration.

SKERKEL AMUSEMENT CO.

**WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"**

A Column About Bingo in the **WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK**

& Cherry trainmaster; Larry Hall, of Milwaukee; Mrs. Tom Rankine, of Lake Villa, and Charles Deivor, of O. Henry Tent Co.; editors of Chicago Evening American and International News Service. WRJN made 11 midway broadcasts, picking up all musical shows. Special half-hour broadcast picked up electric organ from Chez Paree, with RAS staff organist Lloyd Sullivan and WRJN organist Ray Grus playing in tandem. New tent canvas is arriving daily. Ray-Nell is putting finishes to her new musical presentation with Bowery theme. Purchased six tandem bicycles in Racine for Florodora number. Act will feature dancing of Ellsworth and Cordero and Ginger Bay. New costumes ordered from Chicago. Show will have entire new front expected to be ready in about two weeks. Shows will go into Canada with all new canvas. FRANCIS F. HEALY.

**Frisk (Motorized)**

Keewatin, Minn. Week ended June 4. Auspices, Italian Club. Location, tennis courts. Weather, fair. Business, good. Free gate.

Show had some difficulty in getting here Sunday, which was 200-mile drive from Northfield, Minn. But show got under way in time for opening. Rain sat two days but everybody did fine business. Show had its first party of season in city hall. Everybody took part and made it a grand success. Evening was spent in dancing and talks by everyone of company. Refreshments were served and personnel presented Mr. and Mrs. Lyman, show's new assistant manager and wife, with nice gifts. Al Sterner, who has pop corn with show, purchased a new Oldsmobile car and Chester Fisher and family got new housecar. Phill Warren is building a grab stand for fairs. HERMIE DYBEVIK.

**Krekos' West Coast**

Sacramento, Calif., May 23 to 30. 34th and Stockton boulevards. Auspices, V. F. W. Weather, ideal. Business, none.

Show found the depression in this city, doing absolutely no business whole week, with three holidays and thousands of cars driving past on a busy thoroughfare every day. Nothing to blame for lack of business, but if show would have had people and they did not spend anything that would have been something. At no time were there 500 people on midway. Irlie Bowman visited, as did Ben Fink, of Sacramento Poster Co. Mr. and Mrs. Ben Dohbert in attendance and took back nice canvas order. Rusty Squires, of Lodi Wine Festival, also visitor. Charles Walpert sent a string of concessions out to surrounding towns. Mrs. Walpert had as house guests during week-end Mr. and Mrs. Stienberg, of Clark Shows, and Frank Redmond, Manager Mike Krekos busy in San Francisco getting Jubiasta celebration set for two weeks. John A. Pollitt handling special publicity for it. Art Crayner in daily correspondence with office relative celebration for July 4. Business Manager W. T. Jessup back with show for a week or so. M. E. Arthur going good as usual. W. T. JESSUP.

**Blue Ribbon (Motorized)**

Anderson, Ind. May 30 to June 5. Location, 29th and Brown streets. Weather, unsettled. Business, fair when weather permitted.

Everything in Monday morning and ready for matinee, altho midway did not get crowded until evening, when everyone did a satisfactory business. Tuesday and Wednesday lost on account of rain. Thursday evening midway was packed, rides doing most of business. Friday and Saturday midway was packed to capacity each night, but people did not seem to have much to spend. Among latest arrivals are Happy Graff, with snowballs; Dottie Henderson, cotton candy and candy apples, Ed Howe, high striker; L. Johnson, long-range gallery. Mr. and Mrs. Bert Melville have line of pretty maidens for Big Apple Revue and Models in the Flesh. They are putting on a very nice show and tops midway each week for show receipts. Roy Wood's Hell Riders also a close runner-up. Roy Woods added another young rider and line-up now includes: Roy Woods, trick and fancy rider; Jean Woods, rider; Joe Woods and Robert Golings, straight wall riders; Johnnie Woods and Ruth Chico, ticket sellers; Charlie Olson, ticket taker. Ride-o and Loop-the-Loop are giving rides run for top money. Madam K. Bonnafon despite much rain really has

a beautiful frame-up for a slide show and has many outstanding attractions. Mr. and Mrs. Earl Spicer added new Fatsy Show. Mrs. L. E. Roth still confined in hospital at Madisonville, Ky., but will soon be back on show after five weeks' absence. Mrs. Pope Hudgins still on sick list. Art and Mary Ann Alexander booked their concessions at racos in Indianapolis but business was not much. John Galligan busy booking corn-game locations at various fairs.

JACK GALLOPPO.

**J. J. Page**

Appalachia, Va. Week ended May 14. Location, Callahan showgrounds. Weather, variable. Business, only fair.

This stand altho always a fair one for the show turned in a gross far below other years. This in part can be blamed on Old Jube Pivius playing around during week and also to working conditions in mines. Altho working fair for past month, pay envelopes at present do not contain much money for entertainment, as many days' by-off do not balance with days worked. Even tho there were many fair nights it was cool and hurt attendance. This was last time for this particular location, as grounds have been sold for a proposed schoolhouse. J. J. Page left during week on business trip to Johnson City, Tenn.

Harlan, Ky. Week ended May 21. Location, Ball showgrounds. Weather, fair and rain. Business, light.

Another good town gone haywire. Well advertised and loud-speaker plying many routes and city streets every day, but then show had hard time getting folks out. Rain and working conditions, two running mates this season, cause Cumberland, Ky., always on itinerary, was canceled for same reason. Shows and rides did what business there was, but concessions did not make the grade. Jim Braden was on sick list during week.

Harard, Ky. Week ended May 28. Location, Lohr hall ballgrounds. Weather, fair and rain. Business, fair. Auspices, American Legion.

Panic, depression, recession or rain, it's hard to figure which one of the quartet to blame for decline in business this season. American Legion members co-operated wonderfully and did everything in their power to help put show over. First time this show has exhibited here in four years and many friends made at that time were nightly visitors. Shows and rides did fairly well and some concessions did fair, but at that it seems like a tough year for concessions. R. E. SAVAGE.

**Joyland**

Livermore, Calif. Week ended May 29. Weather, cold. Business, fair.

Jaka Keiser, of commissary department, purchased new car. Texas Jack Brady, of Big Eli Wheel, married to Eleanor M. McDonald, ball-game queen of Los Angeles. In another issue of The Billboard it was stated that a boy was born to Mr. and Mrs. Bowen. It should have read to Mr. and Mrs. Harry Warren. Father is manager of side show and mother is performer in it. Phil Phyllis, human paradox, joined and is presenting his act in annex. Ted Levitt is really going to town by amount of bonnes he has on midway. H. C. Bowen, general manager, has been away on business. Joan Wilson and sister, of Oakland, Calif., were guests of management. Mrs. Bowen's bingo topped midway at this date. HARRY WARREN.

**Crowley's**

Fairfield, Ia. Week ended June 4. Location, West End circus grounds. Auspices, American Legion. Pay gate, 10 cents. Weather, rained out one night, rest of week clear. Business, beyond expectation; profitably excellent.

Quick move without mishap from Ottumwa. Decoration Day afternoon business light, night big. Tuesday night midway filled with people, but at 8:30 rain sent them home, parts of ground flooded. Wind played havoc with couple ball games. Gratifying increase in attendance nightly. Children's matinee good. George Webb, high diver, holds crowds till late hour. Doc Waddell had feature story in Daily Ledger every day, also landed stories in Albia papers and had space in all surrounding weekly newspapers. J. B. Dismukes, first assistant on Caterpillar, given birthday party. Richard Balkins, Columbia, Mo., new ticket seller on Caterpillar. Colored Minstrels going big, with Charles Raymond creator on front and George Harris directing performance. New additions to

Harris' Bioscopia of Dixie are Tillie Matthews, Lucile Perkins and R. J. Jackson. Congo has new manager, Forest West, with Jake Weeks assistant, over 100 snakes in pit. Five new 5,000-candlepower searchlights installed. Flying on sky can be seen for 10 miles. Show being moved on 17 trucks and five baggage cars. Charles Eider, newcomer, working for Brigham McLenore. William Canny going brisk with Athletic Stadium. Charley Thomas, his feature wrestler and boxer; Evelyn Canny, woman wrestler. New features in Bud Gross' Cavalcade of Wonders are Shorty Hinkle, clown; Ruth Brown, Buddha, and Lou-Louette, who has No. 1 anchor. Cavalcade under new Baker-Lockwood top, with new double-deck banners. Victor A. Drumb, serial contortionist, to work fairs and parks for Sidney Belmont. Mrs. James McCormick joined her husband for season. Mr. and Mrs. Bud Lucas joined with cigaret gallery; Henry Miller, agent. Don Cotton, new arrival, with long-range lead gallery. Jack Gardner fully recovered from recent illness. Mrs. Walter Berry Dale working for Myron Cleveland on candy stand. Two weddings: Beulah May Wofford, baby auto ticket seller, and William McFadden. Big Eli Wheel foreman; Mattie A. Scott, operating pop-corn stand, and Noble R. Driggers, foreman Loop-o-Plane. Ace Bepedar now on Scooter. Ruth Roland, not former movie queen, new rider in Thrilldrome.

GEORGE WEBB.

**Miller Bros.**

Council Bluffs, Ia. Auspices, American Legion. Weather, ideal. Location, 10th street and Apenus O. Business, good.

Best stand of season, attendance of 10,000 paid admissions thru front gate. Council Bluffs Nonpartei co-operated 100 per cent with show. Clark H. Galoway, managing editor, and Bob Reed visited midway. Shows, rides and concessions did business. When Eddie Lynch's little daughter returned from Texas from school she was met by police escort headed by chief of detectives. New Merry-Go-Round sets off midway with proper balance. Shows and rides are bedecked in new paint and it looks like happy days are here again. Only blemish on an ideal week was burning of top of Artists Modis peeing show, which was ignited from a flying cinder or coal from a passing locomotive, damaged to extent of \$300. However, following night found show open due to efficiency of crew under direction of Billy Beason in extinguishing fire and repair and replacements of top. Free act, Wild Bill Cathorn and his Death Riders, staged a safety demonstration one block from heart of town Saturday afternoon and afterwards staged a parade of all children to grounds, resulting in a banner matinee.

CHICK FRANKLIN.

**Orange State**

New Castle, Va. Week ended June 4. Location, Serber's showgrounds. Auspices, none. Weather, rain two days. Business, fair.

With a fair week's business here, everybody's outlook is improved, especially after five weeks of high license and cold and rainy weather in West Virginia. Bernie and Marie Smucker, who had big Eli Wheel, Chairplane, penny pitch and balloon pitch, left here, as they had made another connection. J. J. Steblar joined with his Big Eli Wheel, Chairplane and Merry-Go-Round. Among concessioners are Johnnie Steblar, bingo; Micky Ciaburri, Nick Shem, Joe Steblar, John Martin, Doc Graves, William Dalton, Chuck Deering.

R. H. NYE.

**Conklin (Railroad)**

Kitchener, Ont., Can. May 23 to 28. Auspices, for fireman's benefit fund. Location, Belmont boulevard. Weather, cold. Business, fair when weather permitted.

Included in this week was Victoria Day, May 2, a national holiday. Every show and ride now has its organization perfected and everything on lot seems to be clicking. Harry Sebor's girl-show front creates favorable comment. Bob Lee's Globe of Death is very impressive. Management is quite pleased with results of new Hi-De-Ho Funhouse. On Kiddies' Day it had an unusually good play. J. W. and Frank R. Conklin had pleasure of entertaining mayor and city council on tour of midway opening day.



Lighting effects around show are quite a source of interest to citizens of each community. Show stands out very well and outline of lighting effects can be seen for quite some distance.

NEIL WEBB.

L. J. Heth (Motorized and Baggage Cars)

Marion, O. Week ended June 4. Auspices, Y.W. Location, Aronholt lot. Weather, fair. Business, light.

Show located almost downtown, but business was not very good. Leon W. Elliott, electrician, has been promoted to ride superintendent and also has Loop-o-Plane on show. Elliott has been with Roseco Wade, Polite & Latto and Gooding shows. He hails from Grand Rapids, Mich. Is always on job and has show lighted up on time every week. Elliott has new trailer and stays on lot at all times, having his trailer parked by transformer wagon to be on hand if needed on midway. General Representative J. J. Fontana has his custard stand newly painted and Toby Benfro is in charge, assisted by his brother, Curly Benfro. THOMAS PARKER.

Johnny J. Jones (Railroad)

Pittsburgh, Pa. Second week ended June 4. No auspices. Location, Exposition Park. Weather, rain on closing night. Business, very good.

Second week of engagement started off with big Decoration Day crowd that arrived early in day and stayed until closing time at night. Business thruout was big, resulting in season's banner day. Gross receipts for week were very good and held daily. Perfect weather prevailed for five days, with sudden rain at 8 p.m. Saturday, sending patrons home. Many returned or stayed under cover during storm, giving midway late but light play. Decoration Day also marked opening of an all-new midway attraction. Behind a newly built modernistic front, blazing with chromums and lighting effects of the latest type, Ernie-Len, Canada's double-headed boy, made his first United States appearance here. Accompanied by his mother, Mrs. Emma Defort, Ernie-Len arrived in Pittsburgh after making a long tiresome trip from their home in Winnipeg, Man. New attraction grossed heavily from the start, proving that an unusual feature is very much in demand. Thursday night show's social club held its weekly welfare festivities. Each week a new surprise is sprung for many troupers, with a box social being this week's feature. One hundred and fifty dollars was raised, making this successful social event from both an entertaining as well as a financial standpoint. The highlight of evening was the presentation of a bouquet of flowers to Mrs. Grant Smith (Sister Sue), honored guest and sister of show's founder, late Johnny J. Jones. To mention each of many visitors that came on midway to say a friendly "hello" and to look show over, would be impossible. But long list included Izzy Cetlin, John W. Wilson, owners; Harry Dunkel, general agent; L. C. Miller, press agent; Chet Dunn, ride operator; Charley Cohen, concessioner, of Cetlin & Wilson Shows; Mr. and Mrs. Herman Bantley, Bantley's Shows; Mrs. Joe Price, sister of Manager T. M. Allen; William Glick, owner, and William Brees, general agent, Ideal Exposition Shows; Mr. and Mrs. James Russell, former owner of Russell Bros.' Carnival; Gardner Wilson, press representative, and Minky Coughlin, checker up of Ringling-Barnum circus. ESTARR DeBELLE.

Gold Medal (Motorized)

Glen Ellyn, Ill. Week ended June 5. Location, Main street and North boulevard. Auspices, Veterans of Foreign Wars. Weather, rain first part of week. Business, fair.

In a break with weather this hitherto unknown town as a big show stand would probably have been a humdinger. Show did not move in until Tuesday on account of making Memorial Day stand at Joliet. Much difficulty in getting on and off the lot due to heavy rain just before arrival and a heavy downpour while tearing down. First night was practically a blank, but crowd increased each night up to and including Sunday night, which was the show's fourth Sunday date of the season. There was more spent per person than any stand this season. Many showfolk committed

to Chicago during week. Many of Bloom organization visited Russell Bros.' Circus, making a near-by stand at Elmhurst. Billy Pitzer, Bill Murray, Ray and LaCell Daily visited friends in Chicago several times during week. Red Lawler won a box of cigars on Ross-Armstrong fight and has shared them very liberally with friends on midway. Dottie Moss has her working crew bedecked in new uniforms, with "Dottie Moss and Her Dare-Devil Girls" inscribed on them all. Birthdays celebrated on midway were Maurice Frensil, who piled up his 40th year; Camella Garcia, 23, and Ruthy King, just 18. Charlie Lake made trip to Milwaukee for a brief visit with his family. Oscar Bloom busy shaking hands with hundreds of old schoolmates and friends from Chicago Heights, who seemingly came out for no other reason than to say, "Hello, Oscar." H. B. SHIVER.

World's

Schenectady, N. Y. Week ended June 4. Auspices, Jewish War Veterans, Schenectady Post, Grounds, Albany and Jackson avenues. Ten-cent gate. Weather, good. Business, fair.

For first time this season show played full week without losing one or more nights on account of weather. Although first part of week, it was fine and warmed up considerably towards end. Not up to last year's attendance or business. Local conditions were reason for falling off. All concessions worked due to some real diplomacy on part of John Moran, adjuster. Eddie Rahn, general agent, responsible for breaking in new lot, old one on Van Stanken avenue not available. To him goes credit for removing a mountain of sand some 80 feet high, extending 50 feet, to make an entrance to grounds, which then presented an attractive appearance. Some hundred men and road-building machinery were brought into action, and with civic help new lot was born and in spite of various opinions expressed before week started. It turned out to be a winner. It is within walking distance of some thousands of workmen and women who have small homes near by. Most of shows scored, French Casino heading list and Norman Wolf having his first real week. Del Croich and Dorothy Stone did well with Motordrome. Monroe Bros. had crowds in Hall of Fame all the time. Midget tent, with Princess Peggy and Lady Gertrude, crowded nightly. Rainbow Follies, under management Charles Joy Gramlich, scored. Look show, with Scotch Highlander Band, even got some money at a reduced rate. Snake Show, with Professor King, did business; Monkey Circus likewise. Charles J. Cardinal, on front of Aphrodite show, turned many a good house and Jean-Eugene entertained in palatable style. Elsie Wolf did well with Esquire attraction. Laughland got a lot of customers. Little Dawn wowed them in Casino and Ruby Davis vamped them in same show. Pancakes Hewett still stars in Follies. Dardanelle left show, her place being taken by Amilia Birmingham. E. F. Fredericks left show. William Weber is chief watchman now. Jeri La Varre is out of French Casino, and Sydney, her husband, left Esquire Show. Mrs. Max Gruberg had best week so far with bingo. Frozen custard beginning to sell again. Barkoot Paaha did fine business entire week, assisted by Pasha-reen Barkoot. John L. Firpo busy with new ideas. Joe Mannheim and Mirrus Stokes report progress in advance. DICK COLLINS.

Groves

Frankfort, Ind. Week ended June 4. Weather and business, good.

Show was well located at entrance to fairgrounds. Attendance and business is improving since rain has stopped. This was second week with show for writer, who joined at Crawfordsville, Ind. Writer has a seven-car Tit-a-Whirl and Allan Herschell Kiddie Autos. Midway has nice appearance, plenty of lights and good music. There is an organ, two amplifiers, sound truck and seven-piece band. Seven elaborate panel fronts have new canvas and large tops. Roster: Staff, Edward Groves, owner and manager; T. J. Smith and George Cain, advance and banner men; Opal Groves, secretary and treasurer; Specs Bell, electrician. Rides: Merry-Go-Round, Al McGrath, foreman; Earl Davis, second. Elt Whel, Bill Russell, foreman; Charles Whitaker, second. Chairplane, A. P. Bell and Les Bell. Loop-o-Plane, Harold Browning. Tit-a-Whirl and Kiddie Autos, Henry Hayn. Shows: Athletic, Robert Trueheart, manager; Shirley Simpson, lady wrestler; (See GROVES on page 58)

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SHOWMEN DON'T JEOPARDIZE YOUR EQUIPMENT AND REPUTATION BY BOOKING A STOLEN ATTRACTION "EXPOSE," as presented on the Beckmann & Govey Maple Midway is fully protected. Infringements will be prosecuted to the full extent of the Federal laws. GEORGE VOGSTAD, Owner-Manager of the B. & G. Unit, is the only person with authority to offer this show. WALTER HALE Protection includes Script, Action, Title and Manner of Presentation.

Art Lewis

Syracuse, N. Y. Week ended June 5. Auspices, Italian-American War Veterans. Location, old market site. Business, very good. Weather, fair, with exception of one night rain.

Show in its entirety had best week of season and splendid co-operation from city officials and committee, which helped to put this date over. In fact, everyone was so pleased with show that General Manager Art Lewis was requested to extend engagement another week, which he agreed to do, and City Fathers allowed show to open and operate on Sunday. Manager Lewis on Sunday night was presented with a gold badge, making him a member of the staff of Mayor Roland B. Marvin. Visitors: Ed P. Rahn, of World's Exposition Shows; Mr. and Mrs. J. D. Wright; Max Gruberg, general director of World's Exposition Shows. Mr. and Mrs. Louis Lang joined last week after having been away from show since last season. They have two well-finished concessions. Mrs. Barbara McIntyre received her second set of diggers this week from Bill Bartlett's factory at Miami, and both sets did capacity business. Jack Montague was emcee at weekly Social Club Jamboree and put the show over with a bang. General Superintendent Al Rogers made a very interesting talk relative to behavior of all employees connected with shows. Very impressive and right to point. P. PERCY MORENOY.

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J. F. Sparks

Minster, O. Week ended June 5. Auspices, American Legion. Free gate. Weather, rain and cool. Business, none.

Absolutely no business, although show remained over Sunday. Worst spot this show ever played. Intermittent rains and cool nights kept some at home and what few did come out did not spend any money. Eddie Wheeler joined with bucket store. Otis Howell has bird store. Show is featuring Earl Sonderland and his animal show as free attraction. JAMES H. TIMMONS.

Elite

Lynn, Kan. Week ended May 25. Location, Taylor show lot. Weather, threatening. Business, fair.

Arrived in rain that lasted all Sunday night, but a good lot, and everything opened Monday night to good business. Mile Florence is thrilling crowds with her free act, having added several new features to it. Softball league got under way here with three teams, showmen, concessioners and ride boys. Opening game ride boys defeated concessioners by score 36 to 24. Manager Jack Conway, with coach Orval Cox, getting No. 1 team picked from entire league for

games with town teams. Special agent Bogie is promoter of teams and has two games lined up. Mrs. Mabel Conway and Mrs. Wanda Day sponsored skating party for Karnes Saturday morning which was attended by practically entire show personnel. Mrs. Rotolo made short business trip to Gravette, Ark. Saturday night lost because of rain. New concessions: Benz Folts, penny pitch balloons, and Doc Wright. New arrivals on show: Buck Wilson, Bill Wornell, Pete Sierra, Meannal Skaggs, Sonny Boy Jackson, Estelene Ball and children and Frank Ferris; Elmer Elwick, visitor. Mrs. Bert Banty, on sick list, slowly improving. Curly Cole on Kiddie Ride. Philip Darling assisting in corn game during absence of Mrs. Rotolo. La Sorra, wild girl, very proud of new dress presented her by her managers, Arndale brothers. Philip Darling narrowly escaped serious accident, coming in contact with high-voltage wire used on spotlight in free act, but due to quick action of electrician Willis Clark it was avoided. DON FORTE.

Weyls

Fayette City, Pa. Week ended May 25. Auspices, Fire Department. Weather, rain opening night; rest of week fair. Business, fair.

Parade Thursday night was adjudged by towners largest thing of its kind ever witnessed in valley. Five companies for a radius of 100 miles were represented by 60 fire trucks, 13 drum and bugle corps, 7 bands and 11 auxiliaries, estimated as 5,000 people. Parade marched in formation thru main entrance and broke up back of midway. Attendance estimated at 9,000, but very little money was spent, considering crowd. Ed Weyls and city fire department handled parade. Mrs. C. E. (Dot) Reed arrived from Rockford, Ill., where she left Rubin & Cherry Exposition to join writer. Show working back of gate and carries four free acts: Fisher and Graham on single traps and loop; Dars-Devil Reano, slide



for life thru fire; Professor Rock and Silver Queen, movie dog, and Reano and Beano, two Western boys, who do Australian whip-cracking. Roster: Staff, Ed Weyla, owner and manager; Mrs. Ed Weyla, secretary and treasurer; Mrs. C. N. Call, bookkeeper; Frank Graves, general agent; Al Reese, banners; C. H. Reed, lot superintendent. Rides: All rides, except the Loop-o-Plane, owned by W. E. Barnhill, belong to office. Paul Campbell operates Big Eli Wheel; Paul Lokoy, second man. Laurence Passmore is first man on special built Chairplane; William Haffly, second man. Kiddie Express ride, Mr. and Mrs. George Madden, U-Drive-It Cars, C. N. Call, owner and manager. Ben Lusa, Ten-in-One. Mrs. Ed Reano, Nudist Colony. Bill Tucker, Hawaiian. G. S. Egleson has collection of animals. Concessions: Cliff Thomas, bingo; managed by Lee Brannaman. Mrs. Brannaman, ball game. Bob Keating, mouse game. Mrs. Keating, palmistry. Mrs. G. N. Call, jewelry wheel. Mrs. Paul Campbell, pitch-till-you-win. Paul Thomas, ball game. Ralph and Estelle DuVal, pop corn and peanuts. Norman Jacobs, candy apples and snowballs. Bill Grant, Mickey Mouse pitch. Reese Bros., two penny pitches. Claire Call, ice cream and soft drinks. Lou Beck, cook-house. C. H. REED.

**Cunningham's**

Middleport, O. Week ended June 4. Location, Pythian Park. Auspices, Firemen's Club. Business, good. This was most profitable spot of season to date. Saturday night attendance estimated at 5,000. Flying return act, managed by Edythe Siegrist, was very much liked, and Eddie Miller, bell driver, thrilled crowd with his fire-wall crash. Harry E. Moore joined with his Side Show, assisted by Floyd Hamilton. John Mulholand and Gene Penn joined with their show, known as Little Joe, Elephant Ear Man. Everett Cunningham, electrician, joined after visiting his family in East Liverpool, O. Mrs. John Cunningham and son, John Jr., visited Saturday night. DOROTHY CUNNINGHAM.

**Sol's (Motorized)**

Streator, Ill. Week ended June 4. Auspices, Elks Club. Location, Broadway show grounds. Weather, rain or threatening every night. Business, fair three nights. Monday night opening was big. Just before opening Tuesday night heavy thunder showers started, which prevented folks from coming out. Rain in afternoon Wednesday put small lakes around midway and 1,000 families who had special tickets split the attendance, those not able to come Wednesday were notified that their tickets would be good

Thursday night also. Friday was first sign of clear weather and continued Saturday. Jack Wilson added a Monsters of the Jungle show, titled "Beauty and the Beasts," featuring Shang-Ri-Lee to his other two attractions. According to Ray Fulton, sound truck operator, "cows like music," for when he turns on the sound when hearing some of the smaller towns they all start for the highway to see what it's all about. Evelyn Forrest expects to put on a posing girl show within the next week or two. Visitors: F. E. Bacon, of Bacon Electric Co., and Clyde Halstead and Little Joe, now advertising agents on Beckmann & Gerety Shows, and during past two years associated with writer on advance of the Rubin & Cherry. Sid and Clara Marion joined with snow cone booth. FRANK J. LEE.

**Barkoot Bros.**

Adrian, Mich. May 30-June 4. Location, one block from courthouse. Weather, variable. Business, best in three weeks. This was an unusual stand. Lot located in a natural amphitheater and only one way into lot and that very steep. A natural for a rain-out. But it rained Tuesday and everyone expected to have to wade out, but water ran off as fast as it fell and no mud. VFW gave us every co-operation. Nice matinee Decoration Day. Saturday newsboys were entertained by their paper. Several members of show formed a whittlers' club with Babe Barkoot as whittling instructor; Jack Raterink, assistant. Herbert Moore is most proficient student up to present, having completed a beautiful gadget which he sent to Deacon Bill Dewey, of Grand Rapids, Mich. H. G. HACKETT.

**Rubin & Cherry**

Madison, Wis. Week ended June 4. Auspices, Veterans of Foreign Wars. Weather, rainy. Business, fair. Opened to a thoroughly satisfactory Decoration Day turnout under clear skies, but cold rain fell several times in course of ensuing six days, soaking midway and almost completely blanketing Friday night. Again a good send-off on Saturday. Mrs. Vivian Davis, wife of midway medic, returned from Swedish-American Hospital in Rockford, Ill., where she had undergone a minor operation. Mrs. Leona Mazza also returned from same institution. Many circus fans visited, among them Attorney Steve Braathen, Dr. Tom Tormey, Mr. and Mrs. Will Hommel and Mr. and Mrs. Bill Doudna. Editor Doudna gave show splendid support in columns of State Journal. Secret wedding of Clyde Sprattin, cookhouse counterman, of Atlanta, and Josephine Pavay, Tops dancer, of Indianapolis, revealed amid huzzahs. They were wedded

April 11 by a justice of peace in Conyers, Ga. Disaster hovered Saturday night when Emanuele Zaccchini, doubling for Mario, became trapped in barrel of big cannon and was nearly asphyxiated by fumes of explosion before he could be dislodged. Drs. Davis and Tormey administered restoratives. The Venus show, sans music or other blatant hallyhoo has continued among attendance leaders, with Cleo Hoffman's genteel talk turing ladies as well as their gents. Frequent changes in routine of "Tops of 1938," revucal pride of the midway, shaping the show towards an aesthetic zenith. RALPH WILLIAMS.

**Happyland**

Ann Arbor, Mich. May 23 to 30. Auspices, Washtenaw County Drum and Bugle Corps. Location, fairgrounds. Weather, bad. Business, fair. Bad weather all spring still persists in following this show. City well advertised with plenty of cards and paper as well as lots of newspaper space. People came out but they would not stay in rain. Fireworks were on program and were used two nights. Public wedding was to be held on midway Saturday night but had to be held in dance hall because of rain. Two balloon ascensions and parachute jumps were scheduled but could not be held because of weather. Few nights that weather was clear people came out and spent well. Visitors: C. O. Stewart, formerly in carnival business, and Charles Lenx, insurance agent; also Ernie Wada, of W. G. Wade Shows. V. L. DICKEY.

**Keystone**

Irwin, Pa. Week ended May 28. Auspices, Capitol Fire Co. Weather, clear. Business, fair. Jumping here from Pitscolin, Pa., after losing Saturday night in rain, show opened Monday night to fair business and intermittent showers prevented good opening night here. Committee very active and co-operated in every way to make date a success. During week weather took turn for better and business picked up considerably, location on main highway here into Pittsburgh greatly helping business. Advance agent Fred Grant escorted Mayor O. Connors and committee from Jeannette, Pa., around midway. New sound and parade truck finished by Mack Stark and is last word in traveling sound equipment. Children's matinee every Saturday going over big. Cherry Tree, Pa. Week ended June 4. Auspices, Fire Department and Old Home Week Committee. Weather, good. Business, very good. Short jump from Irwin in record time. Opened Monday night to crowds. Parades every evening brought crowds. Tuesday night business was light owing to showers. Committee headed by Buck Sheppard very active. Event advertised extensively for miles and much other publicity helped to make this annual homecoming great success. This makes third year in a row that Keystone Shows have exhibited here. William C. Murray, general business representative, in conference with John McEwen and committee from Clymer, Pa. William Cooke joined advance staff here to handle promotions and contests and assist general agent William C. Murray. Ed Lewis joined here to take over the show. Keystone Shows' baseball team is now equipped with full regalia and other equipment and played first game of season here, making a good showing by defeating local team. They are under management of George Price. Lee Edman's Side Show is still topping midway. His Side Show has good working acts, Zinda Zan, feature. Monkey Circus, under direction Captain Lyons, holding its own. J. T. Fowler and family from Foxburg, Pa., visited. Bob Cruver handling out mail and plenty of The Billboard copies every week. Octopus ride pleased natives; here first time. Minstrel show under direction of Kid Drifty. Unicorn Troupe and Revolving Arroyo, of free-act program, holding crowds. BOB CRUVER.

started to operate to good crowds and continued all week. Canadian Legion members were very active in their support and always ready to assist whenever their services were required. Working at Hamilton were Mary Keleman with ball game; William Donaghy with Show Boat, which started off to good business. Mrs. E. H. Goetz returned after prolonged absence from show. Among visitors were many former members of Sims Greater Shows now residing in Hamilton. Mr. and Mrs. Jack Curran, Ernie Jarrett, Mrs. Harry Lottridge and sons and daughter, Mr. and Mrs. Dick Boardman, Mr. and Mrs. Richard Evans and children. During the week children from Girls' Home, Boys' Home and St. Mary's Orphanage were entertained by owner Fred Sims and his worship the mayor. Transportation to and from grounds for children furnished by members of various civic organizations. Ted Peaver took advantage of further medical treatment for ailments that caused him to remain off road last season. Joe Harris and M. Kabin both added new concessions to those they already operate. WILLIAM DAVIS.

**Mighty Sheesley**

(Railroad) Springfield, O. May 30 to June 4. Location, YMCA Field. Auspices, DAV. Business, fair. Outside of few sprinkles which did not hurt business a lot, this was first clear week "Mighty Thing" has had so far this season. Decoration Day was not up to expectations due to threatening skies, but everything was in readiness for an early opening if business should warrant it. Crowds were on grounds each night, but as usual there seemed to be a shortage of something to use for money. Two miracles this week: No night lost account of rain, then to top it off Bert Teeters, managing editor of The News-Sun, returned 10 show passes to writer on Saturday afternoon. The payout was only had 25 for his two papers. Show press agent need more editors like Bert Teeter. He was liberal with space and just a real guy in opinion of writer. Mr. and Mrs. John M. Sheesley went after fish Saturday, but luck was like business, no fish until at last minute before they docked their boat Captain John caught what he termed a fish—it was about three inches long. Dinty Moore says he plays hearts same way. Dinty Moore should know, as he is midway champion. Jeanne Williams repainted her Loop-o-Plane and Loop-the-Loop. Incidentally, it seems to be the midway slogan, "Keep painting and building," judging from amount of it being done daily. New girl-show top arrived. Drake Schultz joined Charles Dissell's novelty package candy crew. Mrs. Viola Fisher, talker on Ball of Science front, can use writer's Bill to bet that she is tops of all women talkers. Joe Hatfield, under tutelage of Al Renton, is fast becoming a very good side-show talker. Charles Taylor made a fast trip to Philadelphia when he heard his father was going blind but came back smiling. Everybody was glad to hear the good news. Bill Gray came back home with his nail concession. Helen Kelley joined Hawaiian Village. FLOYD NEWKAL.

**Beckmann & Gerety**

(Railroad) Hannibal, Mo. Five days ending May 21. No auspices. Weather, variable. Business, fair. As the three Big Eli Wheels were going up on lot here a native who had been enlisted to carry stakes scanned the horizon and noted ominous clouds with satisfaction. "It was just this sort of day," remarked he, "when a windstorm almost wrecked the Morris & Gerety Shows several years ago!" This, of course, put everybody in good humor. Wind failed to blow but most of stay cold with showers. Hannibal Courier News sponsored the children's matinee Saturday and a goodly crowd of youngsters barged out in the damp. Peoria, Ill. Two weeks ending June 4. Location, Prospect road, Peoria Heights lot. No auspices. Weather, terrible. Business, fair. Edge was taken off heavy advance publicity campaign when opening was rained out. Thursday and Friday found midway well patronized, but deluge of rain killed Saturday and left lot in sea of ooze. Open again Sunday, and with better weather forecast it was decided to remain second week. Proprietors were wrong. It still rained. When it did clear populace seemed to

**Sims**

Hamilton, Ont., Can. May 30 to June 4. Location, Barton and Ottawa streets. Auspices, Central Branch, Canadian Legion. Weather, ideal. Business, good. With weather conditions better than in past few weeks business here took a decided upward trend, which proved very gratifying to all. Shows, rides and concessions were all ready for an early opening Monday and immediately

**DEE LANG'S FAMOUS SHOWS**

CAN PLACE for 22 Fairs and Celebrations, starting Barnsville, Minn., June 23, and as follows:

ADA, MINN. (Fair)	CRESCO, ILL. (Fair)
FERTILE, MINN. (Fair)	FLAT RIVER, MO. (Home-Coming Celebration)
HALLON, MINN. (Fair)	JACKSON, MO. (Home-Coming Celebration)
WARREN, MINN. (Fair)	LEONARD, TEX. (Fair)
ROBEAU, MINN. (Fair)	BORHAM, TEX. (Fair)
MAHONN, MINN. (Fair)	COOKHAM, TEX. (Fair)
TRUMP RIVER FALLS, MINN. (Fair)	LUPKIN, TEX. (Fair)
FARIBAULT, MINN. (Fair)	HUNTSVILLE, TEX. (Fair)
ST. CHARLES, MINN. (Fair)	CROCKETT, TEX. (Fair)
KASSON, MINN. (Fair)	GROFTON, TEX. (Fair)
PRESTON, MINN. (Fair)	

CONCESSIONS—Legitimate Concessions only that work for 10c; no racket or gift wanted. CAN PLACE several good Grinders on Grand Shows, stery and percentage. Also several Talker. Ride Men that can drive Big Eli Semi-Tractors. WANTED—Two Electric Steel Guitar Players and one Accordion Player.

All wire or write DEE LANG, Gen. Mgr., or come on. Farout Falls, Minn., June 19 to 18, inclusive. Crookston, Minn., June 19 to 22, including two Barnsville, Minn., Fair.

**OLD HOME WEEK CELEBRATION LEGION AND FIREMEN'S MUSTER**

ROCKLAND, MAINE

JUNE 27TH TO JULY 4TH, INCLUSIVE.

We Are Starting Our Celebrations With Twelve Beneficial Fairs to Follow. Booking all GRIND STORES. Will sell exclusive BALLGAMES, FROZEN CUSTARD, PENNY ARCADE. SHOWS: Any Grind Shows with own outfits. Will book on liberal percentage.

DICK'S PARAMOUNT SHOWS, INC., Dick Gildorf, Mgr.

June 13th Week, Framingham, Mass.

**W. C. KAUS SHOWS, INC.**

WANT FOR SIX-COUNTY FIREMEN'S CONVENTION AND BALANCE OF SEASON.

Six Big Day and Night, at Kingston, Pa., June 20 to 22. Four Shows from White-Save Square. RIDES—Octopus, U-Drive-It, Hide-O. E. B. Barnhill, owner with four Loop-o-Plane, SHOOT o-Plane, Hoop-o-Plane, organist Minstrel, or any good money-getting Show. Good proposition to anyone with own outfit. Legitimate Concessions of all kinds, except Cook House, Bingo and Candy. Possibility biggest event of the summer season. Address all communications to W. C. KAUS, Manager, at Carbonate, Pa., all this week.



different. Evening Star sponsored a children's matinee, and Journal-Enterprise had special employees' night. Radio Station WMBD carried several short-wave broadcasts from various attractions. Announcer Howard Dorsey became midway Lochinvar. Ceremony in the draw well despite showers. Earl Mosman, local nitery emcee, and Nancy Miller, Gay Parade producer, gave bride and groom into the chili. Charley McDougall, midway cafe proprietor, wound up with ice, and press department still says 10 cents for soft drinks.

WALTER HALE.

Majestic

Pennington Gap, Va. Five days ended June 4. Location, north end showgrounds. Weather, variable. Business, light.

Local co-operation equal to former years, but general business conditions very much below normal. Rough lot, foggy weather, another show in a small town four miles distant and mines working one day a week all contributed to a disappointing week. Crowds fair, with very little money to spend. W. F. Gerald and wife left to join a motorcade circus. Mr. and Mrs. Jack Bradley, on a visit to Detroit, to return in July. Manager and Mrs. McHendrix exchanged visits with Mr. and Mrs. Joe Beatty, of the Superior Shows, playing Stone Creek, Va. Concession row increased with six more stands. William Morgan and family, Bill and Mom Spears and Jimmie Davidson among late arrivals.

CHRIS M. SMITH.

Carl

Lancaster, O. Week ended May 28. Location, fairgrounds. Auspices, Rainbow Veterans. Weather, bad. Business, good when weather permitted.

Auspices co-operated. Mr. Korn joined with his Funhouse and Arcade. Mr. and Mrs. McCumber, who have the Kiddie Ride, had their house trailer hit by lightning Saturday. McCumber barely escaped death. Babushen sold his Whip and left show to play spots with his horse show. Girl show topped midway, and Doc Edwards' show, Hell on the Rio Grande, close second. Side show is under management of Doc Edwards. Karl Lark, tattoo man, left. Chief White Eagle and wife and Happy Nolan, last with grocery wheel, joined.

DOC EDWARDS.

Buckeye

Columbia, Miss. May 30 to June 4. Auspices, DAV. Weather, ideal. Business, bad.

Easy jump from Natchez gave everyone ample time to make trip and get all set for engagement, which proved one of poorest of season as far as business was concerned. Fine co-operation given by committee, which worked hard. Saturday was only day to give any business to speak of during week. It just seemed as tho folks that came out left their spending money at home. Manager Joe Gailer and Mrs. Gailer renewed several acquaintances, as this was their fourth engagement in city within the past two years. Slim Leesman gave a new set-up for show which seemed to place it to good advantage. Date Curtis adding new attractions to Ten-In-One. Jack Lawrence arrived and took over reptile show. Pop Erbe handling front for Lon Morton's wrestling bear. Bad incident happened while showing here. Mrs. Gailer's pet parrot was placed in a tree, and in trying to get it down it flew across the street and against an oncoming automobile, killing it instantly. Manager Gailer immediately ordered another one shipped.

E. O. STARBUCK.

West's (Railroad)

Lock Haven, Pa. May 30 to June 4. Auspices, Clinton County Fish and Game Association. Location, Walnut street showgrounds. Weather, fair and cool. Business, very good.

First show in a few years to be granted

a permit to play in the city. Lot located three blocks from the post office. Untiring efforts of committee, headed by Frank P. Marshall, gave show and all with it a real week. Harry Singer's new show, Darkest Africa, opened here to real patronage. Free act, Four of Hearts, doing new routine, including breakaway trick. Town was billed in great style and much credit due Ted Woodward, in charge of billing brigade. Mike Conti had front arch well covered with banners from Lock Haven merchants. Nell Berk, general agent, left Thursday for a trip. Cliff Jewel arrived and is managing all of Fittie Brown's coupon stores. Cliff was accompanied by Mrs. Jewel and a number of his agents. Fittie Brown's cookhouse is beehive of activity now that Cash Wilcox has pepped up the action. Cash is getting ready to install plate-glass front and neon decorations. Eddie Thomas, with James Weaver's frozen custard, is now a proud father, his wife having presented him with an 8 1/2-pound boy Decoration Day. Reports from Rocky Mount, N. C., are that mother and baby are doing fine. General Manager Frank West started on his building program of two new chromium fronts to be ready in a few weeks.

FRANK LA BARR.

Ideal

Uniontown, Pa. Week ended June 11. Auspices, No. 1 Fire Department. Weather, clear. Business, fair.

Opened Monday night to capacity crowd. Jim Hodge's Side Show topped shows; Ralph Decker's Hawaiian Show, second, and Bill Purchase's Monkey Show, featuring Snookie, chimp, third. Bill Jones' bingo did fair business. Auto Speedway topped rides; Rides-O, second; Rockett, third. Credit is due General Manager William Glick and Secretary Hartman for keeping midway in excellent condition. Bob Brockway, electrician, is doing fine job of lighting. Free act, Three Queens and a Jack, is one of Jack Schaller's unite and is managed by Al Keenan. Wedding bells will soon sound for one of the girls in the Parisian Follies and chief electrician, Mrs. Glick's frozen custard makes a fine appearance in its modern truck.

BILLY KING.

Crystal

Bristol, Va. Week ended June 4. Location, West State street. Weather, ideal. Business, excellent.

Biggest week of season. Tie-up with Pet Dairy Corp. for Children's Day brought 5,000 out to grounds, where they were entertained thru courtesy of Pet Ice Cream Co. Radio Station WOPI gave 15 minutes daily to show. Co-operation was given by both Virginia and Tennessee police departments. Both departments complimented Manager Bunts for show's cleanliness. City manager invited Bunts to bring show to Bristol any time.

R. G. PELMET.

E. J. Casey

St. Vital, Man., Can. May 5 to 7. Auspices, St. Vital Swimming Club. Weather, cool and clear. Business, fair.

This was initial spot of season in show's back yard, so to speak. Set-up was on banks of Red River.

Transcona, Man., Can. May 13 to 14. Location, old ball park grounds. Auspices, Hockey Clubs. Weather, cool. Business, fair.

This stand proved a surprise, as last year it was a washout. Joe Carter has Hoop-La with new canvas, and his ball game, a real novelty, got lots of comment and good play. Stewie Cotton's bingo was rechristened Housie-Housie due to anti-bingo propaganda from law in these parts. Mrs. Cotton suffered a bad chill from last spot and was taken to a hospital with pneumonia. Kentucky Derby, with Jock Martin and L. N. Prescott, did not fare so well, as this spot is a railroad center and most persons don't even know what a horse looks like. Ben Heib and his brother, Harold, received shipment of new stock for roll-down boards. Mentalist camp is handled by I. Sorgum and his tribe. Bull Moose Keralake resigned from a show association here because of differences with Napoleon J. Boss. Boss and night watchman, Ernie Willets, have teamed up and keep an eye on canvas and stocks and also keep boys supplied with hot water, towels and soap. Madeline Casey, owner's daughter, is on job at Big Bill Wheel. Mrs. Casey is always at cash window of office truck. Rolling stock has been gone over for touching up by spray-gun crew. FRED L. PRESCOTT.



T. A. Wolfe Shows emerged victorious from its two-week engagement at Terre Haute, Ind., under Odd Fellow auspices. . . . Allen & Kline Combined Shows were contracted to present midway attractions at Holy Name Society's annual celebration at Perth Amboy, N. J. . . . Zanesville, O., proved a lucrative stand for Dodson's World's Fair Shows. . . . Lippa Amusement Co. had just obtained contracts for two celebrations, one at Ludington, Mich., under Eagles' auspices, and other a home-coming celebration in Manistee, Mich. . . . J. P. Murphy concluded a successful two-week engagement at Canton, O. . . . Slim Eaton forsook illusion show business in favor of a remunerative sign painting and window-card writing business in Cincinnati.

Con T. Kennedy Shows romped thru their engagement at Decatur, Ill., under FVW auspices, to one of best weeks of their tour. . . . Red Watson was making announcements on Elliodrome at Gordon Gardens, Cleveland. . . . T. B. Hughes was taking a rest at his home in Akron after a long grind of 12 years on road. . . . Taylorville, Ill., proved a red one for Dykman & Joyce Shows. . . . Favored with ideal summer weather, Johnny J. Jones Exposition played East Liverpool, O., to big financial returns. . . . Morris & Castle Shows concluded a highly successful two-week stand in Detroit. . . . Intermittent rains thruout week didn't seem to affect show-hungry visitors to Famous Wondertand Shows at Hartwell, O., with result that engagement was a financial success.

Walter A. Crowley, trainmaster and general mechanic with Miller Bros.' Shows, while on a two-week vacation passed thru Cincinnati and visited The Billboard offices on his way to Chicago for a visit with his brother. . . . M. A. Connelly, Iowa representative for Thearle-Duffield Fireworks Co., and well known in outdoor show world, died June 6 in his room at Hotel Muehlebach, Kansas City, Mo. . . . Col. John L. Fehr

severed his connection with Eps Greater Shows in Wilkes-Barre, Pa., May 13. . . . Lee Teller, illusionist, forsook circus business for carnival field and was associated with Snapp Bros.' Shows. . . . Greater Sheesley Shows were playing Milwaukee to satisfactory results.

**Heart of America Showmen's Club**

Reid Hotel  
Ladies' Auxiliary

Since the meetings closed a few months ago the writer took a trip east to attend a convention and while in Washington visited Ellen Cramer, a member who is living there with her daughter, Lucille. Mrs. Cramer is recovering from a tonsil operation and has lost 40 pounds. From there went over to Baltimore and had dinner with Mr. and Mrs. Ackley. Also saw building activities at Carlin Park. They are superintended by H. S. Smith, a member of the HABC.

Cemetery committee, composed of Bird Brainerd, Hattie Hawk and Toots Riley, had urns filled with flowers and placed on each grave in the Showmen's plot at Memorial Park Decoration Day. A lovely wreath of roses had been placed on Etta's Smith grave by her husband and friends.

Looking around town the writer found that Mirtum Rupley came in from Pennsylvania to spend the summer at Fairland Park. Margaret Haney was recovering from a siege of poison ivy and Bertha Grubbs was seen around the Reid Hotel. As it has rained nearly every day she did not get out to the various shows playing in and around the city. Talked to Ruth Martone and she said that as chairman of the relief committee she had not heard of sickness among members, but that Elsie Briendine reported her husband, Jake Briendine, was getting along nicely at the Soldiers' Home, Wadsworth, Kan. Jake would like to hear from his friends.

Members around the town are commencing to talk about a summer party and the entertainment committee will announce its plans soon. Mrs. Landes sent in Mrs. Clapp's name for membership.—HELEN BRAINERD SMITH.

**WESTERN RESERVE HISTORICAL CELEBRATION**  
WARREN, OHIO  
JUNE 27-JULY 4, INCLUSIVE—EIGHT DAYS (INCLUDING SUNDAY)

WANTED—Legitimate Concessions of all kinds, except Bingo, also good Shows of every description. Have opening for Rides that do not conflict. FIREWORKS, PARADES, BANDS, PAGEANT, FREE ATTRACTIONS. IMMENSE PUBLICITY OVER FIFTY MILE AREA.

Entire Community Co-Operating. Positively local promotion. No Similar Amusements in Warren prior to this Event. Independent Midway. We control same; positively no Racket.

Address  
**THE F. E. GOODING AMUSEMENT CO.**  
Box 386, Columbus, Ohio.

**WANTED CONCESSIONS**

Ham and Bacon, Caperies, Toys, Cigar and Cigarette Wheel, Devil's Bowling Alley, Mouse Game, Strip Photos, Scales, Novelties.

Want Ferris Wheel Foreman, Experienced Ride Help, Useful People for Side Show. Pay from office. Athletic Show: I have complete outfit. Want Fun House, Motordrome, Monkey Show, Dog and Pony. This week, Butler, N. J.; week of 20th, Newark, N. J., Lyons Ave. and Fabyan Place; week 27th, Haverstraw, N. Y.; then big Fourth of July Celebration. All address per route.

**HELLER'S ACME SHOWS**

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



# Boys of Marks and Sol's Shows Drown; Bodies Recovered

BRIDGETON, N. J., June 11.—Willard Watkinson, 18-year-old employee of the John H. Marks Shows, playing here this week, was drowned in Sunset Lake Park, near the showgrounds, late Wednesday afternoon when the canoe in which he, with three other youths, was riding tipped over, throwing all in the water. The other boys, Billy Marks, Leonard Harrison and Dock Nappier, all associated with the show, were rescued by Belford Garrison, local youth, who was swimming at the lake when the tragedy occurred. Watkinson was the stepson of Roy C. McCarter, contracting agent for the Marks organization, and son of Mrs. R. C. McCarter, also with the show.

Watkinson's body was recovered early Thursday by employees of the show, John Clark, Jack Coleman, William Markham, Walter Lewis and Edward Binder, who with the aid of State troopers and the local fire department had grappled the lake all night. According to Coroner Frank Tongue, the four youths hired two canoes. They came up the raceway and beached them in the front of the hot-dog stand. While there two others from the show, Cecil Campbell and Cable Hartley, paddled off with one of the boats. The four gave chase in the other and as they neared the first one Nappier stood up in the canoe, tipping it, and all were thrown into the water. Coroner Tongue issued a certificate of accidental death by drowning. Watkinson's body was taken to Carl Funeral Home here.

ROCK FALLS, Ill., June 11.—Jackie Rice, son of Mr. and Mrs. Claude B. Rice, of Sol's Liberty Shows, was drowned here June 6 while swimming with several of his youthful pals on the organization. His body was taken to Wheelock Funeral Parlor, where services were presided over by the Rev. Omar J. Flanagan.

## CARNIVAL "POISON"

(Continued from page 41)  
cleared between \$25,000 and \$30,000 in Marysville and that during the past two weeks one small carnival and a circus took away some \$14,000 in cash. Such a statement is absurd. On the contrary, it is a fact that the gross receipts of all the circuses and carnivals combined that have played Marysville during all of Mr. Brown's Marysville residence have not equaled \$30,000, and out of those gross receipts the margin of profit is extremely small.

"Brown offers no reason for barring circuses and carnivals except a strictly

monetary one, feeling that it hurts his business and keeps people from the theater. In other words, people should not be permitted to choose their own form of amusement; that the theater is entitled to every amusement dollar and anything in competition to it should be maligned, ridiculed and barred.

"The Foley & Burk show is a big organization and has withstood such attacks as Mr. Brown levels at it for more than 30 years. We bring to the community an open-air entertainment of moral and physical value, and we claim it to be of far better quality than that offered by some other enterprises. Especially is this true from the children's and youths' point of view. Every week in a different community hundreds and hundreds of people are edified and delighted by the magnitude, the glamour, the system, the animation of our midway, where they can mingle with the carefree throng and get a thrill just from the hilarity of the crowd, and all this without spending a cent if they don't desire to.

Mr. Brown would put a prohibitive license on this sort of amusement. And speaking of licenses it is interesting to note that we pay into the city treasury \$350 for a stay of one week in Marysville. And that is within 310 of the amount of city license money that the Liberty Theater pays in three solid years. We have several hundred employees. Our pay roll for salaries for our week in Marysville is greater than the pay roll for salaries at the Liberty Theater for at least a year. Our employees are all ordinary people, consequently the major portion of our pay roll is spent in Marysville.

"I know we are not considered 'enemies of business' by the many local merchants from whom we purchase our supplies. I will mention a few in particular: the Ideal Bakers, the Valley Meat Co., Bossen Bros. Laundry, Little Cleaners, all newspapers, Bryant Bros. Grocery, Home Dairy, the P. G. & E. Burns Trucking Co., various hotels, restaurants, garages, cigar stands and even theaters.

"The Foley & Burk show is a California institution of long standing with an unquestioned record for integrity. Our winter quarters are at Oakland, and we have paid many thousands of dollars into the treasury of Alameda County in taxes. Our yearly license fee to the California motor vehicle department is more than \$1,500, and still we travel by our own special train. Many of our employees are engaged on annual salaries. They are heads of families, members of service clubs and civic organizations and respected citizens of their communities. Yet Mr. Brown would like to see us legislated out of business because he imagines that for one week a year we hurt the business of the Liberty Theater.

"People purchase amusement as they

purchase anything else they want, and the way for the movie man to overcome the menace of the circus or the carnival is to be ready to meet competition. Again I speak with knowledge and experience.

"I was manager of the National and Liberty theaters for two years. The records will show that during that time carnival and circus weeks were among the best for the theater, simply because I got ready and tried to give my patrons something more attractive than the carnival could offer.

"I am personally proud of two years' stay in Marysville and extremely proud of the hundreds of fine friends I have in this community. They come to see me on the carnival lot and are accorded the same courtesy and respect that they always received when I was manager of the local theaters. I do not believe my friends share Mr. Brown's views.

"Marysville has reason to be proud of its theaters and be proud of the high type of men who run them. They are men of splendid character and high principles. I am proud to have been associated with them. And knowing them as I do, I feel that Mr. Brown has spoken out of turn. He has voiced his own somewhat distorted idea and his sentiments are not indorsed by his employees.

"The theater and the outdoor show should not be antagonistic. Each has its own particular niche. Each is a power for good and an agent of happiness. Each is capable of rendering good and valiant service to the community.

—W. LEE BRANDON,  
"Marysville, May 28, 1938."

## HENNISS BASEBALL

(Continued from page 41)

by George Golden and with Tommy Carey as captain, is in first place, with the Concessions winning six games and losing four. Shows have won four and lost five. Rides have won four and lost five.

Others on the team headed by Captain Carey include the following: Louis Banaloni, roving short; Smokey Scruggs, right field; Joe Morris, left field; Carey, third base as well as captain; Earl Maddox, first base; Harold Weeks, second base; Louis Brodie, center field; Red Striegel, catcher; Cotton Waldon, pitcher, and China Jackson and Charlie Miles, substitutes.

Manager and captain of the show's team, with most of the players recruited from Raynell's Chez Paree and French Casino, is Cortes Lorow.

Members of the Lorow Wildcatters team are Eddie Kirk, Fred Cantrell, Bob Thomas, Robert Faircloth, Curley Koelber, Homer Acuff, Jimmie Mason, Albert Buyer, Johnnie O'Shea and Red Heaton. Line-up of the Rides team, with J. O'Brien as manager, includes S. F. Harbin, E. Swinford, J. Conway, C. J. Bower, J. Fitzs, M. Chomack, J. Colley, E. Crawley, E. Ruthkewski and E. F. Sappe.

Teams were organized in Atlanta several weeks ago at Lakewood Park and the games have aroused much interest throughout the organization. Concessions and show girls form active cheering squads and on the occasion of their recent visit to Janesville accompanied the team with Nell Lorow and Mrs. Laura Manos as cheer leaders.

Hope that the circuit of Royal American would be so as to meet baseball teams from other organizations has been expressed. A pennant will be awarded to the first-place team within the ranks of the carnival, however, at the end of the season.

## SCHREIBER JOINS

(Continued from page 41)

tion with their large line of notions, drug sundries and novelties. The main office of B&W is in Chicago and large branches are maintained in St. Louis, Detroit, Pittsburgh, Houston, Dallas, Cincinnati, Cleveland, Kansas City and Milwaukee.

"Hymie," as Schreiber is affectionately known among carnival people, is well known throughout the Middle West. He was formerly with Midwest Merchandise Co., of Kansas City, from which he resigned several years ago to operate his own business in that city.

## JAILLET SHOWS

(Continued from page 41)

George Grant operator of photo gallery, with one assistant, George Lieder, novelty wheel, Mrs. Gertie Lieder, milk bottles. Mr. and Mrs. George Lay and son, long-range lead gallery. Charles Thorburn, taffy candy. Bob Paris, ball game. Mrs. Bob Paris, candy apples.

William Dilley, blanket wheel, Howard Jaillet Jr., pop corn. William Richter, peanuts.

Executive staff: Howard Jaillet, owner and general manager; Mrs. Ida Jaillet, Social Security secretary; Melvin Olson, co-owner and treasurer; Gladys Olson, secretary; H. I. Jaillet, agent and advertising; Charles Hayes, chief electrician, mail man and The Billboard sales agent; Richard Martin, scenic artist and sign painter.

Mr. Kirk, of Fair Publishing Co., was a visitor and left with an order for many paper, and Lloyd Reese, manager Carcade of Fun Shows.—Reported by Charles Hayes.

## "STORK" HOVERS

(Continued from page 41)

Marie Scholibo, Mrs. Harvey Miller, Mrs. Francis Paige, Boots White, Hazel Clark, Mrs. Anne Lavin, Mrs. Fred Phelan, Mrs. A. Austin, Juanita Joseph, Mrs. Ed Dyer, Mrs. Robert Forritt, Mrs. Josephine Vaseo, Mrs. R. Myles, Mrs. Burtone Grantham, Mrs. Eddie Philion, Mrs. Irene Stanley, Mrs. Grace Pillingen, Mrs. Daisy Hennies, Vera and Betty Rogers, Mrs. Carmen Seymour, Mrs. Jimmy Griffin, Mrs. Margaret Lewis, Mrs. Johnny Faluso, Mrs. Ray, Helen Keller, Mabel Lorow, Mrs. Bert Lorow Jr., Mrs. Jack Dondlinger, Mrs. Bob Baldwin, Mrs. Edna Adams, Mrs. Mabel McLane, Scott Roberts, Mrs. Katie Reeves, Mrs. Joe Black, Pauline Murray, Mrs. Nash, Mrs. Lou Kallas, Mrs. Jack Rhodes, Mrs. Mills, Mrs. William Kemp, Mrs. Margaret Anachur and Mrs. Geraldine Vitale.—Reported by Joe S. Scholibo.

## ROYAL AMERICAN

(Continued from page 41)

and pulling in tandem they dragged wagons on iron sleds to designated positions. Shows could have opened late on scheduled evening, but committee conference of Elmer G. Velara, business manager; Carl J. Sedlmayr, general manager, and Dave Jarrett, ex-circus man, general chairman of carnival committee of Shrine Tobala Temple, under auspices of which shows are playing, resulted in postponement of date until Wednesday opening.

Three thousand estimated persons tramped about unprepared midway without benefit of shows' illumination towers Tuesday night. Ground crew worked all morning leveling furrows caused by tractors, and gate by 7 p.m. of actual opening was well over 5,000.

Delayed opening gave Royal American midwayites opportunity to visit Henness Bros.' Shows at Janesville, Wis., some 35 miles north, where numerous friendships were renewed. Walter Kemp, brother of Marjorie Kemp, lion rodeo star of Royal American, visited Walter's brother, who runs motordrome on Hennies. Joe Scholibo, Hennies press representative, acted as unofficial emissary in being host to Royal American visitors.

Cliff Wilson made hurried trip to New York to meet incoming steamship from Sumatra and India and purchased four large snakes as adjuncts to his Monster Show. Reported by Francis F. Healy.

## LINE O' TWO

(Continued from page 41)

encampment of the Veterans of Foreign Wars will be held here.

LEEDS, Mo., June 11.—Mrs. Lola Hart, wife of James Hart, is in the Tubercular Hospital here and reported as improving in health. Both Mr. and Mrs. Hart have been with the J. L. Landes and other carnivals over a long period of years. Mr. Hart, concessioner, is now in Kansas City getting ready to go on the road again.

PITTSBURGH, June 11.—Curtis L. Bockus announced here yesterday that he had severed connections with the Winters Shows and will launch his own show under the title of Curtis L. Bockus Circus Shows. He also stated the date for opening has been set for last week of this month in a city east of here.

## WANTED WANTED WANTED

Texas Longhorn Shows  
QUANAH, TEX., UPTOWN, THIS WEEK  
Followed by Elmer 7th Annual Rodeo and Rodeo Special Indulgence with Shows with their own transportation, such as Pat Show, Mechanical City, Uborn, Crime or Wax Show, etc. WANT AND MONEY CIRCUS. Opening for longhorn shows and cowboy shows, such as Blower, Devil's Booting and Country Shows, Hop-La, Buckle-Up, etc. Write to him at Mrs. Scenic Artist get on program. Devote Burlington, Bessie Cooper get on program. Address: Quanah, Tex.

TWENTY-FIFTH SEASON  
**FAIR AT HOME SHOWS, Inc.**  
Now Combined With  
**Traver Chautauqua Shows, Inc.**  
**WANT**  
Organized Wrestling Show capable of taking care of New Banners, Ring and Outfit. Also one other Novelty Show.  
FEW LEGITIMATE CONCESSIONS OPEN.  
**GEORGE W. TRAVER, Manager**  
WHITE PLAINS, NEW YORK

**WANT SHOWS, RIDES, CONCESSIONS**  
INTERESTED ESPECIALLY IN KIDDIE RIDES, OCTOPUS OR ANY NOVELTY RIDE, SHOWS OF MERIT, STOCK CONCESSIONS—FEW EXCLUSIVE FOR SALE. MARTIN, TENN., JULY & FOLLOWED BY CARROLL COUNTY HOME COMING. HUNTINGDON, TENN. WIRE NOW.  
**ROGERS GREATER SHOWS**  
NAYMARKET, NASHVILLE, TENN.

**KAUS EXPOSITION SHOWS, INC., WANT**  
FOR LONG SEASON OF SOUTHERN FAIRS ENDING IN MIDDLE OF NOVEMBER.  
CAN PLACE good Monkey Show and any Show that don't conflict with what we now have. Single Hit Attractions, Walk-Thru Shows and Fun House. CAN PLACE legitimate Concession and Stock Wheels of all kind. WANT reliable Foreman for Single Loop-o-Plane Wipe. WANT reliable, experienced Men for Octopus and Tilt-a-Whirl. Harvey Potts wants Gifts for Girl Revue. Address this week, Hillside, Elizabeth, N. J.



# WANTED

—FOR—  
**GREEN CAMP CENTENNIAL**

**JULY 20-21-22-23**  
Good, clean Sideshows of merit. Also Popcorns, Peanuts, Weight Scales, Ball Games, Candy Apples, Bingo, Root Beer, Cane Rack, Novelties, Fortune Teller, other Concessions. All Free Acts and all Rides booked.  
DANA G. BARBER, Secy., Green Camp, O.

# WANTED

—FOR—  
**IOWA STATE CENTENNIAL**

August 7 to September 5,  
COUNCIL BLUFFS, IA.  
High-class Midway Shows and Attractions, Amusements, Free Acts, small Circuses, Reviews and Shows for Amphitheater. Address BINK WRIGHT, Stanton, Neb., until July 1; then 121 Peard St., Council Bluffs, Ia.

**CARNIVAL WANTED for Olney, Illinois**  
**AMERICAN LEGION CELEBRATION**  
HIGHLAND COUNTY FAIRGROUNDS  
6-10 DAYS AND NIGHTS - 6 - JULY 4 TO 8  
in the Heart of the Oil Fields.  
**BIG RACING IN THE AFTERNOON.**  
**AT NIGHT GRANDSTAND SHOW, FREE ACTS AND FIREWORKS.**  
Free Gate, Independent concession write. All Address or Wire PHIL H. NEYDE, Olney, Ill. P. O. Box 448.

# WANTED CARNIVAL

FOR 33rd ANNUAL CELEBRATION,  
August 3-4-5-6.  
Shows, Rides, Concessions.  
SHAS. REYNOLDS, Secy., Humarville, Mo.

**Wanted - GOSHEN, IND.**  
**STREET FALL FESTIVAL**  
SEPTEMBER 22, 23, 24.  
RIDES, SHOWS, FREE ACTS, CONCESSIONS. In girl. First Come, First Served. Write or wire Wm. F. STORR, Chm.

# RIDES WANTED!

Head Rotary Club Community Celebration wants Rides July 3-4-5, 30,000 crowd. Just one round. Wire or phone at once. NICHOLAS T. MILLER, Chairman, Brazil, Ind.

# WANTED

For Carnival July 8-8  
At Olney, best and biggest ball in State; Merry-go-round, Children's Automobiles, Shooting Gallop, Fire Roller Station, Big Fish, Cat Toy and Milk Bottle Game, etc. ROBERT SCHULL, Chairman, S. D.

# WANTED

Up-Ring Shows, Colored Minutrel and Vanderlile Shows to play  
14th Annual Celebration  
July 2, 3 and 4, at pageant  
Write JIM M. BROWN, Adm., Cairo, Ill.

**48th Annual Reunion**  
Soldiers, Sailors, Marines,  
MAMMOTH SPRING, ARK.,  
August 14-20, Inc.,  
WANTS Carnival with 6 or more Rides, Shows, Concessions,  
E. E. STERLING, Secy.

# WANTED

Concessions, Athletic and Minutrel Show for South Whittier, Ind.  
June 30-July 1, 2, 4  
First in line from. Write or wire  
SLIM BISHOP, Columbia City, Ind.

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

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Cleveland's First Mardi Gras Is Set

CLEVELAND, June 11.—A civic festival, expected to draw 100,000 to the lake-front stadium, will be staged as highlight of Cleveland's summer entertainment program. Designated by Mayor Harold H. Burton as the city's first Mardi Gras, it is planned under civic and fraternal auspices.

First proposed by Al Sivat Grotto as a climax to its annual convention, other groups have joined, with Come-to-Cleveland committee, Convention and Visitors' Bureau and Cleveland Advertising Club backing fraternal. Street parade will precede the program.

Show will consist of gymnastic Olympics, homebands festival, beauty contest, peace pageant and fraternal spectacle, topped off by fireworks. Nationality groups and gymnastic organizations will play a big part. Ray Herberger is festival chairman.

## Acts and Emcee At Scout Camporee

WALTON, N. Y., June 11.—Boy Scout Camporee here on June 4, directed by Capt. Dan E. Fox, State police commander, was attended by 6,500 to see Scout activities and a circus program in front of the fairgrounds grand stand, which included the George Hanneford Family, baraback riders, and Will Morris and Bobby, comedy bicyclists.

Joe Hughes, of George A. Hamid, Inc., was emcee.

Program began with a parade and included drum and bugle contests, band concerts and cavalry drills by State police, among whom were William Mosman and Cody Compton, formerly with the Ringling-Barnum and 101 Ranch shows, and State Trooper Malah, who formerly worked for the 101 and Tom Mix ranches and contributed trick roping.

Former Heavyweight Champion James J. Braddock was a visitor.

## Midway in Ellwood City

ELLWOOD CITY, Pa., June 11.—On the midway of Cavalcade of Fun Shows, playing the third annual Firemen's Jubilee and Oldtimers' Celebration here on May 30-June 4, were Mr. and Mrs. R. J. Gooding, rides and concessions; Hazard and Posten, mouse game; Hollywood Revue; J. E. Matthews, pan game; R. Shepard, bingo; Tbd Mitchell, taffy; Mrs. Harry Arnold, candy apples; Davis, frozen custard; Miller, palmist; Tom Hughes, cookhouse, and F. M. George, photo. Other concessions were W. E. Shirley, William Mespelt, Murphy, Thomas and Williams. Free acts were Skyline Thrillers, high wire, and Weller and Durbin, trapeze.

## Ruthon Club Has Profit

RUTHON, Minn., June 11.—Jay Gould's five rides, seven concessions and Million-Dollar Spectacle were featured at the Golden Jubilee Celebration here on May 30 and 31, reports I. A. Polstad, chairman of concessions, who said the sponsor, Ruthon Commercial Club, made a substantial profit.

HELP This Department by Telling Committees About It.

## Brazil Group To Sponsor

BRAZIL, Ind., June 11.—At a celebration sponsored by the Rotary Club there will be fireworks, rides, free acts and band concerts. All kinds of concessions will be on for the midway. There will be baseball games in the stadium, horse-shoe contests and other sports. The large municipal swim pool will be open. Event will be in 80-acre Forest Park. Same group of business and professional men sponsored similar events in 1936-'37, which drew crowds each year in excess of 30,000.

## Shorts

CLINT & CLAY UNITED SHOWS, parades, contests for prizes and band concerts, were featured at a recent East Palestine (O.) Volunteer Firemen's Festival and Jubilee.

ANNUAL Canton (O.) Home-Comeing Celebration combined with State convention of Veterans of Foreign Wars will have shows, rides, concessions, free acts and special events. William Shiel is secretary-treasurer and Joe Jacobson is on program committee.

FOUR Peerless CROSSES are free attraction at Lady of Sorrows Church Carnival, Hartford, Conn., week of June 13.

A CONTRACT for the John B. Rogers Producing Co. to stage a historical pageant at Oswego (N. Y.) Sesquicentennial Celebration was secured by Bill Martin.

BINK'S Circus Attractions, with Leo Demers, were at West Allis (Wis.) Celebration on June 11 and 12, following an engagement in High Cliff Park, Hibert, Wis., on May 29 and 30.

AMERICAN Fireworks Display Co. has a \$1,000 contract for Staubenville (O.) Celebration, sponsored by the American Legion Post, said H. M. Elliott, chairman.

PLANS call for rides and attractions at Chester (W. Va.) Firemen's Street Fair. Percy Willison is general chairman and John Allison heads the advertising committee.

FREDE-ECKEL Post, American Legion, Sales Corners, Wis., will sponsor a three-day carnival, preceded by a popularity contest.

C. A. KLEIN has the contract for rides, shows, free acts and concessions at the Annual Home-Comeing Celebration, Warsaw, O. Roy Gooding's rides will be on the midway.

## CIRCUS FANS

(Continued from page 31)

Ill. A. T. Sawyer purchased 400 tickets for people connected with his company. Mr. and Mrs. Walter M. Buckingham, Mr. and Mrs. Bugs Raymond and Mr. and Mrs. Randall W. Palmer drove to Keene, N. H., on June 4, where they visited Barnett Bros.' Circus. Report a snappy entertainment. On Sunday they drove to Nashua, N. H., and spent the day at Benson's Wild Animal Farm. They had a chance for a short visit with Mr. Benson, who has been sick in bed, but who is now able to be out of doors for a short time each day.

John B. Tettlow, of Peoria, was a caller at the office of White Tops on June 9.

W. R. (Bill) Brinley, CPA, of Meriden, Conn., leaves winter quarters June 18 with his big five-ring miniature circus for summer engagement on the Million-Dollar Pier, Atlantic City, opening on the 25th. He invites fans to visit him when they are in Atlantic City.

## TRI-STATE CELEBRATION

AND OPENING NEW BRIDGE, OHIO RIVER.  
**Cairo, Ill., July 2-3-4**  
Want Independent Rides, Shows all kinds, and all kinds Concessions, street Acts and Drinks and Bingo. Will sell exclusive on Photo, Daggers, Show Cases, Pop Cans, Crutlers. Wheels will operate buy barks. Want two Capable Bingo Agents for all summer's work. Stationary Giant Bingo. Want Men in Street Fireworks and furnish signs for July 4th. Ticket Distribution with open place for summer season contact us at once. This is positive biggest Celebration in 100 mile radius and backed by entire Tri-State area. All address, CHAIRMAN COMMITTEE, Box 246, Cairo, Ill.

# WANTED

For one day only, a good Merry-Go-Round, Ferris Wheel and another good Ride, to be used at the Annual Celebration at Garfield Park, Topeka, Kan., Thursday, July 14. For arrangements, write GEORGE COBBE, Copper Bldg., Topeka, Kan.

# WANTED

SHOWS, RIDES, INDEPENDENT CONCESSIONS, FREE ACTS

FOUR BIG GALA DAYS, JUNE 29-30-JULY 1-2, MINE HILL, N. J. FIRE DEPT.  
Drawing population 50,000. Working conditions good. First Dolan in Five Years. Write HAROLD EBER, Garma, Mine Hill, N. J.

# WANT GOOD FREE ACT

For the Leonardtown Volunteer Fire Dept. Carnival, Second or Third Week of August. LOUIS CLEMENTS, Chm., Leonardtown, Maryland.

# CARNIVAL WANTED

ANY WEEK AFTER JUNE 20.

Sponsored by Phi Delta Kappa Fraternity—20th Year Showing. Write RALPH WALKER DAIRY, Wabash, Ind.

# WANTED

Merry-Go-Round, Ferris Wheel, Kiddy Rides, Concessions

**JULY 4th CELEBRATION**  
Streator, Ill.  
40,000 people—Business district midway  
Biggest Celebration in Central Illinois  
Address P. J. HART, Secretary-Treasurer, Streator, Illinois.

# WANTED SHOWS

3 or 3 Shows on popular night to appear 11 Summer Festival, London, Wis., on June 23 and 24.

**LONDON COMMUNITY PARK**  
London, Wis.

# WANTED CARNIVAL

For Week of either August 8 or 15  
For 12TH ANNUAL HOME-COMING

Cognet Volunteer Fire Department, Write H. J. WOODGARTH, Chm., Cognet, Ohio.

# WANTED

FOR 4th Jubilee CELEBRATION

At Kankakee, Wis.  
Concessions, Legitimate Stock Wholes, Show-Ride Shows. Write KANKAKEE BASEBALL ASSOCIATION, Kankakee, Mich.

# HAMPSHIRE, ILL.

Ann. Celebration July 4  
CONCESSIONS WANTED  
Concession Committee, PETERSEN, OGER & BAKER, Hampshire, Ill.

# FIREMEN'S JUBILEE

Sutton, Pa., June 29 to 30  
Shows, Rides and Concessions  
Write or wire M. A. BEAM, Wobler, Pa.

# WANT CONCESSIONS

For Stockton, Ill., Annual Street Carnival Day and Night  
Sponsored by Commercial Club, July 23-25-26  
Specially high class. P. C. NIEMEYER, Stockton, Illinois.



# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

### FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

## AT LIBERTY

1st WORD (First Line Large Black Type)  
2d WORD (First Line and Name Black Type)  
3d WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**ASPIRIN, RAZOR BLADES, HANDKERCHIEFS.** Combs and Druggs. Write for price lists. **AMERICAN DISTRIBUTING CO.,** P. O. Box 724, Knoxville, Tenn.

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES.** Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY,** Dept. 20, Dunellen, N. J.

**BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Uniforms, etc.** Sales equipment free. Experience unnecessary. **NIMROD CO.,** Dept. 43, 4922-28 Lincoln, Chicago.

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES.** Easiest thing today. Free samples. Also, sideline salesman for Name Plate and Tire Cover Transfers. **"RALCO,"** 1905 Washington, Boston, Mass.

**CREW MANAGERS, AGENTS—SELL PORTRAITS.** Large commission advanced daily. No deliveries. **N. Y. ART STUDIO,** Dept. 4A, Elmwood Sta., Syracuse, N. Y.

**LORD'S PRAYER ON PENNY ON CARD—\$2.00 a 100.** Samples, 3 for 10c. **DAVE MARKUS,** 131 South Honore St., Chicago.

**NEW SENSATIONAL GUARANTEED ELECTRIC Dry Shaver—Beautiful Black Bakelite Case, Chromium Head, 6-Ft. Cord, Pouch.** Your cost \$2.50. **PEERLESS, BN-8 S.** Dearborn, Chicago.

**NO FIDDLING—FREE BOOKLET DESCRIBES** 107 money-making opportunities for starting own business, home, office. No outfits. **BLITE,** 214 Grand St., New York.

**SELL BY MAIL—FORMULAS, BOOKS, PICTURES, Novelties, Signs, Bargains!** Big profits. Particulars free. **F. ELFCO,** 438 North Wells St., Chicago.

**SINGING FEET IN SUMMER—VITAMIN FOOT** Oil to relieve tired and aching feet; latest scientific idea. Big repeat business. Full size sample 70c. Details free. **TRUFOOD LABS.,** 6139 N. Campbell Ave., Chicago.

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS,** 925 Broadway, New York.

**500% PROFIT SELLING GOLD LEAF LETTERS** for Store Windows. Free samples. **METALLIC CO.,** 439 North Clark, Chicago.

## ANIMALS, BIRDS AND PETS

**ALLIGATORS—HARMLESS ASSORTED SNAKE** Dens: 8 Large, \$10.00; 10 Medium, \$3.00; 10 Large Water Snakes, \$5.00. Price list. **BOSS ALLEN,** Silver Springs, Fla., wire via Ocala, Fla.

**ANIMALS, BIRDS, MIXED FIXED DEN'S** Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parakeets for Wheels. **SNAKE KING,** Brownsville, Tex.

**ANIMALS, BIRDS AND REPTILES—IMPORTED** by **MEEMS BROS. & WARD, INC.,** Box B, Oceanide, N. Y. Rockville Center 5006. Write for price list.

**BABY ALLIGATORS—\$50.00 HUNDRED!** Alligators, all sizes; Large Dens Healthy Snakes, \$10.00, \$15.00, \$20.00 and \$25.00. Give us a trial. Know your needs. Satisfaction guaranteed. **SARASOTA REPTILE FARM,** Sarasota, Fla.

**BIRDS, ANIMALS, REPTILES, TROPICAL FISH** and Novelties for Zoos, Pet or Novelty Dealers. **NORTH MIAMI ZOOLOGICAL GARDENS,** North Miami, Fla.

**CUB BEARS FOR SALE—SMALL AND TAME.** Write today to Canada's largest exporters of Bears. **RELIABLE BIRD CO.,** Winnipeg, Canada.

## AGENTS AND SALESMEN

read

### DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

## WHOLESALE MERCHANDISE Department

THIS WEEK AND EVERY WEEK

**GILA MONSTERS, \$5.00; CHUCKAWALLAS, \$3.00;** Stunt Performer Hairless Dogs, Caeli, Wooden Indian, Deer and Buffalo Heads. **EVANS, Taxidermist, Phoenix, Ariz.**

**HEALTHY, FULLY DEVELOPED BUFF ORPINGTON Hens.** Write for Four Legs. Best cash offer. **G. F. GOERKE, Alhambra, Calif.**

**LARGE DENS HEAVY FAT SNAKES—INCLUDING Rattlers, Bulls, Kings, etc.** \$15.00. No delays. **THE AMAZON SNAKE FARM, St. Stephen, S. C.**

**PLENTY SNAKES—ARMADILLOS, IGUANAS, Gilas, Dragons, Alligators, Horned Toads, Chamsteons, Monkeys, Prairie Dogs, Coati-mundis, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Ringtail Cats, Peafowl, Hawks, Owls.** Write **OTTO MARTIN LOCKE, New Braunfels, Tex.**

**SNAKES, IGUANAS, TEGUES, HORNED TOADS,** 75c a dozen; Chuckwallas, 75c each; Red Rattlesnakes, Sidewinders. **ANACONDA SNAKE FARM, 3022 S. San Gabriel Blvd., Garvey, Calif.**

**SPECIAL THIS MONTH—RINGTAIL MONKEYS,** \$12.50; Spider Monkeys, \$17.50. Write for complete list. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE, Bell, Calif.**

## BOOKS, CARTOONS, INSTRUCTIONS, PLANS

**PROMOTE SHOWS FOR LODGES, ORGANIZATIONS, Etc.** No capital required. Write **ANTHONY SERVICE, 4 Everett Pl., East Boston, Mass.**

**VENTRILOQUISM—LEARN QUICKLY. EARN** big money as entertainer. Send stamp for particulars. **PROF. KINGSLEY, 1142 West 7th St., Erie, Pa.**

## BUSINESS OPPORTUNITIES

**BARBECUES—INTERIOR AND EXTERIOR** Models, \$145.00 and up; also Bake Ovens and Restaurant Ranges. **PEERLESS STOVE CO., Columbus, O.**

**FOR SALE—SMALL MUSIC ROUTE, GOOD** locations, 1937 machines. Priced to sell. **F. C. TOSCH, Fremont, Pa.**

**MILLIONS JOBS! GET DOLLARS IN MAIL** daily, like we do; for amazing employment information. Keep money. We fill your orders free. Stamp brings details. **CO-OPERATIVE SERVICE, 77 Swan, Room 211, Buffalo, N. Y.**

**POP CORN MACHINES—NEW MODELS.** Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO., 111 Locust, Des Moines, Ia.**

**POPCORN MACHINES—TWO FRENCH FLAKE,** brand new. Will sacrifice at \$125 each. Cost \$175. **KELMANS, 1775 Broadway, New York, Circle 7-0431.**

**SELL BY MAIL—\$1.90 PROFIT ON EACH** \$2.00 order. Particulars for dime and stamp. **THOMAS H. JOHNSON, JR., 8D-922 W. 6th St., Wilmington, Del.**

## COIN-OPERATED MACHINES SECOND-HAND

### Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A REAL BARGAIN IN PENNY OR NICKEL** Play—Jumbo, Prospector, Ace, \$5.00 each; Bally Derby, Peerless, Belmont, Blue Bird, All Star, Leatherneck, Red Seas, \$6.00 each; Navy, Light-A-Pair, Derby Day, Royal Races, Halesh, \$10.00 each; Heavyweight, \$14.00; Monopoly, \$15.00; Flicker, \$17.50; Spot Light, \$18.50. **SQUARE AMUSEMENT CO., 2011 Maryland Ave., Baltimore, Md.**

**AAA-1 BARGAINS—TANFORANS, \$59.50;** Skill Fields, \$145.00; Racing Form, \$34.50; Bangtail, \$110.00; Derby Day, Preakness, \$29.50; Jennings Deluxe Sportman, \$32.50; Bally Entries, \$49.50. **MARKEPP CO., Cleveland, O.**

**AD-LEE PENNY SHOPS—LIKE NEW, \$18.95!** Columbus A, round or octagon, \$3.50; Empire Toy Vendors, \$4.00; Log Cabin Duplex, \$14.95; Walkers, Silver Conests and others, \$1.25 up. **COLUMBIAN VENDING COMPANY, Parsons, Kan.**

**ARCADE MACHINES—PIN GAMES ASSORT-** ment of 50 like new, \$150.00 for the lot. **MUTUAL AMUSEMENT CO., 3114 Boardwalk, Wildwood, N. J.**

**ATTENTION—\$ DAVAL BUMPER BOWLING.** \$59.50 each. **SOUTHERN NOVELTY COMPANY, 123-35 W. Central Ave., Valdosta, Ga.**

**BARGAIN—10 50c BLUE FRONTS, SERIAL** over 400,000, thoroughly reconditioned, buffed and repainted like new, \$49.50 each. **SOUTHERN NOVELTY COMPANY, 123-35 W. Central Ave., Valdosta, Ga.**

**BEST PRICES PAID FOR FAIRGROUNDS,** Derby Day, Liberty Bell Consoles, Track Times, Free Races. **MARKEPP CO., Cleveland, Ohio.**

**BUMPER BOWLING, \$49.50; TURF CHAMPS,** \$24.50; Cargo, \$39.50; Snappy, \$49.50; Stoner Races, \$12.50; Spot Machines, \$10.00; Beam Lite, \$32.50; Reel Spot, \$12.50; Reel Dice, \$4.50; Reel Races, \$4.50; Reel 21, \$4.50; Toy Tables, Consoles, Arcade Equipment, 120 Pack Advance Cigarette Machines, \$19.50; Penny Nickel Merchandise, \$7.50. **LEHIGH SPECIALTY, 2d and Green, Philadelphia, Pa.**

**CLOSE OUT PHONOGRAPHS—5 MILLS** Demini, each \$79.50; 3 1936 Rockola, each \$64.50; 3 1937 16-Record Rockola, each \$89.50; 2 1936 No. 412 Wurlitzer, each \$76.50; 2 1937 16 Wurlitzer, each \$145.00; 2 1937 616 Wurlitzers, each \$145.00. 1/3 deposit with order. **AMERICAN DIST. AND SALES, 785 Conroy Island Ave., Brooklyn, N. Y.**

**DIME MACHINES—MILLS MYSTERY SINGLE** Jack Blue, \$47.50; War Eagle and Extraordinary, \$34.50; Green Q.T.'s, \$39.50. **COLUMBIAN NOVELTY, Rockford, Ill.**

**DOME TOP MERCHANTS, \$25.00; MUTO-** scopes, \$20.00; Rotarvs, \$49.50. Half deposit. **CLEVELAND COIN, 2336-B Prospect, Cleveland, O.**

**ES-KI-MO SHOOTING MACHINES—ONE LIKE** new; one used twelve days. Both have latest improved dispensing units. Guaranteed perfect condition. Make me an offer one or both with third deposit. **SILENT SALES, 1928 Fourteenth, N. W., Washington, D. C.**

**EXTRA SPECIAL—2 50c LATE JENNINGS** Chiefs. Serials above 125,000, only five weeks' play, \$49.50 each. **SOUTHERN NOVELTY COMPANY, 123-35 W. Central Ave., Valdosta, Ga.**

**FOR SALE—LATE ROCK-O-BALL ALLEYS** with Vialto Triple Scoring Device, Juniors and Seniors, \$60.00 each (rating \$100.00 extra). Half cash with order, balance collect. **BULLION, Station "O," Box 118, New York.**

**FOR SALE—FOURTEEN PENNY CANDY BAR** Machines. Used only 2 months. Each \$5.00. **WARDWARD SALES CO., 153 Mill, Lexington, Ky.**

**FOR SALE—SEEBURG, MODEL As, \$55.00;** Bs, \$60.00; Cs or Ds, \$75.00; Rockola Rhythm Kings, \$75.00; Wurlitzer 616, \$100.00. All in A-1 condition. **CARL D. KING, Elwood, Ind.**

**GOODBODY'S BARGAIN LIST IS WAITING FOR** You. We buy, sell or exchange. **GOODBODY, 1824 East Main St., Rochester, N. Y.**

**HI DE HO, ROUND WORLD, FIRE BALL, DAVAL** Base Ball, Score Board, Cross Line, Home Run, Ball Fan, Bally Bumper, Replay, Skooby, \$7.50 each. 1/3 deposit over \$10.00; under \$10.00 cash. **PARTLOW, 418 Main, Jacksonville, Fla.**

**NOVELTY GAMES—BUMPER, MAD-CAP,** Hold-'Em, \$5.00; Better Up, Scoreboard, Auto Derby, \$10.00; Great Guns, Forward March, \$15.00; Chicago Express, \$20.00; Ricochet, \$10.00. Half deposit. **CLEVELAND COIN, 2336-B Prospect, Cleveland, O.**

**ONE-BALL CLOSEOUTS—TEN STRIKE,** Classic, Prevue, \$14.50; Carom, Mazuma, Flicker, Monopole, \$12.50; Air Races, \$18.00; Miss America, Derby Day, Preakness, \$30.00; Arlington, \$35.00; Phantom, \$15.00; Fairgrounds, \$70.00; Fletwoods, \$75.00; Bally Entry, \$55.00; Daily Races, Brokers Tip, \$10.00; Bally Derby, \$7.50. Half deposit. **CLEVELAND COIN, 2336-B Prospect, Cleveland, O.**

**OVER 300 PIN GAMES AT GIVE-AWAY PRICES.** Send for list price. All duty paid. **CANADA AMUSEMENT MACHINE EXCH., 3353 Leaside Blvd., Verdun, P. Q., Can.**

**PENNY MASTER VENDERS, \$4.00; LITTLE** Nut, 1 1/2-Lb. Table Venders, \$1.75. 1/3 cash with order. **JOHN TRAGER, 227 Southwestern Pkwy., Louisville, Ky.**

**SCALES WANTED—WATLING, ROCKOLA,** Pace, Ridgevay. Must be priced right. State condition, etc. Write today. **SILENT SELLING CO., Marion, Ind.**

**SPECIAL BARGAIN—\$ SILVER DOLLAR** (\$1.00) Chiefs, guaranteed almost like brand new, \$89.50 each. **SOUTHERN NOVELTY COMPANY, 123-35 W. Central Ave., Valdosta, Ga.**

**USED PHONOGRAPHS—1935, '36, '37 MODELS,** \$25.00 up. Write for price list. **KAYEVA NOVELTY CO., 555 W. Douglas, Wichita, Kan.**

**REAL GUARANTEED BARGAINS FROM** World's Largest Automatic Stocks—Fairgrounds, \$59.50; Entries, \$69.50; Fletwoods, \$79.50; Ak-S-Berns, \$75.00; Quimetas, \$89.50; Stables, \$74.50; Arlingtons, \$39.50; Classics, Colden Wheels, Caroms, Turf Champ, Pampa Heavyweights, Jennings Deluxe Sportman, \$19.50; Jockey Clubs, Chuckettes, Deluxe Bells and Bally Bells, \$45.00; exceptionally clean Paces, Series 1718, 1674, 1994, at \$85.00; late Rays Tracks, \$75.00; late Dime Bangtals, Dominoes, Rollettes, \$85.00; Western Big Rolls and Jokerskills, \$75.00; Bucky em Trackroads and Seven Bells, \$125.00; new Bally Clubhouses, \$90.00; Seeburg Royalties, \$124.50; Novelty Merchandise, \$45.00; Bally Bakbits and Exhibit Hiballs, \$39.00; Bally Bellows, nickel or quarter, \$19.50; Western Triple Grippers, \$7.50; 25c War Eagles, \$25.00; Dime Chief, \$37.50; Dime Caille Doughboys, \$19.50; Dime Rollatots, \$25.00. Advise by Western Union collect how many you can use. Prompt confirmation by wire or wire third deposit for immediate shipment. **UNITED AMUSEMENT CO., 310 S. Alamo, San Antonio, Tex.**

**TRAILER—CAN BE USED FOR JOINT, HOUSE** Trailer or Diggers, Buckley's, Eries, Merchant, Microscopes, E. F. G. Iron Glass, Candy Bar Machines, Arcade Machines, Toledo Free Weight Scale, Queen-Your-Weight Scale, 300 Peanut Machines, Bargains, NATIONAL, 4242 Market, Philadelphia, Pa.

**WANTED—USED BUCKLEY DE LUXE AND** T. I. Diggers. Write **BOX C-548,** care The Billboard, Cincinnati, O.

**WANTED TO BUY—BALLY RESERVES, FLASH-** ers, Late Track Times, Grotchen Zepher, Penny Packs, 1-2-3's. **CLEVELAND COIN, 2336-B Prospect, Cleveland, O.**

**WANTED—1000 COUNTER MACHINES OF** all types for cash. We buy, sell and trade. **COUNTER MACHINE EXCH., 3307 Armitage Ave., Chicago, Ill.**

**WILL TRADE FIFTY NORTHWESTERN,** twenty-five Masters, nickel and penny Vendors, for Fairgrounds, Paces, thirty Play or Penny Cigaret Machines. **A. J. COMEAUX CO., Lake Charles, La.**

**WURLITZER P-112—\$50.00 EACH IN LOTS OF** five. One-half cash with order. All machines in A-1 condition. **SOUTHERN VENDING CO., 8 Third St., N. W., Atlanta, Ga.**

**YOUR NICKEL COIN CHUTES REBUILT FOR** Penny Play, fifty cents each by return mail. **F. RICHARDSON, 158-44 12th St., Detroit, Mich.**

**3/4" BALL GUM, FACTORY FRESH, 11c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.**

**1 TRACK TIME, \$110.00; 3 LIBERTY BELL,** \$60.00; 2 Preakness, \$25.00; 1 Derby Day with clock, \$25.00. **RICTOR KIRBY, R. R. 2, Box 158, Marion, Ind.**

**2 RAYS TRACK—\$75.00 EACH, C. M. DUCHE-** NAM, 4032 N. Main St., Dayton, O.

**6 WURLITZER 3KEE BALL ALLEYS—14-FOOT** Portable, 5c coin operated, new in case, \$200.00. **F. SEYFRIED, Massachusetts, N. J.**

**12 AIR BLOW MACHINES—COST \$197.50!** used 10 days, \$100.00 each; 6 Columbus 14 Peanut Machines, \$2.50 each. Phonographs, 4 late Seeburg A, \$49.50 each; 1 B, \$69.50; 1 C, \$75.00; 1 H, \$125.00; 1 K, \$149.50; Bally Basket Ball, \$30.00; Great Guns, Actions, Tournament, Daval Basketball, Sr. Tricks, Goff-Heb Register, Replay, \$8.00 each; 3c Cigar Vender, \$2.50. Deposit required. **AUTOMATIC NOVELTY, 900 Oakhill Ave., Atlanta, Ga.**

## COSTUMES, UNIFORMS, WARDROBE

**ALL BARGAINS—CHORUS SETS, \$1.50 CO-** stume; Bally Capes, Hulax, Oriental, Evening Gowns, Wraps, Shoes. **COMLEY, 310 West 4th, New York.**

**BAND COATS—REGULATION BLUES, BLACK,** \$2.50; Caps, new, \$1.50; Beautiful Cuffs, \$33.00; Purple Band Suits, \$2.00; White Jackets, \$1.50. **WALLACE, 2416 North Wabash, Chicago.**

## FORMULAS

**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL** Development. Newest guaranteed Formulae. Biggest catalog free. Special prices. **HUBBON LABORATORY, Chemists, 64-110 Sunnyside, Chicago.**

**FORMULAS—LATEST MONEY MAKING** Write for free literature describing newest Formulae for East Sellers. **H-BELFORD, 406 N. Keeler, Chicago.**



**FOR SALE—SECOND-HAND GOODS**

**CORN POPPERS — GASOLINE, ELECTRICS.** Rotary, Heavy Aluminum 12 Quart Popping Machine, Carmelcorn Equipment, Tanks, NORTHSHORE CO., 1528 19th, Des Moines, Ia. ly2x

**FOR SALE—PORTABLE RINK.** 60x95. Good condition. Cash or trade. **CRYSTAL CITY,** On Lake Wichita, Wichita Falls, Tex.

**FROZEN CUSTARD MACHINES—NEW ELEC-TRIC** Portable Aluminum Counter Models. When ice-salt \$150. **CREAMMASTER CO.,** 310-B East 35th, New York. ly2x

**NEW "VELVO" FROZEN CUSTARD AND ICE-cream** Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUS-TARD CO.,** Gastonia, N. C. ly2

**ONE GOOD RECONDITIONED HENRY E. Z.** Frezza Frozen Custard Machine, complete. Bargain. **FROZEN CUSTARD MACHINERY CO.,** 169 Thomas St., Memphis, Tenn.

**POPCORN MACHINES, CRISPETTE, CARMEL-Corn,** Potato Chip, Cheese Coated Corn Equipment. **LONG-EAKINS,** 1976 High St., Springfield, O. ly23x

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A-1 ATTRACTIONS — GENUINE DOUBLE** Baby, Giant Octopus, Doll House Illusion, Wire Show, Ant Circus Alive, Unborn Show, Cookhouse. **UNIVERSAL,** 3288 S. State, Chicago.

**COOK-HOUSE AND CRAB-JOINT—READY FOR** the road. Complete, reasonably priced. **HENRY MOUNT,** 244 Devey St., Buffalo, N. Y.

**FOR SALE—MONKEY RACER, THREE CARS.** Steel Track and Frame, Tent, everything complete, good as new. Bargain, \$300.00; Two-Wheel Trailer, \$35.00. **IRA SINK,** Winston-Salem, N. C.

**LOOP-O-PLANE—"EYERLY" SINGLE CABLE,** used five months. First \$550.00 takes it. Perfect, complete. **J. V. LOWNDES,** Imperial Beach, Calif.

**MERRY-CO-ROUND—40 FOOT, 8 ABREAST** Park Type, with Organ and Chevrolet Motor. Chas for cash. **B-K AMUSEMENT SERVICE,** 61 Cliffdale Ave., Edgewood, R. I. ly25

**HELP WANTED**

**AMERICAN PALMIST — RELIABLE.** LONG season Ontario. Week June 13, Lachute, Ont.; June 20, Pembroke, Ont.; June 27, North Bay, Ont. **SIMS SHOWS.**

**BLACK FACE FOR MED SHOW — STATE** lowest, sure salary, what you will and can do. Write **ANDREW STEPHAN,** Othello, Wash.

**JOE EDWARDS WANTS—MED PERFORMERS** in all lines, good Black Face that can sing, join on wire. State all. Address **JOE EDWARDS,** Grand, Ill.

**TWO DIVING GIRLS—ALSO WATER CLOWN** who can drive truck. State experience and salary. Full season's work. **JIMMY JAMISON,** care Billboard, 1564 Broadway, New York.

**VIOLINIST WANTED — MUST DOUBLE** Guitar. Permanent position with twelve-piece band. Prefer Vocalist and Arranger. State age, minimum salary and detailed qualifications. **HOWARD KRAEMER ORCHESTRA,** Glen Bay, Wis.

**WANT GIRL BAND OR GIRL MUSICIANS—** 8 weeks on road. Must have cards. State everything. Write **BOX 315,** Billboard, Chicago.

**WANTED—ALTO SAX FOR STYLE BAND.** Good salary. If Featured Vocalist will pay extra. State complete details in first letter, no telegrams. **BOX CH-49,** care Billboard, Woods Bldg., Chicago, Ill.

**WANTED—AGENCY WITH CAR. ACTS WITH** own transportation. Small Side Show. Write **IPAR CIRCUS,** General Delivery, Warsaw, Ind.

**WANTED—FAST-STEPPING ADVANCE AGENCY** with car for a Twelve-Piece Western Stage Unit. Percentage only. Write, don't wire. **MELROY RANCH SHOW,** care Hotel Annex, Columbus, O.

**MAGICAL APPARATUS**

**A CATALOGUE OF MINDREADING MENTAL** Magic, Spirit Effects, Horoscopes, Buddha and 1938-39 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. Form 148 illu-strated page catalogue, 30c. Since 1921. Beware of imitators. **NELSON ENTERPRISES,** 192 South Third, Columbus, O. ly2

**LARGE PROFESSIONAL MAGIC CATALOGUE.** 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. ly16x

**PINKY—STRICTLY PROFESSIONAL PUPPETS.** Ventriloquist Figures, Punch and Judy, and Marionettes. **PINKY,** 1313 N. Wells, Chicago, Ill. Illustrated folder free. ly25

**VENTRILLOQUIAL FIGURES—24-PAGE ILLU-**strated Catalog. 10c. **FRANK MARSHALL,** 2518 S. LaSalle Blvd., Chicago, Ill. Used by all professional ventriloquists. ly23

**Show Family Album**



SOME well-known showfolk enjoying the sunshine at Miami are shown in this picture, snapped in 1924. In the lower row, left to right, are Nats Miller, now operating rides on the Pacific Coast, and Hyman Neitlich, Chicago. Center row: Louis Gordon, now dead; Max Goodman, owner of Goodman's Wonder Show, and Jimmy Campbell. The man at the right is not known. In the top row are Mrs. Louis Gordon and Zebbie Fisher, Chicago concessioner.

The Billboard invites its readers to submit photos taken from 15 to 30 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 are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

**MISCELLANEOUS**

**LAM-A-FAB—A LIQUID FABRIC CEMENT.** Water and sun proof, always pliable. Sews seams and puts on patches that stay. Keeps your canvas goods in perfect condition. \$1.25 per pint plus postage. **J. J. RUSSELL CO.,** P. O. Box 187, Peoria, Ill. ly9

**M. P. ACCESSORIES & FILMS**

**BARGAINS—DEVRY AND OTHER MOTION** Picture and Public Address Equipment for Traveling Shows, Bands, etc. Write for complete information to **BOX 314,** Billboard, Chicago.

**BARGAINS—16MM. DEVRY CAMERA, \$20.00;** 35MM. Sound Westerns, \$15.00; Shorts, \$5.00 Reel. New and used Projectors. **BOX 87, Broadus, Mont.**

**CIRCUIT OPERATORS AND THEATERS—SAVE** money on 35MM. Film Rental. Complete programs. Features and Comedies only \$15.00 per week. Each program guaranteed. **MERTZ FILM SERVICE,** Virginia, Ill. ly2x

**MOGULLS REMOVAL SALE — SENSATIONAL** Specials: 35MM. Slide Projector, \$9.50; 35MM. Portable S-O-F Projector, 15 Watt Amplifier, Speaker, \$189.50; Hayden Projector Stand, fits all 8-16MM., \$5.95; Victor, No. 25, 16MM. Sound Projector, like new, complete, \$195.00; 35MM. Holmes Projector, complete, \$50.00; Safety 35MM. Subjects, complete, \$1.75; 100', 16MM. Film, includes processing, \$2.39; Sateen Screen, 9x12, \$15.00. Request Removal Issue, new Bargaining free. Enormous Sound-Silent Rental Library. Trades Accepted. **MOGULLS,** 68-B West 48th, New York City. x

**MOVIE ROAD SHOW BARGAINS — 35MM.** Sound Portables, complete, limited quantities, DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$159.50 up. Special bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATER SUPPLY CORP.,** 1600-B Broadway, New York, N. Y. ly23x

**MUTOSCOPE MOVING PICTURE MACHINES—** 24 All Iron Floor Mutoscopes with large Iron Sign Frames, guaranteed mechanically perfect, \$18.00 each. Crating at cost. **PALACE AMUSEMENTS,** Auburn Park, N. J.

**"PALS OF THE PLAINS"—5 REELS WILD AND** Woolly Smashing Western, All Talkie; also one Reel Sound Novelty Short, \$19.00 takes it all. First \$5.00 deposit gets it. **OAK STORAGE CO.,** Armitage and Western Aves., Chicago.

**UNUSUAL BARGAINS IN USED OPERA CHAIRS.** Sound Equipment, Moving Picture Machines, Projection, Spotlights, Stereopticons, etc. Free. Screen Machines repaired. Catalogue 5c. **FROZEN MOVIE SUPPLY CO., LTD.,** 1318 S. Wabash, Chicago. ly23

**USED 16MM. SOUND PROJECTORS — LESS** than half price. Victors, Synchronisms, Universals. **UNITED EDUCATOR FILMS,** State Theater Bldg., Pittsburgh, Pa. ly25x

**WESTERN, COMEDIES, SHORTS AVAILABLE—** Sound or silent. Special offer and list this week only. Let us know your needs and lowest prices will be quoted. **ZENITH,** 508 W. 44th, New York, N. Y.

**PARTNERS WANTED**

**WANTED — MALE DANCING PARTNER. DO** Tango, Rhumba, Apache, Acrobatic, Adagio. Waits, Modernistic. **EVE BAXTER,** 111 Wabash St., Detroit, Mich.

**PHOTO SUPPLIES AND DEVELOPING**

**ACT NOW, 4-FOR-DIME OPERATORS—AMAZ-** ing offer. New Portable Photo-Flash Outfit, only \$140. Send for free catalog of complete line of money-makers. Largest stock direct positive supplies in country assures quickest delivery. **MARKE & FULLER, INC.,** Dept. BC-11, Rochester, N. Y. ly25x

**ALL 4 FOR 10c OPERATORS WRITE FOR NEW** catalogue containing new prices on supplies and equipment. **WABASH PHOTO SUPPLY,** Terra Haute, Ind. ly25

**REGULAR \$175.00 STRIP PHOTO OUTFIT—** \$100.00. 4 for dime; also 3 for quarter size photos, \$125.00 complete. **HASSAN,** Box 971, Parkersburg, W. Va. ly16

**ROLLS DEVELOPED — TWO PRINTS EACH** and two Free Enlargement Coupons, 25c. Reprints, 25c each; 100 or more, 1c. **SUM-MERS? STUDIO,** Unionville, Mo. ly2x

**SNAPSHOTS IN COLORS—ROLL DEVELOPED.** 8 Natural Color Prints, 25c. Natural Color Reprints, 2c. **NATURAL COLOR PHOTO CO.,** 141, Janesville, Wis. ly23x

**SALESMEN WANTED**

**MUTOSCOPE SELF BUSINESS STATIONARY.** Book Matches, Advertising Gummed Tape, Advertising Pencils, Shell Moulding, Labels, Salesbooks, Rubber Stamps, Business Cards, \$1.50 thousand, 35c commission daily. Free news. Sales portfolio from. **DAVID LIONEL PRESS,** 312 So. Hamilton, Dept. M, Chicago. x

**SCENERY AND BANNERS**

**A-1 AMERICA'S LEADING CIRCUS-CARNIVAL** Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO,** 3544 North Halsted, Chicago. ly18

**BEST CARNIVAL AND SIDE SHOW BANNERS** on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 E. Halsted St., Chicago, Ill. ly25

**TENTS—SECOND-HAND**

**SIDEWALL BARGAINS — 7.68 OZ. DRILL.** Hand Roped, clean, white, good as new. 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent Bargains. **WEER COMPANY,** 1954 Grand Ave., Chicago.

**WE HAVE A NUMBER OF USED TENTS AND** Side Walls for sale. State size wanted. **ILLINOIS VALLEY AWNING & TENT CO.,** 111 Main St., Peoria, Ill. ly9x

**THEATRICAL PRINTING**

**COLOR HANDBILLS — 2x8, 1,000, \$1.25;** 5,000, \$3.25; 6x9, 1,000, \$2.00; 3,000, \$5.00. Flat Tickets, 10,000 \$6.00. 200 Letterheads, 200 Envelopes, \$1.50, prepaid. **STUMPRINT,** South Whitley, Ind. ly10c

**POSTERS AND CARDS FOR ALL OCCASIONS—** Special designs for orchestras. Flashy 14x22 cards, \$3.50 per 100. **CATO SHOW PRINT,** Cato, N. Y. ly25x

**WINDOW CARDS—14x22, ONE COLOR, 100** \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Penna.

**200 6-PLY 14x22 WINDOW CARDS, \$6.00;** 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. **DOC ANGEL,** Ex-Trouper, Leavittsburg, O.

**WANTED TO BUY**

**TWO CANDY FLOSS MACHINES—NATIONAL** or Nashville. Pay up to \$50.00 each if good shape. **KENNETH WILSON,** General Delivery, Kansas City, Mo.

**WANT CHEAP TOW WITH MIDDLES, MAR-** quees, Seats, Lights, etc. Animal Acts, People, consider partner. Address **FRED ARM-STRONG,** Kansas City, Mo.

**At Liberty Advertisements**

**Be WORD, CASH (First Line Large Block Type), Be WORD, CASH (First Line and Name Block Type), To WORD, CASH (Small Type), (No Ad Less Than 25c). Figure Total of Words at One Rate Only.**

**AT LIBERTY ACROBATS**

**YOUNG LADY AERIALIST—WISHES TO GET** in touch with recognized Aerial Act that has the work. **LADY AERIALIST,** care The Billboard, 1564 Broadway, New York City.

**YVONNE DENNIS—AGE 11, ACROBATIC** dances de luxe. Doing unusual routines, about 100 different stunts; also good tap, toe and toe tap dancer. Considered the best acrobat in the world for her age. Father desires work, too. Has complete wardrobe. Address **E. DENNIS,** 3402 E. Plerson Rd., R. No. 6, Flint, Mich. ly18

**AT LIBERTY AGENTS AND MANAGERS**

**ADVANCE AGENT—20 years' experience.** Can route and book any orchestra anywhere in the United States, Canada, Close cooperation. Sellers; include. **BOX 316,** Billboard, Chicago.

**AT LIBERTY BANDS AND ORCHESTRAS**

**AVAILABLE AFTER SEP-** tember 15—Nice Eight-Piece Commercial Band. Second summer Long Beach Casino. **BOB SHAW'S ORCHESTRA,** Long Beach Casino, Panama City, Fla.

**CHAS. STROUD ORCHESTRA—AVAILABLE FOR** summer engagement. Violin, Sax, Trumpet, Bass, Piano and Drums. Doubles. First-class dance, concert, floor shows, etc. Union. 23 Monroe Ave., Oshkosh, Wis.

**ROY SANDERS' SYLVANIANS — UNION, IT** men, desire summer location. Now on location. **DEL EDWARDS,** 1017 N. 9th, Reading, Pa.

**ROYAL KNIGHTS—SIX, EIGHT MAN SWING** Band. All young college men, together year. Will go anywhere. References. **JAMES OWNEY,** Box 264, Paris, Ill.

**SIX-PIECE BAND—MODERN, SWEET SWING** Style for hotel, club, resort or boat. Well organized, experienced. Wire or write. **ORCHESTRA,** 1103 Jenny Lind St., McKeesport, Pa.



3-PIECE GIRL ORCHESTRA—PLAYING 3 different saxophones, Barjo, Clarinet, Trumpet, Drums and Piano. Latest modern swing. Costumes and personality. Resort preferred. LOLA LEE, 7715 Lindberg Drive, Maplewood, Mo.

AT LIBERTY—Modern Eight-Piece Band. Organized three years. Desire location at once. Uniforms, radio, P. A. Library. Northwest, plus cash trio, three features, versatile. All desirable. Occasional without every job. Mountain hotel or resort preferred. Just finished location at one of Denver's finest hotels. BOX C-548, Billboard, Cincinnati, O.

ATTENTION, DANCE MANAGERS, American Legion Posts and others—Modern Ten-Piece Band, union open for July 24 and 4th. CHICK SALLE OUCHETHA, 333 Third, Food Co. LI, Wis.

DOE GOK'S Hit of the Week Orchestra. Eleven Union Musicians. Arrangements, vocalists, commercial and swing. Only reliable, serious, serious. Write or wire P. O. BOX 534, Perth Amboy, N. J. 3418

ORGANIZED 10-PIECE Dance Orchestra. Open for engagements summer season. All propositions considered. Address: ORCHESTRA, care YMCA, Flatbush, New York City.

TRIO—Dinner, Dance, Viola, Saxophone, Piano, including two Violins, Cello, Clarinet, Guitar, String and classical. Best character, performance. Location anywhere. Address BOX C-509, Billboard, Cincinnati, O.

4-PIECE DANCE ORCHESTRA—Play ten instruments. Put on floor show, including singing, tap dancing, club juggling, ventriloquism and other specialties. Available June 27. MANAGER, 8400 Addison, Chicago. Phone, Kerstone 8491.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—MALE HIGH ACT PERFORMER. Weight 130. Iron jaw, Traps. REX THOMAS, care General Delivery, Detroit, Mich.

AT LIBERTY FOR CIRCUS OR CARNIVAL—Capable Side Show Manager or Girl Show. Strong openings. Write SIDE SHOW MANAGER, Billboard, Chicago.

AT LIBERTY NOW—A-1 Professional Trick and Fancy Rope Artist and Horse Rider. Last season with George Hamel Roden. Great team with the best. Any good, reliable illoco. Circus and Fair, or any Western Attraction. Can deliver the goods. Don't drink. Write to Y. JAMES R. BLAKE, care Billboard Box Co., Cincinnati, O.

PRODUCERS OF LAUGH—Years of experience. Best of acts. All white wardrobe. Lots of real props. See anywhere. Three regular shows. Address: RIDICULOUS TRIO, Billboard, St. Louis. 379

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Colored Trumpet Player. Read, get off appearance. 25 years old. Orchestra, night club. Show experience. Will consider anything reasonable. HILB, HOLLIDAY, 1001 1/2 Chestnut St., Camden, N. J.

AT LIBERTY—(3) Violinists. Vandellia Clubs. Good playing, dance, violin to big, solo. Hamel, small solo. Best single or solo. Have car. BLIM WHITE, 1324 Bainsbridge St., Philadelphia, Pa.

SMALL COLORED ORCHESTRA—Best week-end ensembles of late season, night clubs or beer gardens, radio broadcast, radio of Lansing, Mich. BERNON HARRETT, 841 W. Main St., Lansing, Mich. Phone 42983.

AT LIBERTY DRAMATIC ARTISTS

LITTLE THEATER DIRECTOR—Young. Four years stage, one year radio. What have you? BOX C-345, The Billboard, Cincinnati, O.

AT LIBERTY MISCELLANEOUS

SCENIC ARTIST - BUILDING CARPENTER—Can build and paint anything for indoor or outdoor shows. Can join immediately. ELMER MORRIS, care Billboard, Cincinnati.

YOUNG MAN—AGE 32. RELIABLE, MARRIED. School teacher, wants connection for summer. Can build and set scenery for stock company or do theatrical lighting. Have some equipment. Carnival and fair experience. Have wheels and games. Best references. Write or wire TEACHER, 81 Cliffside Ave., Edgewood, R. I. 3225

AT LIBERTY M. P. OPERATORS

CAMERAMAN—With Production Experience wants assignment in week motion pictures. Here camera equipment. Will travel. DAN ALBERGO, 28-23 80th St., Long Island City, N. Y. 3233

AT LIBERTY MUSICIANS

TROMBONIST - ARRANGER—Experienced college man. Excellent reader, tone. Neat, sober. Arrange any style. All offers considered. YOUNG HARPER, Wynns, Ark.

A-1 DRUMMER—MODERN, SMOOTH, SWING rhythm. White Pearl Drums. Young, union, sober, reliable. Location only. Cut shows. J. DEZIO, 120 E. Tuttle St., South Bend, Ind. 3225

ALTO, TENOR, SOPRANO SAX, CLARINET. Arranger—Young, experienced and reliable. Tone and capable. Read anything. Alto chair preferred. State all, ask all. Can join immediately. Picture upon request. MUSICIAN, Box 202, Cortez, Colo. 3223

ALTO SAX — DOUBLE CLARINET, VOICE. Good reader, fake. Appearance, sober, reliable. State your proposition by letter, but can join at once. Do parts on show. TOM MATNEY, Waynesville, N. C.

AT LIBERTY—MODERN DRUMMER: EXPERIENCED and reliable. Have modern outfit. KEN TRISKO, 797 Sheldon Ave., St. Paul, Minn. 3225

AT LIBERTY—TENOR SAX, CLARINET, SING. Dependable, union, young, single, good habits. Read, take-off. No dances. Join reliable band. Location preferred now. JOE WM. BROWN, 205 E. Locust, Bloomington, Ill.

DRUMMER—GOOD SET. SUMMER RESORT. Night or night club. Play anywhere. Write JACK BOLGER, Lambertson, Minn. 3225

EXCELLENT DRUMMER AND BASS TWILER. Two batons simultaneously. Experienced, all qualifications. Only reliable apply. ELTON KANTZER, 428 E. Third St., Peru, Ind.

MUSICIAN - CARPENTER - PAINTER — A-1, to locate; also good Band Leader. Go anywhere. Play Eb and Bb Clarinet. EDWARD PETERS, 531 Hamilton St., Roanoke Rapids, N. C.

ORGANIZED BRASS SECTION THAT DOUBLES desires change. Experience movie, shorts, recordings, stage, radio, dance work with name bands. State particulars. No misrepresentation. H. H. STUMPF, care Box 76, Pleasantville, Pa.

SAX MAN—DOUBLING ALTO, TENOR, CLARINET. Prefers location. Age 23. Experienced night club. Reads very well, teams nicely. Write or wire 918 Sixth St., La Salle, Ill.

SCOTTISH BAGPIPER — FULL WARDROBE, long and varied experience. R. W. GURLEY, General Delivery, PHSburgh, Pa.

STRING BASS—DOUBLE BRASS BASS, UNION. Young, sober. Go anywhere. Cut or no notice. Panics lay off. LYLE MANSON, Marlon, Ia.

TENOR SAX AND CLARINET—ALSO ALTO SAX. Young, experienced, reliable, union. Prefer anything and modern go. Good tone. Read location but will consider any reliable offer. State all particulars. "BENNY" BENDIT, Hotel Miller, La Salle, Ill.

TRUMPET—YOUNG, SOBER, DEPENDABLE. Fake, modern, take-off swing. Go anywhere. Drummer, young, sober, dependable. Fear cut-off, modern dance band experience. Will separate. MUSICIANS, 3565 Emerald St., Philadelphia, Pa.

AT LIBERTY—Saxophone and String Man. Experienced dance man. Dependable and reliable. CARL W. SHOLL, Hicksville, O. 3218

ELECTROIAN AND SOUND MAN—Play Alto Sax and Violin. Canvas experience. Young, reliable and capable. Address PAUL W. SMITH, La Plata, Mo.

QUINITY—Experienced all types of modern guitar work. Past 5 years with semi-name bands. Young, union. Have 1400 guitar. Jobs at once if you need them. FREDRICK STYVICH, 834 W. Seventh, Decatur, Ill. 3225

PIANO AND VIOLIN TEAM—At liberty for summer resort, cocktail lounge. Two girls. Thoroughly experienced. MURRAY & RAMSEY, 812 Island Ave., Chicago, Ill.

SAX, ALTO, TENOR CLARINET—Read, go (have Clarinet), 1st or 2d Tenor Voice. Plenty experience, good set harmonica, etc. (for small combinations). Have Piano Man, good voice, together or solo. We can handle 2-piece job very good if good offer. Complete address. G. BOB DODD, 67 N. 17th St., Minneapolis, Minn.

STRING BASS—Union, reliable, experience. Can furnish Tenor Sax. Clarinet also. Pleasant. Worked together five years in same band. Location preferred. JOHN R. BROWN, Nunguss, Mo.

TENOR SAX—Doubling Clarinet. Good tone, read, fake and play. Sober, dependable, plenty experience. Prefer location. Contact with KRON BERRY, General Delivery, Memphis, Tenn.

TRUMPET, TENOR SAX, PIANO—Three brothers. Sight read and take-off. Latest styles. State pay. Join immediately. Write or wire, CHAS. MC CATANAGUE, 402 W. 84, Missouri, Kan.

WE CAN PLAY your Trio arrangement—Violin, Cello, Piano, with Violin, Pianoforte. Also Viola, Alto, Piano, Saxophone doubling Clarinet, Guitar for dancing. Comprehensive library. Experienced radio, records, hotels. Write best offer. BOX 377 Billboard, 1384 Broadway, New York. 3224

1ST AND 2ND TRUMPET MAN and Alto or Tenor Clarinet—Piano Man. Any club. Also Drummer. Car, go anywhere. MORRIS BENZ, 51 Bridge St., Paterson, N. J.

AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS—SENATIONAL Double Trapeze, Comedy Revolving Ladder. Address Billboard. 3218

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. 3229

BALLOON ASCENSIONS—Parachute jumping. Modern equipment for fairs, parks celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 4704 W. Washington St., Indianapolis, Ind. 3225

BALLOON ASCENSIONS—Parachute jumpers Shot from Cannon in Mid-air. Fireworks, Night Ascensions. Write RUSSELL, care The Billboard, Cincinnati, O.

BALLOONIST — PROF. CHAS. SWARTZ, 4th July Week. Address Humboldt, Tenn. 3222

BALLOONISTS AND AIR-Plane Parachute Jumpers. Go anywhere for reliable, commission, fair, reliable. E. B. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. 3218

TUMBLING AT WOODS—Boro Raggedy Ann, Falling House. Billboard, Cincinnati, O. 3225

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. 3227

AT LIBERTY—BROWN, THE CLOWN COP, for Fairs and Celebrations in Michigan, Indiana, Ohio, Illinois, Wisconsin. Grand stand, track and platform. Literature and prices on request. BROWN, The Clown, Cobles, Mich.

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, Spring Lake, Mich. 3218

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo) 3225

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, Spring Lake, Mich. 3223

DIXIE DANDY DOG AND MONKEY CIRCUS—First: Large Baboon, fine performance on rolling globe. Second: Large English Sheep Dog doing pick-out act, adds, abstracts, picks out colors, flags, etc. Third: Four dogs in outstanding routine of difficult tricks. Three fox terriers, one Samoyede, no mutts. Fourth: Feature attraction, Rhesus Monkey in hard, fast routine of exceptional tricks. Finish trick walks pair of stilts six feet high. Property presented by young man and woman. Best of wardrobe, hats and props. RALPH HAWKINS, General Delivery, Louisville, Ky.

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobats Act. BINKY'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. 3222

HIGH DIVE — HUNDRED FOOT, LUMINOUS lights for evening performances. Will go anywhere at anytime. Dependable. Write or wire RUSSELL ENGREN, 3206 Forest Manor, Indianapolis, Ind.

WORLD'S GREATEST ALLIGATOR WRESTLERS. Capturing Alligators Barehanded. Spectacular educational attraction. Featuring ALLIGATOR JACK COPPINGER, 1850 N. W. 19th St., Miami, Fla. 3225

CARMEN'S CIRCUS REVUE — FOUR COMPLETE and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamson, Mich. 3225

SI, FANNY AND TRICK MULE EBNER—AVAILABLE for parks, fairs, night clubs, theaters. SI OTIS, Billboard, Cincinnati. 3225

THE ORIGINAL WOLTERS TRIO—2 MEN, 1 Lady; 3 distinct acts that are top-notch, balanced and entertaining. For fairs, celebrations, July 4th open. We do not disappoint or misrepresent. Write, wire care Billboard, 54 W. Randolph, Chicago. 3222

AERIAL COWDENS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illustrated Spring Ladder. Literature and prices on request. Address The Billboard, Cincinnati, O. 3227

AT LIBERTY—Four separate Acts. Wire Walter A. Kover for number Act. Balance Trapeze Act, Juggler, Freshing new and different from the past. CHESTER HURK, Wabasha, Minn. 3220

AT LIBERTY for Parks, Summer Resorts and Vaudeville dates. Two big feature acts; Lady Musical Act, Mass. Ventriloquist and comedy. High-class, well-balanced and balanced. Incorporated trapeze. Address BOX C-544, care Billboard, 25 Opera Place, Cincinnati, O.

CHARLES LA CROIX (In Person)—Original, Outstanding Novelty Trapeze Act. A high-class feature. Free literature. Available in 4th July week. Address, Harry Hill, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Write or wire, CHARLES LA CROIX, 1204 S. Anthony Blvd., Ft. Worth, Tex.

OMAR AUGUSTUS — High-class Trapeze Artist. Commissioned wanting a real feature novelty act as a free attraction for your 4th of July celebration and other events. Set in touch with me. My act can be erected on your platforms and featured. I have complete and shiny apparatus and do a real act. Literature and prices on request. Address CHAS. A. H. BENDER Drug Co., 602 Calhoun St., Ft. Worth, Tex.

OLSON MOTORCYCLE COP — Juggling, Wire, Comedy Prop Hoop Act for pulling contests, etc. General clowning. Aerial grandstand balljuggling and 4-B act. Address ART ATTILA, 1150 North, Chicago.

DONALD CLARK Presents Donnie Hinnant, clever Novelty Balancing Black Wire and Juggling Combination. 2 acts in one. R. F. D. No. 1, Springfield, O.

EDUCATED AND THICK PONY—Good looking, wonderful performer, reliable, available in 4th July week. Address, GEO. R. ROBERTS, Manager Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Telephone SA-Gene 5586.

FAIRS AND OUTDOOR Celebrations—Quartets. Hiring music and sing. Platform or grand stand, and or even set in room with me. My act can be erected on your platforms and featured. I have complete and shiny apparatus and do a real act. Literature and prices on request. Address CHAS. A. H. BENDER Drug Co., 602 Calhoun St., Ft. Worth, Tex.

FOR INFORMATION regarding the World's Greatest and Trained Animal Act for every event write RICH'S ANIMALS, 1200 Linwood Ave., Jackson, Mich.

FOR PARKS AND CELEBRATIONS—Horns and Musical Act. Available in 4th July week. Write to H. R. MILLER, Union, Wis. 3225

FRED AND MARIE OUTKRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act, Resonable. Hinder 3225

HIGH SWAYING POLE and Highest Aerial Capabilities Act. with original costumed thrilling features. Two different acts. BOX C-530, 3011 Board, Cincinnati, O. 3218

PAMAHASIKA'S Pantom Acting Coaches. They're great. They're wonderful. They're famous. A feature for any show. Presented by the well-known Prof. Pamahasika himself. Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA-Gene 5586.

PROF PEAK—Franch and Jody. For engagements new and summer resorts, parks. PROF. PEAK Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA-Gene 5586.

PAMAHASIKA'S Dog, Pony, Monkey, Bird Circus. For a Good Standard Attraction. Geo. E. Roberts, Manager. PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA-Gene 5586.

SENATIONAL HIGH FIRE DIVE—Has been open three. Address GAPT. EARL McDONALD, care The Billboard, Cincinnati, O. 3225

SENATIONAL REVUE—Rights to Sixteen Shows in time and operation, platform, aerial acts, bands. For fairs, celebrations, etc. Guaranteed. BOB DOWNER, 1045 Broadway, New York City. 3222

THE LEROUX—Lady and Gent. Comedy Duo. Act: also Aerial Act. 1801 W. Main St., Belleville, Ill. 3225

THREE BOYS—Tight Wire, Slack Wire and Double Hoops. All acts first-class every way. Write for prices and literature. RALPH AND SYLVIA CHERRY, Kankakee, Ill. 3225

TWO ACTS — Spanish Wire and High Trapeze. Costumed costumes. Special lighting equipment in night appearances. Read if desired. BOX C-465, care Billboard, Cincinnati, O. 3227

VAUDEVILLE'S CIRCUS—Ten Dogs, Cows, Monkeys. Two distinct acts. There is no better establishment for any audience. Price reasonable. We never disappoint. Address Peoria, Ill. 3222

AT LIBERTY DANCE PIANIST—TEN YEARS' EXPERIENCE all types of dance work. Union. PIANIST, General Delivery, Peoria, Ill.

EXPERIENCED PIANIST WANTS STEADY work. Write full details to JIMMY, Box 94, Grantville, Ga. 3225

HIGH CALIBER PIANIST—COLLEGE GRADUATE, age 24. Read, fake, etc. PHILIP JOHNSON, 350 E. King St., Franklin, Ind.

PIANIST—EXPERIENCED, ABILITY, ALL ESSENTIALS. Modern chorus, read, fake, etc. Young, union, sober and appearance. Write or wire details. REG COPEHAWER, Utraville, Pa.

EXPERIENCED PIANIST—Available immediately. Rhythm, take-off. Young, reliable. Write or wire details. MUSICIAN, Barrie Hotel, Columbus, Ga.

AT LIBERTY INSTRUMENTAL SINGING DUO—Fine drifting unit. Both boys sing and double guitar, being and sweet, modern arrangements, extraordinary tone and solo. Jackie Hobbs style. Very reliable. Three clipboards and pictures. JACK AND TED, Box 870, care Billboard, 1364 Broadway, New York.

AT LIBERTY SINGERS

AT LIBERTY—Singing, dancing and monologue. Team of Three Young Sisters. Comedy act runs 30 minutes. Have own costumes. Team available for summer week-end engagements. Free cut-off-town bookings. Write to EARLE SCOTT, Artist Representative, 104 W. 75th St., New York City.

AT LIBERTY—SINGING AND DANCING Blackface Comic for road or unit. Salary your best. Write or wire, stating full particulars in first to SMOKY MILLER, General Delivery, Harbin, Ky.

TEAM—MAN - WOMAN, FEATURE, BLACK. Straight, Produce. Woman, Straight, Characters. Both up in all acts and bits. Double singles. Change often. Have modern wardrobe, car. PERFORMERS, Mayfair Theater, Dayton, O.

YOUNG GIRL WANTS TO JOIN DRAMATIC Show. Can sing. NANCEE LEA, General Delivery, Des Moines, Ia.

GIRL DANCER—18 years old, good looking, good wendee. Wants night club or theater work. No best work. All type of dances. BOX C-487, Billboard, Cincinnati.

NOVELTY MUSICAL ACT—Single. Start up and close, such as playing them, names of some time, play saxophone and clarinet at same time. All State all in first. BOX 878, Billboard, 1364 Broadway, New York.

NOVELTY TEAM — For Mel or Band Show. Start up or end of show. Excellent. Features of some time. Write to GLENNY AND FORD, Melrose, O.

GROVES (Continued from page 51)

Spider Payne, lighter, and Cyclone Williams. Side, Carl Hagen, manager. Groves and Nudist Colony, Frank Gardner, manager; Ginger Gardner, Dorcas Trent, Billie Hicks, Donna Campbell, dancers. Minstrel, Elmo Florence, front. Kay Wallace, emcee; Leona Bean, Louise Bernell, Cleo Robinson, Lillian Sack chorist; Johnny Temple, Charles Dodson, James Boy Cloyd, comedians; Jap Louie's band, Concessioners; Mrs. Pleasant Gender, cookhouse; Bill Lambert, O. Ford, Pete Franks, Betty Propper, Guy Smith, W. W. Cochran, Bernard Bell, G. K. Shouse, William Mindsch. L. A. Freeman, C. G. Fleischman. HENRY BETA.







# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

## Concessioners Up Giveaways

Handing out more merchandise prizes seen as way to increase play

CHICAGO, June 11.—With the first real summer days coming along a bit belatedly smiles on faces of concessioners at parks, fairs and carnivals rival the brilliance of the sun which is causing those smiles. After a number of disappointing weeks the boys are really bucking down and making every endeavor to recoup the losses they suffered earlier in the season.

Reports from practically all shows and parks indicate that the boys are resorting to one basic principle to make players spend more money at their stands—and that is to give away more merchandise prizes.

Ball game operators, guess-your-weight men, roll-downs, penny pitch and practically all other concessioners are stocking up in anticipation of using the merchandise lure to attract customers and keep those customers playing.

Ben Hoff, who for years has sold merchandise to concessioners and who knows many of the boys intimately, returned recently from a road trip and says that the majority of concessioners will pass out more merchandise this year than ever before.

**IT'S ALIVE  
With Interest!**

**Merchandise on  
the Midway**

By BEN HOFF

**Watch for It  
in the**

**Summer Special  
Number—June 25**

**BINGO  
BUSINESS**

By JOHN CARY

IT IS ENCOURAGING TO SEE SO POWERFUL an organization as the Catholic Welfare Committee throwing its resources into a fight to lift bans placed on bingo in various cities. Charles J. Tobin, secretary of the committee, last week wrote the Bill of Rights Committee in Albany, N. Y., saying:

"To clarify our stand, we suggest that many games of chance classed as gambling and therefore now unlawful are commonly regarded as harmless diversions and justly so.

"Why not empower the Legislature to remove the ban on them? This would lead to better enforcement of the anti-gambling laws."

It goes without saying that we thoroughly agree with Tobin's and the Catholic Welfare Committee's stand on this subject. (See BINGO BUSINESS on page 42)

## Toys Big Profit Makers for Streetmen, Demonstrators

Many new numbers attempting to follow in the success footsteps of Hi-Li and Yo-Yo are providing workers with money-making opportunities

NEW YORK, June 11.—Apparently having had visions of duplicating the tremendous profits netted by manufacturers of such popular playtime items as Hi-Li and Yo-Yo, both of which swept the country and made real money for streetmen, demonstrators and other workers, several manufacturers have brought out new toy items with appeals similar to these two winners. Some time ago Morris Levich introduced a stick with a wooden cup at its top and a string with a wooden ball on its end attached to the stick and catch it in the little wooden cup. Levich called his gadget Hole-in-One. Item had a tremendous sale in several sections of the country and particularly on the West Coast. Valuable publicity was garnered when a major motion picture concern had one of its featured players fool around with Hole-in-One in a recent picture. Item still is reported to be doing well and many streetmen and demonstrators are picking it up.

Newer than Hole-in-One is the Champion Torpedo manufactured by Champion Products Co. Item is a streamlined wooden torpedo, brightly colored in red, white and blue. Overall length is five and one-fourth inches and it uses ordinary caps similar to those used in toy guns. When the Champion Torpedo is dropped on the ground or tossed against a wall it explodes with a reverberating bang.

Sales on the Champ Torpedo also are reported to be exceptionally good. Manufacturers claim that in the Boston market alone more than 1,000 gross were sold in a week. At present the Champion people are expanding their distribution on the item and it is expected that it will meet with favorable public acceptance in other territories.

The Singing Lariat, originally popularized here by The New York Evening

## Night Club Ops Ask Bingo Okeh

CANTON, O., June 11.—Beer parlor operators and night club owners have requested Mayor James Secombe to restore bingo, with city welfare agencies receiving part of the receipts.

Several weeks ago the same organizations asked the mayor to ban the game, which he did. Now they claim business is so poor that legalized bingo might help increase sales. They further claim that places outside the corporate limits are taking their trade because bingo is not banned in the county. The mayor did not indicate what action he will take.

## Popular Items

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

### Deodorizing Devices

A series of deodorizing devices has been placed on the market by the Everlove Mfg. Co. All are based on a new basic product controlled by the company which is believed to be remarkably efficient in its major purpose. Because of the variety of products in which the deodorant cake is used it forms a com-

plete line for home salesmen, demonstrators and streetmen. One is a hanger for garments, with two sticks of the compound embodied in the lower part of the triangle frame construction. This is demountable so that cakes can be replaced when necessary, and no additional space is taken up even in packing by this type of hanger. Another is a small fan in a cabinet which controls

Journal-American as a giveaway for kiddies, has been picked up by a number of jobbers, and streetmen and demonstrators are doing a nice job with it. It is also said to be catching on in other territories where it has been introduced. Item has the novelty toy appeal and the age-old "Wild West cowboy" appeal for juveniles. Another name by which this and similar items are known is Bumble Bee.

Still another item in this classification which has met with some success since its introduction is Zing Zong, a spinning device which makes an owl-like sound and has a great deal of color and general appeal. A similar item is one recently introduced and sold under the name Katz Meow.

Whizzo and Zoop-Ball are two more popular items in this category. Both are amazingly good demonstration items and have a tremendous action appeal, combining a necessity for skill of hand and eye. Items are made by the Stewell people in Chicago, who report that both are being favorably received in many markets.

All in all, with the many toy gadgets (See TOYS BIG on page 42)

## Orchar Park Has New Bingo Layout

AKRON, June 11.—One of the most elaborate bingo layouts in Eastern Ohio has been opened at Orchar Lake park near here by the Walbridge Club, Inc. Referred to as a membership plan set-up, this deluxe club is attracting heavy patronage.

Plans are under way by another group to take over the old Land-o-Dance pavilion south of here and convert it into a bingo club, with accommodations for several hundred players. All new equipment is to be installed. District bingo spots are exploiting their new clubs thru the medium of generous newspaper advertising in the Akron papers.

## Salesboard Ops Find Sports Goods Move Well

CHICAGO, June 11.—Arrival of almost perfect summer weather, plus an unprecedented interest in baseball and other sports, is the factor responsible for the healthy demand for athletic merchandise, according to several of the leading wholesale outlets catering to resort spots and salesboard operators.

Concessioners and other outdoor workers, in experimenting to find out which merchandise produces maximum results under existing conditions, are finding that sports equipment is now among the most popular. Baseball and softball accessories, golf clubs, bags and balls, tennis rackets and fishing paraphernalia are in considerable demand by operators.

Outstanding success with this merchandise, however, has been enjoyed by salesboard ops who offer some attractive deals, notably a rod and reel and tackle box combination and bat, ball and glove group.

The fact that the outdoor sporting season still has several months to go and offers opportunity for featuring such a wide range of merchandise has many boys counting on this goods to be the season's top puller.

**DEALS**

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Ventriloquist dolls are still going strong. What at first appeared to be a fad with a definite period is now big business. And there seems to be no end in sight to the popularity which these clever creations are enjoying. Edgar Bergen sure started something when he put his wooden-headed pal on the air.

Charlie McCarthy, Dummy Dan, Willie Talk, Gabby Joe and Lippy Lou have made salesboard history for large-volume sales on a quick turnover, and manufacturers are constantly adding new numbers to keep the public buying.

One of the latest trends is to duplicate characters which have become famous in other fields. One of these was introduced in vent form last week by N. Shure—Walt Disney's Dopey. According to reports, Ralph A. Freundlich soon will announce three others which are labeled "hit" from the word go. They reproduce comic-strip characters known to almost every child and grown-up—Herby, Kayo and Dick Tracy—and have the flash, color and price to move.

From all indications vent dolls will move strongly right thru the summer. Operators should keep this in mind when setting up new deals.

One of the boys tells us that he did not realize what a wonderful business the salesboard business is until he tried something else recently. He ran into what looked like a good proposition, but after two weeks gave up in disgust. He'd better to laying cards again and glad of it.

J. Mallory info: he received a fine response to his candid camera deal announcement. Which just backs up the reaction he has received to his deal locally, he says. Candid cameras are hot right now and should make money for all operators who decide to feature them.

Happy landing.



**SNOW WHITE AND SEVEN DWARFS. Positive Sensation on LIVE LUCKY TURTLES**



10c Each in 100 lots. Hand-distributed.

Sells like hotcakes for 25¢ at Fairs, Parks, Carnivals, Circuses, Shows, etc. Only 2 lbs. long, decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck.

Immediate Delivery, waterproof, full colors. Name of your attraction, town or person's name, hand-lettered.

Walt Disney Dishes, Complete Dec. \$1.50  
 Floral Designs, 500, 9c  
 Individual, Self-Mailing Postal Approved Boxes, Each 1c  
 Wonderful Turtle Food in Cellophane Envelopes (100 Seller), per 100, \$2.50  
 P. O. B. Chicago, Approx. 8 lbs. per 100. Exclusive Licensees for Turtles By Walt Disney Enterprises

**H. Fishlove & Co.**  
 1430 N. ORLEANS ST. CHICAGO

**POPULAR ITEMS**

(Continued from opposite page)  
 the direction of air flow and is designed to pass the air over the deodorizer. This comes in three sizes, one being suitable for large commercial installations, such as the theaters and night clubs. Still another item is the same compound designed in a stick form and placed inside the roller in a toilet-paper holder. Frequent agitation allows it to be given maximum effectiveness here for home use. All items are attractively finished in modernistic colors and packaged to make good sellers.

**Wizard Corer**

A new fruit and vegetable corer called Wizard has been placed on the market by Kitchened Utilities. It is compact, sturdy and simple to operate and is constructed of stainless steel with attractively designed enameled handle. Knife and bottom of corer are serrated and knife is easily removed for use in separating meaty part of grapefruit from rind and for sectioning grapefruit. Cores grapefruit, apples, peppers, pineapples and tomatoes. Looks like a good item for pitchmen, fair workers and specialty salesmen.

**Auto Shaver**

V-8 Auto Shaver, newest dry shaver designed to save time for motorists and trailer enthusiasts, is being marketed by Auto Shave Co., which points out that possibilities for the new shaver are tremendous, particularly during the summer. Operates on current supplied by car's regular battery and retails at a price that is among the lowest of this house-current dry shavers. Looks like a natural for board deals, concession ops and direct sellers.

**Compact Line**

A new line of compacts that appears to be unexcelled for variety of designs and flashy appearance is offered to operators for award and combination deal purposes by the Zell Products Corp. In addition to the more than 24 styles in compacts firm also features a selection of eight unique cigar-case designs, fashioned with the view to meeting the flash, quality and low-price requirements for a profitable item.

**Goofy Ball**

Franco-American Novelty Co. announces a new item which it styles Goofy Golf Ball. It is a trick golf ball that is creating quite a laugh among golf enthusiasts. Agents report a heavy sale on it not only at resorts but also in sporting goods stores.

**1938 Catalogue**  
 NOW READY  
 OVER 3000 NUMBERS

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**Get 'em Now and Get in the Big Money**

Genuine **FUR FOX TAILS**, \$5.00  
 Rigger, better, business and faster than last year. With attractive red, white and blue ribbon streamers and curls for attaching. Concessionists, demonstrators, fair and carnay workers cleaning up. Rush your orders today. WE GUARANTEE SAME DAY SHIPMENT.

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**HORSES..HORSES..HORSES.**

MAGIC BACK Game is sweeping the country. My horses on short touch a cigarette in ear and the horses start running. A different winner each time. \$50 per 100 or \$5.00 per 1,000. Samples 10c. Complete Catalog Books, Polders and Cards. Send \$1.00 for 25 Samples of Red-Hot Items. Catalog 25c.

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**Concessionaires!**

HERE'S A LIVE-WIRE NUMBER THAT PULLS THE CROWDS

Walt Disney's **DOPEY**

The Ventriloquist DOLL

- IT'S BIG!
- IT'S COLORFUL!



Everybody loves Dopey! Everybody wants to be a ventriloquist! Here's a "natural" for amusement park concessionaires... Dopey, most popular of the Walt Disney Seven Dwarfs. STANDS ALMOST 2 FEET TALL. Has movable head and mouth, and catches in on the tremendous popular interest in Dummy Dolls.

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Only \$24 PER Doz.

Mail Orders Promptly Filled

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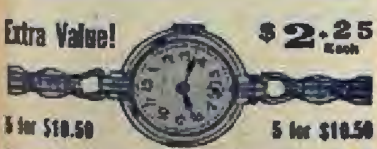
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No. 83 0883—Ladies' Bracelet Watch. Everybody Styled 10% L. Carcase case in several unusual designs with beautiful link bracelet to match. Outstanding jeweled movements. Each in attractive gift case. An amazingly Big Value and whitewid premium item. Save money NOW by ordering five watches for \$10.50.

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**Carnival Novelties** *New Stock—Just Arrived*

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| BB2 Giltie Girls Bow.....Per 1000 2.00        | BB8 Coll. Doll, 7 1/2 in., with Pinafore.....Grs. 2.50 |
| BB3 Flying Birds, Outside Wheel.....Grs. 1.95 | BB9 Krugger Slicks, 30 in.....Grs. 3.50                |
| BB15 Peacock Cakes.....Per 100 .25            | BB10 China Head Soapbox Slides.....Grs. 3.75           |
| BB5 High Hat Fur Monks.....Grs. 3.75          | BB12 Heated Domes for Balls.....Dec. 1.15              |
| 6 1/2 in.....Grs. 3.75                        | BB13 Carnival Print Balloons, No. 8.....Grs. 2.95      |
- Parade Games, Balloon Toss-Ups, Dolly Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cup Rings, Hoopla Rings, Cowboy and Max Hats, All sizes; Min. Straw Hats, Brown Cloth and Paper Parasols, Cup Game Merchandise, Blankets and Plaster Novelties.

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- GOGGLES—Graded and Braced—SPECIAL—Dozen 75c.
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- Fountain Pens, New Electric Clocks, Lamps, Mental Radio.

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**ELECTRIC RAZOR FREE**  
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**Snow White AND THE SEVEN DWARF DOLLS**



Cash in on this Walt Disney movie sensation. Greenprints and children alike are crazy about them.

- B18X114—4 1/2" Orig. Dopey Dwarf Doll, Spun, Value, Dressed... \$ 2.50
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- B18X104—10" Original Snow White Dolls, Each... 1.44
- B18X104—Fisher, 14" Dwarf Dolls, 2 Popular Characters Only... 2.00
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- B18X105—Comp. 8 1/2" Dwarf Dolls... 2.00
- B18X107—14" Snow White Dolls... 4.00
- B18X108—Comp. Hi-Hat Dummy Dan... 3.95
- B18X99—21" Hi-Hat Dummy Dan... 3.00
- B18X100—27" Hi-Hat Dummy Dan... 16.30
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25¢ Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 323, or Sporting and Home Goods Cat. No. 322 sent on request. Mention your business. We do not sell retail.

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Wholesalers and Importers Since 1911.

217-225 W. Madison St., Chicago, Ill.

**NOTES from SUPPLY HOUSES**

Jack Greenspoon, well-known concessioner, is making periodical visits to his New York office to keep in touch with business connected with his B. & G. Automatic Bingo Mixer. Jack is enthusiastic about the device and states he is receiving favorable comments from operators on carnivals and permanent spots in various parts of the country.

Karl Guggenheim, well-known concession supply man, states that thru a re-organization of the company Irving Handler, formerly a partner in the firm, has severed his connections. Karl states a new policy of his company will be to handle items made in the United States in addition to imports.

Herbert Aronson, previously with the Guggenheim firm, has rejoined the sales staff and will specialize in concession merchandise. Aronson is well known to the trade and is noted for his expertise in handling premium goods.

**TOYS BIG**

(Continued from page 60)  
on the market, streetmen and demonstrators really are faced with an ideal opportunity for making some real money this season. When the general public and kiddies in particular take to a certain item that invariably means big profits for the selling boys, and there is every chance that one or more of the foregoing articles will turn out to be the clicks that Hi-Li and Yo-Yo were.

**BINGO BUSINESS**

(Continued from page 60)  
And we add here our plea that the Bill of Rights Committee give the proposal due consideration. The public likes bingo and there is no doubt that it is as harmless a pastime as was ever invented. So why not let the public enjoy it?

OUTDOOR BINGO OPS AND OTHER concessioners can do a lot to make zailing smoother during the summer street-fair season and county fair period by doing a little advance work now. By contacting committees now who are in charge of handling concession space for fairs and events to be played this summer it is possible to get official indorsement of merchandise prizes and the prohibition of cash awards on midways. Such committees have found that objection is raised by many to games

awarding money prizes, as operated in former years, and that the idea of merchandise awards meets with acceptance all round. Bryan, O., and Warsaw, Ind., are two examples of where this plan has been most successful.

Therefore a note now to concession committees, pointing out that not only does the merchandise plan assure the player receiving something for his money, but is in line with the trend throughout the country of featuring only quality merchandise at midway concessions. Get those notes in the mail today.

OPERATORS INTENDING TO STAY INDOORS throughout the summer will do well to give serious thought to proper ventilation. Here's how one op is doing a good job in his place as well as getting good display value for his merchandise: He has placed in each corner of the room one of the pedestal-type circulating fans being offered as prizes and during the course of the games the fans are kept running to circulate and purify the air. A placard identifies the fans as prize awards.

WHILE WE HAVE NOT HEARD of any bingo hall where air-conditioning has been installed for summer comfort, we see no reason why it should not be done if attendance warrants it. Where halls are rented for a goodly attend it may be possible to get the landlord to come across with the necessary equipment to assure maximum comfort for players. Give it a thought!

WE WOULD BE GREATLY INTERESTED IN HEARING what some of you operators have done to make your summer bingos more comfortable for the players. What ideas have you used to draw the fans to your bingo against the competition of the many other outdoor activities which get under way in the summer time? Let's hear from you.

**ENDURANCE SHOWS**

(Continued from page 22)  
Frankie Mee, that he has been out of walking the past few years but still enjoys reading the column. The old fever has returned, Eddie says, and Frankie and he are figuring on hitting the boards again.

SEVERAL INQUIRIES have reached the endurance desk regarding the whereabouts of Al Lyman, who was reported to have been registered at the Terminal Hotel, Atlanta, which burned recently. Since then no one has been able to get a line on him. Can anyone set us right?

CHIC SMELTZER, endurance show veteran, quit the field recently to front his own 11-piece orchestra, the Sophisticated Swingsters. He reports business oksh.

DON MATHERS postals from Tampa, Fla., where he is now routing Marie Bayless, lecturer, to ask what has become of Al Painter, promoter. "Is he still doing big things?" inquires Don.

**REP RIPPLES**

(Continued from page 23)  
on business. . . DORIS HUGO has terminated her engagement with the Hatcher Players No. 1 unit. . . NEAL SCHAFFNER PLAYERS, after an indefinite engagement at Cedar Rapids, Ia., will begin on week-stands later this month. . . HARRY HELLER, veteran publicity man, sojourned briefly in Kansas City, Mo., en route to Ohio from California. . . WILLIAM BALTHAZOR is making arrangements for a No. 3 circle to play the Dakotas. . . HAWESTOCK'S COMEDIANS, after showing Texas and Oklahoma, have reached their summer territory in Illinois.

**VAN ARNAM**

(Continued from page 23)  
Alexandria Bay (Thousand Islands) to spend last Sunday.  
Our first stand in Vermont will be Rutland June 14. We will spend a week in Vermont, one in New Hampshire and then go to Maine for six weeks.  
BILL O'BRIEN.

*New!*  
**Revolutionary Improvement IN- Razor Blade Industry**  
**REMCO**  
MICRO-TIPPED RAZOR BLADES  
Send 10c for Samples and Catalog.  
WARREN FULT SUPPLY CO.,  
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DIRECT FROM YOUR WHOLESALES  
Perfect timepieces. Amazing low prices. Best value. Latest model men's 10-K R. gold top—stainless back. Curved to fit wrist. Rhodium gold or black dial. Attractively boxed. With fine poppato strap. \$3.50, \$4.50, \$4.00. Let's see 3 or more. 50c extra for sample. 25% Dep. Sat. C. O. D.  
Send for free catalog. No. 108  
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Write for our No 937 Catalog today. Be sure and mention your line of business. All orders shipped same day received.  
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The 50th Anniversary Number of  
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If You Haven't Received a Copy Write for One Now!

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A HIGH QUALITY Electric Dry Shaver

Don't Confuse with Cheap Inferior Products Being Offered Has These Features  
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Exclusive, unusual items with real sales value and eye appeal for  
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Price List Will Be Mailed Upon Your Request.  
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**MAGIC RACE GAME**  
6 Horses run when you touch a cigarette to the start. WHO is the winner? SPECIAL 50c per 100! \$2.50 per 1000  
Most Complete Line of Trivia, Logic and Puzzles in the World. Send \$2.00 for 50 cards. Estimated at \$25 for Catalog.  
**MAGNETRIX NOV. CORP.,** 150 Park Ave. N. Y.

**IT WON'T BE LONG NOW**  
**JOBBERS!**  
New Flash Item! **COMIC FOX TAILS**  
Genuine fur tail mounted on colored card with funny saying. Ribbed for attaching to ears or wall as ornament.  
**GENUINE AUSTRALIAN RED FOX TAILS**  
Giant-size, bushy with silken red, white and blue streamers and wire for attaching to automobile, motorcycle, bicycle etc. Lowest prices in history. Jobbers only!  
Lowest prices on fine quality **LUCKY RABBITS FOOT**  
Write today for special quantity lot prices.  
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**JAS. KELLEY, The Fountain Pen King,** 407 S. W. N. Y. CHICAGO, 180 W. Adams St. 1034 Mission St., San Francisco, Calif.

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A new, complete line of standard brand for Medicine Show Workers. Catchy names, flashy packages, state meet all requirements of Federal and State laws. Includes registered pharmacist—priced to beat all competitors. Send today for full information. Sample line all right items only \$1.00 postpaid.  
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Beautiful Patterns of Oriental Masterpieces. Particularly Gorgeous Replicas of Persian and Chinese Rugs. Clean up for business. Now is the season. The best cut big money for our Rugs—50c. See Low Low Prices.  
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**MED. MEN OPPORTUNITY**  
The G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Low-price service. Reasonable prices. Wholesale catalogue and response.  
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# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
(Cincinnati Office)

**WHAT'S DOING . . .** Shorty Marts? Are you still working the tieforms? Come on, pipe in and tell us about it.

**HAVEN'T HAD . . .** any communications from the following members of the trips and kelster fraternity for some time: Sam Coe, Joe Miller, Joe Morris, Cecil Linnsberry, Morris Davidson, Joe Wahl, Art Nelson, Doc A. M. Johansen, T. J. (Senator) Rockwell, James Williams, Robert (Red) Marcus, Charles Casher, Jack Hockbury, Tom Mallory and Billy Beam and wife. Limber up those ink sticks, fellows, and let Ole Bill know what you're doing.

**TRIPOD OPININGS:** "A smart-sock" crack addressed to one citizen is usually heard by and disgusts many of the citizen's local friends."

**MANY OF THE . . .** streets in a lot of the big towns would not be closed if it were not for the nefarious practices of some of those who complain when the streets are closed.

**OUR SCOUTS . . .** report that Culver City, Calif., is only good on the 30th of the month (pay day at the studios) and you can't always obtain a reader. When you are successful, tho, the reader price is \$2.50 for four hours.

**JIM BARBEE** tells from Los Angeles: "Almost all of the boys have left this town for the summer except some of the oldtimers like myself. I've been making the surrounding towns with my little show, the Vista-Deimar Glee Club, to fair business."

**IF YOU ARE INTERESTED** in your profession help make it popular. Each has his task to perform and should do it willingly.

**"EVERYTHING IS SUNSHINE . . .** in South Carolina," blasts DeWitt Shanks from Ridgeville. "My troupe and I delayed our opening for 30 minutes the other night to listen to Fred Allen's 'Town Hall Tonight.' Our apology to the crowd gathered around was, 'Polks, it's Town Hall Tonight.' That should make another crack for Fred."

**EDDIE L. KIEHL** is reported to be playing North Carolina to fair results.

**EDDIE (SHIFTY) LEWIS** is still telling it to the natives of Indiana to fair results.

**DON'T FORGET** that the majority of the big successes in Pitchdom had to start from scratch.

**WILLIAM KLINE** comes thru from Cleveland with the following bit of verse which he titles *The Pitchman*: "As forth he hikes his gait he strikes to site a corner spot; a canny

game, he don't complain, but just gives it all he's got. The cop will squawk, drivers balk and merchants raise a din, but all such blows he takes and stows—they never bother him. The stunt is rough and the recession tough, and hard knocks behind it; from tougher days he knows the phrase, 'Cold Is Where You Find It.' An even keel, no buck, no stoak; the boobs get dime for dime; they think they are stuck and run amuck; they are simply out of line. A nomad's life with joy and strife, sheer independence reigns; the salesman's art of life is part he reaps from free-lance gains. From Coast to Coast fresh crowds his host; he's honest, fearless, smart; life pays to those who parry woes, and that's the Pitchman's art."

**G. L. McCLARKEY** who retired from pitchdom in 1932 after being in the game since 1873 and, incidentally, one of the most liberal workers in the profession, is now confined in the Ann Lee Home, Albany, N. Y. He would like to read letters from his friends in the business.

**STOP AND THINK A MINUTE!** If you are a true pitchman prove it.

**DOC GEORGE M. REED**, who is feeling fit again and is in hopes of being able to tell the natives the story again during the fair season. "Conditions here are about the same," continues Doc. "There are few doorways in the money and there isn't much money. Shows that aren't shut down are working very little. Some of us home guards are getting a little money on High street. I worked the best spot here on an alley on High street, one-half square from Broad street, recently and got less than a duce a day. Wayne Garrison and I offered \$10 per day for the same spot in 1928. Would like to read pipes from Art Cox, Bert Hull, Tom Kennedy, Morris Davidson, Harry Weaver, Frank Libbey and Jimmie Mayhew."

**WHAT'S DOIN'** in Seattle and the Northwest? Haven't had many pipes from that section lately.

**THERE IS STILL** plenty of territory for all pitchmen and demonstrators to work. Perfect it.

**PAUL BROWN**, former veteran med showman, is now operating a tavern in Hickman Mills, Mo., according to Floyd (Slim) Arnold. Instead of the usual talent for a floor show Brown is giving the customers med-show bits and, according to Arnold, the idea is going over big. Included in the line-up are Harry Beckett, who directs the band; Brown, doing straight for Arnold; Mrs. Brown, singing and dancing; and Buddy Brown."

**"AM WORKING** quick-wipe varnish hues in chain stores to fair business," pens Harold (Tommy) Thompson from Hutchinson, Kan. "Farmers in this section have been hard hit due to the ruined wheat crops. There isn't a demonstrator or pitchman in town, and from what I can learn it is a good place from which to steer clear for the present at least. Would like to read pipes from Charley Martin and Joe Bedard."

**WE GRANT YOU** that it takes money to accumulate money, but you can get the starting goods by hustling only.

**JIMMY DODGE** tells from Escondido, Calif.: "Plan to hit the road again in August. Certainly enjoy reading the Pipes column, and I noticed that many of my old friends have been going to town."

**IRVING SCHOENWALD** who has been operating the Trade Press Bureau in Kansas City, Mo., for the past 10 years, has opened a Western office in San Francisco. Art Unger, associated

**OAK HYTEX**  
**MISKEY MOUSE BALLOONS**

A GREAT LINE of balloons, offered under exclusive license from Walt Disney, to give you something "different and better." Mickey Mouse Heads, Toss-ups and Prizes are top-money getters everywhere. Sell these OAK-HYTEX leaders and increase your profits. See, or write your jobber today.

**The OAK RUBBER CO.**  
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**SPECIAL NEW ITEMS**  
For FAIRS, DEMONSTRATORS AND RESORTS!!  
Crown or Illustrated, \$1.00 Dozen.  
Send \$2.00 for 20 Samples of GABRO AND WHITSTONE Rings. Send \$1.00 for Special ENGRAVING Line No. 12—Stamps and LOGS, ETC. New Items in COSTUME JEWELRY, NEW CATALOG, OLYMPIA BEAD CO., 307 7th Ave., New York, N. Y.

**DID YOU MAKE \$50 LAST WEEK?**  
It's not. Investigate this opportunity to get into a Big-Bay business of your own. Show merchandise plan that increases sales, profits. Handle Nationally Advertised Line of 100 goods. Set up on self-help Counter Displays. 200 day business. Includes in Layman's Article—approved by Good Housekeeping Bureau—and Famous Twenty Grand Razor Blades. Hundreds of men craving big increases. Sampling our fast-selling line. Start small—grow fast. FREE book tells you how you can build big pay from home.  
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WATCHES \$1.75 UP  
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American and Swiss. Over Assortment \$7.50 at the Special Price of . . . . .  
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We can actually refund your money. Our sales run up to 400 per year weekly. The idea is O.P. Home cigar factory. But more reports from year to year with an additional investment on a national field. Great demand. Send your territories. Payment upon selling high class business man. A money making venture equal for you. Get full facts today.  
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**IT'S ALIVE**  
**With Interest!**  
**Pitchmen Undesirable Citizens?**  
—By E. L. KIEHL—  
**Watch for It**  
in the  
**Summer Special**  
**Number—June 25**



with Schoenwald for the past seven years, has been appointed general manager of the new office. Unger states that the hatching is over out to the boys working that territory.

**DO YOU** have a bank roll large enough to sustain you if you should happen to run into a series of tough breaks? Boy, it's certainly a good feeling, isn't it?

**LITTLE CHIEF WHITE EAGLE** is still clicking with mad on the West Coast, according to word from out California way.

**WHITE LANGFORD** of razor paste fame, is reported to be rapidly recovering in Holker Hospital, Gallipolis, O., from injuries to his ribs, back and head which he sustained while driving a truck for the Famous Jury Trials stage show in West Virginia recently.

**A MANDEL** and Moe Rosenbloom were sighted working department stores to good takes in the East recently.

**M. J. AFFACHINER** after working his herb tea thru drug and chain stores in Cleveland, is broadcasting over Station WWVA, Wheeling, W. Va.

**DOC M. D. MONTGOMERY** is still telling them the story around the cool lakes of Wisconsin to fair-to-middlin' business.

**HARRY HARRIS** of carnival fame and a practical joker, had the tables turned on him last week at a party given by Bob Vehling at Newark, N. J., according to Joe Hess, fountain pen king. "Harris," says Joe,

"walked around Newark for two days shunned by man and beast. The reason? Some of the boys placed some dried herring on the inside of his new spring hat."

**GENE R. JAMES** pipes from McComb, Miss., that things are slow due to low prices on vegetables. Gene is working filling stations and garages on the sheet.

**FRED HARNIS** penells from Newark, N. J., that he believes one of the finest organizations in the med business is the one owned by Joseph Halligan. Titled the Peggy Shows, it features Peggy Halligan, Joe Halligan, R. Harry and Baby Peggy.

**IF YOU DON'T LIKE** a person that's your business and you should keep it as such. You don't have to impress it upon him every time you meet him. Eventually you may be friends.

**"HAVE BEEN** down here for the past few months making a point of visiting many of the small shows playing the State," scribes Doc Adams from Georgia. "Saw Ric-ton's layout in Bristol, Ga., and believe it is one of the flashiest shows for its size on the road."

**JOE BERALLI** is reported to be working sheet in Provo, Utah, to fair business. Polk and Bruce, of peeler fame, are also working the spot.

**HOW MANY OF YOU** fellows are going to work the Shrine Convention in Los Angeles? We understand that thousands of people other than Shriners are attracted to these delegs.

**THE WALKER** med show, featuring a good layout, is reported to be clicking to oksh business in Georgia.

**OSCEIL AND KITTY RAWLINGS** gold wire artists, working thru Idaho and Utah, come thru with the following anent conditions in the territory made thus far. "In Idaho," say the Rawlings, "we found St. Anthony, Highy, Idaho Falls and Pocatello closed, but Preston can be worked on a \$1 reader. Utah is a little better. Logan may be worked free on o. m. Salt Lake City has a \$2-per-day reader, but then try to get the nut back. Fox, of run mender fame, was working there when we came thru. Provo has a \$3-per-day reader or you may work on your o. m. Will be hooking up the old trailer and trekking north to the early fairs soon."

**A PITCHMAN WHO** is a smiler will attract friends, but the boy with the continual grinch can hope for nothing better than a flock of enemies.

**REPORTS DRIFTING** in to the Pipes desk indicate that the Thompson & Lamont med unit is making a living playing Georgia territory.

**LEONARD ROSEN** still in Cincinnati after working the Speedway Races at Indianapolis on Decoration Day, reports that things are still plenty tough in the Queen City for the boys trying to work lots. Crosley Radio Corp. is working only two days per week, with Lunkinheimer and Powell Valve Co. using only a skeleton shift. Not even a fair tip comes out of either shop. How

**Next Issue LIST NUMBER**

*Will Feature the Following Lists:*  
**FAIRS**  
**CONVENTIONS**  
**COMING EVENTS**  
**DOG SHOWS**  
**FRONTIER CONTESTS**  
**JULY 4TH CELEBRATIONS**

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**The Billboard**

Circulation Dept.,  
 25 Opera Place  
 Cincinnati, Ohio

Ben Moorehouse fixes those spots in a secret, but you can understand it after you watch the clean and effective way he works. Say, George Gomez, are you still with it? Pipe in. Wonder what has happened to Salem Bedonia, and how about Harry Raymer? Let's read some pipes from you fellows."

**W. J. MILLER'S** med show is getting its share of the here playing Georgia spots, according to word emanating from the Cracker State.

**MEMORIES:** "Remember the time Jetty Meyers was asked by a smart-aleck: "Mister, do those plants ever stop growing?" "Never," replied Jetty. The next inquiry was: "What do the people do with them when they get too tall and big for their houses?" "Why," replied the plant king, "they simply move them out into their yards. Later they have to fell them with cross-cut saws and use them for kindling—that's why I must go over my territory every few years and furnish them new supplies." Those were the good old days.

**GEORGE HANEY** after a nine-week stand in a Cincinnati chain store with rad. worked outside for two days and says he found it so tough that he is contemplating hitting the road again.

**BEN MOOREHOUSE** ace knife sharpener and glass cutter worker, is now in his third week in a Cincinnati hardware store and is reported to be knocking 'em dead with the items.

**PITCHMEN'S SAYINGS:** "Clean up your language and you'll clean up the dough."—Billy Ahern.

**TEXAS BILLY SHAW** after thinking and talking a lot about the old days which recall to me the time I worked for the H. & B. Kicksapoo Indian Med show with J. E. H. Lang, Dr. Carpenter, Dr. Ewood, Dr. Lighthall and

wife. I can also recall the days when I carried Sagwa Indian oil and other H. & B. remedies by the armload to the folks in the hayrack wagons and money was no object. Salaries were the best. We played four-week stands and business increased daily. Included in this unit were Tonsorial James, Big-Foot Wallace and Mr. and Mrs. Brown. Those were the real old days. But now it's a different story. I can't complain, however, as we are doing well considering the present conditions. Make a few towns, work clean and go back later to our motto, Georgia is about as good for us as any other State. Readers are easily fixed, the people are good and that is enough with steady small business and short jumps. The fishing is good here and there's plenty to eat. Have been meeting many showfolks lately and they seem to be doing oksh."

**THINGS WE NEVER HEAR:** "If more of us would be pleasant and ask a few more questions about other cities and towns of traveling street showmen when they apply for licenses or readers to work we might gain some valuable information. We might, for instance, learn that demonstrators and pitchmen are careful observers; generally know about the propensities and attainments of the towns they pass thru and that they are among the best of beaters or knockers and will push to the highest a town where they receive their constitutional rights."—The Mayor.

**"JUST RETURNED HERE** from Philadelphia and all the boys are doing well there," pipes Carl Harrow, from New York. "Stress here have never been so free of pitchmen and peddlers in the city's history. This is due to the heavy fines being imposed by city magistrates. However, here and there one may be seen running the gauntlet on 42d street, but those who do are merely flirting with the patrol wagon and a heavy fine and it isn't worth the chance. My wife and I are doing fair working Jersey spots."

**"IF ANY OF YOU** boys want to finish starting to death make this your next spot," cracks George Sanders from South Bend, Ind. "World like to read pipes from Irish Owen and John P. Lewis. Plan to head for the Northwest."

**REGULARITY** is the key to any pitchman's success.

**THERE ARE** several good spots for astrology workers in Philadelphia on the lots, according to word drifting into the Pipes desk from the City of Brotherly Love.

**"THE PITCH FRATERNITY** is well represented in this part of the State," wigwags Maurice (Speed) Russell, of blade fame, from Indianapolis. "Among them are Doc Fry, Tommy Cobas, Tommy Hoy and Doc Montgomery, med, and Melvin Sproat, sharpener. Jam men working this vicinity recently included Bill Sharrok, Slim Rhodes, Sam Bills and Joe Morrison. Al Rice and I are rehashing spots that other jam men have worked to warm receptions. Mabel Rice is ballying tips for us."

**KATHERINE BARRETT** pianist and well known in the med-show field, is now playing Des Moines night spots. She had been associated with Doc Tex Muck's med unit for two years.

**ACCORDING TO WORD** drifting in to the Pipes desk from Chicago, conditions in the Windy City are plenty tough and the Loop is closed to outside pitches of any kind.

**LOUIS CHAPMAN** of jam fame, is still clicking working miles in Nebraska.

**HUSTLER'S TIPS:** "Few are the bartenders, waiters or bus boys who do not complain of sore feet. That's one of the many reasons why corn punk is such a successful money getter. A wide-awake hustler also could use foot powder to the corn punk and be willing to wager that it would pay a worker all he could spend while making the rounds of the taverns."

**DOC JESTER** is still working to fair takes with auto polish in Philadelphia.

**BALDY TAYLOR** is managing the monkey race track at Coney Island, Cincinnati, and Big Al Ross is doing the talking and acting as front man on the same attraction.

**PROMOTE ELECTRIC RAZORS!**  
 A "surprise" promotion—even bigger than the great sales. Get started at once. Write for details today.  
**HARRY PAKULA & CO.**  
 5 No. Wabash Ave. Chicago Ill.

**Don't YOU know that our prices CANNOT be beat?**  
 No Matter Where You Are, Our Delivered Prices Are Lower. Send Order for any Goods in Our Line.  
**YOU'LL GET IT FOR LESS**  
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**22 Years of Value Giving**  
 RAZOR BLADES, Double Edge \$2.35  
 First Quality, 1,000 Blades...  
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 Finest Jewelry Box of the Season! Genuine Photo Locket, hand-painted inside and out. 14-Kt. Gold finished on acid-proof chain. Beautifully designed with places for engraving on both sides. Only \$15 per gross. Send \$1 for sample line of Crochet, Assorted Jewelry Novelties and Fast-drying Engraving Plates.  
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 42 West 32nd St. New York.

**ELGIN & WALTHAM**  
**REBUILT WATCHES \$1.75**  
 7 Jewel, 18 Size, in S. H. Engraved Case, et  
 Send for Price List. Money Back if Not Satisfied.  
**CRESCENT CITY WATCH MATERIAL CO.**  
 119 N. Broadway, St. Louis, Mo.  
 It Helps You, the Paper and Advertiser to Reach The Billboard.



**HERE'S THE TIP** which greeted the Landrum Players, med unit under direction of Dr. R. Q. Landrum, when they opened their season in Hugo, Okla., May 9. Organization wintered in Hugo and hit the road the second week in May. Photo by Homer T. Harris.



Pitchdom Five Years Ago

D. F. (Boot) McFarland was putting out plenty of the new-style mousetraps in Illinois. Harry Corry had his auction store cliking in St. Louis. Doc Walter Gilbert was making Saturday spots around Cincinnati. Bush Comedy Co. opened the season in New York with W. A. Quakenbush as man-of-night. Johnny Baldwin was still knocking pop corn in one of Decatur's largest drug stores. Doc Lloyd R. Johnstone blew into Dayton, O., after a successful week's stand in Vinona, Ind. Chambersburg, Pa., was proving a lucrative spot for Jeff Farmer. Representing the paper at the World's Fair in Chicago were Miss Allen, Eddie Case, Tommy Sexton, Duke Monahan, Tom Cummings, Lew Koehler, Sam Stone, A. G. Goldberg, Curley Gates, Howard Grunden, Cuzie Miller, Red Powell, Harry Tam, Susie Lucas and R. Lane. Doc Lee Williams was having little difficulty corraling the lure in Washington, Mo. Pido Kerr was reported as being the top-money boy on the peckers at the World's Fair, Chicago. Doc George Holt opened his platform season at Sugar Creek, suburb of Kansas City, Mo. Mae Goodwyn had her Tux-Lax unit playing lots in Amarillo, Tex., to good business. Prof. H. A. MacKnight, magician and hypnotist, was being featured with Doc Westlock's mad unit playing Idaho. Dr. H. E. Foxworth was playing a few mad ones in Virginia territory. Harry DeLauney closed with the Lockwood Players in Kansas City, Mo., and opened a platform show at Merriam, Kan. Things are beginning to pick up here. The word from Charles Higge from Cleveland. Chief Rod Feather was corraling the long green with soap in North Carolina. Arthur Engle, veteran X-ray worker, was enjoying fair business in Buffalo. G. W. (Shorty) Groce was still managing to eke out an existence in North Carolina. B. C.

Bryan, who was with Tex Roberts in 1932 and in previous years operated his own show, was visiting with the boys of the mad fraternity in Oklahoma. Writer Stoffel and Huppenport were collecting the geedus with a neatly framed sports exhibit at the World's Fair, Chicago. That's all.

WENDELL HEDDON is in his sixth consecutive week in a chain store in Roanoke, Va., working peckers to a reported good business.

Events for 2 Weeks (A New Weekly Service)

- (June 18-19) CALIF.—Santa Ana, Air Show, 18. Sonoma, Rodeo, 18. ILL.—Chicago, Military Show & Pageant, 18-19. Green, Community Day, 18-19. Quincy, Navy Club Celebration, 17-18. Rockford, Shrine Festival, 18-19. Shabbona, Cheese Days, 17-18. IND.—French Lick, Dog Show, 18. IDAHO—Shoshone, Rodeo, 18-19. IA.—Trass, June Jubilee, 18-19. MASS.—Charlestown, Celebration, 17. Norwood, Elk's Celebration, 18-19. MINN.—Raymond, Golden Jubilee, 14-15. MO.—Blair, Spring Festival, 18-19. NEB.—See, Firemen's Picnic, 18-19. Omaha, St. Agillo Festival, 18-20. N. Y.—Syracuse, Dog Show, 19. Troy, Dog Show, 18. W. C.—Asheville, Rhododendron Festival, 18-19. O.—Coldwater, Centennial & Legion Fair, 18-19. Silverton, Spring Festival, 14-18. OKLA.—Ada, Celebration, 13-18. Tulsa, St. Francis Carnival, 17-18. ORE.—Newberg, Berry Festival, 18. PA.—Glymer, Old Home Week, 13-15. Jennerstown, Firemen's Jubilee Week, 13-15. Postage, American Legion & Drum Corps Week, 13-18. S. G. Fire Dept. Celebration, 13-18. Sanbury, Fire Dept. Celebration, 12-15. D.—Sturgis Falls, National Banquet, 14-18. TEX.—Fl. Sheelton, Water Carnival, 17-18. Gladewater, Roundup, 14-18. Killean, Homecoming, 17-19. W. VA.—Martinsburg, Firemen's Celebration, 18-19. WIS.—Milwaukee, VFW Celebration, 13-18. Milwaukee, VFW Celebration, 13-18. Saukville, Badger Firemen's Celebration, 18-19.

- (June 20-22) CALIF.—Long Beach, Dog Show, 20-22. Long Beach, Rodeo, 25-26. Truckee, Home-Coming Week, 23-24. IDAHO—Coeur d'Alene, Swedish Jubilee, 20-22. ILL.—Rock Island, Celebration, 20-25. IND.—Jasper, Legion Celebration, 20-24. Terre Haute, Elk's Celebration, 20-23. IA.—Charles City, Jubilee, 24-25. Grundy Center, Celebration, 23-24. Mason City, Centennial Celebration, 19-21. MASS.—Medford, Veterans' Mardi Gras, 19-23. MICH.—Escanaba, Fishing Rodeo, 24. MINN.—Alexandria, Remembrance Celebration, 22-23. MONT.—Harden, Rodeo, 24-25. MO.—Chillicothe, Horse Show & Rodeo, 23-24. NEB.—Ponca, Days of '34, 24-25. N. Y.—Glen's Heights, Old Home Week, 19-24. Paoli, Celebration, 20-23. Rochester, Legion & Firemen Celebration, 22-23. N. C.—Williamston, Lions' Expo. & Indoor Circus, 20-23. N. D.—Hope, Community Celebration, 24. O.—Ashland, Dog Show, 25. Cincinnati, Cavalry Press Club Outing, 23. Harrison, Firemen's Festival, 20-23. North Baltimore, Legion Street Fair, 20-23. OKLA.—Duke, Celebration, 21-25. PA.—Ambler, Legion Celebration, 17-23. Brookville, Laurel Festival, 23-25. Guilmerville, Celebration, 20-25. Piquetteville, Firemen's Celebration, 20-25. Knox, Firemen's Celebration, 20-25. Lafayetteville, Barron Hill Firemen's Fair, 17-25. Milledgeburg, Firemen's Night Fair, 20-23. S. D.—Blair, Gals Day, 23. Chamberlain, Nation's Highway Celebration, 22-23. TEX.—Elgin, Rodeo & Celebration, 24-28. VA.—Colonial Beach, Legion Festival, 24-28. Portsmouth, VFW Encampment, 19-22.

hold true in my business? Shabby canvas, dirty velvet backdrops, shop-worn merchandises, poor lighting and lack of clean, fresh shavings in front have kept many potential customers away. We know Max Goodman subscribes to Jack's views 100 per cent. And there no doubt are others, but still there are too many who go along with the "don't-give-a-d---" spirit and want to take everything and not give anything in return. Let's hope those of that type get wise to themselves some day.

BIRTHS

(Continued from page 26) Circus and is now assistant manager of the De Luxe theaters of Inlay City and Caspe, Mich. A 9 1/2-pound son to Mr. and Mrs. Ben B. Grant in Newark, Conn., June 8. Father was formerly assistant electrician on Cole Bros.' Circus. A son to Mr. and Mrs. Charles H. Weydt, of the Harry D. Weydt Amusement Co., in Oshkosh, Wis., May 28. A seven-pound daughter to Mr. and Mrs. Verne Buck in Evanston Hospital, Chicago, May 23. Father is musical director at the State-Lake Theater, Chicago. A son, Peter Orval, to Mr. and Mrs. Orval Lindeman, of the Seils-Sterling Circus, in Sheboygan Memorial Hospital, Sheboygan, Wis., May 18. A 7 1/2-pound son, Michael, to Mr. and Mrs. David Alber in Jewish Hospital, Brooklyn, June 7. Father is a radio press agent. A 7 1/2-pound daughter, Sharon Eileen, to Mr. and Mrs. Clifford Matter, formerly of the Greater United Shows, in Cooper Hospital, Camden, N. J., June 4. An eight-pound son to Mr. and Mrs. Thomas Scott in Rochester, N. Y., recently. Mother is professionally known as Dolly Carlisle, of the Carlisle Sisters. A daughter, Susan, to Mr. and Mrs. Bill Brown in Des Moines June 5. Father is sports announcer for Station WEO, that city.

Minnesota Fair Men See Flash Williams Show

CHICAGO, June 11.—Several members of the Minnesota State Fair organization arrived in Chicago Saturday and planned to see the Flash Williams Thrill Day show at Hammond, Ind., on Sunday. Among those who came down from the Twin Cities were Raymond Lee, State fair secretary, and Mrs. Lee; Mr. and Mrs. D. J. Murphy; Henry Lund, the fair's publicity man; Ken Wright, fair's official photographer, and Doug Baldwin, superintendent of concessions. P. T. Strieder, manager of the Tampa Fair and the Alabama State Fair, also was due in Chicago tonight. On their way to Chicago Lund and Wright stopped at Rockford, Ill. to see the Royal American Show.

Miller Bros. Open Big Midway at Fete in Omaha

OMAHA, June 13.—Miller Bros.' Shows opened here Saturday night on the streets, covering six blocks, and Manager Morris Miller said it is the longest midway ever seen in Omaha, taking 30 minutes to walk from one end to the other. Over 20,000 people thronged the midway. The Starline Festival opened with a parade by different societies and festivities will continue for the next 10 days. From the present outlook this will be a red one. There are 14 rides, 12 shows and about 60 concessions.

Dickey Buying Talent

CHICAGO, June 13.—Lincoln G. Dickey, recently appointed general manager for the Kansas City Jubilests, has been in Chicago for several days buying talent for the show. He leaves tonight for Kansas City.

UNIONTOWN, Pa., June 11.—Billy King joined William Chick's Ideal Exposition Shows here this week as press agent.

MADE IN U. S. A. INEXPENSIVE ITEMS

- Colter Sides, Gross.....\$1.00
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Key Ring, nickel plated, Gross......50
Keychains With Rings, Gross.....1.50
Crown Gob Pipes, Gross.....1.25
Crown Gob Pipes, Nickel, Gross.....1.25
Screen Drivers with Grip, Bakelite Handle, Pocket Size, Gross.....4.12
Key Cases, Leatherette, Gross.....4.50
Pocket Pipes, Gross.....2.49
Socket Pipes, Gross.....2.49
Kazoon, Gross.....2.65
Ball-ens, Gross.....\$30-3.50
Sticky Mouse Teetou, Gross.....4.50

HOOPS for HOOPLA Doz. 75c



RINGS (Wood) for Kettle or Game Rack, 1 1/2, 1 3/4, 1 5/8 Inches, Per 100 \$2.00

IMPORTED ITEMS

- Miniature Knives, Gross......65
Toothpick Knives, 3 Pieces, Gross.....1.25
Toothpick Knives, 5 Pieces, Gross.....1.65
Rawlins, Gross......65 & 1.25
Rice Brooches, Gross.....1.25
Beetle Brooches, Black or White, Gross......75
Beetle Brooches, Large Size, Gross.....2.25
Glass Gob, 5 1/2 in, Gross......40
Glass Gob, 10 in, Gross......45
China Airways, large assortment, Gross.....\$3.00 & 3.60
China, Pineapple, Gross.....2.25 & 3.00
Fur Stenkeys, Gross.....3.75 & 5.00
Snake Frontline Pens, Gross.....4.50
Glass Pens, Gross.....750 & 1.00
Notebooks, Gross.....2.50
Notebooks with Pencil, Gross.....3.00
Pearl Necklaces, Gross.....3.00
Bead Necklaces, Gross.....3.00
China Novelties—Chamber, Stains, Monkey, Elk, Gross......75
Games—Penny, Gross.....2.75

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TALKER WANTED FOR

LION DROME, Harry Olson owner. First Fair Starts in Two Weeks. Bo Sherman, Goodman Wonder Shows. Sioux Falls, S. D., Week June 13th.

HAVE OPEN

MERRY-GO-ROUND, FERRIS WHEEL, CHAIR-O-PLANE, KIDDIE RIDE. Also 10 Legitimate Concessions that use stock. Would like to book 400 of July and Street Celebrations within a radius of 150 miles of Chicago. Wire or mail all inquiries to CALUMET AMUSEMENT SHOWS, JOHN DEYOUNG, 618 W. 60th Place, Chicago, Ill.

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Baltimore, Md. Playing in and around Baltimore under various auspices. Want Pop Corn, Cakes, Popsicles, Dairy's Alley and other Legitimate Concessions. Also Fire-O-Rama, Gook Show, Gilt Show. This week Popcorn contest, between Streeted and Inwood arenas.

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Hot Shot Range Shooting Galleries, also Long Range 3 different sizes. Price per Thousand, \$4.97 and \$4. The best and most perfect Targets made for targets. We hold portable Short Range Galleries. Will BUY Second-Hand Long Range Galleries. Must be in good condition and cheap for cash. RED CIRCLE GUN CLUB, 200 Washington Street, Boston, Mass.

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BROADCAST

(Continued from page 29) town. To live and keep going year after year both remember that the public must be served honestly and efficiently if they are to hold the customers' faith and confidence that are so necessary to keep the customers coming back. And Jack's next important thing is cleanliness—not only with the operator but also with the appearance of the stand in general. "In any other business," he said, "if the clerks were dirty lined, had a liquor smell on their breath, used vile language or in any way made themselves objectionable they would be replaced quickly. Why shouldn't this

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We have two brand-new Kitchen Items that are really HOT. One is a Copey that cores, sections, garnishes and separates the meaty part from the rind of a grapefruit. Will also core any other fruit or vegetable. The other is a Magic Vegetable Peeler that will slice, shred, pare, scrape, scrub, half pare and trim beets, roots and all corn, water roots and has many other uses. Just what women have wanted for years. Be the first to handle these Two New Kitchen Sensations. Distributors please write what type outlet you control. SEND 50 CENTS FOR BOTH SAMPLES IMMEDIATELY. Ask for Low Quantity Prices. 1150 Broadway, New York City.





# Summer Special

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New York City



*National Showmen's Association*

Palace Theater Building,  
New York.

NEW YORK, June 11.—Executive Secretary John Liddy reports that the new buttons will be distributed to paid-up members starting next week. Are octagon-shaped, gold-filled, with a blue background upon which is the association's lion-head emblem.

Among visitors to the clubhouse this week were Sam Crowell and Harry S. Nelson, late of the Downie Circus, and currently on route to Hamid's Million-Dollar Pier, Atlantic City; Treasurer Jack Greenspoon, in town from Mary-

land and promised to enroll many new members before the season closes; Phil Isler, Isler Shows, and others.

Chairman Sam Rothstein, of the House Committee, reports that the menu submitted by the Hotel Commodore for the first annual banquet looks fit for a king. Sam closed contract with the hotel this week, so now everything is set for the big blow-out Wednesday night, November 18. Committee is planning unusual entertainment features for the event, and a nationally known dance orchestra will handle the music.

Jack Lichter, chairman of our Veterans' Committee, asks all World War vets in the outdoor show world to communicate with him. Wants to keep in touch with as many as possible.

A letter from Vice-President Art Lewis states that his business has picked up considerably. Jamboree nights on his show have become popular and there is much NSA enthusiasm thruout show personnel, many workers already depositing weekly sums with the secretary of the show to cover initiation fees and dues.

Sam Lawrence writes that the people on his show are 100 per cent for the NSA and that within a fortnight he will put on a benefit for our cemetery fund. Max Hofmann, NSA attorney, has returned to New York from a lengthy trip abroad.

Listed below are committee members of the special body designed to attract membership to the club during the current outdoor season. Members are responsible for their respective shows, as well as any other show business institution that they might come in contact with during the summer:

Oscar Back, O. C. Buck Shows; Thomas and Richard Coleman, Coleman Bros. Shows; Jack Wilson and Izzy Cetlin, Cetlin & Wilson Shows; Dave Eady and Ben Welas, Eady Bros. Shows; Max Goodman, Goodman Wander Shows; Max Gruber, Gruber's World's Exposition Shows; Charles Gerard, Gerard Shows; Harry Heller, Heller Acas Shows; Phil Isler, Isler Shows; William C. Kaus, Kaus Exposition; Sam Lawrence, Lawrence Shows.

Art Lewis, Lewis Shows; William and Clarence Giroud, New England Shows; Carl Sedlmayr and Elmer C. Velare, Royal American Shows; L. Hoffman and Rubin Gruber, Rubin & Cherry Exposition; Pal Valdo and Frank Miller, Ringling-Barnum Circus; Jimmy Strates, Strates Shows; George Travers, Pair-at-Home Shows; Frank West, West's World's Wonder Shows; Max Linderman, L. H. Cann and Frank Bergen, World of Mirth Shows; George P. Smith Jr., New York World's Fair; Ben Williams, Williams Shows; Jack and Irving Roenthal, Palisades Amusement Park, Palisades, N. J.; George Hamid, S. W. Gumperts and Leonard Traube, Hamid's Million-Dollar Pier, Atlantic City, N. J.; Jack Greenspoon, Seaside Park, Chesapeake Beach, Md.; Sam Tuffet, Harry Rosen and Sam Wagner, Coney Island, N. Y.; Sam Hamid, White City Park, Worcester, Mass.

Bert D. Billings, Belmont Park, Montreal; William H. Hamilton, Hagenbeck-Wallace Circus; William Newton Jr., Newton Bros. Circus; Hoot Gibson, Robbins Bros. Circus; J. W. and Frank Conklin, Conklin Shows; Sam Prell, De Luxe Shows; Frank P. Gravatt, Steel Pier, Atlantic City; Dick Ollendorf, Dick's Paramount Shows; Lewis Arrons, Rockaway Beach; Edward W. Fay, Providence, R. I.; Nathan Faber, Long Beach; Irving Harris, Ashbury Park; Robert Ketrow, Ketrow & Bumbo Shows; Adolf J. Kaus, Kaus Exposition.

Others on the committee representing indoor show business, concessioners, manufacturers, salesmen, etc., include Harry C. Baker, William J. Block, Herman Blumenfeld, Arthur Campfield, David Epstein, Sam H. Grisman, Murray Goldberg, Harry Heifand, Joe H. Hughes, Arthur L. Hill, Mack Harris, John J. Kelley, Joseph Landy, Fred Phillips, Billy Rose, Sam Rothstein, Dave Solti and Ike Weinberg.

**Ladies' Auxiliary**

Auxiliary front has been a bit quiet lately, the President Dorothy Packman announced this week that a special meeting of those members still in New York would be called shortly. Session will be devoted to discussion of award book, etc., to go on sale in a few weeks. A case of imported liquor will probably be the prize, altho that's not definite yet.

Auxiliary members have been creating interest in their club on various shows and membership committee realizes that it will be only a matter of time until new members begin joining by the show-load. Two ladies joined this week.

**"AS OTHERS SEE US"**

Eighteenth of a Series of Self-Revealing Testimonials

**Woodstock "Sees"**

"Very largely attributable to the grandstand presentation, Woodstock's 1937 Exhibition was able to declare a surplus."

R. W. MAXWELL  
Woodstock Exhibition,  
Woodstock, N. B.

Thank you, Mr. Maxwell and the Woodstock Exhibition.

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**SUMMER SPECIAL**

Forms Go To Press Earlier Than Usual

**COMMERCIAL ADVERTISERS**

If you have not as yet sent your advertising copy, rush it direct to Cincinnati Air Mail Special Delivery.

Final form for Commercial Ads closes Saturday, June 18.

**OUTDOOR SHOWMEN**

No telegraphed or telephoned ads for the next issue can be accepted after 10 A.M. (Eastern Standard Time), Monday, June 20. Wire important late Show Ads Sunday night.

**Wanted - K. G. Amusement Shows**

Want Legitimate Concessions of all kinds, \$15.00 a week. Will offer wonderful proposition for Shows with own outfits.

LARGEST JULY 4TH CELEBRATION — 40,000 PEOPLE TO DRAW FROM. TRENTON, MO., Eight Days, June 27 to July 4. Good line of Fair and Celebrations in Missouri, Iowa, Arkansas. Singer Stoffer wants Man and Wife or Man Rider for Motordrome. Lexington, Mo., June 13. Cabbage Head, get in touch with me.

**KEYSTONE SHOWS WANT**

Legitimate Concessions and Meritorious Shows with or without their own outfits. Want Party for Big Snake and Jungle Show, percentage basis. Clymer, Pa., this week; McKeesport to follow.

**WANTED TO BUY**

**ELI FERRIS WHEEL - 8 CAR WHIP - KIDDIE RIDES**

Give all particulars as to location and price.

WM. HAMILTON PRODUCING CO., 41 Newark Ave., Jersey City, N. J.

**LOOK WHAT 1c WILL BUY**



FLASHING BOXES GOOD CANDY FOR Shooting Gallery—Fish Pond—Gum Spindle—Country Store and all Concessionaires Using GIVEAWAY MERCHANDISE

Choice of Boxes:  
Arabian Nights—Days O' Gold—High Jinks.  
\$10.00 per 1000 pkgs.  
\$2.50 per case of 250 pkgs.

50% Discount With Order.  
SEND FOR FREE ILLUSTRATED CATALOG.  
**CASEY CONCESSION CO.**  
1122 South Wabash Avenue, Chicago.

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Revolutionary Improvement  
**IN-**  
Razor Blade Industry

**REMCO**

MICRO TESTED  
**RAZOR BLADES**

Send 10c for Samples and Catalog.  
**JEDRO COMPANY,**  
122 West 32nd St., New York City.

**C. F. ZEIGER UNITED SHOWS**

Wants for real main of fair and celebration: Shows—Big Snake, Mechanical, Hobbies, Fun-Items. Will furnish credits for shows. Want Legitimate Concessions, Ritz Brander wants makers. Want Water Weight Boxes and Wreath. Want experienced Dodger and Octopus Jolly. Ticket Sellers. Celebrations start Lander Pioneer June 28, Sheridan, Wyo. Shows: Dan Monroe, Palm, Edgwood, Dedon, Harry Baker, Goodwin, Baker, Mtn City, Fresno, New Mexico State Fair, Albuquerque, Phoenix and also Helmslip in Buckeye, Ariz., November 19. Entertainment, Wyo., this week; Scottsdale, Neb., June 20-22.

**WANTED**

**COOK HOUSE \$25.00 and meat tickets**  
Also GRIND STORES, PLANT, or ATHLETIC SHOWS or What Have You? Best FOURTH OF JULY CELEBRATION in New Hampshire. Dan's Wagon, Wisc. **TWIN STATE SHOWS**  
Litchfield, N. H.



**Now READY CONCESSIONAIRES!**



Send for Your Copy Today. Contains Largest Selection Corn Game Items, Flash Cans, Chromeware, Glass, Plaster, Slum and Novelities

— AT LOWEST PRICES —

**Continental PREMIUM MART**

3 RD. + WELLS ST. MILWAUKEE, WIS.

**CURTIS L. BOCKUS CIRCUS SHOWS**

OPENING JUNE 27, COLUMBIA, PA., INCLUDING JULY 4.

Best Fourth of July Celebration in the East.

**RIDES**—Will book or buy Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl, or any New and Novel Ride. (Joseph Brett, McNeese and G. J. Beatty wire.)

**SHOWS**—Will book Shows with own outfits for 25% of Gross. (Meritt Anderson wire.)

**CAN PLACE** Concessions of all kinds. **WANT** Cook House, Frozen Custard, Popcorn and Candy Booth.

**REMEMBER THIS**—DEPRESSION OR RECESSION, YOU CAN'T MISS WITH BOCKUS. Write or wire CURTIS L. BOCKUS CIRCUS SHOWS, Hotel Pennsylvania, Lancaster, Pa.

**BARFIELD'S COSMOPOLITAN SHOWS**

ANNOUNCE BIG 8-DAY FAIR AND JULY 4 CELEBRATION AT BLUEFIELD, VA., JUNE 27 TO JULY 4, INCLUSIVE.

Sponsored by City Playground Association.

All Civic Organizations will co-operate. American Legion Annual Celebration, Pocaheantas, Va., June 20. **WANT** Loop-o-Plane and one or two Shows, especially FUN HOUSE. Good opening for legitimate Grand Stand Concessions, also CUSTARD. Address Bluefield, Va., this week; then as per above route.

P. S.—Fred Delvy will pay cash for Monkey Speedway Track and Cars.

**FOR A BIGGER SEASON**

PARK—CARNIVAL—PREMIUM USERS

OUR NEW CATALOG NOW READY—WRITE FOR YOUR COPY TODAY

BLANKETS • CANES • CHROMEWARE • PLASTER • CHINA • LAMPS • CLOCKS • SLUM • CORN GAME FLASH • AND TOYS.

SAVE TIME & MONEY—Your Nearest Supply House

**ACME PREMIUM SUPPLY CORP.**

3139 OLIVE ST., ST. LOUIS, MO.



**ENDY BROS.' SHOWS, Inc.**

WANT TO JOIN IMMEDIATELY

**FIRST-CLASS COOKHOUSE**

Including Exclusive Eating Privilege. Wire Easton, Pa., This Week.

**AL LATTO REORGANIZING MIDWEST ATTRACTIONS**

All Concessions open. Especially want Cook House, Popcorn and Legitimate Concessions of all kinds. This Show carries no graft and is booked in best territory in Michigan, playing Hometowns and Street Fairs until October 1. Our rates reasonable. If your season has been bad so far, get in touch with us. Concessions can join immediately at Hartford, Mich. Our jumps are small and all spots properly promoted. Write or wire

MIDWEST ATTRACTIONS, Hartford, Mich.

**ROLAND SHOWS WANT**

FOR LONG SEASON IN CHOICE LOCATIONS IN WEST VIRGINIA COAL FIELDS.

Where they are working. **WANT** Merry-Go-Round, Tilt-a-Whirl, Caterpillar, Loop-o-Plane, Kiddie Ride or any Flat Ride. Shows of all kinds with or without outfits. Concessions of all kinds that work for stock. Mines working four and five days. Good proposition and excellent territory for Rides. Address

N. P. ROLAND, Tazewell, Va., this week.

**CONCESSIONS WANTED**

for 15 BONAFIDE CELEBRATIONS

Corn Game, Penny Pitch, Dart Gallery, Scales, Hoop-La, Cane Rack, Pitch-You-Win, Three-for-a-Dime Photo Gallery, American Palmistry, any Legitimate Wheel. All Steers must put out merchandise. **CAN USE** two Shows that don't conflict. Our own Rides 5.

HARVEY "DOC" ARLINGTON, St. Louis, Mich.

**ORANGE STATE SHOWS**

WANT FOR THE AMERICAN LEGION COMBINED PEARISBURG AND NARROWS, VA., BIG 4TH OF JULY CELEBRATION.

Pearisburg Fairgrounds, Week Starting July 4. Always Big, Now Bigger Than Ever, and for Balance of Season, with Eight Established Pairs.

Rides that do not conflict with Merry-Go-Round, Ferris Wheel, Chairplane. Legitimate Concessions of all kinds. Custard and Ice cream. Two High Acts, Balloon Ascent for July 4. Week-wide Shows. This is positively one of the big July 4 spots. If you are behind the 8-ball now, come on and get well.

LEO M. STECK, Mgr., Orangeburg, Va., this week.

**ROUTES**

(Continued from page 23)

MILLER, Al H., Show, Bryon, Ga., 12-18.

Ricardo's Show, Goodville, Ga., 12-12; Flowery Branch 20-22; Decula 23-25.

**REPERTOIRE**

Aulger Bros.' Show: Spirit Lake, Ia. Irovinde's Comedians: Dublin, Va., 12-12; Miami 20-25.

Cannon's Comedians: Richfield, Pa., 12-18.

Hoffner-Vinson Show: Cynthiana, Ky., 14; Williamsport 15-16; Farmouth 17-18.

Jump Players: Sargol, Neb., 12-18.

Olanivan, Frank, Dramatic Co.: Sylvania, O., 12-18.

Olanivan, Norma, Show: Butler, Ind., 12-18.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Ala.—Os. Am. Co.: Columbus, Ga.

Alamo: Atlanta, Ga.

All-American: Hotchkissville, Okla.

American Expo.: Butler, Pa.; Elwood City 20-25.

American United: Great Falls, Mont.

Arrowhead Am. Co.: West Duluth, Minn.

B. & V.: Cohoes, N. Y.

Bach, C. J.: Ogdensburg, N. Y.

Bailey's All-American: Jeannette, Pa.; Conneville 20-25.

Barfield's Cosmopolitan: Glenwood, Va.; Pochontas 20-25.

Barter: Hillsboro, Ill.

Barfoot Bros.: Three Rivers, Mich.

Bartholomew: Golden West: Hastings, Minn.; Austin 20-25.

Bas & Lane: Robinsonville, Miss.

Bayinger: Al: Sycamore, Ill.

Basini, Wm., & Sons: Cass Lake, Minn.

Beckmann & Gerety: Negaunee, Mich.

Bev, P. H.: Georgetown, Ky.

Bills Ribbon: Bedford, Ind.

Big Light: Isle of Palms, S. C., until Sept. 1.

Boris Am. Co.: Ironton, Mo.

Brazier Tri-State: Cloquet, Minn., 14-22.

Brown Family Rides: Oliverville, Ga.

Brown Novelty: Mantoloking, N. J.

Brown, G. J.: New London, Conn.; Hempstead, N. Y., 20-25.

Buckeye State: Foley, Ala.; Florida 20-25.

Bullock Am. Co.: Mt. Hope, W. Va.

Evers & Beach: Peru, Ill.

Casby, E. J.: Virdee, Man., Can., 14; Minn. Falls 12-18; Neepawa 20-21; Rivers 23; Des Moines 23-24.

Cavalcade of Fun: Export, Pa.

Central State: Clay Center, Kan.

Cotton & Wilson: Charleroi, Pa.

Christ United: Kyrria, O.

Clyde United: Mountlake, Pa.; Johnsonburg 20-25.

Coleman Bros.: Stratford, Conn.

Colby, J. J.: Chickasha, Okla.

Conklin: Val D'Or, Que., Can.

Cote's Wolverine: Highland Park, Detroit.

Couch & Bryan United: Chardun, Ia., 12-14; Dawson 17-18; Olathe 20-25.

Craft: Elmer, Pittsburg, Calif., 14-19; Stockton 20-24 July 4.

Crowley's United: Bloss City, Ia.

Crystal Expo.: (Fair) Rogersville, Tenn.

Carl, W. S.: Jackson, O.; Xenia 20-25.

Curry's Joyland: Atlanta, Ga.

De Luxe Shows of America: Schenectady, N. Y.

Dick's Paramount: Framingham, Mass.

Dink Beller: Logansport, Ind.

Deagles Greater: Seattle, Wash.

Doddy, D. G.: Wheeler, Tex.; Aspermont 20-25.

Dyer's: Shellburg, Wis.

Edwards, J. R.: Napoleon, O.; North Baltimore 20-25.

Elle Expo.: Horicon, Kan.

Elman: (22) N. 26th St., Milwaukee, Wis.

Endy Bros.: Easton, Pa.

Evangelino: Okmulgee, Okla.

F. & M.: Millersburg, Pa.

Fair at Home: White Plains, N. Y.

Fairly & Little: Mason City, Ia.

Falls City: Louisville, Ky.

Fidler's United: Mason City, Ill.

Frick Greater: Ironton, Minn.; Alexandria 20-25.

Funland: Oreston, Ky.

Gerard's Greater: White Plains, N. Y.

Glenn, W. A.: Yates Center, Kan.

Gold Medal: Evanson, Ill.

Golden State: Mountain View, Calif.

Golden West: Jamestown, Calif.

Gooding: Silverton, O.

Gooding Greater: Higgins, Mich., 12-22.

Goodman Wonder: Sioux Falls, S. D.; Fargo, N. D., 20-25.

Great Southern: Neon, Ky.

Greater American: Joliet, Ill.

Greater Expo.: Michigan City, Ind.

Greater United: Kingsport, Kan.

Greater V: Altus, Okla.

Groves Greater: Gosden, Ind.

Happy Attrs.: Roseville, O.

Happyland: (Chivernot & Cortland) Detroit.

Harris: Peru, Ind.

Heller: Acme: Butler, N. J.; Newark 20-25.

Hicks Bros. No. 1: (E. Brady & Cass) Milwaukee.

Hinkle Bros.: No. 9: (S. 2nd & Forest Home) Milwaukee.

Hennies Bros.: Milwaukee, Wis., 12-July 3.

Hill, L. J.: Elmington, Ind.

Hillsideband: Bremerton, Wash.

James Am. Co.: Glenwood, Minn.

Jippodrome: Morton, Ill.

Hooge, Al O.: Kewapee, Ill.

Howard Am. Co.: Polo, Ill.; Mt. Morris 20-25.

Howard Bros.: Beaver Falls, Pa.

Hughes Bros.: Nekoma, Ill.; Fairmont 20-25.

Hurst, Bob: Bigwood, Tex.

Hyde, Eric B.: (Georgia & Lindenwood) Washington, D. C.

Ideal Expo.: Dravosburg, Pa.

Imperial: (Fair) Peoria, Ill.; Quincy 20-25.

Jordan Miller: Stoneboro, Pa.

Jones, Johnny J.: Expo: Ashabula, O.

Joyland: Monroe, Mich.

Joyland: El Cerrito, Calif., 14-21.

K. O. Am.: Lexington, Mo.

**POPCORN**

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

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CIRCUS, RIDES, TRUCKS, CARNIVALS.

Shawman's Insurance Men.

**CHARLES A. LENZ**

New Address Maryland Hotel, St. Louis, Mo.

Permanent Address, 440 Insurance Exchange Bldg., Chicago, Ill.

**HUGHEY BROS. SHOWS**

Will Again Play the Great Chautauque, Ill., 4th of July Celebration, June 29 to July 4.

Want Kiddie Auto Ride. Want Shows with or without outfits: Hobbies, Pot People, Mechanical City, Steam Show, Truck Show, Archery Show with own outfit. Big Girl or Girl Shows carried. Concessions—Will book any Legitimate Concessions at Chautauque except Cookhouse, Ice Cream and Pop Corn. Address Neshaminy, Ill., week June 18; Fairmount, Ill., at street, opposite American Legion, week June 29; then Chautauque, Ill., week.

**WILL BOOK OR BUY**

LATE MODEL LOOP-O-PLANE.

Address CARL BYERS, Bryon & Beach Streets, Peru, Ill., this week; after that, as per route.

**WEEK HOME-COMING CELEBRATION**

July 23 to 30, inclusive.

For Concession Privileges write

J. C. EDWARDS, Mayor, Haveret, Ark.

**READING'S SHOWS**

Want Concessions, Dinner, must join at Reading, Pa., or any joint that works for stock. Want Grand Shows, Ride Help. Monticello, Ky., this week; Hickory, Ky., next; then the big 4th July 4 follow. W. J. S. & A. B. B. & C. & D. & E. & F. & G. & H. & I. & J.—Jack Gardner wire Clark.

**NEW 12-CAR LINDY LOOP FOR SALE**

For cash or trade for No. 12 Hill Park Wheel Lindy Loop with car in operation. Good for Rides for park or carnival. Write BOX 2126, Billboard, Cincinnati, O.

**TERRILL & MORHLL SHOWS**

Want Loop, Merry-Go-Round, Kiddie Rides, Top in One, Grand and Rally Shows. Junior Shows wants Danzers, Posing Girls, Wood Diggers, Gun Taps, Grand and Rally Shows. Concessions—Want big Musical with big Bands for Free Act. Big Help write. Salary. Address Nashville, Ind., this week; Shellburgville follows.

**GREAT SOUTHERN SHOWS WANTS**

Chairplane, M-G-R, KM Rides, Shows of all kinds with or without transportation. Legitimate Concessions come on.

Want, Hobbies, Dinner.

A. H. MURPHY, Mgr., Ky., June 12-18.

**FRISK GREATER SHOWS**

Want to book Ferris Wheel, Peep Ride, Merry-go-round, Purchases or any ride not mentioned. Can use a few more Concessions—Wants, large amount of Hobbies, Nails, Sells. Big celebration at Alexandria, Minn., June 20-22. No roller, but roller. Meet by capable and one who will handle second one. Write as per route.

**FUNLAND SHOWS**

Want for June season, Alabama and Mississippi Fairs. Legitimate Concessions only. Funland Land Gallery, Hoops, Concessions, Pigeon-Tail, Win, Bowling Alley, Peep Arcade, Gun Game and Tilt-a-Whirl. Will supply T. L. SHERMAN, Mgr., Greater, Ky., this week.

**COMMITTEES—COMMITTEES**

Want Texas and Oklahoma Fairs.

Can furnish 9 Rides, 9 Shows, 25 Legitimate Concessions, Best Free Act, Challenge. Open 4th of July Celebration. No concessions. Two days Holiday. Tex. Hill, Hobbies and Recreation, week July 1. Also have two weeks in August open. The TEXAS LONGHORN SHOWS, Quanah, Tex., this week.

**SUNSET AMUSEMENT CO.**

Have opening for Truck Back, Lead Gallery, Pot People, Hobbies, Dinner and Candy Booth. Want Hill and Maid to feature. Also want and Darling Girls. New soap, food and candy open; 40 per cent. What back you? Write Box 15, this week; Knoxville, Tenn.



**WANTED ACTS**  
FOR  
**NATIONAL HOME SHOW**  
WEEK JUNE 22, SHREVEPORT, LA.  
Address  
REAL ESTATE BOARD,  
Edwin M. Williams, Director,  
Washington Younce Hotel, Shreveport, La.

**DANCING and POSING**  
**GIRLS**  
For Hawaiian and Posing Shows. Also  
Talker, Grinder and Ticket Seller. Save salary  
and all season's work. Write or wire,  
pay your own.  
**F. W. MILLER**  
AMERICAN EXPOSITION SHOWS,  
Butler, Pa., week June 13; Ellwood City,  
Pa., week June 20.

**PAN-AMERICAN**  
**SHOWS**  
Presenting 8 Rides, 10 Shows, Concessions,  
Free Acts, available for good  
fourth of July Celebration. That can  
support Show of this size. WANT  
Manager for Athletic and Girls' Show  
with music. Address Shelbyville, Ill.

**WANTED**  
Mile Foreman who can take care of four Rides,  
including Merry-Go-Round and Whip. Must  
own motor. Address  
**SAM MECHANIC**  
Care BARNEY TASSER CARNIVAL UNIT,  
Fredericksburg, Va.

**WANTED**  
SHOWS AND CONCESSIONS THAT DO NOT  
CONFLICT FOR  
**FIREMEN'S ANNUAL CELEBRATION,**  
COCHRANTON, PA., JUNE 20TH TO 28TH.  
We played this Red One Last Year.  
Communicate with  
**ED WEYLS PRODUCTION CO.,**  
Eligo, Pa., June 13 to 18.

**GOLDEN GATE SHOWS**  
Wants Cookbooks, Open Game, Diggers, Ice Cream,  
Candy Floss, Candy Apples, Whip-Till-It-Win, Fishing,  
Hoop-It-Up, Bull Games, Hog, Gabby,  
and Long and Short Gallery, Grand Gallery, All  
Work and Grand Concession \$10. Heavy wants  
Shows Agents. Have contract for Cook and Bites  
Shows. Room for Big Shows. Bites Whip, Milk Camp  
Shows. Want Banner Men. **F. A. OWENS, Mgr.,**  
Detroit, Ill., this week; Birmingham, Ill., next  
week; Louisville, Ill., week of 4th.

**FAIRBURY, ILL.**  
American Legion Celebration  
July 3 and 4  
Two Days—Two Nights  
For information write or wire  
**GEO. H. DECKER, Secy.**

**KING REID WANTS**  
The Fertile Hobe Territory; Cigarette Gallery, Strip  
Shows, High Striker, Long Show, Range Gallery,  
Positively no grill. Also Fair Act for balance of  
season. Wire **KING REID, Bristol, Va.,** this week;  
Shelbyville, Va., next week.

**WANTED**  
LEGITIMATE SHOWS AND CONCESSIONS  
July 2-4. Good Fair Dates Following.  
**RAPP'S RIDES AND AMUSEMENTS**  
207 S. Broadway, Englewood, Colo.

**FOR SALE**  
**FAST WORKING ELEPHANT**  
With or without track. Would consider leasing to  
anyone who can use up reasonable amount.  
Address Box D-134, Billboard, Cincinnati, Ohio.

**WANTED FOR**  
**4th and 5th JULY CELEBRATION**  
at Montville, Mich.  
Concessions and Shows. All Concessions can work.  
**CHARLES LANDOON, Mettrille, Mich.**

**WANTED**  
Want Amn. June 24 to July 5. Greatest annual  
celebration. Offer thousand attendance last year.  
All Concessions that work for week. Will sell 3  
and 4. No rental. No First Shows. Write  
or wire as per route. **Miss J. June 17**  
to 18, or Fort Amn., June 20. **MOBBER'S**  
Shows.

Kana Expo.; Millade, Elizabeth, N. J.  
Kana, W. C.; Carbondale, Pa.; Kingston 20-20.  
Keystone; Glymer, Pa.  
Kline's Greeter; Indiana Harbor, Ind.  
Kroby's West Coast Am. Co.; Mount Pleasant,  
Calif.; Bend, Ore., 20-25.  
Lagasse Am. Co.; Lexington, Mass.; Bradford  
20-25.  
Landa, J. L.; Eldorado, Kan.; Lawrence  
20-25.  
Landa, Dee; Famous; Pergus Falls, Minn.;  
Crookston 19-22.  
Lawrence, Sam; Bellefonte, Pa.  
Lewin, Art; Watertown, N. Y.  
Liberty National; Beaver Dam, Ky.  
Liberty Fair & Am. Co.; Roebling, N. J.; Ham-  
mondon 20-25.  
McKee; Geary, Okla.  
Majestic Expo.; Newport, Tenn.  
Marble; Reading, Pa.  
Marlin's United; Hannaford, N. D., 13-18;  
Hilton 18-19; Madock 20-23; Michigan  
23-25.  
Middleton, Karl, No. 1; Couderport, Pa.;  
Franklinville, N. Y., 20-25.  
Middleton, Karl, No. 2; Astica, N. Y.  
Miller Amusement; Asheville, La.  
Miller Bros.; Omaha, Neb.  
Miner Model; Glenside, Philadelphia, Pa.  
Miner Model Ride Unit; Sellersville, Pa.  
Model; Richmond, Ky.  
Molly's Greeter; Bristol, Mo.  
Mull, C. W.; Monticello, Ar.  
New England Motorist; West Lebanon, N. H.  
Northwestern; (Meyers & Chicago ave.) De-  
troit, Mich., 13-15; (Letch & Portland ave.)  
Detroit 23-25.  
Orange 24-25; Covington, Va.  
Page, J. J.; Expo.; Clarksburg, O.  
Pan-American; Shelbyville, Ill.  
Parade of Shows; Glendevor, Tex.  
Patrick; Waila Waila, Wash.  
Pearson; Keeland, Ind.  
Perrina Expo.; Russellton, Pa.  
Peru State; Berlin, Pa.  
Reading's; Scottsville, Ky.  
Red River; Nipigon, Ont., Can., 18-19; Beard-  
more 16-17; Geraldton 20-23; Makina 23;  
Stoax Lookout 25-25.  
Regal United; Atlanta, Ga.  
Reid, Edgar; Bristol, Va.; Johnsbury 20-25.  
Roger's Greeter; Eschville, Tenn., 13-18.  
Rosen Bros.; Expo.; Pittsburgh, Pa.  
Rogers & Powell; Hollandale, Minn.  
Roland; Tabewell, Va.  
Royal American; Cedar Rapids, Ia.  
Royal Expo.; Du Bois, Pa.; Brockville 20-25.  
Roy Midway; Fairfield, Ill.; Linton, Ind., 20-  
25.  
Rubin & Cherry; Appleton, Wis.  
Sania Fe Expo.; La Crosse, Kan.  
Scott Bros.; Mr. Pleasant, Tenn.  
Shesley Midway; Toledo, O.  
Shewart Bros.; Clayton, Okla.; Kiowa 23-25.  
Sims Greeter; Lechuta, Ga., Can.  
Sierbeck Am. Co.; Crystal Falls, Mich.  
Smith Bros.; Frederick, Okla.  
Smith Greeter; Atlanta; Kayser, W. Va.  
Snap Greeter; Wisconsin Rapids, Wis.  
So's Liberty; Rock Island, Ill.  
Sparks, J. Y.; Greenville, O.  
Spencer, C. L.; St. Francisville, La.; Jackson  
23-25.  
Stafford; Somerville, Mass.  
State Fair; Casper, Wyo.  
Stumbo, Fred B., No. 1; Neel, Mo.  
Stumbo, Fred B., No. 2; Monst, Mo., 18-18.  
Sunset Am. Co.; Belle Plaine, Ia.; Knoxville  
20-25.  
Swisher, H. G.; Joplin, Mo.; Sedan, Kan.,  
20-25.  
Tarrill & Morell; Bushville, Ind.  
Texas Longhorn; Okmah, Tex.  
Tilley; North Chicago, Ill.; Ottawa 20-25.  
Thomas, Art B.; Selby, S. D.; Kilsanda, N. D.  
Tidwell, T. J.; Seaside, Okla.; Ada 20-25.  
Tohill, C. H.; Oakfield, N. Y.; Medina 20-25.  
Wade, W. G.; Midland, Mich.; Muskegon 20-  
25.  
Wallace Bros.; Webster City, Ia.; Emmets-  
burg 20-25.  
Ward, John R.; Princeton, Ky.  
Weer; Ligonier, Ind.; Angola 20-25.  
West Bros.; Fargo, N. D.  
West Coast; Port Angeles, Wash.  
West, W. H.; Mexico, Mexico, Mex.  
Western State; Garden City, Kan.  
West's World Wonder; Bradford, Pa.; Cary  
20-25.  
Wey's Production Co.; Eligo, Pa.  
White City; Caldwell, Ida.; Emmett 21-25.  
Williams, O. B.; Watoga, Okla.  
Willow Am.; Chasco, Ill.  
World of Mirth; New Britain, Conn.  
Yellowstone; Osage, Wyo., 18-18.  
Zarra, Harvey; Waldwick, N. J.  
Zimdars Greeter; Kokomo, Ind.; Cary 20-25.

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ANOTHER ONE OF MY EXCLUSIVE NUMBERS.  
This Gorgeous Package contains Assorted Fruit Jellies and Expe-  
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Assorted Colored Cellophane. Packed 100 to Carton.  
**PER CARTON \$4.00**  
25% Deposit with Order, Bal. C. O. D. Send for Illustrated  
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SHE IS POPULAR—DIFFERENT  
ATTRACTIVE—EVERYONE  
KNOWS OF HER—  
ORDER A CARTON  
Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair  
Ribbon, Collar, Slippers and Brooch. Height 14½ inches, packed 12  
to carton (see text sold).  
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**1938 CATALOG TODAY**  
SHOWING THE LARGEST AND FINEST SELECTION OF PREMIUM -  
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**PER CARTON \$4.00**  
25% Deposit with Order, Bal. C. O. D. Send for Illustrated  
Catalog.  
**MARVEL CANDY CO., Inc.** 101-103 Wootton St.,  
NEW YORK CITY.

**JULY 4, GREENUP, KY., MASONIC CELEBRATION**  
THREE WEEKS, UNTIL FAIRS START.

JULY 11—VANCEBURG, KY., Fair	SEPT. 5—RUSSELLVILLE, KY., Fair
JULY 18—CRAYSON, KY., Fair	SEPT. 12—JASPER, TENN., Maiden Fair
JULY 25—HARRODSBURG, KY., Fair	SEPT. 19—OPEN—FAIR WANTED
AUG. 1—RUSSELL SPRINGS, KY., Fair	SEPT. 26—DICKSON, TENN., Fair
AUG. 8—BROADHEAD, KY., Fair	OCT. 3—OPEN—FAIR WANTED
AUG. 15—LAWRENCEBURG, KY., Fair	OCT. 10—FAIR CONTRACTED
AUG. 22—LEBANON, KY., Fair	OCT. 17—FAIR CONTRACTED
AUG. 29—HODGENVILLE, KY., Fair	OCT. 24—OPEN

WANT Loop-o-Plane Ferris. State all in first wire. WANT Stock Concessions. Positively no grill.  
CAN PLACE Shows with own outfit. Look this Fair List over and you can see who has the cream  
of the Fair in the South.  
Address F. H. BEE SHOWS, INC., Georgetown, Ky., this week; Flemingsburg, Ky., week June 20.  
OUT OUT and KEEP THIS LIST OF FAIRS FOR FUTURE REFERENCE.

**SCOTT BROS. SHOWS WANT**  
For three of the best spots in Tennessee, Octopus or Ride-o, Circus Side  
Show, Grand Shows, Legitimate Concessions, Coetard open, Musicians for  
Colored Minstrel, Roper, Trick and Fancy Riders for Collins Rodeo, Nail Joint  
Agents, Merfreesboro, Tenn., next week; Bruceton, Tenn., week June 27;  
Celebrate the Fourth, Saturday, July 2, Selma, Tenn., on Streets; Tomato  
Festival all week. Biggest celebration in Southwest Tennessee, 5,000 to  
20,000 people daily. Mt. Pleasant, Tenn., this week. Money in this section.  
Big crops.

**CONCESSIONS WANTED**  
Can use Hoop-La, High Striker, Fish Pond, Pitch-Till-Win, Cigarette  
Gallery, String Game and other legitimate Concessions, including Merchand-  
ise Wheels operated without control. Address  
**GOODING SHOWS**  
Butler, this week; Ellwood City, June 20-25; Fourth of July Celebration,  
Vandergrift, June 27-July 4; all Pennsylvania.

**Eagles' Free Street Festival** OTTAWA, O.,  
JUNE 20 TO 25, Inc.  
**Free Street Fair and Mammoth 4th of July Celebration**  
PAULDING, O., JUNE 27 TO JULY 4, INCLUSIVE.  
WANT Flat Rides, Kiddie Rides, Shows with good flashy fronts. CAN PLACE Concessions of  
all kinds for both spots, with good ones to follow. L. A. KELLY, Legal Adjuator.  
Write or wire CELEBRATION SHOWS, this week on the Streets, Forest, O.

Robbins Bros.; Sydney, N. S. Can., 14; North  
Sydney 18; Antigonish 18; New Glasgow 17;  
Dunbar 18; Halfway 20; Bridgewater 21;  
Yarmouth 22; Digby 23; Kentville 24.  
WPA; flushing, L. I. N. Y., 14-18.

**Additional Routes**  
(Received too late for classification)  
Crowdy Show; Stanford, Ky., 12-18  
Daniel, B. A.; Magician; Cincinnati, O.,  
13-18.  
DeClea, Magician; Ooshen, Ind., 20-20.  
Nofner & Lavell Show; Bradford, Ill., 19-19.  
Levitt Show; Benton, Mo., 18-18.  
Long, Leon; Magician; Vevco, Ky., 16-23;  
Wheatwright 24-25.  
McCall's Dog & Pony Show; New Cambria,  
Mo., 14; Goldsberry 15; Ethel 16; Elmer 17;  
Atlanta 18.  
Miller's, Ralph; Donkey Baseball; Joliet, Ill.,  
16; Oak Park 17; Chicago 18-20.

**Princess Edna Show; Wheeler, Tex., 13-18.**  
Totman & Newton Tent Show; Temperance-  
ville, Va., 12-18.  
Walker Family Show; Ideal, Ga.

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Merry-Go-Round and Wheel. Will Buy.  
Rent or Book. We can transport. CAN  
PLACE few Grand Shows and Shows. Wire  
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# AMUSEMENT MACHINES

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## TAXES

"Somebody ought to say a good word for the politician . . . politicians are human beings just like everybody else."—Quoted from an editorial, "Politicians," which appeared on this page of *The Billboard*, March 27, 1937.

Several readers of the coin machine section appreciated that editorial for its special meaning to the coin machine industry, more so than for its general reference to the affairs of government.



WALTER W. HURD

Now somebody ought to say a good word for TAXES. Taxes may be the most painful and disagreeable word in our national language today, but there are good reasons underneath the surface why every business man should begin to say a good word for taxes.

There are special reasons why the coin-operated machine industry should be among the first to say a good word for taxes

Many in the amusement games division have already caught the idea and are in some cases voluntarily asking for "a fair and reasonable tax." The vending machine people in particular, and more remotely the phonograph people, may also catch the idea before it is too late. There are on the court records in New York City some blunt statements with enough dynamite to ruin the vending machine industry if it should ever get into the hands of certain organizations.

In the midst of general business depression there are certain hopes for amusement games that should be used in every way possible. Retail locations of all kinds need coin machines now more than they did in 1935 and 1936. Resort locations need them more than ever because first reports show the public is still going places, but spending less. Political organizations all need money. Private charity has broken down. Cities and States need millions of relief money. With the heavy load of taxes there is a wide search for painless taxes.

The danger to amusement games in this move for "painless taxes" is that big-time gambling, like lotteries and pari-mutuels, may get a monopoly thru licensing. Only a progressive move by the games industry can forestall such a thing. There are good American arguments why it is preferable to license games with an element of skill, and even slots, rather than give a monopoly to big gambling which takes dollars instead of small coins.

So much for taxes and the coin machine industry. Let's turn to the death struggle over taxes now going on in this country.

Today there is a death struggle over taxes, each line of industry trying to shift its just share of the tax burden to some competitive line of business. As a general rule half the new taxes proposed for your line of business is promoted or supported by some competitive line of business. In the coin machine field the percentage is even higher. Unless your industry maintains an expensive lobby or trade association, some competitive line of business will shift onto your business an extra share of the tax load.

Business men ought to get their eyes open. Trade associations and lobbies are fast becoming the worst offenders in a long list of increasing business evils. Unless trade associa-

tions can find something more useful to do than muddle the tax situation, then trade associations are doomed. Recent legislation against lobbies should be a hint to the wise.

Big business, thru its powerful organizations, began the disgusting propaganda about taxes years ago and still keeps up the deceptive work. When the full history of the depressions of our time is written it will show one of the blackest pages of deception, false propaganda and unfairness of a civilized people. The story of this high-powered propaganda, with its wealthy publishers, high priced publicity agents, advertising, etc., is something to think about. Much of the weight of this propaganda has been to muddle the tax situation—and fool the masses of the people.

It is extremely unfortunate that heads of small and medium business enterprises have swallowed the propaganda hook, line and sinker. You would expect much better of men who have ability to build or manage a business, but perhaps they have been too busy with the daily routine to think thru the mass of propaganda fed to them day by day. Fortunately a few firms and trade associations have opened their eyes. The move of Wanamaker's in New York is enough to make any business man think. The work of the National Retail Dry Goods Association should be a last hint to the hundreds of trade groups and Chambers of Commerce over the country.

We might as well face the facts of new times, new ideas and new machines. It is highly probable that if we ever see business prosperity in any country again, high taxes will be a basic factor in that prosperity. Peaceful nations like Denmark (30 cents tax on the dollar) and Sweden have already recognized it, are paying the price and making the best of it. Within the last month officials of these nations have said that if the United States doesn't cut out its blind partisan politics and solve its own troubles we and the rest of the peaceful nations of the world are lost.

Business has no plan of hope to offer the country; private charity has broken down; thoroly reliable reports show an increasing pace of danger underneath the surface. Government money seems the only possible hope that can stop the present trend and that means higher taxes.

The influence that partisan politics plays in ruining the country may be seen in many ways. The head of one of Chicago's larger steel companies in a newspaper interview last winter said that "when the government quit buying the steel business went dead." But he would not allow his name to be published for fear business men would ostracize him. Facts are available now to show that three-quarters of new orders for steel come from the government.

All of which means taxes. But this much is plain: in any country in the world today if prosperity ever comes again it appears that taxation will be the way back.

Now the sensible thing to do is to work for a fair and reasonable apportioning of taxes. But how can a fair apportionment of taxes ever be secured in the face of the high-powered propaganda today that continually muddles the tax situation? The coin-operated machine industry will gain most by opening its eyes to the facts—and get on the band wagon.



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**"PLAYBALL"**  
**PLAYBALL —**  
 The only Baseball Game on the market that permits player to pitch balls at will, to himself.

**PLAYBALL —**  
 The only Baseball Game that has Base running action on the backboard as well as the playing field.

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 The only Baseball Game that gives the player 15 balls for 5c, yet the play is just as fast as ordinary games.

**PLAYBALL —**  
 The only Baseball Game using pitcher and swinging bat that does not use the "ONE, TWO, THREE, you're out system" of scoring and that's another one of the big reasons Exhibit's Playball is TAKING THE COUNTRY BY STORM.

**PLAYBALL —**  
 can be operated in closed territory as a STRAIGHT LEGAL AMUSEMENT MACHINE.

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 can be operated in open territory with a top award as high as \$10.00, in addition to the usual awards of 2-4-10-20, etc.

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 F. O. B. Chicago

Order from your Distributor or write  
**EXHIBIT SUPPLY CO.**  
 4222 W. LAKE ST., CHICAGO

**Protective Feature Big in Ascot Derby**

CHICAGO, June 11. — "Altho Ascot Derby was introduced some weeks ago, it's even stronger now than at any time in its history," says Jimmy Johnson, head of Western Equipment and Supply Co. "And its extreme popularity is not due to any quirks or fads, for, as one of our illustrious citizens has been known to state on occasions, 'We planned it that way, my friends.' When we created Ascot Derby, we planned it as a game that could be operated on any location in any territory. And that's just what it is.

"Ascot Derby is a 'free game,' thus is legal everywhere," Johnson continued. "And it has been built so that it will conform to the tastes of all players—it is available in one, two and five-ball play. And its action truly reaches the heights of excitement for players. Yes, in building Ascot Derby, we certainly bore in mind the people who make a game successful—the players. But we did not overlook the operators, for Ascot Derby has so many features appealing to them. Among those features is one in particular that stands out—a protective feature. Ascot Derby is equipped with a positive award register. And to make it even more appealing to both operators and players, we are now offering it in a four-coin multiple model at a slight additional cost.

"Operators all over the country, in reports, substantiate our belief that Ascot Derby is packed with the power that gets profit-building play on all locations—it's truly a great game.

"Another Western game that is really going to town in a big way is Dewey Jr. Dewey Jr. was first introduced not weeks ago, but months ago, and today it's one of the most attractive games on locations everywhere. Dewey Jr. has been aptly characterized as the 'modern version of the most sensational money-maker in coin machine history.' It's a game that literally spins with flashing action, and it features seven-coin selective play. It's truly the kind of game players go for, because it's fast, with plenty of spin and excitement from start to finish. Players like its selective feature. And operators in all sections of the country are sold on Dewey Jr. because it's earning such high profits for them."

in popularity with both players and coinmen. And this popularity that they achieved was not temporary, for today—months after the introduction of Snappy—it is still setting the pace on locations throughout the country.

"Then there's Swing," they continued. "About the only thing we can say about Swing is the fact that profits from this game are still on the 'upward swing.' And last of the three, but by no means least, is Fiesta, the game featuring automatic action, and from operators' earning reports, automatic profits. Because it offers players so much amusement, play and profits from Fiesta have been almost automatic. Imagine that! Three outstanding games in a row.

"And last week Chicago Coin announced another five-ball novelty game—a game which we predict will even top such hits as Snappy, Swing and Fiesta. The newest release has the none-too-romantic tag of Nags. Right, you guessed it! Nags is a horse race game that's a favorite for No. 1 position when the profit race is ended. We sprang the barrier on Nags only a week ago and the response of operators in the cheering section has been terrific. Of course, it's a bit early to make many predictions for Nags, but from the way coinmen throughout the country have taken to it, it looks like the one to beat. The various coinmen who have seen Nags declare it to be a true thoroughbred and a sure winner.

**KEENEWS**  
*ad-itorials*

**Prosperity Wave on the Way**

The American people are beginning to quit their squawking, and instead, are now commencing "to do something about it". When Americans do that, they usually manage to bring home the bacon. An upswing is already being felt in the rural and farm areas. It will spread to the city and industrial sections. Another era is before us when small operators become big, and large operators become still greater ones, because they went ahead while the other fellow sat back. With good games on the market today, an operator can at this time safely shoot the works in adding equipment and extending his operations to increase his "and" on the PROSPERITY WAVE headed his way.

**They Know Their Junk**

Both the location owners and the players know a junk game when they see one. Junky played-out equipment sours the location. It puts an "A" spot in the "C-location" class. Operators who think they can get by with "jalopy" games are only kidding themselves, because they are doing \$10 in a location, which with good equipment,\*\* might do \$100 or more.

**Big London Order Cheers Groetchen**

CHICAGO, June 11.—A cable order from one of the pioneer coin machine distributors of England was received by the Groetchen Tool Co. this week. It called for 1,000 of the Sparks counter machines for which the Groetchen firm is well known. Already pressed to fill domestic orders, officials of the firm state they will have to tax their facilities to capacity to fill the order.

Elated by the London order, Richard Groetchen, head of the firm, called attention to a phase of the usefulness of counter reel machines often overlooked. It is their use as trade stimulators, he said. With the growing use of the token award system the two counter machines, Sparks and Ginger, made by the Groetchen firm, have helped to sell the "astounding total of 3,000,000 packs of cigars last month. Tokens valued at 1,250,000 packs are now in circulation. As the average play empties the award tube within 8 to 10 days, the total of 3,000,000 packs indeed is a low estimate," he said.

**Two Lists Grow, Gilmore Reports**

CHICAGO, June 11.—James A. Gilmore, secretary-manager of the Coin Machine Manufacturers' Association, said in commenting on his observations of trade progress this week that "it is an incontrovertible fact that more money has been made, and is being made, by minding one's own business than in any other way that has ever been discovered." He stated further that "if there were no differences of opinion there would be no horse races."

The CMMMA office, he says, continue to be busily engaged in soliciting new members and contracts for exhibit booths at their coin machine show next January. His efforts are being rewarded and both lists are growing satisfactorily, he reports.

Gilmore says he was "employed to build up an association and to sell a Coin Machine Show and it keeps me busy enough minding my own business and doing the job I was hired to do. I am not interested in mud slinging or reprimandations. I took the position as I found it and am determined to make the best of the opportunity that was afforded thru circumstances and conditions that I took no part in or over which I had no control."

Gilmore claims to "be young in the coin machine industry but old in experience." He has entered the job with the idea of giving his best and of being willing to learn, he states.

**"Business Terrific," Says James, of Navigation Coin**

HOUSTON, Tex., June 11.—"Believe it or not—business is terrific," says M. R. James, of Navigation Coin Machine Co., Houston, and to prove it he quotes the following note received from S. L. Stanley, regional sales manager of Bally Mfg. Co.: "Many thanks, my friends, and I wish you a lot of success and hope you get all the Houston business in your fair 'New Deals to Operators.'"

James adds: "It didn't take the ops here long to realize they were getting 'new deals,' and their patronage and sincerity convince us they really appreciate it. That is exactly why our business is swell."

**What Happened to Lemon Games?**

Do you remember 'way back when, when a game might be referred to as a lemon? You don't hear that any more. The good games go to town. The lemons never get to go anywhere. Those factories with good games get the business. That's why a factory's sales volume\*\*\* is your most reliable guide as to what game to buy.

- \*For instance, Keeney Games.
- \*\*Games like Track Time, Kentucky Club, Derby Champ and Free Races.
- \*\*\*The business being done by Keeney is the talk of the industry.

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Bally Skill \$100.00	King Clock \$29.50
Mills 1-2-3 \$29.50	Mystery \$29.50
Flash Taro 75.00	Gift, Hi-Card \$29.50
Bally Fairground 75.00	Gift Mvts. 29.50
Bally Wheelwood 79.50	Wds. Table 25.00
Jana, Derby 10.50	Racing Form 25.00
Day Console, With Skill 55.00	Derby 10.50
Panico Resonant, 5c or 25c Play, or 2 for 5c Play with Ball 45.00	Fast Finish 15.50
Aringtons 35.00	Mills Post 15.00
Proquest 35.00	Time 15.00
1/3 Deposit, Bal. C. O. D., F. O. B. Baltimore, Md.	Ball Park 15.00
	West View 15.00
	Mills Dbl. Header 7.50

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 Ticket Holders—Good Condition,  
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 Lots of 10 or More, \$27.50 Ea.  
**ARROW NOVELTY CO.**  
 2852 Sidney St., St. Louis, Mo.

**Chicoin Trio of Games Continue Up**

CHICAGO, June 11.—Of the recent releases there have been three games which really stole top honors, according to executives of Chicago Coin Machine Mfg. Co. "These three games in the order of their appearance were Snappy, Swing and Fiesta. All five-ball novelty games, they had almost a meteoric use



GEORGE JENKINS (left), sales manager of Bally Mfg. Co., and Roy Basels, Monarch Coin Machine Co., Chicago, play the Bally Lite-a-Pez game.

**J. H. KEENEY & COMPANY**  
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 "The House that Jack Built"  
**CHICAGO**

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## Rock-Ola Phonos Up on West Coast

CHICAGO, June 11.—A sharp upturn in Rock-Ola phonograph business during the past few weeks is the result of a wide swing thru the territory by Messrs. McClelland, West Coast manager for Rock-Ola, and I. P. Webb, vice-president and sales manager of Rock-Ola's phonograph division. Hundreds of orders were booked for immediate summer delivery.

In speaking of the demand for Rock-Ola on the West Coast, McClelland stated: "In every town that Mr. Webb and I set up headquarters the operators bought quantities of new Rock-Ola equipment."

McClelland and Webb spent several days in San Diego, Calif., with the Rock-Ola distributor for that territory, A. J. Fox, "Gus" Fox, as he is known by his many friends, stated that, in his opinion, "right now is an excellent time to broaden out and make an investment in music equipment."

An addition of many new units has been made to his already large route of Rock-Ola phonographs.

"One of the most interesting and progressive developments of the year," said Gus, "is the Play Boy auxiliary speaker, developed exclusively by the Rock-Ola factory. Formerly I used ordinary auxiliary speakers—simply hung them up on the wall wherever they were needed. But with this new Rock-Ola Play Boy speaker—attractive, ultra-modern and inviting for coins—we have increased our receipts in every location where we formerly used the auxiliary speaker."

Mr. Fox continued, "One of our spots where we formerly used an ordinary speaker is actually taking in an extra \$15 per week in the cash box speaker alone. The customers like the music coming from the speaker. It is just as clear and real as that from the phonograph itself. A constructive aid like this, for instance, has helped to keep my organization on top thru good times and bad."

## New York Distrib Sells Used Phonos

NEW YORK, June 11.—Sam Kresberg, of East Coast Phonograph Distributors, has just set up new quarters next door to his main office to take care of his used phonograph department. Three cabinet finishers and repairmen have been placed in the department to take care of all the phonographs and see that they are in tip-top condition when they leave his plant. Kresberg has been in the phonograph business for about 25 years and he knows that in order to keep the good will of his customers he must send them equipment that can make money for them.

Kresberg claims: "The large business we have been doing on used phonographs is due to the unusual bargains we can give the operators. We take trade-ins on all new Seeburgs we sell and thereby are in a position to turn them back at exceptionally low prices. We have been doing a particularly fine business on repeat orders. It seems that our customers, who, by the way, extend all over the globe, have been very well pleased with the way they receive our used phonographs and have come back for more."

### Record Buying Guide

#### Going Strong—Keep 'Em Around

Cathedral in the Pines  
Says My Heart  
Lovelight in the Starlight  
Cry, Baby, Cry  
Don't Be That Way  
Please Be Kind

#### On Way Up—Better Stock Them

Oh! Ma Ma (The Butcher Boy)  
You Leave Me Breathless  
I Let a Song Go Out of My Heart  
Day Dreaming

Musica, Maestro, Please  
Little Lady Make Believe

#### On Way Down—Not Worth Pushing

Heigh Ho  
I Love To Whistle  
You Couldn't Be Cuter  
At a Perfume Counter  
Ti-Pi-Tin  
On the Sentimental Side



## Atlas Novelty Is Now in Music Biz

CHICAGO, June 11.—In what was considered one of the its biggest moves, Morris Ginsburg announced last week that Atlas Novelty Co. had opened a Detroit office at which Seeburg phonographs would be the feature product.

Said Ginsburg, "The Atlas Novelty Co. of Chicago, Pittsburgh and Miami is now the Atlas Novelty Co. of Chicago, Pittsburgh, Miami and Detroit. Yes, it's true. We've added Detroit to our growing list of office addresses. We've taken over the entire State of Michigan for the distribution of Seeburg Symphonolas, those excellent automatic phonographs made by the J. P. Seeburg Corp. Our Detroit office will be maintained for the sole purpose of distributing these phonographs exclusively, for Seeburg Symphonolas are the only coin-operated equipment we will handle in Detroit."

"We will not handle any other type of equipment in that office such as we do in our Chicago, Pittsburgh and Miami offices, but the same 'personal and friendly service' policy that exists in those spots will characterize the operation of our Detroit office," Ginsburg affirmed. "Michigan music operators will be served with the same efficiency and speed that operators throughout the country who now buy from Atlas enjoy. And every phonograph requirement of those operators will be handled promptly and in the best manner possible by the Detroit force."

"Mr. O'Malia, heretofore sales manager of the Atlas Pittsburgh office, will become sales manager for both the State of Pennsylvania and the State of Michigan. It is expected that he will divide his time between those two States as soon as he gets things in running order in Detroit."

## Detroit Music Group Organized

DETROIT, June 11.—June 1 will probably go down as an important date for many music operators here. It was on that day that these operators met and

made plans for a strong operators' music organization.

The new organization, meeting at the offices of the Atlas Automatic Music Co., selected a committee of five to lay plans and draw up a progressive platform for the future. This committee, headed by Eddie Clemens and aided by Mickey Power, Joe Brilliant, Harry Graham and Chris Hornbeck, is at present hard at work diagnosing the various ailments of local operators and operating conditions. Among those present at the first meeting of this organization were Arnold R. Miller, Fred Gardella, A. Goldman, John Baker, Harry White, Frank Allubot, George Snyder, Loren Stover, J. Gould, Mr. and Mrs. Walter Hodges, Max Marsden, Ed Grohowski, Lucius Carr, Mrs. Mary Long, Louis Bertram, Andrew Banks, Vincent Stampien, James Parmalee, T. H. Housh, Leslie Baldwin, Spencer Otis and Julian (Mike) Kratee.

It was the opinion of those present that a fast-working cohesive organization would go a long way towards bettering local conditions. And from the way the appointed committee is working it won't be long until their well-laid plans are put into actual practice to the benefit of Detroit music operators, it is stated.

## Hit Record Plan Aids Music Men

MINNEAPOLIS, June 11.—After considerable study as to what the phonograph operator needed in the way of service, Murray Kirschbaum, who owns and operates the Silent Sales phonograph record department, conceived the idea of an automatic delivery of the latest hit records to operators whenever they are released by the platter makers.

It is a system, Kirschbaum says, to assure operators of getting the best records before someone else has a chance to offer a location "buster service." Several music operators are now subscribers to the new plan and are loud in their praise of the advantages accorded them when using the "advance hit-record service."

It is interesting to note that Kirschbaum; who has spent 23 years in the

## "Cathedral" and "Starlight" Still Among the Top Tunes

By DANIEL RICHMAN

NEW YORK, June 11.—Every operator should be playing Cathedral in the Pines, Says My Heart; Cry, Baby, Cry; Don't Be That Way and Lovelight in the Starlight. These are the top tunes of the day, on the air and over the counter, and they're absolutely necessary in your machines.

There is only one real standout, Cathedral in the Pines, and while its companions in the present hit class are very popular, they lack the terrific holding power of the Gold Mines and Memorics. It is advisable for operators to be prepared with the group of ditties that is closely trailing the leaders, for one week can bring surprising changes in the line-up.

Songs which may easily transplant the current favorite at any time are I Let a Song Go Out of My Heart; Oh, Ma, Ma (The Butcher Boy); You Leave Me Breathless; Day Dreaming; Musica, Maestro, Please; Little Lady Make Believe and The Girl in the Bonnet of Blue. Majority of these melodies are high on the list of radio favorites and several of them are selling very well. And, outside of Cathedral, no other leader is so strong that it can't be displaced in one week

by one of this alternate group. These songs merit a place in the phonographs, so don't pass them up because they don't happen to be heading any lists.

The two novelty numbers, Oh, Ma, Ma, and Musica, Maestro, Please, must be on hand. Patrons have a large selection of ballads to choose from, but novelties are scarce, and the public wants its pop tunes sprinkled with ditties of this type as a relief from the moon and June thing.

There is only one addition to the tunes already mentioned here as being on their way down and not worth holding on to, this is I Love To Whistle, which doesn't mean a thing as a radio attraction any more and which is beginning to slip as a seller. There are too many other songs crying for spots in your machines to keep this any longer. Love Walked In will probably join it in its descent soon.

Couple of tunes clinging to the edges of hitdom are Let Me Whisper and Remembered. There may be enough calls for these, as well as At Your Back and Gail, to warrant the space they take up on the turntables. Have them on hand. They're the type of real peach ballad that some people always go for.

music business, including the wholesale retail and merchandising ends of the platter trade, has for a capable assistant Vera Foster, a daughter of the man who created one of the largest music businesses in the Northwest, Foster & Walko. A brother now operates a retail music store on West Lake street. As a member of a musical family Vera Foster has always taken a fancy to the record end of the trade. One of the most remarkable accomplishments that can be credited to Vera is her ability to remember thousands of tunes from "way back when" to the present moment.

Among old-time operators the name Foster will recall that grand old man of the Millers and later in the big league, Elmer Foster, who is Vera's uncle.

Still another service given "oper" by Murray and his live-wire staff of assistants is a complete catalog of foreign recordings in the Scandinavian, Russian, Polish, German, Italian, Finnish, Czech and other languages.

## Music Ops Need Not Pay License

(The following bulletin, sent out by the RCA Mfg. Co., Inc., Camden, N. J., under date of June 4, 1938, will be of interest to phonograph operators.—Editor.)

"TO ALL OPERATORS OF COIN PHONOGRAPHS: Recently we have learned from various sources that persons who claim to represent recording artists have been approaching coin phonograph operators and location owners and threatening them with lawsuits unless they take licenses and pay fees to them for permission to use phonograph records on coin machines. Our information is that representatives of two organizations, one known as National Association of Performing Artists (NAPA) and the other known as American Society of Recording Artists (ASRA), have been especially active in this respect.

"It is the opinion of our counsel that neither of these organizations has any legal right to make such demands upon operators or location owners. We believe it to be in the best interest of the operators and location owners that the demands be resisted and we therefore urge all operators and location owners not to sign any document, accept any such license or pay any money to these organizations or their representatives.

"We desire to co-operate with you in this important matter, and in the event any such demands are made upon you or your location owners we suggest you request that such demands be made in writing and that you immediately forward all demand letters, envelopes in which they are mailed or delivered, proposed contracts or other written material to us for our further advice."

## Sheet-Music Leaders

(Week Ending June 11)

Sales of music by the Maurice Richmond Music Corp., Inc., are 25% included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corp., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co. of Chicago.

Position Last Wk. This Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
	1. Cathedral in the Pines	2. Says My Heart	3. Love Walked In	4. Please Be Kind	5. Lovelight in the Starlight	6. Cry, Baby, Cry	7. Don't Be That Way	8. Oh, Ma, Ma (The Butcher Boy)	9. I Let a Song Go Out of My Heart	10. I Love To Whistle	11. You Leave Me Breathless	12. Musica, Maestro, Please	13. Little Lady Make Believe	14. The Girl in the Bonnet of Blue	15. Heigh Ho



**London**

DALLAS, June 11.—Recent reports from that Texas reveal that operators in that section have experienced a nice pick-up in biz during the past two weeks. East Texas festival celebrations have been responsible for an excellent play of both music and vending machines in cities like Tyler, Kilgore, Henderson and Jacksonville. The Onion Festival at McKinney and the Tomato Festival at Jacksonville have already been held and a number of East Texas cities have celebrations planned, which operators say will help to keep business good in that section for weeks to come.

Bambino, the new baseball game of the Bally Mfg. Co., is catching on fast in this trade area, according to Helen Savage, local distributor for the Bally line. The new game fits excellently into the outdoor and baseball season and Miss Savage says that ops are doing a good business with the new product.

S. L. Stanley, general manager of the Automatic Amusement Co., Memphis, Tenn., was thru Dallas last week. Mr. Stanley made a business trip to San Antonio and South Texas, where he will work with South Texas operators, returning to Dallas again this week-end.

M. A. Walker and Guy Kincannon, both of Waco, were seen on operators' row the past week. H. H. Andrews and C. E. Lattimore, two popular operators of Jacksonville, Tex., were also recent visitors to Dallas jobbers.

J. C. Hollahan, new sales representative for Superior Products Co., Chicago, will be in Texas for the next several weeks. Mr. Hollahan has recently traveled the entire State of Oklahoma and was in Dallas several days the past week calling on local operators and distributors.

Mr. and Mrs. Harry P. Drollinger, accompanied by Judge and Mrs. King Wilkerson, judge of Dallas Corporation Court, were visitors last week-end to Bryan, Tex. Mr. and Mrs. Drollinger went to Bryan to see their son, Clarence D. (Buddy) Drollinger, graduate from Texas A. & M. College. Buddy received his Bachelor of Science degree. Returning to Dallas this week, young Drollinger will take over the management of his father's interests in the Wrenn Sales Co., local distributor.

Ervey Turner is a new merchandise operator at Lubbock, Tex. Mr. Turner has a sizable string of Master vendors on location in that West Texas city. He was in Dallas recently and purchased a quantity of Master vendors from M. Brodie Co. to add to his operations in the Lubbock territory. Mr. Turner re-

ports conditions good in West Texas and says that vending machines are doing an excellent volume in that section.

A. C. Hill, of Vernon, Tex., a successful music operator of West Texas and Southern Oklahoma sections, was in Dallas this week purchasing new music equipment.

Bally Reserve and Millwheel, two Bally products, are both good sellers with the Automatic Amusement Co. Miss Savage, of the firm, says that Bally Reserve is still a stand-by with Texas ops and that Millwheel with its novelty appearance is fast coming into favor.

**Dallas**

LONDON, June 6.—Choin Amusement Machine Supply, Ltd., of London, has been appointed British agent for Mills Novelty Co. This is most striking agency change of recent times. To cope with increased business accruing from this and Genco and Chicago Coin agencies Choin Amusement Machine Supply, Ltd., will shortly be opening new premises.

Former Mills agent, Samsom Novelty Co., Ltd., has lost no time in forging ahead with other products. First of the new lines, Sparks and Ginger, selling like hot cakes.

Hi-Ball continues as a best seller, competition being keen between Exhibit model and those turned out by British manufacturers.

A number of London jobbers use sportlands for sales purposes. Sportland is operated in usual way but operators may walk in, see machines in use, make choice and take away their purchases.

**Boosters' Brigade**

CHICAGO, June 11.—The American Retail Coal Association brought about 3,000 dealers in convention at the Sherman Hotel here this week. The coal industry has perhaps been harassed for many years, more so than any other industry, and thru many political administrations.

So it was significant news when the convention of coal retailers, thru its program of speakers, joined the few trade associations that have seen the light and accepted full responsibility for the part that business itself has played in causing depressions in this country.

The business morals of America are at a very low ebb and business itself is largely to blame for present conditions, a prominent coal official said. Other speakers on the program emphasized the same idea.

**Experience Piling Up, Says Lieberman**

CHICAGO, June 11.—Bud Lieberman, executive of the Century Mfg. Co., last week issued a statement which he says is the "last word" in deciding the success of any type of coin machine.

Said Lieberman: "Operators thruout the country now know by actual experience that our new penny vending machine is an outstanding product. They know thru experience that it is absolutely dependable from a mechanical standpoint and they know its possibilities for earning profits, for their reports to us indicate that it is helping them earn some of the greatest vending machine profits they've ever earned."

"In spite of this enthusiastic approval by so many owners there are a certain number of them who are still a bit skeptical about its merits," Lieberman says. "And this holds true with almost every product offered—there will always be a certain number of skeptics. Now this group realizes that if our new penny vending machine were not all we say it is we would never be able to unconditionally guarantee it for five years against any mechanical defects as we do. But to further convince these coinish that we believe we have an outstanding product we are offering it to them on a money-back guarantee. We are telling all operators to order a sample and if they are not entirely satisfied with it to return it prepaid to us within 10 days and we will refund their money in full."

**The LOCATIONS You WANT**



**ALL DEMAND**

**SEEBURG Streamlined SYMPHONOLAS**

**20 RECORD MULTI-SELECTOR Concert Grand - Crown - Regal - Gem**



**J. P. SEEBURG CORP.**  
1500 DAYTON STREET  
CHICAGO, ILLINOIS

**WANTED 1000 USED PHONOGRAPHS**

In order to fill a large export order, for a limited time only we will accept old Phonographs in trade. We are making liberal allowances on all models in trade on new Seeburgs. The most highly profitable Phonograph on the market today.

Contact one of our offices at once and get our liberal trade-in proposition.

**SOUTHERN AUTOMATIC MUSIC CO.**

620 Massachusetts Ave.,  
INDIANAPOLIS, IND.

542 S. 2nd Street,  
LOUISVILLE, KY.

420 W. 7th Street,  
CINCINNATI, O.

**BARGAINS IN MILLS PHONOGRAPHS!**

**ON TERMS**

We have in stock a collection of Mills Novelty Company phonographs, all in excellent condition, with cases cleaned and re sprayed to make them presentable for the most exclusive locations. LOW PRICES plus easy monthly terms—first come, first served!

Quant.	Model.	Price Each.	Cash Down.
4	880-Dance Master	\$59.50	\$9.50
13	886-De Luxe	72.50	12.50
42	889-Do Re Mi	119.50	14.50
69	896-Swing King	72.50	12.50
24	892-Studio	247.50	37.50

Get your orders or reservations in immediately. Complete information furnished at once.

BOX No. 313

The Billboard Chicago

**Sales Staff Plan Surprise to Fitz**

NEW YORK, June 11.—While John Fitzgibbons was in Chicago visiting the Bally factory his staff decided to take steps for piling up a new record in sales while Fitzgibbons was away.

Jack Devlin, Phil Coogan, Bill McDonald and others on the sales force at headquarters here have therefore been rushing in orders to Fitzgibbons while at the Chicago factory, and games have been taken out by operators almost as fast as they are delivered.

Heben Fitzgibbons in Newark has also been calling for more and more of the games. Gene Callahan in the uptown office of the firm has been setting one record after another with Bally's Reserve and now with Bambino.

According to Bill McDonald, "When Jack gets back he is going to be one of the happiest men in the industry. Not only have we sold more Bambinos than at any other time since they were introduced, but we have so many advance orders now that we will only have shipping problems to contend with for weeks to come. The game has proved itself one of the greatest that Bally has ever built. We feel that the week's sales which we have just made will certainly go down on the firm's books as one of our record weeks."

**EXPERIENCED MUSIC MEN Insist ON PERMO POINT**

*More Than 2000 Perfect Plays!*

Only PERMO POINT is standard equipment on ALL new phonos. It is recommended and sold by all record distributing companies. . . . Accurate high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!



**PERMO PRODUCTS CORP.**

Metallurgists—Manufacturers  
615 BAKENWOOD AVE. CHICAGO, ILLINOIS

**WANTED USED PHONOGRAPH RECORDS WILL PAY BEST CASH**

Box 376, Billboard, 1564 Broadway, N. Y. C.



**NAVIGATION COIN MACHINE CO. EXPORTERS**

**EXTRA!** WRITTEN MONEY BACK GUARANTEE—With Every Purchase, New or Used

10 SPORT PAGES .....	\$117.50	3 STUFF CHAMPS, Texas.....	\$ 19.50
15 FAIRGROUNDS .....	67.50	30 DAILY RACES, Meek.....	11.50
3 MULTIPLE RACES .....	64.50	2 ROYAL RACES .....	4.50
2 HOT TIPS .....	48.50	10 SPORTSMAN .....	4.75
12 BREAKERS .....	27.50	20 BALLY BUMPERS .....	11.00
20 BERRY DAYS, Ohio .....	18.75	2 CHICO DERBY'S .....	11.00
3 BAZAARS .....	29.50	2 OUTBOARDS .....	8.50
2 HIT PARADES .....	17.50	4 MERCURY'S .....	16.50
3 MILLS CLOCKER .....	20.50	AK-SAR-BEN .....	64.50

RUSH YOUR ORDER—WITH 1/3 DEPOSIT—SUBJECT TO PRIOR SALE.

**WE BUY SELL EXCHANGE**

FRIENDS—Bally Reserve and Bambino is really getting it. Let us supply you—By all means get our Prices first. WRITE FOR OUR NEW DEAL PRICE LIST

**4704 NAVIGATION BLVD. HOUSTON, TEXAS**  
CABLE ADDRESS NAVICOIN TEL. W 6-4811

**WANTED TO BUY FOR SALE**

Liberty Bells, Derby Days, Tanforans, Track Times, Bally Explors, Silver Flash, Big M, Arroyo, Handcappers, Surf Champ, \$ 24.50	Flasher, Reserves, Galloping Dominoes, Mills 1-2-3, Liberty Day	Forward
Daily Derby .. 8.50	Chocolis .. 875.00	Black .. 18.00
Millie 1-2-3 .. 95.00	Flashers .. 85.00	Liberty Bell .. 8.00
Grand Prize .. 15.00	Track Times .. 159.50	Derby Day .. 8.50
Roy's Truck .. 49.50	Free Game .. 70.00	Glasses .. 10.00
Late Ber'l No. .. 49.50	Bro Hee .. 12.50	Hold-Em .. 6.00
Dark Horse .. 69.50	Stucky .. 8.50	1936 Rock-Ola .. 75.00
Exhibit Races .. 75.00	Bumper .. 8.50	Phonograph .. 75.00
17-Gain M'd .. 75.00	Scoreboard .. 6.50	1937 Rock-Ola .. 100.00
Derby Day Con- .. 75.00	Homebreich .. 12.50	Imperial 20 M 200.00
slot .. 75.00		Med Caps .. 5.00

CLEVELAND-CHICAGO AMUSEMENT SALES CO., 1721 PROSPECT AVE., CLEVELAND, O.

**Atlas Guaranteed Reconditioned SLOTS**

1c BLUE FRONT, S. J. ....	\$42.50
5c BLUE FRONT, S. J. ....	49.50
10c BLUE FRONT, S. J. ....	52.50
25c BLUE FRONT, S. J. ....	55.00
50c BLUE FRONT, S. J. ....	57.50
5c JENNINGS CHIEF .....	32.50
5c WAR EAGLE .....	32.50
5c BLUE FRONT, D. J. ....	42.50

**CONSOLES**

DE LUXE BELL (5c & 25c Coin)	\$52.50
Chute	52.50
PAMCO ROSEMONT	52.50
DARK HORSE	65.00
EXHIBIT RACES (17 Coins)	77.50
EXHIBIT CHUCKALLETTE (7 C's)	77.50
EXHIBIT SILVER BELL (17 Coins)	77.50
GALLOPING DOMINOS	119.50
TANFORAN (Brand New)	79.50
DOMINETTE (Brand New)	72.50

Write for Our New Complete List of Paytables, Novelty and Counter Games, Consoles and Slots.

TERMS: 1/3 Deposit, Balance C. O. D. Cable Address, "ATNOVCO."

**ATLAS NOVELTY CO.**  
220 N. Western Ave., Chicago  
Branches in Pittsburgh, Pa.—Miami, Fla.

truly amazing

**VANAK**

**SLUG REJECTOR**

Patented Check and Check Separator give extra protection. Individual checks available for each operation—an added income safeguard! See your Jobber or write:

**A. DALKIN CO.**  
4311-13 Ravenswood Ave., Chicago.

**MUSIC OPERATORS!**

Save money! We reprint old phonograph needles for \$1.50 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

**Operator's Service Supply Co.**  
2045 Carroll Ave. Chicago

**LaBeau Sees Big Earnings in 3-Up**

ST. PAUL, June 11.—"I have been in the business a long time," said Archie LaBeau, distributor of coin machines here, "but never in all my experience have I had a payout table like Rock-Ola's 3-Up that continued day after day, week after week and month after month with such steady earnings. The 3-Up game can be changed on location in 15 minutes to a brand-new game. By exchanging the backboard panel on 3-Up with the fruit symbols for a backboard panel (included free with the machine) with horse-race symbols, it becomes Across the Board. This immediately gives the operator a chance to give his customers a variety in games without any expense on his part. This seems to be just what the doctor ordered for present-day operating. The operators can make a profit on this game long after it has been paid for."

Mr. LaBeau said that in these days especially operators must make a good profit on their merchandise and that Rock-Ola's two-in-one game, 3-Up, is certainly doing the job.

Operators have informed LaBeau, so he reports, that they consider 3-Up "a marvel when it comes to smooth, uninterrupted operation. They claim that 90 per cent of the usual servicing necessary on the ordinary one-shot payout games is eliminated. They have more time to devote to the increasing of their routes, which in the final analysis means more earnings for them."

"At the summer resorts in the North operators report that 3-Up stands head and shoulders above other payout games, and its constant popularity because of the variety in the game and its lightning-fast action encourages heavy play."

**Midget Game Has Five Coin Chutes**

CHICAGO, June 11.—In describing Gottlieb's new midget counter game in these columns last week it was explained that the game was available in four slots, 5-cent, 10-cent, 25-cent and combination 5, 10, 25-cent slot. This was slightly in error. Daily Races Jr., as the midget is called, is available in five slots. In addition to those named above it may also be obtained with penny slot.

"Daily Races Jr. also belongs to the new series of Gottlieb penny barometers," said Dave Gottlieb in explanation, "because it is ideal for locations where pennies are much faster than nickels, in which case it gives players the biggest penny's worth of play they ever had. At the same time tests revealed that the game is so popular among players that it can be operated in many territories for larger coins. Operators who witnessed the tests urged us to make the large slots available on Daily Races Jr. and we have done so. For that reason it is available with slots from 1 cent to 25 cents as well as a combination slot."

**Baby Midgett's Is Still the Tops**

KANSAS CITY, June 11.—"Baby Midgett's is still the tops. You bet your bottom dollar they are," says Joseph Berkowitz, general manager of the Universal Mfg. Co. of this city. "Why I've sold Baby Midgett's to several big candy and tobacco jobbers that are rated over a million dollars in Dun & Bradstreet. These midget jar games are recognized by the biggest jobbers and distributors in the United States as a profitable, staple item. In every section of the country these little jar games have stimulated the sale of cigars, beer, candy, hamburgers and other items to such a degree that retail merchants demand that their local jobbers carry a complete stock."

"Altho we are working on double shifts every day in the week and with the largest pay roll since we have been in business, we are just able to fill orders on Baby Midgett's," Berkowitz added. "That's proof of the well-earned popularity of Baby Midgett's. On a recent trip I had the opportunity of watching a group of players playing a Baby Midgett's jar game. There were plenty of winners to keep them satisfied, yet the jar was coming profit for the location."

**Royal Family of Bargains, Claim**

CHICAGO, June 11.—"The 'Royal Family of Bargains' has fast become not only a synonym for the Royal Coin Machine Co. but also a byword in the language of coin machine operators," declares Reynold Polland, head of the Royal firm. "Operators repeatedly tell us," continued Polland, "that bargains in their eyes consist of more than just a low price. They realize that there's a big difference between buying a bargain and buying a price. A bargain, in their estimation, is an outstanding game—a game in excellent mechanical condition—at an outstanding price."

"It is because these operators take such an intelligent viewpoint in buying reconditioned equipment that the Royal Coin Machine Co. and Royal business have grown to their present proportions," Polland adds. "Operators know that they can't afford to take chances on the games they buy. Yet, as they put it, 'it is extremely important that we get the very most for our money. Because we can obtain equipment that is in excellent condition at prices that make them genuine bargains we buy from Royal.'"

**Grip Scale Made With Anchor Base**

CHICAGO, June 11.—A new kind of anchorage has been devised for the Gottlieb Grip Scales to hold them securely to the counter even when "he-men" step up and bulge their veins and muscles to display their strength, according to information from the Gottlieb factory.

"By means of an improved kind of base, four suction cups are placed directly beneath the grip handles, in addition to the two supporting the machine at the rear. In this way the support at the handle end is increased 100 per cent and the sport of those giants who love to ring the bell is made still more pleasant by the added rigidity of the machine."

The factory reports that this improvement is now standard equipment with no increase in price. Sales of Grip Scales are said to continue at a very satisfactory rate.

**Genco Games Have Basic Hit Ideas**

CHICAGO, June 11.—"Hit is a 'hit' in fact as well as in name judged by what operators say," said Dave Gensburg, of Genco, Inc., maker of the game. He summed up what operators regard as the basic features of all games ever made by the Genco firm and then applied them to the two newest games the firm is turning out.

"Hit is a five-ball novelty game that is unique in having no holes, no nails and no bumper springs on its playing field," he said. "It's this uniqueness combined with all the thrills, all the

**UNITED MACHINE COMPANY**  
1124 HARMON PLACE  
MINNEAPOLIS, MINN.

**Reconditioned PAYOUT GAMES**

1-2-3 With Mills Factory Built Bally Payout Units \$79.50

Used One Week, Latest Model Bally Reserves .. 60.50

Gottlieb's Marble Race, Latest Model Large Electroph .. 64.50

Fairgrounds, Large PAOLA, 2 Recitlers .. 64.50

Bally's Fleetwood .. 60.50

Kenny's Handcappers .. 60.50

Kenny's Hot Tip .. 60.50

Kenny's Derby Champ, Floor Sample .. 100.50

Latest Daily Races, Red Cabinet, With Escapator .. 19.50

Gottlieb's Foo-Foo .. 10.50

Gottlieb's College Football, Red Cabinet .. 24.50

Bally's Freshness .. 57.50

Bally's Golden Wheel .. 17.50

Bally's Stable .. 60.50

Carons, Wieners, Classics, Paddock, Springtime, Ten Strikes, Nervousness, Bar-toga, Daily Races, Fence Buster, Sweet "25" Paturo Boe Jay, One Hot low, Spot Lite .. 12.50

Wurlitzer 610A Very Clean .. 100.50  
Wurlitzer 412, Very Clean .. 64.50

Write for prices on used slots, Consoles, Pin Games and all makes of new machines. Guarantee to save you money.

**1/3 Deposit With Order, Balance C. O. D.**

**SAVE MONEY**

Electrical Molds, Wire, JTags, Flashers, Sockets, Balbs, etc. Road list of items. We will quote lowest prices. Special prices to Manufacturers.

**MACON ELECTRICAL SPECIALTY CO.**  
593 Conny Island, Brooklyn, N. Y.  
Ho. 2-1464.

**WOULD LIKE TO TRADE**

**NEW BANG-A-DEER MACHINES**

In Original Cases, for either New or Used Wurlitzers or New Seeburgs.

**W. R. OLNEY**  
Missoula, Mont.

action, all the excitement of an actual baseball game that have put Hit at the top of the list with operators. To make Hit available to all operators in all sections of the country—to offer them all a game with which they can profit—we are producing Hit in three separate and distinct models—the standard model, which may be operated anywhere; the award model, which is adaptable to payout territories, and the free game model, which rewards winning scores with free games. And they're all top in their respective territories.

"And our new junior size counter model, Tally-Ho, is going great guns," added Gensburg. "For a number of reasons. Because of its size it is enabling operators to open many new locations—locations which up to the present time were unable to benefit from coin-operated games because of lack of space. But in Tally-Ho locations are offering an outstanding opportunity to increase earnings. Tally-Ho offers players all the punch of a full-size table, uses coin size bumpers and one-inch balls. And its appeal to players lies in the fact that it's an outstanding high-end game."



# 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 play potentialities are listed.

### SWEET MUSIC

**HORACE HEIDT**  
Brunswick 8133  
Cathedral in the Pines and The Girl in the Bonnet of Blue (Two of the the top songs of the day, the first a slow sob ballad and the latter one of those long-pipe-ago waltzes, played in the ever easy-to-take Heidt way).

**RED NORVO**  
Brunswick 8135  
You Leave Me Breathless and Says My Heart (not strictly sweet music, but the lift Norvo gives to these two lullabys from the Casasert Grove flicker is plenty sweet, with Mildred Bailey plenty bullish on the chanting choros).

**ORRIN TUCKER**  
Vocalion 4111  
I'll Dream Tonight and Ride, Tenderfoot, Ride (one of the sweet-styled bands adding a not-too-distinctive touch in singing the song titles. However, band has a following in the Chicago territory and attention is directed only to ops in that territory. Songs are from the Cowboy From Brooklyn flicker).

**SHEP FIELDS**  
Bluebird 7606  
Any Little Girl, That's a Nice Little Girl and In the Merry Month of May (strictly for the oldtimers, the songs being of that vintage, tho they may not be kindly to the rippling rhythm touch).

**VICTOR YOUNG**  
Decca 1828  
Stardust and The Man I Love (two songs that they never tire, Vic giving 'em a fanciful interpretation).

### SWING MUSIC

**BENNY GOODMAN**  
Victor 25860  
Blue Skies and Remember (this is a repressing of Irving Berlin's famous songs getting the killer dillic treatment back in the early Goodman days when Gene Krupa and Bunny Berigan were with the band).

**LARRY CLINTON**  
Victor 25863  
Wolverine Blues and Strictly for the Fezzlers (Clinton comes thru with the hot jazz and screaming brasses. Fezzlers is strictly for the cats).

**CHAUNCEY MOREHOUSE**  
Brunswick 8142  
Oriental Nocturne and Ko-Li-A (more killer dillic cuttings with an Oriental and African motif that's mostly skin beatings that remind of Gene Krupa).

**JOE MARSALA**  
Vocalion 4116  
Jim-Jim Stomp and Woo-Woo (one of those honest-to-gosh barrelhouse sessions one finds at 52d street's Hickory House, where Joe directs the bawling out. The stomp is a sure-fire in traffic-stopping time. Woo-Woo is one of those likable novelty ditties).

### VOCAL

**MILDRED BAILEY**  
Vocalion 4109  
Moonshine Over Kentucky and If You Were in My Place (The label is different, but it's the same boy you get on the sbi-bit sellers except that hubby Red Norvo takes the credit at the higher price. The picture title song and the ditty from the Cotton Club score are on the balladeering side).

**DOROTHY LAMOUR**  
Brunswick 8132  
Levelling in the Starlight and Little Lady Make Believe (the sexy siren of movieland's jungle scenes sings these in a slow and even register, hubby Herbie Key cutting thru for the musical back-drop).

**PINKY TOMLIN**  
Decca 1821  
Smiles and The Old Oaken Bucket (they'll like Pinky's rhythmic piping for these two stand-bys).

**DICK POWELL**  
Decca 1820  
Ride, Tenderfoot, Ride and Daddy's Boy (the movie man still brushes against the sea the right way, especially female ears).

**BING CROSBY**  
Decca 1819  
Let Me Whisper and Swing Low, Sweet Chariot (the whisper song wips you back to the blue-of-the-night Bing. Latter side is the famous Negro spiritual, Crosby singing it in concert, but grand, style, with a full choir for the musical background. Makes an appealing side in the quiet nooks or as atmosphere music).

### INSTRUMENTAL AND NOVELTY

**THE KING'S JESTERS**  
Decca 1826  
So You Left Me for the Leader of a Swing Band and The Fly Outlaw the Flea (one of the better big-little bands that has plenty of snap to their syncopation but sell themselves stronger on their judicious use of novelty lyrics. Both sides should be strong nickel-numbers).

**THE 4 SQUIRES**  
Vocalion 4097  
Blue Skies and Put on Your Old Grey Bonnet (four playing and singing lads strictly on the swingy side, especially their boat-up singing antics).

**SLIM and SLAM**  
Vocalion 4110  
Fernand the Bull (these two Harlem hot-shots are fast becoming disk faves for their individual touch to tunes, both instrumental and singing. This novelty should start catching on).  
Dancing on the Beach (if they root for Slim and Slam, keep a slot open for this ballad, otherwise skip this Harlem folly).

**MANNIE KLEIN and His SWING-A-HULAS**  
Vocalion 4114  
Moonlight in Walk-Mi and Matilda Mele (a hot swing trumpet to the backing of the strumming hula-hula harmonizers. And they're bound to like this snap yo' fingers touch to the Hawaiian stuff. Marvin is one of the outstanding footers, presently playing with Frank Trumbler's Band on the West Coast).

# OPERATORS! INCREASE YOUR PROFITS WITH THIS BEAUTIFUL NEW ILLUMINATED CABINET

Transforms Old Phonographs Into Rich, Colorful 1938 Models at Small Cost.

UNCONDITIONALLY GUARANTEED



HERE'S MY GUARANTEE:

Order a sample cabinet. If you are not completely satisfied, return it in 5 days and I'll refund your money—less transportation charges.

Signed "BILL" CORCORAN



Bank Reference: American Trust Co., San Francisco.

Fits all models with circular push-button selector. Easy to transfer present equipment—full changeover directions with each cabinet. Quality cabinet—made by one of America's largest and most reliable manufacturers. Built of especially seasoned 5-ply walnut veneer, Bakelite and hand rubbed with newest and most durable finish. Un-conditionally Guaranteed. Price, \$24.50, F. O. B. Chicago. 1/3 down, balance C. O. D. Money refunded if not satisfied. NOTE—Send all orders to

**WILLIAM CORCORAN CABINET CO.**  
521 GOLDEN GATE AVE. SAN FRANCISCO

## 50 WURLITZERS — MODELS 616 & 716

\$144.50 Lots of Ten. Single \$154.50.

Everyone in excellent condition. We are replacing with later models due to competition. 1/3 deposit with order, balance C. O. D. References: Mercantile National Bank, Miami, Fla.

**SUPREME VENDING COMPANY**  
2010 N. E. SECOND AVE., MIAMI, FLA.

## Guaranteed Phonograph Values

Rock-Ola 1937 Imperial 20.....\$144.50	Wurlitzer 1937 Model "616"....\$144.50
Rock-Ola 1937 Rhythm Master 18...109.50	Wurlitzer 1936 Model "412"....\$7.50
Seeburg 1937 Rhythm King 12...\$9.50	Wurlitzer 1936 Model "311"....\$9.50
Seeburg Symphonola, Model "A"....49.50	Mills Regular Dance Master....29.50

Immediate Delivery. One-Third Cash with Order, Balance C. O. D.

**BADGER NOVELTY COMPANY**  
2848 N. 30th Street MILWAUKEE, WISCONSIN

## WURLITZER'S 616--\$149.50

412.....\$79.50—P12.....\$54.50

1/3 Deposit.

**EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.**

SAM KRESBERG, Mgr.

625 10th Ave., (Phone, Long 5-4877) New York City.

★ SEEBURG DISTRIBUTORS ★

## Lumi-Chrome Names First Distributor

OMAHA, June 11.—One of the first distributors to be announced by the Lumi-Chrome Manufacturing Co. is Marty's Sales and Service, of Winona, Minn. Martin Olsen is the president of the company which also operates a branch office in Minneapolis. The company will be distributor in Minnesota for the new Lumi-Chrome "slip-on" cabinet. Bernard Stahmer, manager of

the Lumi-Chrome company, says:

"We have given Mr. Olsen the distribution of our product in his State because of his experience in the music industry and because of his wide acquaintance among operators throughout that part of the country. Mr. Olsen knows the problems of the operators and says the Lumi-Chrome cabinet is certainly winning enthusiastic acceptance among his customers."

Olsen travels six men in the State and founded the present company in 1929.



# FLYING FUN

*It's New*  
SENSATIONAL  
AMUSING  
100% LEGAL  
NOT A GAMBLING DEVICE

FLYING FUN was tried on the Royal American Shows and Legion Carnival at Miami, Fla., the past season and proved a money-getter.



LEARN TO FLY ELEC-  
TRIC REMOTE CON-  
TROL AIRPLANES.  
JOY STICK ACTU-  
ALLY CONTROLS  
PLANE. TAKES OFF,  
CLIMBS, DIVES, LOOPS  
AND MAKES A PER-  
FECT LANDING. EV-  
ERYBODY WANTS TO  
FLY.

Airport 4  
Colors.  
Assemble in  
10 Minutes.

Table Size, 5', 2".  
Plane Flying  
Circumference 7'.

PRICE **\$76<sup>50</sup>**

F. O. S. Sheboygan, Wis.  
1/3 deposit on all orders.  
Jobbers, Write.

Foot-  
Proof  
Thine  
Switch

OPERATORS: This is the new one you have been waiting for. Cleverest amusement device ever put out. Hotels, Parks, Clubs, Resorts, Fairs, Airports, Taverns, Roller Rinks, Carnivals. Order now. Be first in your territory with Flying Fun.

## FLYING FUN COMPANY

825 MICHIGAN AVE. SHEBOYGAN, WIS.

Only Authorized Distributor of Lionel Airplanes With Slot Devices

### LOW PRICES

Plus  
HIGH STANDARDS OF  
MERCHANDISE AND  
SERVICE

### GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,  
NEW YORK CITY  
11-15 East Ruyon St., NEWARK, N. J.  
1435 Bedford Ave., BROOKLYN, N. Y.  
900 North Franklin, PHILADELPHIA, PA.

## Hopes Sink By One Vote

New York convention turns  
down move to liberalize  
State charter

ALBANY, N. Y., June 11.—Constitutional Convention bill of rights committee June 7 decided to kill the Hirschberg amendment which would have repealed the constitutional provision against gambling. The decision carried by a margin of one vote—8 to 7. One Republican voted with six Democrats in favor of removing the anti-gambling clause. The same vote killed other proposals which would authorize State lotteries to raise relief funds, etc.

It is significant that the proposal to legalize pari-mutuel betting at race tracks remained alive by failure of the committee to vote on it. This is said to indicate the lobbying power of racing interests. According to published articles in *The New York Times*, betting on the races goes on openly, altho in violation of the constitution. So-called statutes to legalize racing bets are contrary to the constitution. It is generally agreed.

The coin machine trade in New York State was deeply interested—with secret hopes and fears—in the movement to liberalize the State constitution by removing the anti-gambling clause. This would have made it possible for the State Legislature to license various types of games, or cities would also have had the legal right to license games, etc. But the move to establish a lottery also brought up the question of a State-wide monopoly on gambling.

The failure of the move to liberalize the State constitution is generally agreed to be due to partisan issues and of a sectional division of the smaller up-State cities and towns against New York City and down-State politics. The effort to remove anti-gambling clauses from the New York constitution was being watched all over the nation. Most

of the States have anti-gambling and anti-lottery clauses in their constitutions, some of them so strict that "any device of any description that may be used for gambling" would be illegal. In some of these States pari-mutual betting has been legalized by acts of the Legislature altho known to be in violation of the State charters. "This is due to the power of racing interests and to the widespread popular appeal of betting on the races to the people.

While many had hoped that a liberal move to modernize State constitutions would begin in New York, the hope goes down in defeat by a margin of one vote.

An interesting sidelight on the New York issue was the action of the churches. Protestant churches united in strong opposition to any move to

remove the anti-gambling clause from the constitution. Their influence is said to have weighed heavily in the up-State vote. Some Catholic leaders came out openly for the liberal side, while generally there was a tendency among Catholics not to oppose the move in any way and to await the legislative decision on gambling, "then the church would adjust its views accordingly."

## Green Lights Is Praised by Lane

(New Game)

CHICAGO, June 11.—A. S. Doughty, president of Daval Mfg. Co., in praising the work of the George Ponsler organization of New York in distributing games, said that Bert Lane, manager for Ponsler, had accurately described the virtues of Green Lights, a new five-ball novelty game by Daval.

"The three sample games you sent us," he quoted Lane as saying, "have made a record for themselves. One of these samples was placed on our showroom floor and the other two were placed on location immediately to be given a thoro test as to mechanical perfection and earning power.

"Several days have now gone by," according to Lane, "and we are happy to report that from the location reports so far obtained it appears to us that Green Lights will be the outstanding high-score novelty pin game of the year. The sample on our floor has been receiving very favorable comment from all operators and jobbers in our territory who have seen it and a very nice volume of orders has already been placed with us.

"It affords us a great deal of pleasure to acquaint you with these facts, since we are one of the many distributors in the country who have been glad to see Daval forge ahead quickly to a top ranking position which it now occupies and so justly deserves.

"We also want you to ship our order for a carload of the games just as soon as you can."



JAMES BURDETTE, mechanic; Phil Goldman, president, and James Grady, mechanic, who make wheels go around at Automatic Novelty Co., St. Augustine, Fla. They feature Western games.

**McGill's Special Sale**

Superior Race with Stand	\$49.00
Seaburg Grand National	\$39.00
Billy Eagle Exp.	\$39.00
Willy 1-2-3 (Like New)	\$39.00
Whitaker #12 (Electric Front)	\$39.00
Seaburg Green Front	\$39.00
Seaburg Model J. O. T. (16)	\$39.00
Seaburg Model J. (26)	\$39.00
Callie Cassel (New)	\$39.00
Worley Oriole (\$6)	\$39.00
Jennings Oriole (\$6)	\$39.00

1/3 Deposit, Balance O. O. D.  
WE BUY, SELL OR EXCHANGE.  
3147 Louisa St. ST. LOUIS, MO.  
CALL NOVELTY CO.

### SALESBOARD SALESMAN WANTED

For Leading Jar Game Manufacturers. Must be experienced and know games. Good drawing salary to right man. Write or apply in person to UNIVERSAL MFG. CO., 104 W. 5th Street, Kansas City, Mo.

Send your correspondence to advertisers by mentioning The Billboard.



**TOPPER**  
TOPS THEM ALL  
For Beauty, Quality Performance and PRICE  
TOPPER is Unquestionably The Most Practical Bulk Merchandise Vender Ever Built



**16 New Outstanding Features**  
POSITIVELY MAKES TOPPER "THE TOPS"

- \* Vends Everything
- \* Chews
- \* Ball Gum
- \* Peanuts
- \* Candies
- \* Pifanchios

Capacity: 5 lbs. Mds. — 800 Balls of Gum  
See Your Jobber For Complete Details And LOW PRICES Or Write —

**VICTOR VENDING CORP.**  
4293 Fullerton Avenue, Chicago

**MERCHANDISE MACHINES**  
**National Confectioners In Annual Convention**

Few candy firms use fair trade contracts—Mayor La Guardia addresses group on national needs—officers are elected and candy trade problems weighed

NEW YORK, June 11.—Mayor La Guardia addressed about 1,000 delegates who attended the 54th annual convention of the National Confectioners' Association, which met at the Hotel Waldorf-Astoria on June 7. Mayor La Guardia gave the chief address on general affairs to the delegates, suggesting that a parley of best minds is needed to work out some plan of co-operation to promote recovery. He particularly pointed out that automatic machinery used in candy factories had displaced workers. Chiefly candy manufacturers were in attendance at the convention. Trends in the distribution of confectioners' products, federal taxation, trade-mark laws, packaging and other industry problems were discussed in the business meetings which marked the first day of the candy producers' three-day convention. Mayor La Guardia, due to open the afternoon meeting, was delayed in Albany and did not arrive until the session was about to adjourn. He entered the ballroom during the showing of a motion picture showing high-speed candy packaging machines in operation.

"I can vouch for the efficiency of those machines I just saw," the mayor said, "by the number of people on the unemployment lists, and as I watched those machines I could just count the number of girls and men that they had put on relief. No one wants to stop progress. We must adjust the machine to 130,000,000 persons rather than expect to adjust the 130,000,000 to the machines."

**Fair Trade Contracts**

Candy manufacturers are indifferent to the protection afforded their products under State resale maintenance laws and only one producer has issued price contracts in all States where such laws are in force, according to a report on a survey submitted by M. F. Burger, secretary of the confectioners' association.

Only nine out of 75 producers who replied to questionnaires sent out by the association, Mr. Berger said, reported that they had issued price maintenance contracts. Five of the nine had agreements in only one State. Two reported the contracts had helped increase their business volume, five that the contracts had no effect and one that a decrease in sales resulted from issuance of the agreements. Four producers informed the association that they planned to issue contracts in other States, three said they would not and one said the question of extending the contracts has not been decided.

**Chapman Inducted**

Harry R. Chapman, of the New England Confectionery Co., Cambridge, Mass., chosen by the association's board as the new president to succeed Thomas J. Payne, of Chicago, was inducted into office along with George T. Peckham, of the National Candy Co., St. Louis, first vice-president; Harry L. Brown, of Brown & Haley, Tacoma, Wash., second vice-president, and Frank Kimbell, of the Kimbell Candy Co., Chicago, treasurer.

C. E. Bergfeld, assistant chief of the foodstuffs division, bureau of foreign and domestic commerce of the Department of Commerce, reported that candy sales last year amounted to about 2,000,000,000 pounds, approximately the same as in 1936. He added that the dollar value rose last year about 6.8 per cent, largely because of higher raw material and labor costs. He urged the industry to concentrate on solving such problems as trade and labor relationships, consumer education and scientific analysis of the candy marketing structure.

**Prospect of Tax**

A warning that 1939 would be a critical year for candy, as well as other

industries, from the standpoint of taxation was given by A. M. Kelly, executive vice-president of the association, who said that a selective sales tax on manufacturers would be in the foreground next year among other possible sources of federal revenue. Revision of the Federal Trade-Mark Law to give the owner of a trade-mark the right to prevent its use by any other manufacturer or distributor of any kind of merchandise was advocated by Walter C. Hughes, the association's trade-mark counsel.

**Bureau Favors No Form of Selling**

CHICAGO, June 11.—The routine advertising of Chicago Better Business Bureau mentioned vending machines in its message this week, stating that the bureau does not "favor" any special form of selling.

"NOT THE MEANS—BUT THE METHOD. Does the bureau 'favor' retailing over direct selling or vice versa? Does the bureau 'indorse' direct selling as against the sale of merchandise by vending machines, or the reverse? Does it 'condemn' or 'sponsor' mail-order sales or outdoor advertising? Obviously not."

The bureau, impartial agent of decent business and existing solely to protect the public and prevent unfair competition, "indorses," "favors" or "condemns" no particular means or manner of selling. Each is legitimate, each has its established place in the nation's business structure.

"The bureau's interest concerns not the means but the method of distribution. Any recognized means is acceptable to the public and hence to the bureau."

"But if, by whatever means or agency of commerce, sharp practice and fraudulent methods are used, the Bureau definitely opposes and exposes them. In doing so it receives the co-operation not only of business but that of the constituted authorities as well."

**Chewing Gum Pays To Support Nation**

WASHINGTON, June 11.—The excise tax collections on chewing-gum for the month of April amounted to \$22,316.25, according to the Bureau of Internal Revenue of the Treasury Department. This compares with \$26,975.46 for the same month last year.

The excise tax on chewing-gum is eliminated from the 1938 Revenue Bill which has been passed by Congress and now awaits the President's signature. The tax has levied millions of dollars on manufacturers since it was enacted several years ago.

The federal excise tax collected on sugar amounted to \$4,974,974.00 during the month of April.

**Operators Agree that**

**POPOMATIC**  
The name of Automatic Merchandiser is the ideal way to cash in on the \$100,000,000 popcorn industry.



**POPOMATIC**  
THE NEW POPOMATIC is now ready for IMMEDIATE DELIVERY

HUNDREDS ALREADY ON LOCATION

Investigate the fifteen features that definitely put the new POPOMATIC, AUTOMATIC POPCORN MERCHANDISER AHEAD

**DON'T DELAY!**

PHONE — WIRE — WRITE for complete details and prices.

**POPOMATIC**  
Manufacturing Co.  
5147 NATURAL BRIDGE AVENUE  
ST. LOUIS MISSOURI

**UNIVERSAL VENDORS**  
STOP & SHOP THE FINEST TOY AND BULK MERCHANDISES OF THEIR KIND. Introductory Prices:  
UNIVERSAL \$6.50  
STOP & SHOP \$16.75 (3 Sections)  
Vends Everything With the Illustrated Circular, of other  
PEANUT AND GUM VENDING MACHINES NEW FROM FACTORY, \$2.40 UP  
Write for further information. Cash with all orders less than \$10.00.



**BAKE COIN MACHINE COMPANY,**  
1415 Woodland Ave., Philadelphia, Pa.

**MODEL "E" SEL-MOR**  
\$6.25 SAMPLE (CHEAPER IN QUANTITIES)  
GUARANTEED FOR 5 YEARS!  
The AUTOMATIC Toy and Candy SHOP that brings BIGGER PROFITS! Ask any smart operator.  
**GREAT STATES MFG. CO.**  
DEPT. E-1601-09 E. 39TH ST. - KANSAS CITY, MO.



**CHARMS**  
For your Vending Machines. Our complete assortment consists of more than 300 different kinds. Send \$1.00 for samples and quantity prices.  
**M. T. DANIELS**  
1927 1/2 University Ave. Wichita, Kan.

Send your correspondence to advertisers by mail—Using The Billboard.



FOR VENDING MACHINES  
**HARD SHELL—**  
 Boston Baked Beans  
 Smooth Burnt Peanuts  
 Fruit Dibs  
 Black & White Licorice  
 Dibs  
 Rainbow Peanuts  
 Dainty Cup Eggs  
 Licorice Petites  
 Mint Patties

**CANDIES**

**PANS  
 DE LUXE ASSORTMENT**  
 200 Charms—40 Varieties.  
 No lead—No Junk.  
 (Fill in Coupon for Price List.)

245 W. 4th St.  
 Cincinnati, Ohio  
 Please send me full particulars and samples of your Hard Shell Candies.  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 (Use Pencil, Not VHS Pens.) 121

**AMERICA'S FINEST  
 BULK MERCHANDISERS  
 UNIVERSAL**  
 STOP & SHOP  
 CHIEF  
 Write for Illustrated Circular  
 PRICE & TERMS  
**ROY TORR**  
 2047-A So. 68th St., Philadelphia, Pa.  
 Factory Distributor

**PERFECT-PAC ASSORTMENT**  
 For Vending Machines contains 250 Exclusive Imported Charms unequalled elsewhere. Only \$1.25.  
 COLONIAL SALES & NOVELTY CO.  
 8907 Wayne, Kansas City, Mo.

**Financial Report  
 Of Philip Morris**  
 NEW YORK, June 11.—Philip Morris & Co., Ltd., in its annual report shows for the fiscal year ended March 31 a net income of \$5,663,221, equal to \$10.91 a share on 519,151 shares of capital stock outstanding. This compares with a net income of \$3,573,617 the preceding year, equivalent to \$6.88 a capital share.

Sales for the year totaled \$55,513,034, which compared with \$36,466,513 in the preceding year, an increase of 46 per cent. The balance sheet accompanying the annual report showed total current assets of \$25,089,445 against current liabilities of \$12,707,130. Among current assets are \$1,091,711 cash, accounts receivable totaling \$3,093,182 and inventories of leaf tobacco, etc., \$20,914,552. The largest item in current liabilities was \$9,850,000 bank loans. Accounts payable amounted to \$1,120,877 and provisions for advertising, redemption of premium certificates and coupons, taxes, additional compensation, etc., \$2,795,262. In his remarks to stockholders O. H.

**cigarette  
 merchandisers'  
 association**

Address Communications to The Billboard, 1664 Broadway, N. Y. C.

**H**ERE'S how the leading brands stack up on total production during the past three years. Camel produced 38,900,000,000 cigarettes in 1935, rose to 44,500,000,000 in 1936 and rose again to 45,500,000,000 in 1937; Chesterfields, 33,500,000,000 in 1935, 37,000,000,000 in 1936 and held its own for 37,000,000,000 in 1937; Lucky Strikes rose from 24,000,000,000 in 1935 to 37,000,000,000 in 1936 and again in 1937 to 38,500,000,000. Old Golds rose from 5,200,000,000 in 1935 to 6,800,000,000 in 1936 and, reacting brilliantly from its famous \$100,000 contests in 1937, it rose to 7,900,000,000. Philip Morris has shown the most spectacular rise. When only two years old in 1935 it sold 3,500,000,000. The very quality of its cigarette coupled with one of the finest planned advertising campaigns in cigarette history increased it to 5,000,000,000 in 1936 and again to 7,500,000,000 in 1937.

Altho it is rather hard to trace cigarette sales directly to advertising promotion, figures recently published in *Printers Ink Weekly* indicate there is a close relationship, and therefore it is to the interests of every operator to watch carefully the advertising expenditures being made by each manufacturer. In most cases increases in sales can be traced either directly or indirectly to increases in advertising budgets.

Using 1929 as an index, *Media Records* thru *Printers Ink* showed that Camel had increased its sales 12.5 per cent by 1937 and at the same time increased its advertising budget from \$2,009,500 to \$2,509,000. Chesterfield increased its sales 46.2 per cent and its budget was increased from approximately \$5,000,000 to \$6,000,000. Lucky Strike on the other hand succeeded in showing a 5.8 per cent increase in sales while reducing its budget approximately \$1,000,000. Advertising sales can be directly traced to Old Gold's famous contests during 1937. They succeeded in increasing their sales approximately 25 per cent last year and consequently were successful in maintaining their lead over Philip Morris, which thru continual increases in their budget have made rapid strides to become an important factor in the field within the few short years they have been in the popular priced market. Philip Morris, thru one of the finest campaigns in advertising history, increased its sales almost 50 per cent during 1937.

More interesting comparisons can be drawn from the different advertising mediums the manufacturers use and, incidentally, radio appears to be a prime factor in the effectiveness of every campaign. In 1937 Chesterfield, spending 29.1 per cent of all money spent by manufacturers for advertising, accounted for only 23.3 per cent of the total cigarette sales and spent only 22.7 per cent of its budget on radio. Lucky Strike, on the other hand, put 38 per cent of its budget in radio and succeeded in garnering 23.6 per cent of all sales while spending only 19.3 per cent of all advertising money. In other words, it is pretty evident Lucky Strike got more sales for each advertising dollar spent, and it looks like radio had a lot to do with it.

**THE ALBUM**—Harry Pincus, after graduating from Columbia University and operating two of the largest outdoor pools in New York City, namely, the Cascades, went into the cigarette vending machine business in 1934.



**HARRY PINCUS**

At the same time he became an enthusiastic member of the CMA and as a result of his interest was elected treasurer last year and still serves on the board of directors.

Harry is married and has two children, a boy and a girl, and celebrates his 14th anniversary this year. Besides being a successful operator of two swimming pools, as well as a large route of cigarette vending machines, Harry finds time for much golf and swimming and, incidentally, has a passion for motor trips to California, having taken four since he has been married.

Being a friend of Zito, the famous artist, Harry has originated what we think is a splendid sales promotion idea. Having made mixtures of Zito's best works, Harry pastes them on every package of cigarettes and finds they increase sales tremendously, especially in his bar locations. In fact, the idea has gone over so well Harry is thinking very seriously of putting the cards on the market so that every cigarette vending machine operator can take advantage of their ability to stimulate sales.

Stephen Tamas, a Hungarian, has recently developed a process which makes it possible to economically manufacture a material which from many indications will eventually replace cigarette paper.

The new material is manufactured from both tobacco leaves and stock fiber and is transparent and very thin. Tamas claims his material to be far superior to cigaret paper, especially from the viewpoint of health.

Latest reports are that American manufacturers are already negotiating with the inventor and it will not be long before it is tried out in several localities on one of the popular brands.

With almost 150 operators already signed, the big CMA of New Jersey outing at Camp Stutz, Highland, N. Y., has assured itself of still larger attendance and greater interest by lining up a very representative list of manufacturers.

Stewart & McGuire, Rouse Mfg., National Venders and Unede-Pak will all be on hand with two or more representatives. Also Lyon Match, Universal Match and Federal Match will have one or more of their men on hand.

Of the cigarette manufacturers, Aston-Fisher, P. Lorrillard, Philip Morris and Brown & Williamson have sent in reservations. Incidentally, Aston-Fisher is so interested in the program that it is calling in its representatives from Pennsylvania, New Jersey, New York and New England in order to impress on them the true importance of the cigarette vending machine business.

June 18 at Camp Stutz, Highland, N. Y., may be the big day to look forward to for most of us, but as far as Matty Forbes is concerned there is no other day in the year but July 18. You guessed it. Matty is going to get married and the future Mrs. Forbes now goes under the name of Beatrice Francis Marrow. Congratulations and lots of happiness to both of you.

Charley, president, calls attention to the fact that the consolidated balance sheet does not give effect to the subsequent authorization of 100,000 shares of cumulative preferred stock, issuable in series; nor to the subsequent creation by the board of directors of the initial series thereof, consisting of not less than 77,873 shares nor more than 100,000 shares of 5 per cent convertible cumulative preferred stock, Series A, proceeds

from the issuance of which to stockholders will be used for the retirement of outstanding bank loans.

In connection with the issuance of 77,873 shares of new 5 per cent convertible cumulative preferred stock, Series A, common stockholders of record June 2 were offered the right to subscribe to the shares at \$100 a share, at the rate of 3/20ths of a share of preferred for each share of common held.

**Trading Post Is  
 Ready for Market**

DETROIT, June 11.—The new Trading Post, a four-unit vender recently announced for the market, is going into full production this week, with opening of the general sales on a nation-wide basis. The machine, made by the Rouse Mfg. Co., is being distributed nationally thru the Michigan Vending Service.

Tests of machines on location since last year have shown not a single machine taken out of service in that time, the maker says. The designers have worked on the idea of constructing a machine to be as sturdy as possible by the elimination of an excessive number of parts. "A view of the interior mechanism shows each part strongly constructed and simply designed, with less chance of damage even by malicious vandalism," they state.

"The top opens by coming right off so that the stock can be placed in each magazine in this easy manner—but it can be removed only by a special wrench provided by the manufacturer; without this an expert mechanic required nearly three hours to remove the top in a test, showing the protection given the stock."

"The machine uses a single coin chute, merchandise chute and lever for all four compartments in place of the usual four separate mechanisms, increasing simplification. The base is solid and serves to hold the money so that it can be collected by lifting the unlocked machine instead of by pouring it into a basket or box. The compartments and mechanism can be serviced readily from the bottom.

"The back of each compartment is a polished aluminum, giving the mirror-like appearance of a complete machine when the stock is down a bit. The glass is considered practically unbreakable under any normal stress."

**May Is Profitable  
 Month for Sel-Mor**

KANSAS CITY, Mo., June 11.—The Great States Mfg. Co. announces that the month just closed has been the most profitable of the new year. "Domestic sales have shot up," declares A. E. Sandhaus, G. S.'s proxy, "but what's tickling us is the reaction from Canada and foreign shores to our new 1938 Sel-Mor. Penny venders are just climbing in on other countries and are beginning to go to town. That there was potential foreign business in this field had never been more than a passing thought with us . . . so were we surprised . . . and with real dough, too!"

"More and more operators," continued Mr. Sandhaus, "who have sniffed at penny venders are now coming to them since the outcry tightened up its pockets. An old-time Minnemo operator who had been in vending business with nickel and dime machines recently ordered 150 new Sel-Mors. A few weeks later he wrote, telling me that he had made more clear money during that time with his 150 penny venders than he had during the same length of time with 50 nickel venders."

"However, there has been enough demand that we manufacture a 5-cent vender that we expect to begin production on it within a few weeks. Our new display room is now open for the convenience of all operators, and our weekly school is packing them in."

**New Vending Firms  
 Are Incorporated**

ALBANY, N. Y., June 11.—Three newly organized vending machine projects were issued charters of incorporation June 8 by Secretary of State Edward J. Flynn.

They include the following concerns: Automatic Merchandising Corp., New York City, vending and slot machines. Capital, 180 shares of stock. Shareholders and promoters include Herman Weiss and David Levine, Brooklyn, and Robert Burris, New York City.

Fair Novelties Distributing Corp., Valley Stream, N. Y. Vending machines of all kinds. Capital, 100 shares of stock. Shareholders: Samuel Gordon, Irving T. Koenig and Samuel Melner, 220 Broadway, New York City.

Capital Venders, Inc., Schenectady, N. Y. Automatic vending machines of all kinds. Capital, \$20,000. Stockholders: John P. Riley, Emma C. Elley and Harry Stants, Albany, N. Y.



# "MONEY BACK" GUARANTEE



ORDER A SAMPLE! If not entirely satisfied, return prepaid within 10 days and we will refund your money in full!

**\$6.25**  
Sample  
LESS IN QUANTITIES

- UNCONDITIONALLY GUARANTEED against any mechanical defects for 5 years!
- "Life time mechanism" vends any nuts, confections, charms, etc.!
- Greater profits from each machine, since convenient size eliminates "profit eating" service calls!

**CENTURY MFG. CO.**  
4158 W. Chicago Ave. • Chicago, Ill.

# IMPORTANT!

Large vending machine manufacturer will give you valuable free information. We will make you a distributor with our sensational new 5c Package Nut Vendor. You can start with very little money. Write  
**BOX 285, MINNEAPOLIS, MINN.**

## PROVEN Money Makers!

Experienced operators know the important thing is to get the Vender into the location! Tom Thumb's got everything beat. Handmade, cast-iron, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; none for thousands more. Die cast precision machine; no screw-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Lock, adjustable dispenser, Vends candy, gum or 2-cent, 1c, and 5c. Thousands of Tom Thumb Vendors now being sold to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO., Dept. 28, Jackson, Mich.**

The Following Distributors Carry a Full Line of Tom Thumb Vendors and Parts:  
**CAPE PEAR AMUSEMENT CO., 110 Windsor St., Fayetteville, N. C. (North and South Carolina Distributors.)**  
**VIKING SPECIALTY CO., 580 Golden Gate Ave., San Francisco, Calif. (State of California Distributors.)**  
**COLUMBIA VENDING CO., 2518 Dix Ave., Parsons, Kan. (State of Kansas Distributors.)**

**Cigarette Machine Bargains**

**MASTER CIGARETTE MACHINES \$14.50**

Midal Street 12, N. W. C.

Cigarette Machines of Every Description. Send for List.

1/3 Deposit most accompany all orders. Bal. C.O.D. L.L. COIN MACHINE CO., INC. 1323 Washington St., Boston, Mass.

**McCALL'S SPECIAL SALE**

**NOVELTY GAMES**

Around the World . . . \$ 8.00	Excel . . . \$ 8.00
Auto Derby 15.00	Electric Score'ed . . . 9.50
Bally Buzzer 12.50	Thriller . . . 9.00
Bally Up 12.50	Genco Food Ball . . . 12.50
Bally Bumper 9.50	Home Run . . . 9.50
Chicago Express 29.50	Head Ball . . . 9.50
East & West 9.50	Ricochet . . . 9.50
Long Beach 22.50	

Terms: 1/3 Deposit. Bal. C. O. D. WE BUY, SELL OR EXCHANGE. **McCALL NOVELTY CO.** 2147 Locust St., St. Louis, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## Hart Sees Wide Use of Venders

NEWARK, N. J., June 11.—Frank Hart, of Eastern Machine Exchange, reports that he has broadcast to the trade his desire for all types of vending machines, new and used.

Hart says, "We have been jammed with demands for more and more venders just at a time when we believed that this demand was bound to slacken down. Instead of going down demand has gone up. And gone up to such an extent that we have been working day and night loading up with more and more machines and are in the market for as many as we can get."

"Just as we have been predicting right along since fall of last year, the demand for the merchandise machines is going away up and will continue up, for operators realize that these are the mainstay of the industry today."

"Every letter we get thanks us for getting someone started right with merchandising equipment," Hart adds. "We specialize in the venders and therefore have made a study of them which we believe will prove of interest to every operator in the country who is thinking of entering into a business that he knows will be here for many years after he is gone."

## Pan Confection Officials Away

CHICAGO, June 11.—Officials of the Pan Confection Factory spent a busy week recently in attending conventions and visiting trade centers. It is all a part of the job of keeping in step with progress, they said, for Pan Confection holds to the objective of keeping in touch with all developments in the candy and small confection field. Its own experiments to develop new types of small confections for the bulk vending trade have given the firm an enviable reputation in that field.

E. B. Wood, division manager, attended the 55th annual convention of the National Confectioners' Association, which met in New York City. Here problems and aims of the entire candy manufacturing industry were considered.

C. A. Gerlack, assistant manager, attended the Associated Retail Confectioners' convention, which met in Philadelphia. He returned to Chicago on June 10.

Wilhard Seifeldt, sales manager of the vending machine division, spent the week-end in St. Louis territory. It was a wonderful trip, he said, in addition to looking over vending machine activities.

alent vender selling candies or sweets to leave any candies or manufactured sweets on consignment with any person, firm or corporation which has not purchased a privilege tax license to sell and dispose of said articles.

"Provided, this act shall not apply to schools and athletic organizations receiving goods on consignment."

## License Stringency Seen in Two States

CHICAGO, June 11.—National Confectioners' Association has recently sent information to the candy trade about the growing stringency of licensing requirements under State governments. While the cases referred to relate to consignments of candy, the underlying idea is the tightening of licensing requirements.

The States affected are Mississippi and Alabama. "It is advisable for all members," the NOA statement says, "who sell or consign goods in the States of Mississippi and Alabama to determine, before doing so, whether the purchaser or assignee has obtained a license; otherwise the shipment may have to be returned or become a total loss."

The Mississippi law reads: "An Act to prohibit any manufacturer or transient vender of candies or sweets from consigning candies or manufactured sweets with individuals or persons who have not purchased a privilege tax license authorizing them to sell and dispose of same under the Privilege Tax Laws of the State of Mississippi."

"Section 1. Be it enacted by the Legislature of the State of Mississippi, that it shall be unlawful for any manufacturer of candies or sweets or any trans-

## ORIGINAL BABY MIDGETT'S UNIVERSAL'S 1c CREATIONS ARE THE CHOICE OF THE NATION!



**BATTER UP**  
PLAY BALL! The season is here! The Jar Game is Here! It's a clean hit. There is profit in pennies. Clean up with Batter Up. Cash in on the popularity of the National Game.

Takes in 3000 @ 1c.....\$30.00  
Pays out.....14.50

Profit—(Actual).....\$15.50  
14 FREE SACRIFICE HITS  
137 WINNERS.



**CIGARETTES**  
Takes in 3000 @ 1c.....\$30.00  
Pays out 120 Pkgs. Cigarettes @ 15c 18.00

Profit.....\$12.00  
PLUS PROFIT ON MERCHANDISE.  
Also in 100 Pkg. Jar — More Profit.



**BEER**  
Takes in 3000 @ 1c.....\$30.00  
Pays Out 130 Cans or Bottles of Beer @ 15c.....19.50

Profit.....\$10.50  
PLUS PROFIT ON MERCHANDISE.

WRITE TODAY FOR NEW CATALOGUE OF 58 BIG 5c AND 10c DEALS, AND SPECIAL QUANTITY FACTORY DISCOUNTS.

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104 E. 8th St., Kansas City, Mo.  
Manufacturers Only Dept. 884.



THREE DIFFERENT VIEWS of the exterior of the plant where Popmatic pop-corn machines are made at Popmatic Mfg. Co., St. Louis. New elaborate electric sign is shown in center.



## Fair Trade Laws Show Increasing Importance to Coin Machine Trade

In Wisconsin and in Arkansas, and perhaps in other States, music operators have made moves to determine what can be done under State fair trade laws to promote fair practices in the operating field. Reports have come in also of more than one point of contact of the vending machine field with State fair trade acts.

Thus, State fair trade laws are becoming of increasing importance to the coin machine industry.

By midsummer of 1937 42 States had already passed fair trade statutes, which means that operators in practically every State in the Union are mighty close to them. Fair trade laws are becoming a matter of increasing concern to all business. Fair trade laws on the one hand represent the concerted and organized movement of independent retail merchants for their own protection. Operators find the majority of their locations among these retail merchants.

On the other hand, there is already a feeling beginning to spread that fair trade laws may be abused in a number of ways which would bring the whole idea into disrepute. Accordingly, the warning of a U. S. senator is being published in many retail trade papers.

### No Exploitation

Independent merchants are warned that they must take advantage of the fair trade acts and the Tydings-Miller Act to suppress monopoly or the government will be forced to take over the task of regulating the manufacture, sale and distribution of merchandise "because a just government will not permit its people to be exploited."

This statement was made by Senator John E. Miller, of Arkansas, co-author of the Tydings-Miller Act, in a speech before the sixth annual convention of the Retail Tobacco Dealers of America, Inc., May 27 at the Hotel Pennsylvania, New York.

Mr. Miller pleaded with the tobacco retailers to educate the public as to the value and purpose of the State fair trade acts. He said merchants who engage in such an educational campaign will be performing "a distinct service."

"Make clear to the public the distinction between monopolies that the Sherman Act and the Clayton Act seek to prevent and punish and the price fixing which is a mere incident to the individual efforts of the citizens themselves," said Mr. Miller. "Your enemies will continue in their effort to destroy you and to persuade the people to think that prices are being unduly raised and that the fair trade laws are devices to create monopolies and not instruments to destroy monopoly."

"The propaganda that is being released in this nation today against the right of business to regulate itself and to survive by honest free and open competition is a challenge to every patriotic man and woman who wants to see the American ideals preserved."

"Thru these acts business has an opportunity to give to the people a prac-

tical demonstration of the Golden Rule. The independent business man must either suppress monopoly thru the operation of fair trade practice acts or the government must take over the task of regulating the manufacture, sale and distribution of merchandise, because a just government will not permit its people to be exploited. The citizens of this nation do not desire regimentation of business nor stifling of individual initiative.

"They still believe in the Jeffersonian doctrine that the best governed are the least governed, and if you bring these facts to the consuming public and they once understand that the basic philosophy of the fair trade movement is that of honest, free and open competition, the movement will grow and will be supported by them. You can only combat the propaganda that has been released against you by taking the people into your full confidence and by revealing to them the fundamental principles of fair trade."

### An Editorial

Typical of trade paper response is the following editorial in *Drug Topics*, June 6, 1938:

"Nelson A. Miller, assistant chief of the Marketing Research Division of the United States Department of Commerce, has prepared a plain-spoken analysis of fair trade laws. Published in a recent issue of the government's *Survey of Current Business*, his analysis carries a conclusion of such significance that it should give immediate pause to the friends of fair trade. This is what Mr. Miller says:

"When manufacturers cease to find it (fair trade) 'profitable' it will no longer function."

"As a government expert Mr. Miller obviously can have no axe to grind. For that reason his conclusion must be taken with great seriousness."

"If manufacturers find, in the end, that operation under the fair trade acts has resulted in curtailment of their sales, inevitably they will abandon their support of the principle guaranteed in these laws."

"Their interest in fair trade is no whit different from that of retailers."

"Retailers sought fair trade because only thru such legislation could they hope to free themselves from the snide practices of 'the predatory 10 per cent,' as President Roosevelt himself once put it. Retailers sought for fair trade because it made it possible to earn a living, enough to clothe and feed their families. Retailers, in short, worked for fair trade because it promised a modicum of profit so necessary to keep in business. It is in this modicum of profit that manufacturers also are interested."

"But the task, under fair trade, is more difficult for the manufacturer than it is for the retailer. On the manufacturer devolve the expense and trouble of issuing contracts—the very heart of the fair trade principle—and of seeing

SHOCKING PROFITS



Size 12"x23"x17"; Wt. 17 Lbs.

100% Legal Everywhere

A Real Money Maker On Any Location. An Electric Shock Machine, Controlled in volume by the player. Made of pressed steel, finished in red enamel, very attractive. Uses only one dry cell battery which is good for 2,000 to 3,000 plays.

Price \$9.50 each

Order Yours Now. Be First to Cover Your Location With This Profit Maker. 1/3 Deposit, Balance C. O. D.

WILL PAY CASH

For Model "P" AMT Target 10 Play equipped with Motors, Retail price \$20.00. Advice quantity or kind and best price.

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OPERATOR REPORTS

TRACK  
REELS

IS THE  
BIGGEST  
MONEY  
MAKER  
I'VE EVER  
OPERATED!

From everywhere in the country operators report Track Reels is earning more than any other 5 counter games combined! It's absolutely sensational because of the selector dial come-on!

GET BUSY!  
WIRE YOUR ORDER TODAY!

PRICED TO  
HELP OPERATORS GET  
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A column about new salesboard ideas, deals and personalities.

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THIS WEEK and EVERY WEEK

Send your correspondence to advertisers by mentioning The Billboard.



PICTURED IS J. J. (SNOWBALL) STUCK JR., well-known music operator and distributor of Sioux Falls, S. D. His United Novelty Co. has Seeburg Symphonolas on 75 locations.

to it that these contracts are enforced. "If fair trade results, at any time, in raising prices to consumers, the manufacturer's sales must surely fall off. It is an economic axiom that the higher the price for a particular item, the fewer will be the people who can afford to buy it." The manufacturer, then, must constantly be wary of factors in the fair trade situation which tend to diminish his volume.

"It is patent, then, that if retail druggists want fair trade to be preserved, they must do all in their power to keep manufacturers' sales from slipping. In every way possible they must push the products of fair trade manufacturers; they must feature them in advertising, in windows and other displays; they must suggest nationally advertised goods at every opportunity.

"Druggists must support fair trade manufacturers not just once but continuously, for in that way—and that alone—can they prove to manufacturers that fair trade is profitable to them."

## Modern Pushing U-Bowl-It Games

NEW YORK, June 11.—Modern Vending Co. has gained a lot of attention in this territory since the arrival of the U-Bowl-It game. Nat Cohn, president of the firm, said, "Here's the first game we have ever placed on display that has immediately gained the praise of every operator who has played it. The boys like this machine so much that they are constantly giving it a work-out and it goes right on without a hitch. This is without any doubt the very best word in bowling games. Nothing will come near it or ever was dreamed of like it."

"The perfect principle of mechanical and automatic action that has been incorporated into this machine is really something to study all in itself," Cohn adds. "Knocking down the pins with the ball gives a real thrill. When they are automatically reset for the next frame many players just stare at the game as if they can't believe their eyes."

Modern officials claim that the game will soon be appearing in many of the best locations in New York, New Jersey and throughout Connecticut. They are arranging with large operators to get the game out in the better spots and already have received many requests for immediate shipment.



# THE COIN CHUTE LEAGUE

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### One Thought

"One thought stands out more distinctly in my mind than any other. My thought is that no matter what political party rules, no matter how or by whom legislation or plans for the betterment of our social order are made, real progress toward social justice cannot be achieved as long as the ethical standards of our people remain unchanged.

"Unless the people themselves—not just the rich, not just the poor, but all the people—rise above the selfishness, the pettiness of mind and the indifference to human injustice which have grown out of greed of many past decades of so-called progress, it seems to me it makes little difference which or what political party is in power."—Louise Armstrong, in her book *We, Too, Are the People*. (Mrs. Armstrong and her husband have been relief workers for some years in a small Michigan town.)

### Starvation Here

Nothing is being said about it publicly, but one particular phase of the mounting unemployment problem is causing grave concern—namely, the increase of malnutrition among the jobless.

Some confidential figures regarding this were laid before the President recently by WPA, Public Health Service, Farm Security and the Labor Department. These showed that 3,000,000 families (approximately 10,000,000 persons, of whom half are children) were suffering from serious dietary deficiencies.

Most of these families, according to the secret report given the President, receive some form of public relief, either State or Federal, but their average income is only from \$10 to \$34 a month. This is far below the \$55 WPA average for the country, State, or so-called direct relief averages around \$22 a month.

Three proposals have been given Roosevelt to cope with this "danger zone" problem:

1. Purchase of large quantities of surplus food commodities for distribution to these families.
2. Give a certain amount of direct relief to lower bracket WPA workers.
3. Boost these lower brackets from \$10 and \$22 a month to at least double that much.

In arguing for immediate remedial action, the relief and health officials warned Roosevelt that a prolongation of "mass malnutrition" not only would make a dangerous health hazard to the entire nation, but would be a serious menace to national defense.

### In Great Britain

British unemployment increased sharply last month in an unseasonal development, indicating that the normal seasonal pick-up in British business has not developed this year, it was announced.

Preliminary reports of various indices indicate that British business activity now is at lowest level of the past two years and that the rate of decline is becoming accelerated.

Official returns showed registered unemployment on May 18 amounted to 1,778,503, against 1,747,764 in mid-April and 1,481,350 a year ago.

Editor's Note: This gloomy news confirms the dynamite that William Allen White, Republican publisher, threw into the recent convention of newspaper publishers when he told them in so many words that present-day troubles are world wide and very dangerous. And that playing politics had better be dropped.

Representatives from other European countries within the last two weeks (Sweden at that) have brought the disconcerting news that unless the United States drops its partisan politics and settles its on serious troubles the rest

of the world will soon drag America down with it.

### Salvation Army

The Hearst papers gave the following editorial support to the Salvation Army Tag Day in Chicago:

"Dollars to doughnuts will be reversed tomorrow when the women's division of the Salvation Army holds a doughnut day throughout the city. Some 2,500 members of clubs, parent-teacher associations and American Legion auxiliaries will help the army sell paper symbols of the doughnuts that won the soldiers' appreciation of warm-hearted Salvation Army tactics during the World War.

"This is the first tag day to be sponsored by the army in eight years and is necessitated by increasing demands of the current depression.

"Women without food and shelter for their children, unscarred mothers and unemployed women are among those to whom the army extends a hand with this co-operation of the women's division.

"Sharing in the proceeds of doughnut day will be the Salvation Army Home and Hospital at 5040 North Pulaski road, where unmarried mothers are cared for and are fitted to take a normal place in the community.

"Here is exemplified the army's warm, personal approach to unfortunate persons. The mothers, whether educated or underprivileged, 14 to 40, are admitted to the home without question. Often they come months before the birth of their babies and always they remain until at least six weeks afterward to permit them to adjust their lives.

"The mothers keep their babies in most instances. They are taught how to care for their children, and when it is necessary are trained to earn a living and later are helped to find work. Identities are rigidly protected, but a spirit of friendliness prevails. There is a corner where gifts made by the girls to the home are assembled. Every Christmas many of them bring their babies back to a reunion party.

"The home has cared for 4,500 girls since it was opened shortly after the army was established in Chicago 53 years ago. Only 75 can be cared for at a time, and girls often await admittance at the army's emergency stations."

## Oriole Will Sell Perfume Vender

BALTIMORE, June 11.—Oriole Coin Machine Co., distributor, announces that it will sell the Perfume Bar, a vending machine made in New York to sell perfume in small bottles. E. W. Brickman and B. B. Barber, sales and promotion managers respectively of the Oriole firm, have taken over the special job of explaining the advantages of the new perfume vender to operators throughout this area.

Oriole is planning, thru Brickman and Barber, to show the value of the Perfume Bar in many locations not being covered at this time by the ops here but which can easily be opened with the Perfume Bar.

Mr. Brickman said: "The Perfume Bar lends itself to many locations which formerly were never approached by the operator. The fact that it vends a full



J. ROYCE, of the Mills Novelty Co. sales staff, Chicago.

dram of the internationally famous Rie-Charda perfume in a beautiful cut-glass perfume flask contained in a silver box for only 10 cents makes it interesting to every user of fine perfumes. This machine is without any doubt one of the greatest we have ever seen and we feel sure will be just as great a hit in this territory."

## Robertson Given Northern Alabama

ST. LOUIS, June 11.—Announcement is made by R. B. Greenbaum, president of the Popmatic Mfg. Co., that Earl Robertson has been given a district distributorship franchise for the territory of Northern Alabama.

"Robertson has been reared in this area and knows the likes and dislikes of the territory he is going to serve," Greenbaum stated.

"The Popmatic pop-corn merchandiser opens an entirely new field for storekeepers in my territory," Robertson said. "This wonderful machine will enable the storekeeper to cash in on the tremendous hundred-million-dollar pop-corn industry."

Popmatic officials express great enthusiasm for the future of Robertson's work in the Northern Alabama territory.

ST. LOUIS, June 11.—Walter Gummershimer, general sales manager of the Popmatic Mfg. Co., Inc., boarded a train for Cincinnati June 9. Gummershimer will stay in Cincinnati just long enough to complete his business there and he will arrive in Detroit at the Detroit Leland Hotel June 12.

From all indications of past performance, business should shortly be pouring in from Michigan and surrounding territories, Popmatic officials state.

Before leaving, Gummershimer said: "The new Popmatic machine is the wonder of the age. It enables operators to cash in on the \$100,000,000 pop-corn industry. More than four years and over \$100,000 were spent in developing the Popmatic. We know we are accurate when we call it the king of automatic merchandisers."



## DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

## WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1882—Tel. GOldens 2770. Cable address "WATLINGITE," Chicago.



LIVE PROFITS

## THIS MACHINE IS 100% LEGAL

A Real Money Maker On Any Location. An Electric Shock Machine, Controlling in volume by the dial. Made of pressed steel, finished in red enamel, very attractive. Uses only one dry cell battery which is good for 2000 to 3000 plays.

Price \$9.50 each

Order Yours Now and Be First to Cash Your Locations with This Live Wire.

1/3 Deposit, Balance C. O. D. MONARCH COIN MACHINE CO. 1731 BELMONT AVE., CHICAGO.

## Percentages

William (The Sphinx) Coben, Silent Sales Co., Minneapolis, has reprinted the editorial PERCENTAGES (The Billboard, May 7, 1938) and distributed it widely to his customers. Which clearly gives the editorial a big lead as the best editorial up to the present for 1938, judging by comments from readers. The editorial on MINORS led by a big reader response in 1937.

An editor often has his own personal preferences as to "the best editorial," feeling that readers may fail to get the point in a carefully prepared editorial. But the readers are to be the judges.

I feel that under present conditions a series of editorials on the various phases of TAXES would do more good for the industry than any other one theme now before the trade. But writing about taxes is even a more thankless job than my ill-starred editorial campaign for the licensing of skill games back in 1934 and 1935.

Under present conditions both games and consoles (with token awards) have their greatest chance perhaps to get on the tax wagon for longer runs. If present conditions continue long the vending machine trade may save itself much trouble by getting under the protection of a tax. But those are very unpleasant things to write about.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**McCALL'S SPECIAL SALE**  
COUNTER GAMES.  
A.B.Y. Top... \$1.50  
Sally Linn... 2.50  
A-Pack... 2.50  
Sun Sires... 12.50  
Dixie Deeds... 7.50  
Dixie... 5.50  
Dixie... 5.50  
High Stakes... 5.50  
Half Mile... 5.50  
High Top... 5.50  
Puritan... 5.50  
Wonder... 5.50  
Wood & Gray... 12.50  
Wood Spout... 5.50  
Western... 5.50  
Woods... 5.50  
Woods... 5.50  
Woods... 5.50  
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1/3 Deposit, Balance C. O. D. WE BUY, SELL OR EXCHANGE. 2147 Leland St., St. Louis, Mo. McCALL NOVELTY CO.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.





**'HOWDY'**

The Greatest Little Machine to Make Friends With the Steer-keeper.

# DE LUXE GRIP SCALE

## 3-WAY STRENGTH-TESTER

### 100% LEGAL

**“Almost”**  
By JIM BUCKLEY

Vice-President and General Sales Manager of Bally Mig. Co., Chicago

When we analyze the outstanding games of the past few years we find one feature common to all, and it is reasonable to suppose that this feature is the basic element of success. This fundamental feature can best be described with a single word—“ALMOST”! And the rule for coin game success might be expressed as follows: To enjoy sustained popularity a game must have plenty of “almost.”

When a game has “almost,” the player never goes away feeling that the game offers unreasonable obstacles; no, he either wins or “almost” wins. He either attains a winning score or comes so close that he is convinced that he can win next time. The result, of course, is plenty of repeat play. And, as far as the player is concerned, the kick of “almost” making a perfect score is even more satisfying than actually achieving a mediocre score. It’s the “almost” that makes a man feel that his game is improving, that makes him realize that he can match his wife and skill against the gods on equal terms.

It used to be widely held that a profusion of small winners was the most important element of a game. Frequent winners is, of course, important, but the tremendous success of our Bally Reserve proves that even more important is the “almost” factor. Winners are comparatively infrequent on Bally Reserve. But you can play Bally Reserve by the hour and, when you don’t actually win, you will “almost” win every single game. Never once do you go down in hopeless defeat. This, of course, is due to masterful “pinning” or, rather, arrangement of bumpers—a department in which our experimental men unquestionably excel.

Our Bambino also has plenty of “almost” due to the home-run roll-over which scores a run only if there’s a “man” on base when the roll-over is hit. If you need only one run to win, but miss it because the “man” advances to first base just before you hit the roll-over, you know that you “almost” won—and you’re all set to go to bat again.

If I were in a philosophical mood I might enlarge on the thought that the “almost” in coin-operated games is fascinating because it dramatizes the eternal “almost” of life—the fact that we usually get more satisfaction out of striving for success than we do out of success itself. But I’ll skip the philosophy and merely say that when a game has “almost” there is no “almost” about its earning power—that’s a positive certainty.

**\$19.50**

With operators who know their GRIP MACHINES it's **GOTTLIEB-50 TO 1**

**IMMEDIATE DELIVERY**

Write for Circulars and QUANTITY Prices.

**D. GOTTLIEB & CO.**  
2736-42 N. Paulina St., CHICAGO, ILL.

STILL IN PRODUCTION: **GIANT GRIP SCALE \$17.50**

## 4 Complete New \$888!

### JAR DEALS

Grab this red-hot money maker! 3 Deals shown below plus 1 extra 2200 for Jars & Deal, showing \$88.00 profit. FREE! This ad must be attached to order to receive this Jar Deal.

**Get a Natural**  
2,200 Tickets @ \$c. \$114  
Average Pay-out, \$71  
Rt. Profit, \$43.00.

**Banko**  
2,200 Tickets @ \$c. \$114  
Average Pay-out, \$71.40  
Rt. Profit, \$42.60.

**Bank A Medal**  
2,200 Tickets @ \$c. \$114  
Average Pay-out, \$71.20  
Rt. Profit, \$42.70.

**\$24.00 Per Dozen**

Get in the money-making class. Throw out your stale deals and replace the best deals in the country that give you a lot more for your money. COMPLETE Deals \$26.40 per dozen, tickets and cards \$21.00 per score. If 2,200 tickets are desired, add 25c on each deal.

Send only \$1.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

**WINNER SALES CO.**  
“Pick a Winner with Winner.”  
2907 ARMITAGE AVE., CHICAGO, ILL.

## GUARANTEED RECONDITIONED BARGAINS

FROM COIN MACHINE HEADQUARTERS — FIRST COME FIRST SERVED.  
PHONE, WIRE OR MAIL YOUR ORDER TODAY, INSTANT SHIPMENT.

Each	Each
Smith 1-2-3 Tables..... \$69.50	Used Rays Track (Cash)..... 78.50
Bally Golden Wheels..... 24.50	Bally Fortmounds..... 78.50
Bally Racing Forms..... 27.50	Bally Fatigounds..... 78.50
Bally Tables (Used)..... 34.50	Wills Big Race..... 78.50
Bally Stables (Brand New)..... 37.50	Outfield Multiple Races..... 78.50
DeLuxe Sportmen..... 19.50	Gottlieb Photo Finish..... 27.50
Money Navy..... 14.50	Racing Clubs..... 29.50
Plumpe Royal Races..... 14.50	Mills Tycoon..... 14.50
Bally Ball Field..... 39.50	Scenic Air Race..... 24.50
Jockeying Flashing Thru..... 39.50	Brand New Check Rays Tracks..... 157.50
	Brand New Cash Rays Tracks..... 147.50

SLOT MACHINES OF ALL KINDS—Blue Fronts, Melons, War Eagles, Lion Heads, Skycrappers, Cherry Balls, with or without Milico Checkers Balls or Vendors. Wire for prices and quantity wanted. Prices will please.

TERMS: 1/3 Certified Deposit With Order, Balance C. O. D.

## THE VENDING MACHINE CO.

205-15 FRANKLIN ST. FAYETTEVILLE N.C.

**With the thermometer going up, sales come down**

Boost your betting average with the brand new Waldemar Knife and Chain Deal. Coupons under each Knife and Chain ranging from \$1.00 to \$5.00. There are two \$5.00's on board.

**BRAND NEW AND RED HOT — GET IT NOW!**

2000 punches with one-third of the punches free. Takes in \$66.80 and pays out \$26.80, leaving \$40.00 profit. Operators' price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

**H. G. PAYNE COMPANY**  
812-814 BROADWAY, NASHVILLE, TENN.

## NO MORE CHISELING

POLISHED ALUMINUM SLOT GUARD COMPLETE WITH SCREWS. **\$1.00 EACH**

**CENTRAL DISTRIBUTING CO.**  
105 West Linwood, KANSAS CITY, MO.

happy. They tell us that wherever the place an Imperial the play rooms up and players are reporting to the location that this is the best entertainment in the spot.

“In some cases we have found operators placing batteries of the Imperials in the resorts. They have found that the locations will prefer them to any other kind of equipment because of the legality and the fact that the play is well known, the exercise mild and the public appreciates the beauty and magnificence of the table.”

With sales on the way up production of the firm has been speeded to a point the Hurvich brothers report, where they can now take on a few more distributors for their Imperials. They have been proceeding very cautiously in this regard because of not being able to produce Imperials in large quantities.

## Penny Chutes Help On Detroit Spots

DETROIT, June 11.—Machine play can be improved radically by putting penny coin chute on many of the 25 games and smaller amusement machines regularly equipped for nickel play, according to the experience of Wayne Lippert, of the Lippert Mig Co. Lippert tried this out experimentally on a machine in a drug store and found the net returns increased remarkably. As a result of careful study of this method he is planning to make a similar change on most of his machines.

People seem willing to spend the smaller amount of money and will not mind spending it when they would not be willing to play for the 5-cent charge at many locations. Business depression means, in the experience of Lippert and other Detroit operators as well, that the operator must adjust his business to the changed economy of the public.

## Thought for the Week

“Most of us are crusaders anyway. We are always telling our pals what’s wrong with them; we are telling the city, the State and the government what they need; and, if we are really big shots, we point with pride and view with alarm—which is just about what Peter the Hermit was doing in the 11th century when it was the fashion to convince Islam it wasn’t working out its destiny in the proper manner.”

“In spite of admitting this national taste for meddling, we Americans continue to lambaste the Messrs. Hitler, Mussolini, Stalin, Franco, Cardenas, Cedillo, Hirohito and Ataturk on every given occasion. Some of us see red; others see brown, black and silver. And, of course, all of us have been telling the British how to run their empire ever since we checked out on that overstuffed corporation. We also pen noble tracts on la belle France and its troubles and, pressed for other opinions, we happily vouchsafe a thought or two on the politico-religious aspects of Tibet with special consideration of the Dalai and Panchen Lamas.

“Such stuff makes good reading; and, when the speaker is busy, good listening. It also tends to convince readers and listeners that he who writes and speaks is mighty, mighty smart to be able to tell the rest of the world how it ought to live.”—Gail Borden, in *Chicago Daily Times*, June 8, 1938.



# Candy Case Is Decided

Ohio court says candy is food and exempt from sales tax

AKRON, O., June 11.—Candy is a food and therefore exempt from the sales tax. Common Pleas Judge Frank Harvey ruled today (June 9) in a decision of State-wide import.

He granted a request of E. A. Andrews, candy merchant of near-by Cuyahoga Falls, that the court reverse an order of the State tax commission revoking Andrews' vendor's license for failure to collect a sales tax on 25 cents' worth of peppermint candy.

J. H. Morris, Cleveland attorney and attorney for Associated Candies, Inc., which backed Andrews' suit, said he would advise all candy dealers in the State to immediately stop collecting tax.

The State is expected to appeal the decision, the effect of which would be to cut a sizable chunk of revenue from the sales tax revenue.

In his ruling Harvey declared that

under the evidence submitted candy is a food and that the State tax commission submitted no evidence to the contrary. The commission contended in its original arguments that the word of the Legislature in making candy subject to a sales tax was final.

Candy is a food to be "consumed off the premises," Harvey held. Therefore it is not subject to the sales tax constitutional amendment which says "that on and after November 11, 1936, no excise tax shall be levied or collected on the sale or purchase of food for human consumption off the premises where sold," the opinion continued.

Challenging the tax commission's authority to define candy as a confection, Harvey pointed to testimony of Dr. Royal S. Copeland, New York senator; Dr. Stroud Jordan, chief of the bureau of standards of the New York City purchasing department, and industrial chemists that candy is a food.

As to its nutritive value, Harvey pointed to the testimony of Claire Detrich, a farmer who lives near by and who was supply officer for Admiral Byrd's antarctic expedition. Detrich testified for Andrews that the expedition carried with it a ton of chocolate bars and half a ton of chocolate creams solely for their food value.

In his supplemental brief, which came too late to influence Harvey's decision, Duffy described the purpose of candy in elegant language.

"The prime purpose of candy is delectation," the brief said. "Its effect of taste is luxuriating, its effect doubtless stimulating, in large quantities it is even sickening. Its nature is ephemeral. Its nutritive value is not the prime consideration in its consumption. Its whole raison d'être—reason for being—is delighting the palate rather than consideration of health and vigor and keeping body and soul together." This ran for 16 pages.

Editor's Note—Operators of candy bar and bulk confection vending machines will do well to follow carefully the development of the idea that "candy is a food." The idea has excellent advertising value. It also means that all vending machines vending candy may be subjected to strict food inspection laws by health officials. This has already been threatened in one of the largest cities of the country and evidently for ulterior motives. Competitive business often produces funny things.

## Oklahoma City

OKLAHOMA CITY, June 11.—Renewed oil activities in the Sooner State is making business more on the "up" for Sooner ops. New producers around Oklahoma City has increased spending in coin-operated devices considerably and ops expect a further increase during the summer and fall.

G. W. Byrley, Sooner Novelty Co., is in the hospital with a relapse of a neck-injury received in an automobile accident some time ago. He is expected to be back on the job again very soon.

Operator Stokes, of Tyler, Tex., was seen hustling along the "row" a few days ago.

# TRIPLEX CHIEF



Plays All Three  
5c, 10c, and 25c  
and gives one play for each five cents

Actual reports on hundreds of Triplex Chief locations show that more than half the coins in the cash box are in dimes and quarters. Certainly positive proof that the three-coin feature of Triplex Chief actually triples the operators' profit. Order your sample of Triplex Chief today.

# SILVER CHIEF



A Beauty For Looks—  
A Stand Out For Profits  
The Greatest Jack Pot Bell  
Ever Made

You really have to see Silver Chief to appreciate its sensational beauty. Its gleaming chromium finish and new streamlined design make it stand out wherever it's set up. Silver Chief is just the machine for your smart locations, clubs, cocktail lounges, hotels, etc. Be sure to see this outstanding machine before you buy any bell. Available in 1c, 5c, 10c, 25c play. "Positive-Stop" Reels—No Bounce. New Heavy-Duty Lifetime Clock. New Smooth Operating Perfection.

O. D. JENNINGS & COMPANY  
4309 W. Lake St. • Chicago, Ill.

# SKILL DERBY

## A GAME OF SKILL

### STEADY MONEY MAKING VENDING MACHINES!

**COMING SOON!**  
**ZETA**  
STONER'S SENSATIONAL NOVELTY GAME.

Write for Price of New and Used Vendors and Games.

**D. ROBBINS & COMPANY - 1141B De Kalb Ave., Brooklyn, N.Y.**

# GAMES

## Ready to Place on Location

A-1 CONDITION.

BALLY DAILY DOZEN	\$82.50	MAZUMAS	\$15.00
RAT'S TRACKS	82.50	CHICO DERBYS	12.50
MILLS 1-2-3	90.00	REEL SPOTS	10.00
JOCKEY CLUBS	60.00	ZEPHYRS (Like New?)	12.50
BALLY FAVORITES	59.50	BUMPERS	9.50
EVANS ROLLETTES	49.50	RICOCHETS	9.50
SILVER FLASHES	27.50	HOME RUNS	9.50
RACING FORMS	27.50	REPLAYS	9.50
GOLDEN WHEELS	24.50	ROUND THE WORLDS	9.50
WINNERS	19.50	ELECTRIC SCORE BOARDS	9.50
CARDS	19.50	MISCELLANEOUS Counter Games	5.00
TRACK MEETS	19.50	WURLITZER MOD. 616 PHONO	160.00
CLASSICS	17.50	MILLS DO-RE-MI PHONO	110.00
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TERMS: F. O. B. Miami—1/3 Certified Deposit With Order, Balance C. O. D.

**WM. H. TURNER, JR.**  
845 N. W. 9th Ct., Miami, Florida

## STOP HERE

READ AND RUSH YOUR ORDER.

AK-BAR-BEN	\$64.50	DAILY RACES	\$ 9.50	REEL SPOTS	\$10.00
BALLY BASKET		DERBY DAY	18.00	REEL 21	6.00
(Floor Sample)	32.50	FAIRGROUNDS	59.50	SPORT PAGE	
BALLY ENTRY	69.50	GOLDEN WHEEL	16.50	(Slightly Used)	119.00
DAILY DERBY	9.75	MULTI RACES	59.50	STABLES	49.50
SEATEM	12.00	PARLAY	8.50	TURF CHAMP	12.50
CHALLENGER	8.75	PHOTO-FINISH	22.75	WINNER	16.75
BALLOT	9.00	POST TIME	15.25	VELVET	5.50
CLASSIC	13.75	PREAKNESS	23.75		

All Are Used Machines. Good Condition. Limited Quantity. All Subject to Prior Sale, 20 Wire or Mail Order Quickly. TERMS: 1/3 With Order, Balance C. O. D., F. O. B. Houston.

**STELLE & HORTON**  
1515 Louisiana, HOUSTON, TEX.  
822 Canal Street, NEW ORLEANS, LA.

## ROYAL FAMILY PAYS "ROYAL" DIVIDENDS

Slots	Groceries Co.	David Races	Golden Wheels
5c Dishes \$24.50	Novelty Games	Reel Spot 10.00	20.50
5c Mills 50c	Batter Up \$19.00	Sweet Sally 4.50	Lite-A-Pole 16.50
Foots	Smoker 12.50	PAYTABLES	Pinco Speed 11.00
D. A. 48.50	Wheel 10.50	All Star 8.50	Speed King 31.50
5c Extreme	Hot Springs 18.50	Arifinon 47.50	Sportman
Wary 55.00	Scoreboard 14.50	Credit 9.50	De Luxe 38.50
20c Mills 50c	COUNTER GAMES	Fairgrounds 37.50	Red Sals 18.50
Foots	Club Vendor \$18.50	Mills Flasher 77.50	
D. A. 53.50		1/3 Deposit, Balance With Order	

FOREIGN BUYERS! CABLE YOUR REQUIREMENTS—CABLE ADDRESS "ROYCOIN."

**ROYAL COIN MACHINE CO.,** 2212 N. Western Ave., Chicago, Ill.



MAYDEN MILLS, one of the Mills brothers who head the Mills Novelty Co., Chicago.



# 3 Models of



## STANDARD MODEL

No spring bumpers, no holes, no balls! Yet the cleverest baseball novelty game on the market. Vender counter registers all awards.

**\$74.50**

## AWARD MODEL

High awards model with double Vender counters which record the high payouts which may amount to as much as \$10.60.

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## FREE GAME MODEL

Conco's free game device permits players to "play off" awards. Keeps cash in machine.

**\$89.50**

**LOOK!**

## COUNTER MODEL Junior Size

# TALLY-HO

## BUMPER PIN GAME

**\$42.50**

With Leg. \$2.00 Extra.

Actual tests have proven that this counter model junior size bumper type pin game has taken in as much money as many full-sized tables. This small size permits you to operate in hundreds of locations formerly closed to you because of restricted spots. Actual full-sized bumpers—one-inch balls—high score feature!

**ORDER TODAY!**  
ALL PRICES F.O.B. CHICAGO

# GENCO, Inc.

2621 N. ASHLAND AVE.  
CHICAGO, ILLINOIS

# Forbes Asks The Reason

Why people spend as usual for amusements during a recession

NEW YORK June 11.—E. C. Forbes, publisher and well-known columnist, in his syndicated column recently called attention to the astounding support which the public is giving to all types of amusement, diversions, travel, sports and similar things—at a time when general business is supposedly down and out and perhaps headed for still worse days, if all the gloomy reports are to be accepted at face value.

In opening his column, Forbes stated, "How do you explain this? People are spending extraordinarily freely on recreation, travel, amusements; at the same time, spending in most other directions has been substantially curtailed."

Forbes continues to explain the various news reports of large attendance marks at many sports gatherings where records have been set of late while business in these same cities is suffering. He also brings out the fact that many research bureaus expect travel and vacation records to be broken this year. In concluding his column he stated that with all these records for sports and other amusements being broken right along, yet all this, please remember, at a time when business is far below normal, when unemployment is appalling, when the income of stockholders and bondholders is being drastically reduced, when relief expenditures are soaring, when hard times are widely expected to continue for months.

Forbes does not attempt to give a reason for this great turn to amusements at this time by the American public.

It is, of course, well known to the industry that during the worst part of the depression the greatest revenues were enjoyed by the amusement games men. There may be some quirk in the average individual to seek amusement of some kind when other matters are unduly depressing. But, whatever the reason, the fact that more vacationers than ever are expected to crowd the resorts this year, and are even expected to pass the \$4,000,000,000 they spent last year, again brings optimism to columnists everywhere.

The same is true whenever the public turns to sporting events and sports in general as intensely as it has this past year. The fact that more sports equipment is being sold, that public golf links are doing a land-office business and that every race track is jamming them in, has always brought operators of amusement machines greater revenue on their locations.

Regardless of general conditions, the industry here expects to do a great business this year. The trade is hoping that the manufacturers will turn out new equipment to interest the public. And, since the public has turned to sports itself, perhaps machines which offer some mild form of exercise may be the next big run for the trade.

## Glickman Flooded With Used Games

PHILADELPHIA, June 11.—Cy Glickman, of the Glickman Co., who advertised for used games a few weeks ago,

says the firm's headquarters was fairly swamped with games shipped from all parts of the country. "Well, that again goes to prove that advertising pays as far as the coin machine industry is concerned."

But, according to Glickman, "I'm still ready to take many more of these games as fast as the operators want to ship them to me," he continued, "we can use them. We have outlets now for many more games than we received and the it is a pretty hard job to get all of them into condition in a hurry, we are working as fast as we can to get the games completed and they will be ready for delivery faster than we had expected."

## Locations

In watching new trends in locations there may be possibilities for coin-operated machine concessions of some kind in the super-market type of grocery stores that seem to be growing in the United States. The following summary appeared in Barron's weekly, June 6, 1938.

### Supermarkets Still Grow

"When a former A. & P. official, Michael Cullen, took a leaf from the huge self-service food markets in Los Angeles to establish his King Kullen Supermarket on Long Island in 1930, the idea of the supermarket began spreading rapidly. Since then about 5,000 supers have opened and now do \$1,000,000,000 out of the annual \$9,000,000,000 food retail business. Growth continues as independent operators open new stores, add units to others and as the Great Atlantic and Pacific Tea Co., American Stores and Safeway Stores and other chains turn more of their units into supermarkets.

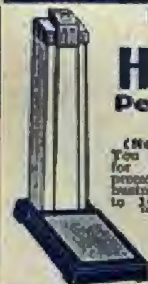
"Lowered cost thru self-service and larger volume of sales per customer has enabled the supermarkets to have profitable operations on an average 12 per cent mark-up, compared to the average chain mark-up of about 18 per cent. The result is that regular chain stores are facing the competition of lower prices in supermarkets. Whereas the average large super has annual gross of \$300,000, the average chain store has about \$50,000. The average super's customer has a check of \$1.15 each visit to the store, the average chain store customer has a 65-cent check. And a supermarket may have up to 25,000 customers in the store a week, and have a yearly gross as high as \$5,500,000.

"Plagued by chain store taxes in 23 States and feeling the pinch of supermarket competition, chains are reforming some of their units into supermarkets to cut tax bills and to meet competition. A. & P., for instance, leading the chains into this new cafeteria store field, has opened 350 supers in the past few years. Its types of supermarkets range from a renovated warehouse in Birmingham, Ala., to a combination food store and concession market in Canton, O., where a customer can get anything from lima beans to a permanent wave. It is said that A. & P. hopes to have 1,500 of its 13,500 units in the supermarket category in a few years.

"Enormous profits of a number of independent operators have been used for expansion. Big Bear now has 11 supers in its chain in New Jersey. King Kullen has 12 units in the East, Alberts has 15 in the Cincinnati area, and Ralph's Supermarket 29 in the Los Angeles area.

"As a result of competition among supermarkets themselves, they are tending to move away from warehouses and garages, installing themselves in smart, modernistic buildings. As ever, supermarkets are going in for ballyhoo and promotion, California style, with Klieg

## \$400 Monthly Income from PENNIES!



Dropped Daily Into the **HAMILTON Person Weighing SCALE**

(Now 8th Anniversary Model) You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 3 to 10 months. Get your first Hamilton at our special introductory price, just the right spot for it and compare the "net" on the basis of your own ink. Any term, large or small, will receive \$4.00 bonus average monthly profits per scale. Experience unnecessary. We give you all the information needed for successful operation. Nothing to Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO America's Largest Exclusive Makers of Precision Weighing Machines. **HAMILTON SCALE CO.** Dept. B, 1910 Vermont Ave., Toledo, O.

# OKLAHOMA OPERATORS!

Get in the Big Money With **BALLY RESERVE** IMMEDIATE DELIVERY From Our Oklahoma City Stock

Also New Bambino Bumper Baseball Novelty Sensation Sport Page Multiple One-Shot and Other Bally Hits

Contact Us for a Better Deal **ENID MINT CO.** ENID, OKLA.

Bally Basket Ball	\$45.00	Diapers	\$5.00
Koony Baseballs uncrated	25.00	Hotdogs	35.00
Clubs, Broadway Amuse, Ferris Wheel, Circus			12.00
Latona 5 Ball Automatic, High Card Clock, Photo Finish			25.00
Ray's Truck, check 100.1 Fair Grounds			50.00
De Lux Balls, \$35.00; Tomatoes, \$40.00			
Track Times			100.00
Horns Strich, Ball Fan, Darcy Chino			12.00
Chicago Express, \$50.00; Scotchwood			0.50

## BEST NOVELTY CO.

1047 St. Clair Ave., Cleveland, O.

lights, bingo, cooking schools and prize contests. Supermarkets now are hard to establish on shoestring.

"A problem of increasing importance is a punitive tax legislation, which has first appeared in Camden, N. J. Camden had imposed a \$10,000 license fee on supermarkets in the city and a \$200 tax on every supermarket concession above food. The validity of the law is being contested in court and will be decided in the fall. M. M. Zimmerman, president of the Super Market Institute, declares supermarkets are not worried by the Camden tax legislation, believing the court will rule laws invalid."

## Lionel Airplanes Now Coin Operated

SHEYBOGAN, Wis., June 11.—Flying Fun Co., this city, is placing on the market a coin-operated game on which the player actually controls a miniature airplane by means of electric remote control.

According to R. G. Lemieux, of the Flying Fun firm, after the player inserts a coin in the slot he is enabled thru manipulation of the joy stick to actually control the plane, causing it to take off, climb, dive, loop and make a perfect landing.

Flying Fun, Lemieux says, is especially suited for hotels, parks, clubs, resorts, airports, taverns, rinks and on carnivals and other traveling shows. It has been tried and tested on locations and with the Royal American Show, he reports.



H. R. LEMON, Franklin Coin Machine Co., Columbus, O., says the Bally Bambino game is a peach!



# Resorts Get Full Quota

But early-comers show people will spend less than in 1937

DETROIT, June 11.—The amusement games division has its eyes on the tourist and resort trade generally at the present time. A published report of observations on the first moves of tourist traffic in Michigan indicates that there will be little drop in numbers this year but that people will spend less. Not only amusement games operators but all business is watching the indications for tourist trade.

Murray D. Van Wagoner, State highway commissioner, reported that during the first five months of 1938 the State took 33,266 automobiles across the straits, compared with 33,097 during the same period of 1937—a year that established new records for recreational travel. The increase this year, the small, was despite a Memorial Day holiday week-end slump attributable to unfavorable weather. Outside of this holiday week-end there has been a 8 per cent increase for the year.

## Whole Nation Concerned

The maintenance of tourist volume is of concern to the general economics of America, and is of particular concern to Michigan. Recreational motoring circulates as much money as a large industry.

Other indices indicate that automobile owners are going to continue to travel for pleasure regardless of the depression. The American Petroleum Institute, in touch with gasoline sales, a few days ago announced an outlook for 1938 motor travel to break last year's high. In 1937 the best estimates of total touring expenditures approximated \$4,000,000,000.

The American Automobile Association recently circulated a questionnaire among resort hotel operators. Eighty per cent of the answers predicted a drop in receipts for this year compared with last. California was the single section of the country expecting a continued revenue increase.

## Spend Less Per Capita

The association concluded from this and other surveys that there is no decrease in the number of motor tourists but that each is spending less than a year ago.

Michigan, with its lakes and woods within easy driving distance of large population centers, is not expected to suffer from this stint of travel expenses. Resort owners in the upper peninsula report they are well booked with reservations. Midwesterners who in better times might go to Maine or to the West Coast are selecting the closer and therefore cheaper vacation area.

The United States Chamber of Commerce listed Michigan's 1938 tourist business at \$300,000,000. Last year, with a substantial rise in recreational travel, estimates ran as high as \$400,000,000.

# Ponser Entertains English Coinman

NEW YORK, June 11.—George Ponser played host to M. Williams, of London, the past week. Before Williams sailed home he left a large order with the Ponser organization for used machines. Williams was very much impressed by the exceptionally fine treatment given and equipment by the Ponser mechanics.

"I can use only games that have been perfectly reconditioned," Williams claimed, "and therefore have to be careful with whom I do business in the U. S. As long as the Ponser organization will continue to ship games across the pond in the same condition as those ordered they will have a fine business connection." Ponser promised to personally supervise every export shipment leaving his plant.

# Boosters' Brigade

CHICAGO, June 11.—One of Chicago's oldest stores joined the parade of boosters recently and has obtained ample publicity in New York papers as well as in Chicago. It is not yet discernible whether stores may be simply "cashing in" on a bright idea or whether progressive merchants really mean to put all their moral support back of a widespread move to boost business by all intelligent means.

In large display space the Henry O. Lytton & Sons' stores, of Chicago, introduced their message to the public in the following words:

"Now is the time for every good citizen to come to the aid of his country . . . and stop crying like an infant. You have all heard those words before. Many of you will remember them as the sentence you had to write 50 times when teacher made you stay after school for some childish misdemeanor. Now, however, they bear a very special significance.

"Congress is about to adjourn. We all know that every member has tried to do his best according to his beliefs. While some of us might not be satisfied with the legislation that has been enacted, let us remember that nothing is perfect. Let us remember, too, that most of our business and government leadership is right—in its ideals.

"Let us stop crying about that small part which is wrong—in the faith that we will eventually arrive at the happy state of a social system that will bring about the greatest good for all.

"Let's quit blaming the other fellow.

"Let's be thankful that the God of War is not stalking thru this country in grim, terrible reality.

"Let each and every one of us determine that we will talk, think and act optimistically. Now is the time for every good citizen to come to the aid of his country.

"The summer season is here. All the stores are bulging with seasonable merchandise. It is up to you to start the 'buying bell' rolling. We as merchants are ready to place our orders for fall. Naturally their size depends on your demand for merchandise. The larger it is the more jobs it will make. We in turn will help the manufacturer.

"You, we, everybody will thus create more jobs and gradually put our unemployed people back to work.

"Remember, America has emerged from every slump a great country."

(We, the citizens and buyers of advertised goods, are wondering what some of the publishers are thinking who accepted money for the space in which such messages are published.—Editor.)

# Contributes Bit To Supply Funds

WASHINGTON, June 11.—Of all the locations in the country, the one general type that holds greatest importance for all divisions of the coin machine trade is the locations that sell liquor. Statistics have been released to show what liquor is doing to help provide revenue.

According to The Chicago Tribune Washington staff, taxes on beer, wine and liquor account for more than 6 per cent of all revenue collected by federal, State and local governments.

According to a compilation by the Distilled Spirits Institute, public revenues from alcoholic beverages totaled \$1,022,275,727 in the calendar year of 1937. In the same period taxes for all governments totaled more than \$16,000,000,000.

Federal income from internal revenue and duties on alcoholic beverages totaled \$629,929,543; State taxes gathered \$305,771,547, and county and municipal taxes aggregated \$38,574,935. Miscellaneous Federal, State and local mercantile, business income and property taxes, exclusive of social security and unemployment assessments, were estimated to yield in excess of \$50,000,000.

## Third Largest Source

This form of revenue now is the third most important source of all governmental income, exceeded only by property and income taxation; it is second to income taxation as a form of federal income. The total of federal revenues in the fiscal year 1937 was \$5,293,000,000.



**EVANS'**  
**BY-A-BLADE**  
NOT 100% LEGAL  
**BUT**  
PERFECT FOR TERRITORIES  
WHERE AUTHORITIES  
DO NOT PERMIT GAMES  
OR AUTOMATIC PAYOUTS!

BY-A-BLADE does not pay out in any way. It is absolutely a vending machine. For each nickel deposited, it sends a super-quality safety razor blade. Before the blade is delivered, lights flicker and come to rest on 3 shaving symbols. Wrapper of blade is indicated by these symbols.

Based upon everyone's right to sell his property, blades with certain wrappers may be resold to the location, if desired, for 10c to \$2 each!

It's a sensation everywhere! Operators in the know are cleaning up with BY-A-BLADE. Grab this life-saver quick!

**AT YOUR JOBBER OR  
WRITE, WIRE OR PHONE  
HAYMARKET 7630.**

*Evans' Franchise Plan is the Biggest Money-Maker in the business! Get the dope quick for your territory!*

**OTHER EVANS' WINNERS! WRITE FOR  
DETAILS! PROFIT-SHARING PHONO-  
GRAPH. ROLLETTO SR.**

**H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO**

Alcoholic beverage revenues represented more than 10 per cent of all Federal receipts and more than 12 per cent of State receipts in 1937. In many States alcoholic beverages have become the first or second most important source of revenue.

In the fiscal year 1937 it is estimated that the State governments obtained a total of \$3,700,000,000 in tax revenue. The State alcoholic beverage tax collections of \$305,000,000 represent about 12 per cent of this total.

**Local Bite Is Smaller**

In the same period local governments collected more than \$7,000,000,000. These got but a fraction of a per cent—about \$33,000,000—of their revenues from alcoholic beverages. They shared heavily, however, in the estimated \$50,000,000 paid in miscellaneous taxes.

According to the Distilled Spirits Institute, State tax collections reveal that four States obtained more than \$28,000,000 in revenue from alcoholic beverages. These are New York, \$47,218,975; Ohio, \$40,170,805; Pennsylvania, \$38,245,828; Illinois, \$26,479,192.

Three States—California, Michigan and New Jersey—obtained in excess of \$10,000,000 thru alcoholic beverage taxation. In all but six States collections totaled more than \$1,000,000. Mississippi, with \$374,113, and Nevada, \$380,299, benefited least from this form of taxation.

# Twentieth Season With Penny Arcade

EAST LIVERPOOL, O., June 11.—William Hocking, veteran operator, lessee of the Sportland at near Rock Springs Park at Chester, W. Va., is starting his 20th season at the well-known amusement park with his Penny Arcade. Located on the upper midway, the Arcade has topped the many other attractions for the past several years. This season he has installed several of the newer type machines, replacing several obsolete machines which have been in use in the Arcade for several years.

Hocking, one of the best known arcade operators in the Tri-State area, reports

# HEY! OP'S LOOK! 2 SURE HITS



**PLAY BALL**



**ARLINGTON**

**ONLY \$2.85 EACH OR 2 FOR \$5.50**

PLAY BALL	ARLINGTON
Deals Take In. 2250 @ 5c	\$114.00
Average Payoff	75.00
<b>PROFIT (Average) \$44.00</b>	
<b>TAKE OUR WORD FOR IT—THESE JAR DEALS ARE "HOT." ORDER YOURS TODAY.</b>	

**2250 Tickets.**  
 Complete Deal, \$30.00 per Deal.  
 Profits (Tickets and Cards), \$24.00 per Deal.

**5250 Tickets.**  
 Complete Deal, \$30.00 per Deal.  
 Profits (Tickets and Cards), \$27.00 per Deal.

**8775 Tickets.**  
 Complete Deal, \$30.00 per Deal.  
 Profits (Tickets and Cards), \$30.00 per Deal.  
 1/3 Deposit, Balance C. O. D.

**MONARCH COIN MACHINE CO.**  
1731 BELMONT AVE., CHICAGO, ILL.  
Send for Circulars on Other Winners.

When looking for dependable and good earning used and new equipment, write to

**SEIDEN DISTRIBUTING CO.**  
1240 Broadway, Albany, N. Y.

the outlook for the coming season most encouraging, with 18 consecutive days of student picnics from a score of upper Ohio Valley towns booked at the park this month.





# ASCOT DERBY

"Free Game"

**EARNING MORE** because it's **PLAYED MORE** on every location!

1, 2 or 5-BALL PLAY. EQUIPPED WITH POSITIVE AWARD REGISTER

25" Wide — 50" Long. Worth FAR MORE than

## \$139<sup>50</sup>

F.O.B. CHICAGO

TAX PAID

4-COIN MULTIPLE  
\$20 Additional

**ORDER TODAY! — IMMEDIATE DELIVERY!**

*Jimmy Johnson*

## WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVENUE • CHICAGO, ILLINOIS

# 1000 WORDS



cannot describe adequately the magnificent performance of this thrilling SPARKS TOKEN PAYOUT GAME.

Operators everywhere are enthused about its earnings, which are boosted greatly by the automatic payout of tokens, worth from one to ten packs of cigarettes, on winning combinations.

Redeemed tokens give you a perfect check on payouts claimed by location.

Penny or Nickel Play, Cigarette, Beer or Horse Reels, Removable Mechanism, 300 Ball Capacity Gum Vender.

SPARKS is a wonderful buy at \$37.50.

**GROETCHEN TOOL CO.**  
130 N. Union St. Chicago

### Foreign Trade

WASHINGTON, June 11.—Whether the many troubles that threaten to hurt foreign trade will also hurt the exports of coin-operated machines abroad waits to be seen. But the outlook for general exports to other countries does not look promising to trade experts.

The United States seems to still be suffering from the old mistaken idea that it is all right to sell goods abroad, but to let foreign goods come into this country simply must not be allowed. Now the United States has half the gold in the world, more goods than its own people can buy, and the rest of the world has no money to buy our goods—and our tariffs will not allow them to sell goods freely in this country.

The government is trying to work out a system whereby we can exchange goods with other countries. But foreign trade observers say that a hostile feeling toward the United States is developing in many countries where we might work out trade agreements to advantage.

A trade representative from Europe recently visiting in the United States reports that the U. S. business depression is rapidly having its reactions abroad, and that the final downfall of peaceful governments which will engulf the United States may happen abroad if an upturn does not start soon.

All of which is not a pleasant picture. It is one more example that times have changed and we need to change our old ideas about a lot of things.

downtrend of business. All trade indexes prove that Louisiana and Texas are bucking the country's backtrend in trade and enjoying individual days of prosperity. There is particularly a good demand here for second hand and such equipment is becoming noticeably scarce.

A bill introduced into the State Legislature on the eve of the deadline fixed for introduction of proposals would cut vending machines 20 per cent, which would go entirely to the Charity Hospital at New Orleans. A large manufacturer of pin games has been watching the bill closely and has had factory representative down at various times to report on developments. Authors of the bill hang administration backing and there is said to be strong lobbying behind the measure.

B. J. McNally has appeared on South Rampart street arrayed in his common finery and he well bespeaks the recent stories about him that have been going the rounds. McNally last week bought new counter games to take care of his increasing business.

Recently we said that the C. & W. Sales Co. had a new secretary by the name of Winnie Mae Evans. Now Winnie says we should correct her name to read Little Mae Evans. Well, Lily by any other name would be just as sweet.

Word from Washington this week informs us that Everett S. Wade, of Mount Olive, Miss., has been granted a patent on a new cigaret display and vending case.

### New Orleans

NEW ORLEANS, June 11.—While some distributors of slots and pin games report a tendency of business to slow up of late, operators from out of town report that play is as good as the best volume experienced this year, especially in areas where oil booms are causing eras of prosperity that buck the national

Tyson and Young, operators of Alexandria, La., were visitors at the Dixie Coin Machine Co. office this week, taking home new equipment, as they report good play in that section of the State.

Pete Nestas, of the Automatic Coin Machine Co., reports that he is expanding his operations to a number of new machines in addition to phonograph and counter games.



## 2 WINNERS

**SPARKS TOKEN PAYOUT \$37.50**

Operator in our Southwest territory reports phenomenal earnings from these SPARKS AUTOMATIC payout games. Legal Gum Vender, Beer, Horse or Cigarette Reels, Penny or Nickel Play. **ORDER YOUR SAMPLE SPARKS AT ONCE—your money refunded if not satisfied.**



**GINGER Token Payout \$27.50**

Simplest automatic payout machine in lowest price field. Operator has perfect control and check over payout percentage by assorting tokens worth from 1 to 10 packs of cigarettes. You will operate GINGERS for many years to come.

Token Payout Means "Certified Payout"

**BOYLE AMUSEMENT CO.**  
122 N. W. THIRD ST. OKLAHOMA CITY, OKLA.



**BASEBALL PLAY BALL**

1,000 Hots.

Taken In ..... \$50.00  
Pays Out ..... \$4.00  
Featuring 1 \$10, 1 \$5.00

Now Only **\$1.72** Plus 10% Tax.

## TWO HITS

**BASEBALL PLAY BALL**

1,000 Hots.

Taken In ..... \$50.00  
Pays Out ..... \$4.00  
Featuring 1 \$10, 1 \$5.00

Now Only **\$1.72** Plus 10% Tax.

**NEW LOW PRICES NOW IN EFFECT**  
Ask for Our New, Low Price List.

**GLOBE PRINTING CO.**  
1023-27 Race St. PHILADELPHIA, PA.



MR. NATHANSON (left), Los Angeles Games Co., Los Angeles, tells A. S. Douglas, of Devo Mfg. Co., how well he likes the Trunk Reel counter machine.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS







# It's here! CHICAGO COIN'S New Chico NAGS



**READ WHAT THEY SAY ABOUT CHICO NAGS!**

CHICAGO COIN  
OPERATORS CLAIMED FOR  
CLASS. SELF AS BEST  
AS POSSIBLE.

MCCALL NOVELTY CO.  
St. Louis, Mo.

CHICAGO COIN  
WENT RACE RALLY. ADVISE  
HOW MANY SHIPPED TODAY.

LOU SULLIVER CO.  
San Francisco, Cal.

CHICAGO COIN  
APPRECIATE SPEED IN  
RACE SHIPMENTS. BEEN  
15 WEEKS.

D. P. LELAND  
Pittsburgh, Pa.

CHICAGO COIN  
DOUBT ORIGINAL RACE  
ORDER. OTHERS FOLLOW  
BY MAIL.

GEORGE FOSBER  
New York City

CHICAGO COIN  
SHIP OUR 30 RACE AT  
ONCE.

RAMMER NOVELTY CO.  
Philadelphia, Pa.

**\$74.50**

Order Today  
IMMEDIATE DELIVERY

**FIESTA \$74.50**

**CHICAGO COIN**  
MACHINE MANUFACTURING CO.  
1726 DIVERSEY BLVD. CHICAGO ILL.

GEORGE  
PONSER CO.  
21 W. 90th St.  
New York, N. Y.  
Distributors for  
N. Y., N. J. and  
Conn.

## BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole - Form  
3490 Takes in \$50.00 Pays average  
\$26.00 Price . . . . \$1.32

The BIG HIT-400 Hole-Form 3625  
Takes in \$20.00 Pays average \$9.16  
Price . . . . . \$0.76 1/2

Add 10% Federal Tax to All Prices.

**CHAS. A. BREWER & SONS**  
"The Largest Board and Card House in the World"  
6320-32 Harvard Ave. CHICAGO, U.S.A.

**5 GET A HOME RUN WITH 50¢ 5**

## San Antonio

SAN ANTONIO, June 11.—Operating activities are going along fairly well in the Alamo city. Jobbers report business somewhat better and look for an increase as summer tourists start coming in. Coin machine row has lots of out-of-town visitors every week and most of the visiting ops take home some new or used games.

Without question San Antonio is the coin machine hub of the great Southwest section of Texas. It was in this city that the midget coin-operated pool tables had their beginning some eight years ago. Thousands of the tables were shipped into the north by some four or five factories which operated here making them. San Antonio has always been a good operating territory.

No town off the Mexico border affords more phonograph spots for Mexican music than this city. Thousands of phonos filled with Mexican records are operating here. They receive good play among the Mexican trade.

Nick Malas still hangs out in the Milan Building and is pushing Bally products. Nick at one time manufactured a twin marble table that sold all over the Southwest.

Pat Newman is the "dean" of San Antonio operators, having been operating in the Alamo city for a number of years. Pat is well liked by the entire craft.

R. Warncke keeps a large operating organization going; in fact, his organization may be the largest in the city. They operate a large string of phonographs and other equipment.

A number of ops have been down on the gulf fishing. Some report big catches and others brought home the evidence.

E. L. Chitwood, D. S. French, T. E. Beck and H. W. Thompson are other old-timers around San Antonio. All are first-class operators and know the busi-

**WE'RE ONLY AS FAR AWAY AS YOUR NEAREST MAIL BOX!**

JUST DROP A PENNY POSTCARD IN YOUR NEAREST MAIL BOX TODAY TELLING US JUST WHAT MACHINES OR SERVICE YOU REQUIRE! AND YOU, TOO, WILL LEARN WHY ALL SMART OPERATORS ARE SAYING . . .

**ORIOLE**  
COIN MACHINE CORP.  
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—  
Pittsburgh • Washington • Buffalo

ness from A to Z. There are many other leading ops here but these boys have been around for some time. Danny Odum, ex-circus man, is another well known and popular op here.

H. J. Andrews is one of the town's leading merchandise machine operators. Andy moved to San Antonio from Ft. Worth several years ago and has been very active in the merchandise vending field.

## WURLITZER \$149.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$166.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.  
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.  
BOWLETT & McGUIRE  
NATIONAL 1937—\$80 . . . . . \$74.50

**BOWLETTE \$39.50**  
(PRACTICALLY NEW)  
50% Deposit, Balance C. O. D.  
(CIRCLE 6-1542) 250 W. 54th St., N. Y. C.

**BABE KAUFMAN MUSIC CORP.**

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Deval Mfg. Co.  
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.  
Groetchen Mfg. Co.

**KEYSTONE NOV. & MFG. CO.** 28th and Huntingdon Sts. PHILADELPHIA, PA.

## FREE TO OPERATORS

Weekly list of all the latest prices of Pin Games. All you do is send your name and address and you will receive this valuable price list free each and every week. This will help keep you well informed.

EXHIBIT HI-BALL . . . . . \$49.50

1, 3 Cash With Orders, Balance C. O. D.  
**NATIONAL NOVELTY CO., Merrick, L. I., N. Y.**

**EXPORT**  
We Cover the Globe.  
Cable Address:  
"NATNOVCO."  
Merrick, N. Y.



WE CARRY THE LARGEST COIN OPERATED STOCK IN AMERICA

YOUR MONEY CHEERFULLY REFUNDED IF NOT COMPLETELY SATISFIED

**SATISFACTION GUARANTEED**

**30 GRIPPERS**  
3 WAY **\$9.95**

**ONE BALLS**

FOTO FINISH	.....\$27.50
CLASSIC	..... 19.95
GOLDEN WHEEL	..... 26.50
RACING FORM	..... 29.50
SPORTSMAN DELUXE	..... 29.50
CLOCKER	..... 44.50
FAIRGROUNDS	..... 69.50

**SLOTS**

LION HEAD	.....\$24.50
WAR EAGLE	..... 34.50
CAILLE CADET	..... 26.50
EXTRAORDINARY	..... 29.50
F. O. K. SILENT	..... 19.50
RELIANCE, 5-25c	..... 23.50
CHIEFS	..... 37.50
COMET ALL STAR	..... 37.50
COMET FRONT VYDR.	..... 32.50
BLUE FRONT	..... 39.50

**MISCELLANEOUS**

FACES—20-1	.....\$119.50
FACES—30-1	..... 129.50
MILLS CRAP GAME	..... 97.50
BALLY TEASER	..... 49.50
GALLOPING DOMINO	..... 95.00
SANCTAILS	..... 95.00
ROLETO	..... 95.00
SEBURG RAYOLITE	..... 139.50

500 Phonographs Write for Prices.

**NEW DAVAL'S BELL SLIDE**  
Reg. \$29.75—now...\$19.75

## Survey Shows Price Trends

Labor - saving machinery biggest item in price trends during 1923-1938

CHICAGO, June 11.—While the retail stores of Sears, Roebuck & Co. do not provide locations for many types of coin-operated machines, yet the company maintains one of the most careful surveys of retail business in the country.

Sears has recently released to the press the figures gathered on retail prices, manufacturing costs, etc., from 1923 to 1938. It covers 60 typical items of merchandise and will form a reliable basis for the study of merchandise and matters affecting retail trade.

Some conclusions shown in the report indicate that while there have been no increases in the retail prices of the 60 items, there have been some upward movements in the cost factors. In the 60 common items there had been declines in material costs of 46 lines of merchandise. Downward trends in commodity prices had been largely responsible for decreases in costs of materials. Declines in the margin for distribution of goods was also shown.

To show how the survey has been conducted, an example may be taken. A 90-pound mattress declined 83 cents per mattress in price from the 1923-1928 period to the 1933-1937 period. The recent selling price was \$7.80 per mattress. Raw material declined 83 cents per mattress. The margin for processing was up 20 cents a unit, much less than would have been the case (wages were up to 75 cents from 35 cents per hour and taxes were up 35 per cent) had not new type of machines been developed which increased unit production per man by 22.6 per cent an hour.

The care with which the Sears surveys of manufacturing costs, labor costs, taxes and the effects of new machinery are kept makes them useful for general information. In view of present business conditions and unemployment it is significant that again and again the survey shows that since 1923 the introduction of automatic machinery has increased the production of units per man per hour and hence retail prices have not increased. But what happens to the men replaced by automatic machines is not shown in the survey.

Editor's Note: Sears retail stores in Chicago are big users of penny scales. Their retail stores have tried other types of machines also, including the Coca-Cola vending machines.

## Calcutt Promises Complete Sell-Out

FAYETTEVILLE, N. C., June 11.—Joe Calcutt, of the Vending Machine Co., says that his plans are "to sweep our warehouses clean with the summer sale which we plan to announce later this month."

Calcutt claims that the firm is in a position to ship all makes of equipment which they have just reconditioned in their modern repair shops, and that when the machines reach the operators that some of the boys are going to believe these are actually new. He explains: "We have given the latest batch of machines in our warehouse one of the best jobs we have ever done for reconditioning equipment. Every machine will be guaranteed regardless of the price. These include phonos, slots, consoles, payouts, pin games, counter games, arcade machines, vending machines, scales and many others.

"The entire warehouse stock is being included in this great sale and we believe that it will help us to introduce the type of reconditioned equipment we specialize in to operators all over the country who haven't yet dealt with us."

Many of the machines are also scheduled for European and Asiatic shipment. The Vending Machine Co. does a creditable export business. Shipments are constantly on the way to ports all over the world and a staff of export workers is ready to translate letters and cables and to give the foreign buyer exactly what he asks for.

# BARGAINS

FROM THE BIGGEST COMPANY IN THE BUSINESS

## PAYOUT BARGAINS

Double Header, New...\$27.50  
Double Header, Rebuilt, 22.50  
7-Slot Railroad, New... 65.00  
7-Slot Railroad, Rebuilt, 47.00  
7-Slot Post Time, Rebuilt 39.50

## SPECIAL NOVELTY BARGAIN

Forward March, 5-Ball Novelty .....\$29.50  
(Brand New Reduced from \$74.50)

## BELLS

Rebills in Perfect Condition—Difficult To Tell From New Machines

Silent Mechanism—Escalator Coin Chute—Visible or Concealed Reserve Jackpots—Specify Type Wanted, No Excise Tax on Rebills.

### Rebuilt Silent Jackpot Bell

War Eagle Design, Regular Payout

5c Play .....\$52.50  
10c Play ..... 55.00  
25c Play ..... 57.50

### Rebuilt Silent Golden Bell

Roman Classic Design, Regular Payout with Gold Award

5c Play .....\$57.50  
10c Play ..... 60.00  
25c Play ..... 62.50

### Rebuilt Mystery Bell

Blue Front, Mystery Payout  
5c Play .....\$60.00  
10c Play ..... 62.50  
25c Play ..... 65.00

### Rebuilt Futurity Bell

5c Play .....\$60.00  
10c Play ..... 62.50  
25c Play ..... 65.00

### Rebuilt Silent Jackpot Front Vender

Modern Design, Regular Payout  
5c Play .....\$45.00

### Rebuilt Double Jackpot Goose-neck Bell

5c Play .....\$35.00  
10c Play ..... 37.50  
25c Play ..... 40.00

All Rebuilt Bell Machines Available With Side Vender Candy Mint Compartment and Check Separating Feature at \$5.00 Additional Per Machine.

## "AS IS" MACHINES

Every Machine Runs—Each Machine is a Money-Earner

Mills Reserve Jackpot Bells, 5c Play .....\$20.00  
Mills Reserve Jackpot Bells, 10c Play..... 20.00  
Mills Reserve Jackpot Bells, 25c Play ..... 20.00  
Waiting Jackpot Bells, 5c Play ..... 15.00  
Waiting Jackpot Bells, 10c Play ..... 15.00  
Waiting Jackpot Bells, 25c Play ..... 15.00  
Jennings Jackpot Bells, 5c Play ..... 15.00  
Jennings Jackpot Bells, 10c Play ..... 15.00

Jennings Jackpot Bells, 25c Play .....\$15.00  
Caille Jackpot Bells, 5c Play ..... 15.00  
Caille Jackpot Bells, 10c Play ..... 15.00  
Caille Jackpot Bells, 25c Play ..... 15.00  
Pace Jackpot Bells, 5c Play ..... 15.00  
Pace Jackpot Bells, 10c Play ..... 15.00  
Pace Jackpot Bells, 25c Play ..... 15.00

**SUMMER SALE**

1937 Models 616 Wurlitzer Phonographs	.....\$147.50
Dime Mills Melon Slots	..... 67.50
Quarter Mills Melon Slots	..... 67.50
Dime Mills Cherry Slots	..... 57.50
Quarter Mills Cherry Slots	..... 57.50
Nickel Paces Races and Marathons, Brown Cabinets	..... 149.50
Check Models, High Serials	..... 57.50
Western Paddies	..... 7.50
Mills Blue Box Stands	..... 7.50
Black Box Stands	..... 4.50

All Equipment in Excellent Condition and Ready for Location.

TERMS: ONE-THIRD CERTIFIED DEPOSIT, BALANCE C. O. D.

**EXECUTIVE NOV. DIST. CO.**  
414 H STREET N.E.  
WASHINGTON, D. C.

**METAL SLOTTED COIN COUNTER**

SAMPLE 75c  
10 or More, 65c Each.

Patented Aluminum stamped brass parts. One slot through slot. Lasts a LIFETIME! (For Private Only.)

Star Mfg. Co. 3601 Weyco, Kansas City, Mo.

FAIR GROUND	.....\$72.50
FLEETWOODS	..... 77.50
WELL TIMES	..... 145.00
NEW WHEELS	..... 22.50
TURF CHAMP (1 Bell)	..... 13.50

173 Deposit, Salomon C. O. D.

See one Melon Bell with Mills Header; Penny Bell, all types with check separator; Folding Bank.

**LLOYD AMUSEMENT CO., INC.**  
623 N. Green St., Baltimore, Md.

**MILLS NOVELTY CO.,**  
4100 Fullerton Ave., CHICAGO, ILL.





# BALLY RESERVE

Thousands on location . . . 1 to 8 months earning more than ever! Only 5-ball novelty game ever operated 2 to 4 machines per location . . . with earnings equal to payout profits! There's a reason . . . write for CONFIDENTIAL details today!  
Patent Nos. 2069168, 2062706, 2100678.

**\$99.50**  
FREE PLAY  
MODEL 5182.00  
F. O. B. Chicago



# SPORT PAGE

## MULTIPLE ONE-SHOT

Now in its fourth month—and going stronger than ever—earning 10 to 20 per cent more than Fairgrounds ever did. Order your SPORT PAGE today.

**\$194.50**

Ticket Model  
\$204.50  
F. O. B. Chicago

# BAMBINO

- REAL BASEBALL THRILLS!
- PLAYERS RUN BASES!
- 20 RUNS POSSIBLE!
- NEW HOME-RUN LIGHTS!

Thousands already on location . . . proving as big a hit in the regular novelty class as Bally Reserve is in "reserve" class! The fastest novelty money maker you can buy! Order yours today!



**\$10.00**  
\$2.50—\$5.00—\$7.50.  
**BANK NIGHT**  
AWARD CARDS

**\$74.50**  
INCLUDING REGISTER  
F. O. B. Chicago

Patent No. 2100678.

Write for circulars on MILLWHEEL 1-5-10-25 cent counter game, LITE-A-PAX cigarette counter game, LINCOLN FIELDS 7 coin triple dial console.

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE — CHICAGO, ILLINOIS



**ZEPHYR \$18.75 TAX PAID**  
Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols, 2 Reward Cards. Entirely new Mechanism designed for this machine. Rests spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

**BALL GUM**  
15c a Box (100 Pieces)  
Case Lots (100 Boxes)  
\$12.00

**MINTS**  
100 Rolls, 75c. Case (1000 Rolls)  
\$9.50



**GINGER** TOKEN PAYOUT \$27.50 TAX PAID  
Largest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator inserts tokens in payout tube, thus controlling percent percentage accurately to fit all retail prices of Cigarettes.

**SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO**

## Orenstein Shows Ads of Old Games

NEWARK N. J., June 11.—Dr Orenstein, of Hercules Machine Exchange, gave local operators a big thrill the other day by posting on his bulletin board a page from a March 1, 1936, copy of The Billboard showing advertisements of coin-operated devices that were popular at that time. Some of the machines had the boys laughing. But other machines are still well known after all these years, and operators feel greater optimism because of the fact that in 1939 there were machines which are well known today.

Orenstein stated, "Just to make the men feel that the industry is far from coming to an end we posted this old sheet on our bulletin board and everyone that has so far seen it has felt a lot better about the future of the business. It certainly is interesting to remember that away back then the boys were reading The Billboard to see the latest ideas in coin-operated machines. What's more, the great improvement in machines since that day is only apparent when an old sheet of this kind is posted on the board so that the boys can actually see the difference themselves."



## TRACK REELS

AMAZING NEW DIAL SELECTION!

A great little winner offered by Sicking. Odds from 2 to 1 up to 20 to 1. 4-way play with Win-Lose-Draw features. Equipped with special turntable at 50 extra cost.

ONLY **\$19.95** Tax Paid

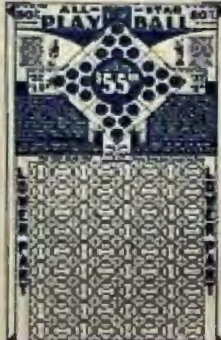
**SICKING • 1912 FREEMAN CINCINNATI**



"Sock it out of the Park!"  
"All-Star"

The newest sensation in Barrel Board Games! Made in either 2280-holes or 2520-holes size. Shows \$40.91 profit on \$10. Shows \$69.18 on 10c. Base hits. Smooth proper bases. Made in thick and thin. Sold to operators only. Write for details.

**SUPERIOR PRODUCTS, INC.**  
Dept. X  
14 N. Peoria St., Chicago, Ill.



JOE CRAWLEY (left), Dixie Popmatic Co., visits the home factory in St. Louis. R. R. Greenbaum, president of Popmatic, shows Crawley around the plant.

**WANTED FOR CASH**  
**MUTOSCOPE GRANES**  
**Red Tops and Fan Fronts**

State Quantity, Price and Conditions  
Write Quick!

BOX 680, in care of BILLBOARD  
1564 Broadway New York, N. Y.



# THE PHONOGRAPH PREFERENCE OF MILLIONS ROCK-OLA'S MONARCH OF THE MUSIC WORLD

The sweeping preference in phonograph music is Rock-Ola. 20-record selection fully satisfies every music taste. Romantic lights and colors from the "Borealis" grille lend atmosphere. Slant-top cabinet gives greater visibility of record-changer. 99% slug-proof coin chute is standard equipment. Like an inspired musician, yet a clever magician in pulling up the earnings. Just watch your "average" increase with a Rock-Ola streamline model.

CANADIAN  
MUSICIANS, ATTENTION  
**ROCK-OLA**  
Manufacturer Phonographs  
HYDRO-ELECTRIC  
MANUFACTURED IN CANADA  
Incorporated in  
Canada  
Rock-Ola MFG. CO. Toronto, Canada



## WORLD SERIES



The ORIGINAL thrilling baseball game with moving robot players that has no coin-petition. It makes money long after the equipment is paid for. In play appeal and in steady high earnings "World Series" ranks first. The LEGAL skill game the whole world enjoys.



## LO-BOY SCALES

A nominal investment with maximum returns. 5-year guarantee on every Lo-Boy scale with an assurance of many more years of profitable service. Universal in appeal—steady earnings.

**PLAY SAFE**  
with long life continuous  
profit equipment

## 3-UP

PLUS "ACROSS THE BOARD"  
FREE

The fastest one-shot payout game. Earns \$25 to \$30 a day. Change from fruit symbols back-panel to FREE panel with horse race symbols for long life and high profits.



**174<sup>50</sup>**

*Rock-Ola* MFG. CORPORATION • 800 N. KEDZIE AVE.  
Chicago



DO YOU STILL HAVE  
"SWEET LEILANI"

I WANT TO HEAR  
THE LATEST TOMMY  
DORSEY NUMBER

I LIKE "DIXIELAND  
SWING"

SCHNICK  
FRITZ IS  
FAVORI

IN OTHER WORDS, PATRONS  
EVERYWHERE, ARE SAYING ...

# "WE WANT A WURLITZER"

I WANT  
"STAR  
DUST"

ME FOR THE  
NEWEST RHUM

The public demands the widest possible selection of automatic music. The Wurlitzer Model 24 meets that demand—provides immediate finger-tip selection of 24 records—offers every patron all the musical entertainment he wants when he wants it.

Any full-sized phonograph without 24 records to select from is not only obsolete and out-of-date, it is likewise short on play appeal—decidedly short on earning power.

Music operators everywhere are facing an ever growing demand for the instrument that provides a 24-record program. The Wurlitzer Model 24 is the answer—the operator's ideal phonograph—offering a greater opportunity for sound, substantial profits. It pays to operate Wurlitzer!

**THE RUDOLPH WURLITZER COMPANY**  
NORTH TONAWANDA, N. Y.

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



**24**  
RECORDS  
•  
MODEL 24-

# WURLITZER

**AUTOMATIC PHONOGRAPHS**

*Bring the Music of  
Modern Masters to Millions*