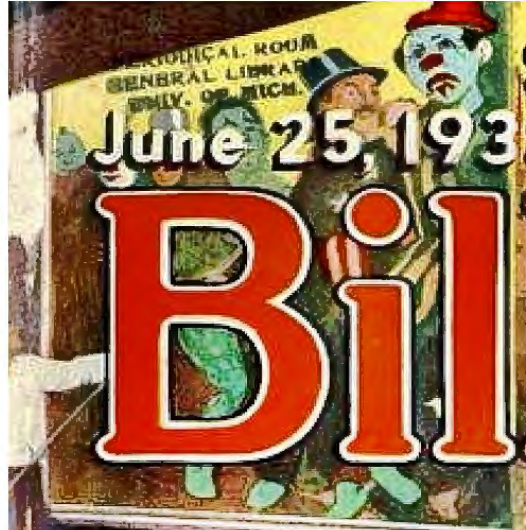
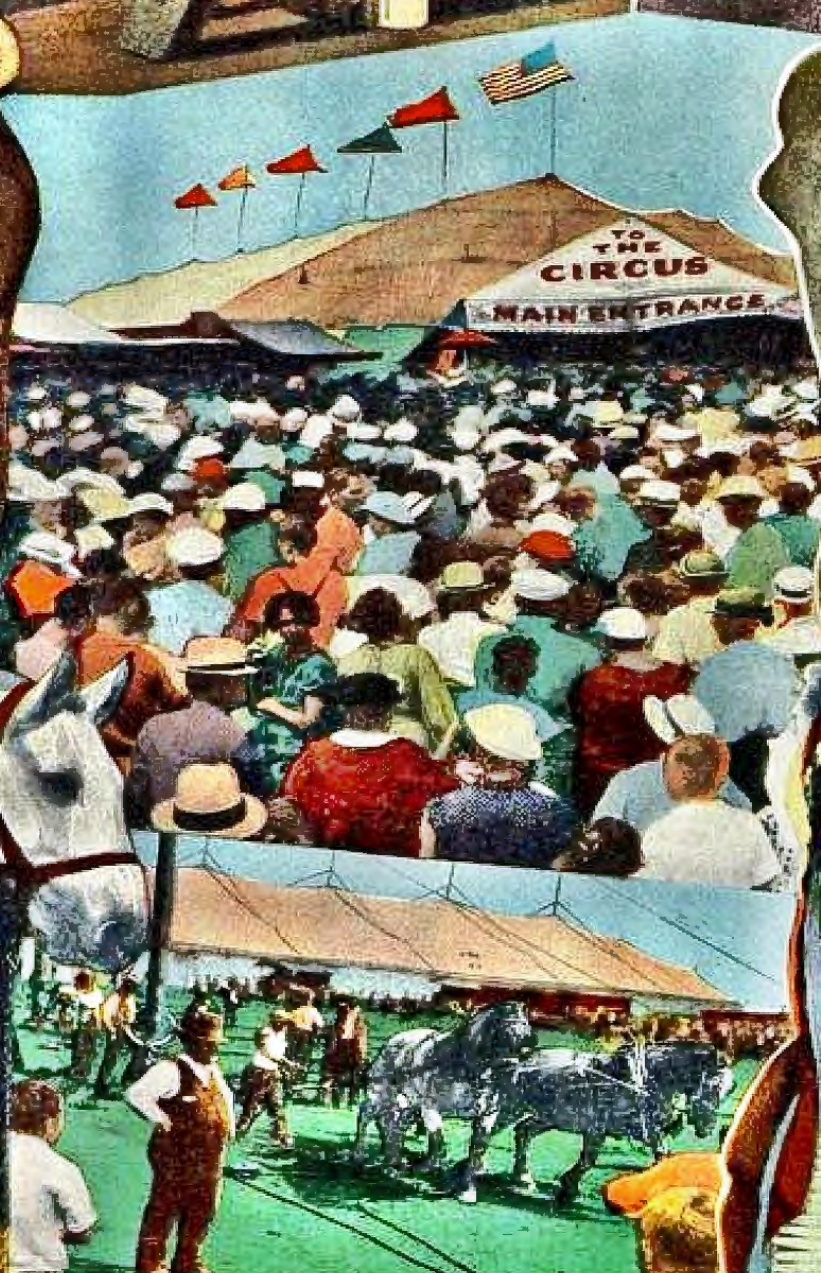


SUMMER SPECIAL

June 25, 1938

15 Cents

The Billboard





THE STRATOSPHERE MAN

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NOW APPEARING

CONEY ISLAND, *America's Finest Amusement Park, Cincinnati.*

This Act Is Available for Parks, Fairs and Celebrations.

Write THE STRATOSPHERE MAN, care of The Billboard, Cincinnati, O.

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The Billboard

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No. 26

June 25,
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AFM IN PEACEFUL PARLEY

Acts Socked by Agents for Big Fees, Kickbacks

CHICAGO, June 18.—Acts claim more pressure than usual for increased commissions and "kickback" payments from bookers controlling favored spots. Taking advantage of poor business conditions and overcrowding in talent ranks, booking agencies are collecting upwards of 40 per cent of salaries.

While none of the local offices contacted would admit that any such practice exists, a couple of them feel that the smaller agents are taking unfair advantage of acts. When questioned why a small number of acts have been working steadily while dozens of others, equally as capable, would suffer long layoffs, the bookers explain that most of the working acts are under the personal management of offices obligated to secure steady employment for them.

At the offices of the Department of Labor's Private Employment Agencies here, it was pointed out that each licensed booker is privileged to collect any commission at all so long as he has that figure clearly listed in the contract. Few contracts, however, have shown a higher than 10 per cent commission fee. Where the "kickback" plan is used, underground methods are employed to make the act to pay additional fees and still not leave him with any proof that he paid more.

One leading booker feels an office is entitled to a higher fee when conditions are slow and when it takes additional effort and time to line up an account and service it satisfactorily.

"Gayest Times Since '49"

SAN FRANCISCO, June 18.—At the 38er Ball held Thursday night in the Oakland Civic Auditorium, the slogan for the Gayway of the Golden Gate International Exposition was decided upon. It is "Gayest Times Since '49."

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Social Security Rulings Need No Lawyers' Fees

NEW YORK, June 18.—For the benefit of performers, musicians and employers, the office of Joseph T. Higgins, Collector of Internal Revenue, Third District, states again that anyone wishing to establish his or her status under the Social Security Act may communicate with his office, Ninth avenue and 30th street, via telephone, mail or in person.

No one need hire a lawyer for the purpose of getting an official ruling, which can be handed down only by the bureau.

Tax officials announce that the courts have nothing to do with making original rulings under this law. Even appeals from rulings must be filed with the bureau, and can be made by taxpayer themselves, without resort to fee paying.

IA Threat To Take Over SAG Is Big, Mysterious Headache

NEW YORK, June 18.—Tension, seeming skulduggery and secrecy on the part of union leaders prevailed this week, following announced intention of the International Alliance of Theatrical Stage

No Hard Times on Mighty Haag Circus

CINCINNATI, June 18.—There's no "singing the blues" on the Mighty Haag Circus on its Indiana trek. This good news comes from Elmer Day, who says business for the show has been fine all thru that State, as a matter of fact gratifying in most of the towns.

In Ferdinand the gross was on a par with the big business enjoyed there three years ago—a fair house at the matinee and a straw house at night. Jasper, Brownstown and Batesville were larger than three years ago, Day says.

"Crops are very good this year," he continues, "and people are loosening up with their money. Mrs. Ernest Haag states she will continue in Indiana as long as business keeps up the way it has been the last two weeks. Guy Smuck, who has the side show and lives in Indiana, says he cannot understand the good business he is getting thru his State. Show has been out since April 15 with not a pay day missed."

Radio Investigation Beclouded; FDR's Son Object of GOP Fire

WASHINGTON, June 18.—Administration whips managed to smother the proposed investigation of radio when the Connery Resolution was forced to the floor of the House by Rules Chairman John O'Connor last Friday night as the session dragged toward midnight. Opposing factions engaged in one of the bitterest debates to be concerned with investigations in recent times.

A record vote, 294 against and 101 for, marked the end of the controversial measure, but not until harsh words had been exchanged. With a House probe of broadcasting out of the way, supporters of the Connery resolution hurriedly conferred with other Congressional blocs to

Weber-Petrillo Rift Smoothed As Expected Explosion Pffts

Demands to be made upon Hollywood—laws aimed at bookers, club owners—strollers must sign up—agreement with AFRA urged—delegates warned on IATSE

TAMPA, Fla., June 18.—Joe N. Weber will again head the American Federation of Musicians for the 38th year on unanimous approval of the union's convention delegates. Also elected, unopposed, are Charles L. Bagley, vice-president, and Fred Birnbach, secretary. Harry Brenton pooled ahead of Moses Wright Jr. to retain the treasurer's post. The breach between Weber and James C. Petrillo, which was expected to break with a mighty roar during the convention, was settled without so much as a foot-stomping when the Chicago leader took the floor to deny that he had made any statements to the press that would injure the Federation prez. Weber and Petrillo then shook hands while the assemblage applauded.

Petrillo, who was re-elected to the International Executive Board, further

added: "We are going to Hollywood to see that the motion picture studios put musicians back in the theaters or there will be none in Hollywood. There is no rift between Weber and myself and we are going to go forward united."

Resolutions presented and discussed covered every phase of the musicians' activity in every field in the amusement industry. Law-making bookers directly responsible for the payment of the union scale on single engagements was passed. Another resolution, calling for booking fees to be designated and written into and to become part of all contracts for all engagements was referred to the exec board. Purpose of the resolution was to stop bookers from selling bands under scale, using as an excuse that no charge was being made for the booking.

Also turned over to the president's office was a resolution attacking club owners who hold band booking licenses. Weber declared that there are only two such cases on the record, altho more than 900 applications for such licenses were made by club owners. He further added that Bert Henderson, who handles this work for the Federation, was putting forth his best efforts in keeping club owners from getting licenses to book bands.

Resolution sponsored by A. A. Tomel, of Philadelphia, was passed, calling that acts which use musical instruments and double between the floor show and strolling between the regular band's intermission, must be members of the union or be placed on the unfair list. (See AFM IN on page 30)

Demand for Talks on Carnival Value to City

CEDAR RAPIDS, Ia., June 18.—The recent radio broadcast of Carl J. Sedlmayr and Elmer C. Velare, operators of Royal American Shows, on carnival benefits to a city at Evansville, Ind., and Racine, Wis., made such an impression that Sedlmayr was called upon by local radio people this week to make a talk during the show's engagement here. He also has a request to go on the air in Davenport, Ia., next week.

In addition to his radio work, Sedlmayr made a requested talk on the same subject before the Lions' Club here Thursday. And The Leader-Post, of Regina, Sask., has asked for a special article on the subject to be used just before the Royal American plays that city on its Canadian tour.

Show had rain for its first two nights here (Monday and Tuesday), but Wednesday night's crowd made up for the loss. This is the fifth consecutive year the show has played Cedar Rapids and Sedlmayr feels that the final tabulation for the week ending tomorrow will be gratifying.

Employees that it would tie up the entire motion picture industry. George Browne, IA president, threatened action soon, and should this not be forthcoming the feeling is that the IA chief will lose caste within his own group. Associated Actors and Artists of America, parent group of performer unions, has been taking the IA needle nervously for many months, but has otherwise suffered no ill effects. Resolution passed at the recent IA convention in Cleveland demanding that the Council of the American Federation of Labor be petitioned to lift the charters of the six guilds has been received with an attitude of watchful waiting by Four A officials.

James Brennan, IA vice-president, stated he did not know whether Browne would make any overt action without waiting for an okay by the AFL council, scheduled to meet in Houston, Tex., in October. Browne himself, tho, has implied the jump would be made long before. Kenneth Thompson, executive secretary of Screen Actors' Guild, group at which the IA is particularly aiming, declined to make any comment.

A disturbing note was thrown into the business when it was said that Ralph Whitehead, executive secretary of the American Federation of Actors, had recently been trying to get in touch with Browne. In view of Whitehead's maneuvers when battling for the Chorus Equity night-club jurisdiction some (See IA THREAT TO on page 16)

obtain assurances broadcasting would be one phase of the monopoly investigation which passed the House a little later the same night. Promise was given that network broadcasting would be aired during the investigation. Congressman Lawrence Connery, heading the faction which had tried to put over the Connery resolution, sided with the majority to pass the Administration's monopoly inquiry.

How much investigation will be done by the Administration's probe is not yet known, but knowing smiles in Washington indicate that the committee will be (RADIO INVESTIGATION on page 9)

SWING BRINGS THE \$\$\$



Swing Bands Top Year's Grosses At Earle, Philly; Goodman First

Goodman's \$33,000 broke Penner's 4-year record—Kemp second with \$28,000—Dorsey next, \$27,500—Canova-Rubin next non-band combo—Howards-Green next

PHILADELPHIA, June 18.—Swing was the best seller at the Earle Theater here the past season, according to the b.-o. figures. In almost every case, the house topped the 20-grand mark when a big name band was giving out, no matter how poor the picture was—and, in almost every case, the pictures were third-raters. When the house tried Hollywood names, the draw was so-so. In a few cases, screen and stage comedians, singers, etc., as headliners proved to be money-makers—but no comparison to the musickers. Benny Goodman's crew was by far the biggest

Running second was Hal Kemp's orchestra, good for \$28,000 week of January 4. Picture was an RKO weakie, *Sh, the Octopus*. In third place, just a shade behind Kemp, was Tommy Dorsey with a neat \$27,500 week of March 15—a swell take but suffered a bit by following Goodman too close. Picture was *Little Miss Roughneck*.

The best non-band attraction was Judy Canova and Benny Rubin, flanked by an all-star show and a picture, *She's Got Everything*, week of January 23. They chalked up a tuneful \$35,000. Next in this category was the show featuring Eugene and Willie Howard and Mitzel Green, which clicked for \$23,000. Picture was *Checkers* with Jane Withers. Also tied at the 23 grand figures was a show including Tommy Riggs and Betty Lou, and the Three Stooges, week of May 31.

During the shows without band attractions, Lou Schrader's house orchestra held forth. Par for the Earle is about \$18,000, but with many of the higher-priced acts the house must gross past the \$20,000 mark before it can show any measurable profit. During the season the Earle—only vaude filmer in the SW circuit here—has been the theater that counter-balanced the poor (See *SWING BANDS DRAW* on page 21)

New York Show Boats Doing Big Business

NEW YORK, June 18.—Show boats, looked upon as the ragmuffins of the night club business, are doing a business comparable to grosses of many popular landlubbing spots in town.

Kay Person's S. S. Bear Mountain, with a capacity of 2,121, at \$1 a head admission, last year averaged \$10,000 a week. Leon and Eddie's reported income is about the same. The season runs from June to September. Week night attendance averages 1,500, while the boat is filled on week-ends. Owner is the McAllister Navigation Co., which also runs a boat to Coney Island.

The Mesock Line has been doing a capacity business the past eight years on its Americana moonlight Hudson sails and its daily run to Playland on the Westchester. These both have been packing customers at the rate of 1,000 to 1,500 a night on each, also at \$1 a man.

In the Baltimore and Philadelphia district waters the Wilson Line runs the Liberty Bell and the State of Pennsylvania, respectively. The Gotham Steamship Co. hasn't as yet decided upon the resumption of its show boat this season.

Wage and Hour Bill

The Wage and Hour Bill passed by Congress last week and awaiting the President's signature will affect only those phases of show business which have an interstate commerce character. Just which branches of entertainment will come under that stipulation is not made clear in the body of the law. Interpretation is being left completely to the administrator and the courts. Park operators have voiced their disapproval of the measure on the ground that it would so increase operating costs for their short season as to crush their business.

Exemptions for professionals depends upon what the administrator will view as employee or independent contractor in traveling performers and musicians.

Sirovich Bill Licked As Lawmaker Hoofs

WASHINGTON, June 18.—Congressman Sirovich's Fine Arts Bill went down to defeat this week in the closing rush of Congress while Congressman Dewey Short, of Missouri, kicked his heels in the House aisles.

The measure, which had proposed a Federal establishment to promote the fine arts, including the theater and its adjuncts, was the center of controversy in the art and theater world.

Short, one of the minority's ablest speakers and a rabid anti-New Dealer, jibed at Sirovich's brain-child, criticizing the intent of the bill and complaining that art is no good to a nation having an empty stomach. Picking up inspiration Short added gestures to his speech, saying, "Of course, all we need to do with 12,000,000 people out of work is to teach 'em dancing so we can restore prosperity to the poor American farmer or wage-earner." He danced a few steps down the aisles and cried, "A Chopin waltz, a Wagnerian opera or a Beethoven symphony are things of beauty, but God knows, I have never enjoyed even Puccini on an empty stomach." He climaxed this remark with a high kick, to the amusement of his conferees. In appreciation of Short's art the House voted 195 to 85 to table the resolution.

At one point, when Sirovich was advocating his measure, he told the House that art was individualistic and could not be regimented. A disheveled person in the galleries yelled, "Why?" Before he could ask more, the guards removed him.

"Drunkard" Back For Detroit Run

DETROIT, June 18.—The *Drunkard* drifted into the Corktown Tavern Monday for what may be an all-season run. Play has not been done here by professional performers for a year or two, but about three years ago there were as many as five companies playing simultaneously around town.

Edward A. Ferguson, who produced the show at the Players Theater for a nine-month run, is again producing.

Show is booked thru Chuck Burns, of the Empire Theatrical Booking office, by Manager Ike Thomas of the Corktown.

Cast of the company, which will practically run as a stock engagement, includes Gertrude Wiener, Gertrude Wood, Ferguson himself, Millicent Bradley, Marsden Souther, Dr. W. R. Alford, Bob Nelson and Billie Morrell.

"Nation" Cast Absorbed By Other FTP Groups As Result of Strike

NEW YORK, June 18.—Cast of *One-Third of a Nation*, Federal Theater production, closed until further notice on account of strike pulled by AFL stagehands over the presence of a CIO technician, is being absorbed by other divisions of the project to assure the actors their weekly pay. FTP thus calls bluff of local I of the International Alliance of Theatrical Stage Employees, and insists upon keeping out of jurisdictional dispute between the unions.

The 25 stagehands involved have had their pay stopped as of yesterday, tho they have not received official dismissals. Local is said to have threatened a city-wide walkout on FTP productions if Government takes that step. Reefing over the CIO technician by the IA seems to be culmination of a long feud between AFL and CIO on Government jobs. CIO seems to have gotten jump on opposition in lining up supervisors' union. There's some talk, too, that IA is complaining about the FTP wage scale. Some hold that union conceded a lower scale to Government in return for a closed shop.

USING one of its more forceful leaders as a case in point, it is not difficult to see what is wrong with the structure of the American Federation of Labor in general and with the amusement wing in particular. At the recent convention of the IATSE in Cleveland President George Brown said, among other things, that "anything pertaining to motion pictures comes under our jurisdiction and will be put in that classification. This is strictly covered by our international charter from the AFL and we intend not only to claim but actually to organize to comply with our rights under this charter . . ."

We wonder who will dispute that this is typical of the AFL attitude. To the ambitious union leaders the charter is something holy—even more awesome than the United States Constitution to certain statesmen. High-pressure union leaders are not averse to intimidate weaker unions to surrender their rights and give way to the stronger under the rather obvious guise of carrying out the mandates of a charter.

It must be borne in mind in the midst of the eloquence of the IA's protagonists that the IA was organized before there was a film industry, that it later extended its jurisdiction to include projectionists, and that today it arbitrarily claims jurisdiction over other crafts. While the IA bellows threats and makes various kinds of frightening grimaces at other unions the gentle Mother Superior in the person of Bill Green's AFL remains strangely silent. Does one wonder why there has been so much labor strife of late in and out of the AFL?

Of course, the rank and file membership of the crafts on which the IA looks with longing eyes can vote of their own free will to come under the protecting wing of the IA. The move would be legal and in keeping with the spirit of the Wagner Act. But up to this writing the IA is doing all the thundering and fist shaking, and it is quite apparent that the wishes of the rank and file are being given as much consideration as a butcher in an abattoir gives to the heads of cattle that he slaughters.

SIDE GLANCES Billy Rose

has an impressive array of names at the Casa Manana, and lesser names such as Clyde Hager and the Three Stooges tie the show up in a knot. . . . Doesn't speak so well for somebody's booking perspicacity. . . . Even with a cold Maxton Downey is better than he's ever been. . . . Booking him in for a repeat almost cancels all the other sins. . . . Broadway agents are raising a helluva lot of fuss over License Commissioner Moss' attempts to license them. . . . Looks like the noise represents nothing more than a red herring thrown across the trail of guys who would benefit from continued litigation. . . . What the agents don't seem to realize is that Commissioner Moss has more honesty in his little finger than a saloonful of municipal politicians of previous administrations. . . . Honest and sensible agents should have nothing to fear from closer regulation of their activities by City Hall. . . . They should welcome the commissioner's attempts with open arms. . . . The trouble with most agents is that they don't trust the other fellow. . . . They ought to know their own breed. . . . We still can't get over the sock that girl Betty Bruce packs in her work. . . . She's the youngster with the harmonica act at Loew's State several weeks ago. . . . There hasn't been as natural a tapper on Broadway in years. . . . If somebody doesn't grab her up after her appearance at the Loew showcase something is definitely wrong with the show business. . . . Another young lady showing exceptional promise at the State was Jean Carroll in the duce spot last week with Buddy Hove. . . . Jean was somewhat handicapped by material as any comedy act is nowadays matched up against the deadening effect of sissy radio gag dinned into the public's ear. . . . But it is easy to see that this personable lass has just about everything it takes. . . . We'll be hearing considerably more about her, and Sid Piermont deserves credit for giving her and her partner a break in a spot at the coveted State. . . . A birdie whispers to us that the public is fed up with most of the comedy set-ups on the air today. . . . It's in the cards that one of two things will happen: a fadeout of comedy according to (See *SUGAR'S DOMINO* on page 16)

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

LARRY COTTON—tenor vocalist with the Horace Heidt Band now at the Biltmore Hotel, New York. Nice-looking lad who solos with pop and operatic arias, and also sings as part of a duo and a trio. Has a mobile and expressive voice, thoroughly pleasing and of above-average quality. Rates a screen test—and ought also to be okeh for a radio spot of his own or a place in a legit musical.

HELEN THRENHOLME—young legit actress who was in the original cast of *Reckless Bora*. A lovely and talented youngster, she has done excellent work in a series of parts of increasing importance the past few seasons. Has ability, stage presence, charm and appearance, and ought to go well on the screen.

Last week's "Possibilities" listing of Paul De Angelis for legit musicians should have read Ralph De Angelis. Sorry.

<p>SPECIAL PRINTED ROLL OR MACHINE</p> <p>100,000</p> <p>FOR \$20.00</p>	<p>TICKETS</p> <p>RESERVED SEAT—PAD—STRIP COUPON BOOKS—RESTAURANT CHECKS—SALES BOOKS AND ALL ALLIED FORMS</p>	<p>STOCK ROLL TICKETS</p> <p>ONE ROLL \$.50</p> <p>TEN ROLLS 3.50</p> <p>FIFTY ROLLS 15.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price</p> <p>No C. O. D. Orders Accepted</p>

SS SLAPS PERFORMER CORPS

Broadway Beat

By GEORGE SPELVIN

SID PIERMONT, Loew vaude booker, has installed a radio set in his office, hooked up with the p.-a. system of Loew's State, downstairs; so now (like Harry Kalchelm, who has an office set connected with the Paramount) Sid can check audience response to various acts and keep tabs on the use of material he has ordered deleted. . . . He's already caught up with one comedian who kept using gags that Sid had ordered cut. . . . Now that Billy Rose has decided not to use his "Depression Chorus" in the Casa Manana, why doesn't he remove that feature from the exploitation blow-up in front of the house? . . . Vital Statistics: The average check at Marden's Riviera last season was exactly \$5.27. . . . Swing numbers are gradually veering toward symphonies—in length if nothing else; Composer-Band Leader Will Hudson's latest, *Break It Up*, requires two full sides, and takes exactly 10 minutes to play. . . . Information for Use of Performers Who Get Panned: Paul Denis, of *The Billboard*, used to be president of a local Epworth League. . . . Irving Lehrer has left the George Clarke office. . . . Andrew (Somerset Restaurant) Bonaras and Harry Miller have written a tune called *It Must Have Been Love* which Eddie Miller introduced on the air last week. . . . The opening of the new Casa Manana show was the first at which Billy Rose failed to make a thank-you speech. . . . Recently a radio ad agency man, after hearing Yascha Bunchuk announce the numbers his band was playing on the air, rushed up to the maestro and began raving over his fine Russian dialect which, said the ad man, was like Rubinioff's and Goldwyn's. . . . Bunchuk flared; "Like Rubinioff, yes. But like Goldwyn, no!" he roared.

George Lottman has installed a p.-a. system in his office to enable him to talk to his men in other rooms—but he's having trouble with it already. . . . Now, when he goes to the boys' desks personally, thru force of habit they talk into the gadget anyhow. . . . George Markling, front man at the Belmont-Plaza's Glass Hat, has received another screen test offer, this time from Warners; he's six-foot-three and handsome. . . . Max Miller is returning next month from Hollywood for a stay in the old home town. . . . Chace Conley (a gal) has come to New York to open a p. a. office. . . . When Dick Himber's Band opened at the Essex House he took no chances with the press invitations, mailing them out personally and then having his p. a. phone verification. . . . On top of all that the house p. a. also sent out invites. . . . Collette and Barry, ballroom team preparing for a screen test, are studying at Paramount's talent school, along with Una Wyle, the vocalist. . . . Lou Frankel has quit as advance man for Sally Rand. . . . Jacques Wolfe, composer of *Shorty's Bread* and others, is writing a new all-Negro operetta called *John Henry* for Broadway production by Roarke Bradford, author of *The Green Pastures*. . . . Maybe it was just an error, but the marquee and display signs for *Hold That Kiss* at the Rialto seemed to show the fine Italian hand of Arthur Mayer attempting to minimize for his male patronage the shock of showing a feature without four or five murders in it; the signs for the first few days of the run told the world that the film was *Hold That Kiss*.

TO KEEP THE RECORDS STRAIGHT: Ed Sullivan in *The News* (13) reported that Truman Talley would become sales head of 20th Century-Fox if Herman Wobber turned the job down, while Marcus Griffin in *The Enquirer* (12) stated that George Schaefer, of UA, would get the post. All of this brilliant reporting took place almost a week after 20th Century-Fox had announced that Wobber had been appointed. . . . The *American* (11) under a group picture from *The 20 Bouquets*, listed Euid Markey—who doesn't look in the least like Gabrielle Bruns, whose likeness was referred to. . . . And *The Mirror* (14) showed a picture of Henry Travers in character for his role in *You Can't Take It With You*, the caption stating he "is

Set Tours of Boys Town Units

CHICAGO, June 18.—Dick Bergen, Al Bords and Leo Salkin, of the Central Booking Office here, have made arrangements with Father Flanagan, of Boys Town, Neb., to handle the road units composed of his homeless boys who will work sponsored dates around this area. Units on a large scale are not expected to get under way before September, however, when Metro will be ready to re-release *Boys Town*, a picture based on Flanagan's experiment.

Bergen states that Boys Town attractions will be sold to fairs in both San Francisco and New York next year and that efforts are now under way to line up a national radio show that will dramatize the individual lives of the boys. Will J. Harris has been engaged to handle the production end, while Wayne W. Dallard, former executive manager of the San Diego Exposition, will be in charge of the advance crew. Publicity staff will include Howie Mayer and Jimmy Luntzel, of Chicago.

TAMPA BLACK-OUTS

Convention Interludes Not Found in the AFM Records

Sharp

A humorous highlight was injected into the opening program when Glenn Kay, prez of the host local, warned the delegates that some sharp con was selling trips to Hanava at a reduced rate on the ship already reserved to carry the delegates who had paid for their tickets in advance. "And he even has the audacity," warned Kay, "to distribute outside our convention hall doors advertising pamphlets printed by a non-union printer."

Swing It

Mayor R. E. L. Chaney, of Tampa, drew belly rumbles in his key-to-the-city speech with this line: "You are a great group of artists—whether you deal high in classics or low in swing."

Tallyho, What!

More luffs at the expense of a representative of the Montreal local which you know is "veddy English." The delegate, defining a man with "guts," said, "He has what it takes to make fiddle strings."

Mysterioso

There was much ado over a "To whom it may concern" letter James C. Petrillo, Chi chief, kept concealed in his side pocket. Guessers are all wrong for it was from Geoffrey Parsons Jr., of *The New York Herald-Tribune*, stating that the newspaper solicited that article which Weber boomeranged at him and that he (Petrillo) had nothing to do with it save consenting to the interview.

Surprise!

Vincent J. Weber, prez of the Dover (O.) local, was indeed pleasantly surprised by keeping his record intact of being the first man in town to receive each week's issue of *The Billboard*.

one of the stars" of the show. He wasn't a star, technically speaking, even when he was in the play—but he left the cast a couple of weeks ago. . . . Walter Winchell on Monday (13) said, "the price of gold will become more expensive again soon." What kind of grade-school English is that? The gold will become more expensive; the price will go up. . . . Leonard Lyons, *The Post's* demon scooper, informed the world on June 14 that the musicians' union would register its opposition to Vode-Visions. But doesn't he know that the AFM, several weeks ago, sent out an order forbidding its members to make recordings for vode-vision? . . . In the same issue, Lyons also let it be known that the *Our Town* cast was awarded an extra eighth salary for its radio appearance in connection with the Pulitzer Prize—information which was just as true when *The Billboard* ran it a month ago.

Incorporated Acts Must Pay SS Raps; No Effect on Income Tax

WASHINGTON, June 18. — Corporations can no longer help high-salaried acts dodge the Social Security taxes. Bureau of Internal Revenue this week pierced the corporate veil in ruling that Kate Smith and Ted Collins were employees of their sponsors, the Great Atlantic and Pacific Tea Co., along with Jack Miller's Orchestra and others on that show.

Before this decision, moneys paid to Kated and similar legal entities were not taxed. Supposition in the trade was that these organizations had all the protective earmarks of independent contractors, exempt from the deductions applicable to normal employee salaries. Inkling that the Bureau would end this came last December from another field. A Harold Gray, cartoonist, was called an employee of *The Chicago Tribune* despite

his incorporated partnership with his wife.

Now, the sponsors may pay salaries of performers to the acts' corporation, it will have to include these moneys among its Social Security taxable, deduct the 1 per cent employee contribution, and credit individual sums to the acts.

In handing down this interpretation, Bureau argued that, despite the fact that Miss Smith and Collins had general contracts with the Kated Corp., and the Kated Corp., in turn, had its own contract with the sponsors thru the latter's agency (Pabris & Peart) Miss Smith and Collins were A. & P. employees and subject to the employee's share of the Social Security taxes. That the two had not been directly hired by A. & P. influenced the bureau little. Complex contractual relations thru the corporate liaison are immaterial, declared the tax men, because in carrying out the program the individuals were rendering personal services in behalf of the sponsor.

Opinions from the income tax division hold the ruling does not affect the value of the corporation as an income tax avoider for individuals.

TMAT Moves on Stadia

NEW YORK, June 18.—Theatrical Managers, Agents and Treasurers' Union opened negotiations with Edward Barrow, president of the Yankee Stadium, and Colonel Ruppert's lawyers to replace the William L. Burns detective agency staff with TMTA's staff at the Yankee Stadium. Wednesday night for the Schmeling-Louis bout. If successful, the union hopes to get around to the other sports arenas and obtain closed shop agreements.

Back home Vince is our first Dover reader, since he's one of the post office employees. And there was no party politics that found Vince grabbing the first copy here. Apart from his Fed job and administrative duties at the local, Vince is undoubtedly Dover's most occupied citizen. Also owns and manages the Spanish Ballroom there, keeps up a booking office handling five bands. And in his spare moments, hobbies in raising pet bulldogs and game chickens.

The Machine Age

Pointing to what machines did to employment in auto factories, prez Joe Weber explained, "The machine age can never be stopped. I am not a Communist, but it is our duty to regulate the use of the machine and that it what we are going to do."

Swing Your Fleet

E. L. Wilson, representing Local 109, commenting on the exceedingly great number of hopeless resolutions that were being introduced, told this reporter that if the committee chairman read five more he was going to demand that the Federation adopt a resolution calling for a swing band on every battleship. He refused to give any reason for a band being there other than rhythm for the deck-swabbers.

Can't Be Wrong Always

A. A. Tomel, representing the Philadelphia local, did all right for himself and his resolutions during the convention, "Up until this convention," said Tomel, "I have been battling 1,000 per cent, that is, all of my resolutions were voted down, but this year I am not doing so bad for myself." Tomel wouldn't admit taking any public-speaking lessons during the past year.

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IBM Re-Elects Davison Chief

Cincy conclave attracts 425—Abbott's coup nets Battle Creek '39 meet

CINCINNATI, June 18.—International Brotherhood of Magicians brought to a close its 19th annual convention with a magic show at the 2,500-seat Taft Theater Thursday night. Four-day conclave at the Gibson Hotel attracted 425 registrations, of which 225 were guests, a healthy turnout considering conditions.

Members of the W. W. Durbin Ring No. 1 were complimented on the able manner in which they handled the convention arrangements. Only criticism offered was leveled against the three night shows held at the Taft Theater, which attracted the majority of the magicians and guests but failed to excite the theater-going public. Later may be attributed to the fact that the shows were little exploited and to the average layman were not worth the price of admission asked.

At Thursday's hilarious business meeting, a baffling and noisy session marked by the lack of parliamentary decorum, John H. Davison was elected without opposition for his second term as president. Other officers chosen were T. J. Crawford, Caryl S. Fleming and Al F. Saal, vice-presidents; Theodore Heuser, secretary, and W. A. Russell, Max Holden, Percy Abbott, Floyd Thayer and Harold R. Rice, members of the executive board.

Chief excitement arose over the selection of next year's convention city. When it appeared that the 1939 conclave would go to Harrisburg, Pa., Percy Abbott, who had been advocating an Eastern city for the next convention, suddenly switched his affections to Battle Creek, Mich., backing up his proposal with a promised \$500 guarantee. A standing vote was held, the result of which was announced as favoring Battle Creek over Harrisburg by a considerable majority, and was followed by cries of "politics and railroad" from those who had favored Harrisburg. Following the noon intermission another vote by ballot was made on the question, with Battle Creek winning out by a narrow margin. It was set down as a coup for Percy Abbott.

At the Thursday afternoon session the

(See IBM RE-ELECTS on page 24)

Billy Rose Depression Chorus Really Depressed — Disappears

NEW YORK, June 18.—Billy Rose, who has astounded the Stern many times in many different ways, is fast becoming a Rudyard Kipling—in a Broadway sort of way. Kipling penned, "Boots, boots, boots," while Rose practices "cut, cut, out."

The most recent economic gesture effected in his Casa Manana, New York's top night club grosser, was the elimination of the "depression chorus," advertised as part of the show but suppressed the day it was scheduled to go on.

The idea was to give the stage some window dressing. After all, what's a night club without a few gorgeous cuties? The answer is, as proved by Rose, a night club. First a half-dozen girls were being considered, but that might crowd the stage. Then five, four—until it was narrowed down to three. Definitely.

Came Sunday, June 13, and the depressioners were scheduled to go on. Patrons were somewhat disappointed, however, when the chorus failed to show up. It seemed that Rose had changed his mind again.

Cutting on time is almost as favorite a pastime with promoter Rose as cutting expenses. During a rehearsal period in the early days of the Casa, Vincent Lopez, while putting his men thru the paces, was called to a sharp halt. Rose ordered that a few minutes be cut from the particular arrangement. Lopez fretted and fumed, but Rose insisted that it wasn't nearly as terrible as the time he cut several elephants from Powers' act.

In past ventures, Rose has been ex-

tremely lavish with money for promotion. But now he has retrenched. Art work decorating the front of the Casa Manana cost Rose very little. Altho his original girl show has been sent back to Texas to roost, their pictures still adorn the rotunda-like doorway. The rest of the exploitation material outside consists of pictures and bold-ups of newspaper advertising proofs.

Rose, too, has somewhat of a reputation among performers for his economies, and acts working in his shows find ready gag material in Billy's penchant to keep expenses down. What is more, Lou Holtz, Frank Fay and Bert Wheeler stick it on his own customers. It's all charged up to showmanship.

CPRS Legislative Battle Becomes a Free-for-All Tiff

OTTAWA, Ont., June 18.—Local difficulties of the Canadian Performing Rights Society in its fight against proposals launched in the Canadian Parliament to restrict its operations have spread to affiliated organizations in the United States, England, France and Germany, representatives of those nations being on hand to protest that proposals are in violation of the Berne International Copyright Convention. Claim further that adoption of the anti-performing rights measures would set a precedent for similar action elsewhere.

One amendment before Parliament would exempt small hotels from payment of an annual fee, while a second proposal has been made for the exemption to include fairs and exhibitions. Third amendment would compel the CPRS to file with the government a copy of every piece of music over which it claims copyright; but the prohibitive cost of such a procedure (approximately \$1,000,000) makes the proposal practical only in a greatly modified form.

LINCOLN, Neb., June 18.—Assistant Attorney-General Barlow Nye said this week there was very little hope that the ASCAP test case would get before the Federal Court here before September, altho ASCAP officials in New York predicted a June possibility. Case will be heard by three designated Fed jurists, and Nye doesn't believe they will be able to get together during the vacation season.

Lou Walters Gets Bookings

BOSTON, June 18.—Welby Cook and his Wonder Horse, Sidney, are booked for the Luncheon Club of Boston at the Ocean House, Swampscott, Mass., June 18, thru Lou Walters, who also plants a big bet for the June 19 and 20 convention of the Massachusetts State Pharmaceutical Association at the Ocean House. Revue is built on a trip around New York idea. Two lines of eight girls each, also.

Park Dansant Hypes Week-Nite Sessions

CANTON, O., June 18.—While hall-room ops are devising means to hype the proverbial Blue Monday biz, Jim Morocco, newly appointed manager of Craig Beach Park Ballroom, has developed a sure cure to get the crowds on his Tuesdays, Wednesdays, Thursdays and Fridays. A mid-bracket band is bought for the Sats and Suns, with social-plan terpedes for the Monday Scotch nights.

Original plan of park was to use the ballroom on week nights as a free attraction to keep the midway rides and stands going. But Morocco has turned the cuffs shindigs into paying propositions for the park. Oakleys are shelled out week-ends good for the other nights, but since midlady's pocketbook is a safer hiding place than the pants pockets of the vestless gents, plenty of gals show up with the passes while the boys have to meet the box-office tariff. And with a good number of gals always on deck, males come out en masse. After two weeks of this polley Morocco has found that the free dancing nights bring in eight admissions to every free coupon honored.

Shaw's "On the Rocks" Takes N. Y.'s Fed Theater Off Them

NEW YORK, June 18.—WPA Federal Theater gave the American premiere of George Bernard Shaw's *On the Rocks* at Daly's Theater this week. James Ullman, former commercial producer, did the job for the FTP in as tight a manner as the Shavian text would permit.

What goes on is mostly talk of an interesting kind. Economic condition of England is unfolded, and the prime minister, done up in the guise of Shaw, flits from conservatism to Communism to Fascism. Whether or not it means anything depends upon your particular

political stripe, but Shaw presents his views cleverly and peppers the confused and unfortunate economic picture with a sprinkling of comedy.

FTP is now throwing together some good casts, and the one in *On the Rocks* works with fine aplomb. Philip Bourne-neuf plays Sir Arthur Chavender, prime minister, and talks plenty and well. Harry Irvine, who gave such an excellent performance in the FTP's *Murder in the Cathedral*, is also in *Rocks*, as is Estelle Winwood, recruited from the commercial stage. Victoria Home, Lyster Chambers, Ardis Gaine, Mervin Williams and others are in the play. Robert Ross, who staged the piece, has them working in excellent form.

Of course, the play lacks plot and action. Its two acts have only one set, and once in a while Shaw's witticisms create a feeling of monotony. But by and large it is good entertainment. Paul Ackerman.

Philly Agents Claim Licenses Get No Protection

PHILADELPHIA, June 18.—A formal protest against alleged laxity of enforcement of the State bookers' license law will be lodged against local enforcement agents by the Entertainment Managers' Association.

Victor Girard, agent-in-charge of the law enforcement, is accused of neglecting his duty and allowing the city to be overrun with non-licensed bookers and "chiselers" by Florence Bernard, EMA president.

"Thirty-one agents have paid \$100 each for licenses in the mistaken belief that we would be protected—and now we find that the State refuses to take action against those who thumb their noses at the law," she said.

Officers of EMA claim that Girard has flatly denied to take action against "chiselers," and has given them no reason for his stand. Girard could not be reached for comment.

Krevitz With Irwin Office

HOLLYWOOD, June 18.—Nate Krevitz joined Lou Irwin, talent agency, to head the band department. Formerly with MCA, handling publicity out of the Chicago office for several years, and then advance man for Red Norvo, Irwin office represents CRA on the West Coast.

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Farm Town Favorite Programs

SMARTER TYPE SHOWS EVIDENCES LESS AUDIENCE DRAW THAN HOME . . . DAYTIME SERIALS COMPARATIVELY WEAK . . . DAYTIME NEWS MUCH STRONGER THAN NIGHTTIME NEWS . . . MAJOR BOWES FAVORITE BUT NO VOTES CAST FOR VALLEE PROGRAM

By JERRY FRANKEN

THE SURVEY of a typical farm town, Watertown, S. D., published in the three previous issues of The Billboard, concludes with a summary showing the favorite programs reported. Figures were obtained from those Watertown residents who stated they had not listened to the radio the day or evening before the inquiry was made and who, instead, answered the inquiry, "What is your favorite daytime (or evening) program?"

The commanding lead held by Major Bowes and his amateurs in the farm town indicates strongly that the homey, hokey stuff draws well. This claim is not advanced for all farm areas, but it appears to be conclusive for the Watertown area, typical of North Dakota and near-by territories, a large farm district. Bowes scored as the favorite with 146 votes, with the Lux dramatic show second with 85 votes. Conclusion might be made that Watertown residents do not go so strongly for smart entertainment—smart according to radio standards.

Smart Stuff

There is no doubt that Chase & Sanborn and Bing Crosby shows attract major audiences in Watertown type sections, but the vote for the favorites would appear to indicate that, from the standpoint of audience grip, the smarter shows run second to both hokier and straight name-dramatic stuff. This conclusion may be drawn from the differences between the first two favorite programs and the shows immediately following, Chase & Sanborn and Crosby. Al Pearce, who topped all half-hour programs in Watertown with the number of listeners reported hearing his program, ranked fifth in the favorite classification. Next favorite program was the Ford symph series, bankrolled by Pearce's sponsor. Pearce shifts soon to General Foods. It is amazing to note that the Rudy Vallee series did not receive one favorite vote from the Watertown audience.

News, Night and Day

Also significant are the differences in the day and night favorite mentions accorded news programs. Conclusion is that news programs during the day attract either larger audiences or more constant audiences in farm areas. Thus, daytime news programs received 52 mentions to lead all types of daytime programs as favorite. At night, however, news programs received 11 favorite mentions.

This may be caused by several factors. First is that comparatively early bedtime periods may cut down audiences of late news broadcasts, such as 11 p.m. stanzas. Another may be that the greater number of name productions at night adversely affects news listening. It may also be that in Watertown, where there is an evening paper, the news has already been read and hence is not as strong in appeal. Also, lack of a morning paper may increase interest in news events which have transpired since the evening paper was read the night before.

Ah! Those Serials

There is a considerable difference

between the first daytime favorite, news, and the second, a daytime serial, "Big Sister." Local baseball games, mostly minor league attractions, make a good showing, following "Sister" with 17 favorite mentions.

All in all, however, daytime serials show up poorly in the Watertown favorite analysis. It will be noticed in the box on this page that only one other five-time-a-weeker gets more than 10 votes, "Ma Perkins," with the "Breakfast Club," Mary Margaret McBride, recordings, musical programs and Major Bowes (Sunday morning show) more than holding their own against the serials.

Cuffo Music Catalog

NEW YORK, June 18—Langlois & Wentworth, transcription company, is preparing a catalog of public domain music available for radio stations. According to Ralph Wentworth, L&W exec; this is the first time such detailed information will be available for the industry.

Quaker Oats Co. of Chicago, has appointed Sherman K. Ellis & Co., Inc., to handle Aunt Jemima's Pancake Flour and Pettibohn's cereal. Agency has been doing work for Quaker Puffed Wheat and Puffed Rice.

Just Call Him Butch

PHILADELPHIA, June 18.—Murray Arnold, assistant program director at WIP, has more names than a singer making library transcriptions. As Press agent for the station, Arnold is Arnold. On a commercial for P. B. White, tailor, he is Tom Hecap. On this program he plays phonograph records and almost dubbed himself Tom Ascap. Also announces dance band remotes from Wildwood, near-by amusement park, as Osgood Eifen. Signs his letters to friends "Don Pedro Moische."

1940 May Be Tough Year for Chains; 3 Contracts End

NEW YORK, June 18.—A salient point in the contract negotiated between American Federation of Radio Artists and the nets is its duration—two years. This means contract holds until about the same time as the contracts between the nets and the American Federation of Musicians and the American Society of Composers, Authors and Publishers. As indicated in The Billboard months ago, realization of this development places AFRA, AFM and ASCAP in a particularly strong position, and leaves both CBS and NBC hemmed in on three sides. In 1940, networks will tackle a triangular bellyache which will formally and collectively mark fins to the broadcasting industry's laissez-faire days.

Feeling between AFRA and nets has been cordial. Deal between AFM and nets was concluded in a firm but friendly manner. Attitude of ASCAP toward the broadcasters, tho, is that the broadcasters must pay for the trouble and expense they allegedly caused thru the medium of anti-trust suits.

Mischa Violin Plans Kid Symp Ork

NEW YORK, June 18.—Mischa Violin, assistant director of the Radio City Music Hall orchestra, says that reports of the formation of a kid orchestra under his leadership are premature. A Tuesday addition for Bond Bread was reported set, but Violin this week claimed the group had not yet begun rehearsing.

Reticent about plans, Violin would say nothing more than that certain people were interested in producing a kid show involving interpretation of dolls, whatever that means.

But where, says Mischa, did you get the information?

Two Up-State Dailies Thumbs Down Radio

ROCHESTER, N. Y., June 18.—Radio columns in The Democrat & Chronicle and Times-Union were discontinued by Gannett Co., Inc., chain which also owns WJBC, local station. Papers retain radio program schedules.

Reaction among local radio men was varied, with most disapproving and others indifferent. Only one official gave his okeh, arguing that the columns carried insufficient local news in comparison to network plugs. Sources close to paper indicated canning came as result of too much ballyhoo and as a reflection of current trends.

WJBK Worth \$200,000?

DETROIT, June 18.—Stock representing one-sixth control of James P. Hopkins, Inc., controlling unit of WJBK, changed hands this week. Holdings of the Post Industry Co. were purchased by John Lord Booth, Detroit capitalist. Price of the transaction affecting the station was reliably reported at \$33,000, which would indicate a \$200,000 value for the station.

Favorite Programs in Farm Area

EVENING PROGRAMS

No Favorite	129	Professor Quiz	6
Major Bowes	146	Wayne King	6
Lux Radio Theater	65	Musical Programs	5
Chase & Sanborn	29	One Man's Family	5
Bing Crosby	24	Lucky Strike Program	4
Al Pearce	17	(Program not specified)	
Ford Sunday Evening Hour	15	Religious and Sacred Programs	4
Jack Benny	15	Fred Allen	4
Gang Busters	13	Amos and Andy	3
Eddie Cantor	11	Ben Bernie	3
News	11	Firestone	3
Lucky Strike Hit Parade	9	Benny Goodman	3
Kate Smith	8	Happy Bill	3
Boake Carter	7	Hour of Charm	3

THE FOLLOWING PROGRAMS HAD TWO MENTIONS:

Big Town—Edward G. Robinson	Ford Motor Program (Program not specified)	Paul Sullivan
Cavalcade of America	Horace Heidt	Pick and Pat
Chesterfield Presents—Grace Moore	Hollywood Hotel	Vox Pop

THE FOLLOWING PROGRAMS HAD ONE MENTION:

Burns and Allen	March of Time	Request Program
Jimmy Dorsey	Philip Morris	Robert Ripley
Jan Garber	Ozzie Nelson	Skelly
Good News of 1938	Cedric Adams	Sports Review
Herbie Kay	Jack Oakie College	Symphony Music
Lights Out	Ole Show Co.	Dorothy Thompson
Guy Lombardo	Organ Melodies	Dick Tracy
Lucky Strike—Kay Kyser	Our Family	True and False
Lum and Abner	Parade of Bands	Weather Reports
Fibber McGee and Molly	Joe Penner	Paul Whiteman

DAYTIME PROGRAMS

No Favorite	185	Request Programs	6
News Programs	52	Grandma Travels	5
Big Sister	23	Boake Carter	4
Baseball Games	17	Happy Bill	4
Ma Perkins	11	Stories, Serials, Plays	4
Musical Programs	10	Aunt Jenny's Stories	3
(Programs not specified)		Major Bowes	3
Kitty Keane	9	Arnold Grimm's Daughter	3
Kitty Kelley	7	Navy Band	3
Local Recordings	7	The O'Neils	3
Betty and Bob	6	Religious Programs	3
Breakfast Club	6	Stepmother	3
Mary Margaret McBride	6		

THE FOLLOWING PROGRAMS HAD TWO MENTIONS:

Farm and Home Hour	Ladies First	St. Olaf College
Gospel Singer	Market Reports	Valiant Lady
The Guiding Light		

THE FOLLOWING PROGRAMS HAD ONE MENTION:

Alarm Clock	Hilltop House	Sacred Hour
Betty Crocker	Judy and Jane	Skelly Oil Program
Club Matinee	Sammy Kaye	Skryde
Dinner Hour	Kitchen Cavalcade	Top Hatler's Orchestra
General Information	Gertrude Lewis	Dick Tracy
Gold Medal Hour	Magie Key of RCA	True Stories
Grand Opera	Man on the Street	Mrs. Wiggs of the Cabage Patch
Happy Gilmans	Margo of Castlewood	
Happy Jack	Myrt and Marge	

WEBS SIGN AFRA CONTRACT

Pay Hikes of 15 to 300% Given Actors, Singers; Two-Year Deal

NEW YORK, June 18.—Wage increases from 15 to 300 per cent will affect all singers and actors working on network sustaining shows over NBC and CBS when these nets sign this week with the American Federation of Radio Artists. Contract has already been verbally accepted and is merely awaiting okay stamp from attorneys for both sides, which is expected by the end of the week, here. Agreement calls for AFRA shop with few exceptions, such as public speakers and educational spots. Scales for soloists and actors are set at \$25 for hour net sustainers; \$21 for 30 minutes, and \$17 for 15 minutes. This minimum is national in scope and in some instances means over 125 per cent increase. For example, standard price for 15 minutes in Chicago has been between \$5 and \$7.50. For groups the minimum scales down to \$18, \$15 and \$12, and for local and regional sustainers a 25 per cent reduction will be in effect. Overtime calls for \$4 per hour.

Biggest stumbling block in AFRA's CBS-NBC negotiations was the singers' wage scale, but which was finally agreed upon at \$65 per week here for staff soloists and \$45 in Chicago for local broadcasts emanating there. Three dollars and 35 cents is added for net broadcasts from Chi. Time clause demands a 25-hour week with an eight-hour-per-day maximum. Breakdown for group singers is set at \$45 per man, here; \$37 in Chicago, and \$33 on the Coast. Group charge will run more than the exact multiple of the number of singers, since an accompanist charge is included in the singers' bill. An additional charge is made in Chi, Los Angeles and San Francisco if shows are piped to the nets.

Singers' Minimum

Minimum number of shows any singer can work has been cut to six per week instead of the 12 or 14 now existing. Another singer clause which brought plenty of resistance from CBS and NBC, but which was finally agreed upon, is the extra pay stipulation for commercials. Heretofore groups have received no extra lucre for commercials, nets claiming it was being charged against their weekly stipend. Singing groups generally will receive around a 15 per cent lift.

Other pertinent conditions included in the two-year bargaining contract are a 50 per cent fee for all commercial auditions and 50 per cent for rebroadcasts. Up to now nets have been paying around \$2 for repeat shots.

All minimum fees listed above are paid net to performers. This condition eliminates casting bureaus from exacting their commission, unless a margin is left over the minimum. All kid actors will get the same break as the oldsters under the AFRA code. No charity performances unless sanctioned by Theater Authority, Inc., of which AFRA is now a member.

Rehearsal Hours

Independent contractors of sustaining shows are to be governed by the same conditions laid down to the nets. Two to eight hours will be allowed for rehearsal of 15-minute, 30-minute and hour shows, respectively, for actors and less than half this time for singers. All rehearsals must be paid for whether the show is aired or not. A 15-minute stand-by clause is also included, preventing directors from calling casts into the studio more than a quarter hour before shows are to go on. This is to eliminate any last-minute rehearsals. All performers' contracts will carry a six-week employment clause with a two-week firing notice.

If all goes well with the singer-actor contract AFRA expects to go into action immediately for a separate contract for announcers. Preliminary negotiations for this have already been opened and a signed agreement with both nets is expected this month. AFRA's next big step will be dealings with the agencies' Four A's org, but it is understood that unless a maximum of headway is made immediately AFRA will concentrate on a few of the larger outfits, using them as a tool to spring the others into line. Negotiations with Mutual are expected to begin almost simultaneously with the agencies.

Coast Anti-Radio Rags Nix Log Pool

SAN FRANCISCO, June 18.—Six dailies which dropped radio columns in bay area recently will continue to publish logs separately and not as supplied by a central log bureau, it was announced following a meeting Monday of the San Francisco and Oakland Publishers' Association.

Publishers figured that the salary saving would not compensate for a set-up which could not assure accuracy in log columns. They were also against a unified type style, each paper wishing to continue its own method of presentation and maintain radio departments to handle reader inquiries.

Journals which have dropped columns are the Examiner, Chronicle, Call-Bulletin and News in San Francisco, Post-Enquirer and Tribune in Oakland.

Calling All Stations

NEW YORK, June 18.—National Society for the Prevention of Blindness is offering radio stations, gratis, a 10-minute transcription program for use on Fourth of July or one day in advance of the holiday. Disc concerns the dangers to eyesight inherent in fireworks, and includes an interview by Myron Weles, associate editor of Time, with Lewis H. Carris, managing director of the society. Record also has a dramatic sketch giving a typical fireworks accident. Society is also asking stations to use a spot announcement urging parents to keep kids away from fireworks. Statistics given show last year's celebration caused 20 deaths and 7,000 serious injuries, some involving blindness.

WSAY, WBNY, Team; May Go With MBS

ROCHESTER, N. Y., June 18.—WSAY, independent station, is now linked with WBNY, Buffalo, for advertisers with stores in both cities. Sustaining programs already being exchanged, with commercials not set yet.

WSAY, since going on full time, may time up with a net, presumably Mutual. Other two locals, WHAM and WHEO, are already affiliated with NBC and CBS, respectively.

Highlights of AFRA-Webb Contract

Contract is for two years.
Scales for network sustaining programs are: \$25 for one hour programs; \$21 for half-hour shows and \$17 for quarter-hour productions. Scale applies nationally, with exception that local and regional sustainer scale is 25 per cent less.
Staff singers minimum salary is \$65 per week; \$45 for local Chicago shows. For chain Chicago shows \$3.35 is to be added. Eight-hour day, 25-hour week provided.
Maximum number of weekly shows for singers to be six (sustaining).
Commercial auditions to be paid for at rate of 50 per cent of sustaining salaries.
Rebroadcasts to be paid for at rate of 50 per cent of sustaining salaries.
Group singer minimum to be \$45 in New York; \$37 in Chicago, and \$33 on the Coast. If piped to nets from any of last three spots additional payment to be made.
Two to eight hours rehearsal time allowed for 15, 30 and 60-minute shows for actors; half of this for singers. Rehearsals to be paid for regardless of whether shows are broadcast.
Casts are not to be called into studios more than 15 minutes before program time. Two-week discharge notice.

Radio Theme Songs Should Get To Know Each Other

NEW YORK, June 18.—Once upon a time a theme song meant something—it definitely identified a certain radio program or band in the public mind, and thru judicious selection it had a meaning and a reason for being a theme. But nowadays a listener hearing a familiar melody can't be too sure whether it's the introduction for his favorite band or a build-up to the To-Mane Canned Salmon Co.'s weekly other blurb.

Publication of the ASCAP Register of Theme Songs and Musical Signatures this week reveals the amazing lack of originality as well as brains in the linking of songs to radio features throughout the country. If the word "signature" meant the same thing it does on a check the nation's jalls would be flooded with a lot of reservations from newly-convicted forgers. And judging from the wacky selection of titles to identify totally unrelated programs the master minds responsible would undoubtedly make much better radio comedians than the crop extant.

Taking the risibility-rousing themes first, a perusal of the 118-page ASCAP pamphlet informs one that WEAF's For Men Only show has as its signature *Anything Goes*. Link the two titles and you have a thought for today, only John Royal ought to be told. Then a KPWB feature, *Grandmother's Fireside Fairy Tales*, is identified to what must be a slightly bewildered audience by the very un-grandmotherish, un-fireside and un-fairy-tale-like ditty, *Canadian Coppers*.

As if linking somebody's grandmother with a Canadian caper weren't paradoxical enough, someone at WICA with a fine imagination but a rather distorted sense of values elected to hand Uncle Josh, hillbilly, a theme called *Chinese Breakdown*.

The very romantic *L'Amour, Toujours*, *L'Amour* serves to introduce the very prosaic Yankee Network News Service; Davis acts in a similar capacity for the National Live Stock and Meat Board on WLW, and *Moonlight and Roses* puts an audience in just the proper ecstatic mood for the Steifel Purgiture Co. on WCFL. *Tea Dance Time*, on KXBY, would seem to imply a nice tete-a-tete for a pair of lovers, but the course of true love must have hit a snag because the theme is *Alone at a Table for Two*.

NBC feels that *Adagio Pathetique* is just the thing for *As a Man Should*, and WOV evidently could find no more fitting music of, by, for or about Americans for its *Great Americans* program than the *Queen of Sheba March*. Among *My Souvenirs*, which in all its history never graced a musical comedy stage, introduces KPWB's *Musical Comedy Moments*. And then there is *La Danse des Demoiselles*, quaintly linked to one Ben Silverberg on WTAM, and *Lozbyones*, which may or may not be a subtle crack when tied up, as it is on KVOO, with something called *Brains of Bright Hope*.

As for the duplication of songs, a sad state of affairs regarding originality is revealed when, with all the melodies

Music Items

Tuneful Chatter 'Bout Tunemsmiths

MACK GORDON and Harry Revel, having finished scoring the Ritz Brothers' *Straight, Place and Snow* and Sonja Henle's *My Lucky Star*, head for New York via a leisurely cross-continental auto trip, with a stopover of several days in New Orleans. . . . Mills issuing theme song for Rudolph Valentino's *Son of the Sheik* synchronized revival, *My One Arabid Night*, by James C. Bradford, Arthur Jones and Arthur Gutman. . . . Will Hudson changed his theme song from *Hobo on Park Avenue* to *Sophisticated Swing*, another of his own brainchildren. . . . Chick Adams was a bit stymied in his arranging duties for Abe Lyman the past two weeks, due to a bruised nerve in the middle finger of his right hand, result of constant pen welding. . . . Irving Siegel has another tune with Art Edwards, *Sunday Blues*, released by Joe McDaniel Music Co.

F. Gilbert Pollay filed suit against 20th Century-Fox and its subeld, 20th Century-Fox Music Corp., claiming that he has traded under the name 20th Century Music Publishers since 1918. Seeks to restrain the pic firm from using the title and also asks damages. . . . Peist has a new Al Hoffman-Al Lewis-Murry Mencher ditty, *On the Bumpy Road to Love*, set for a ride. . . . Morton Gould's new piano concerto was premiered by Alfred Wallenstein June 16 over WOR. Philadelphia Symphony may do it at the Robin Hood Dell August 12. . . . Robin and Rainger's *Paris Honeymoon* score includes a group of Balkan folk songs as well as the pop type for Bing Crosby.

Radio Music Co., Detroit, song pub headed by Robert DeLeon, issuing three numbers during the summer, *Forbid My Tears*, *You're Such a Priceless Thing* and *In a Little Bingo Parlor*. Firm is expanding its offices. . . . WLW's Vocal Varieties offering a new wrinkle by presenting a series of hit tunes selected by radio stars. Kate Smith's choice, *This Time It's Real*, was the initiator, with Al Johnson, Rudy Vallee, Andre Kostelanetz, Bing Crosby and others to be heard from subsequently.

SCA's Philly Campaign

PHILADELPHIA, June 18.—Attempts are being made by the American Communications Association, CIO affiliate, to organize office personnel of radio stations. If the union gets a majority, station officials will be asked for contracts.

ACA is attempting the same in New York.

First Florida Trek for Webb

NEW YORK, June 18.—Chick Webb set for his first Florida jaunt in August, booked by CRA, after the July 17 week at the Chicago Theater, Chicago. Dates already set are the Junior Chamber of Commerce dance, Madison, August 25; Harlem Square Club, Miami, August 26; Tampa, 29, and Jacksonville, 31. Changes in the Webb crew find Louis Jordan, saxman, replaced by George Matthews, and Hilton Jefferson added to the trombone section.

written, published and available, *She'll Be Comin' Round the Mountain* is used on more than 20 programs; *Mood Indigo* serves on 16; *My Blue Heaven*, 13; *Beautiful Lady*, 10; *Drifting and Dreaming*, 14, and *Liebestraum*, 10, (including a program called *Lady of the Evening*, which has a made-to-order theme in Irving Berlin's old *Muscle Box* *Bees* song of the same title, if the station only had initiative enough to dig it out). The list of duplicates and imitations could go on and on, but out of the morass of unimagination rises one theme which, if taken literally, must cause its user, Alice Joy, on WEAF, plenty of trouble. Title is *Just Knock at My Door*.

Sale of Tele Sets Jumping Gun RCA Believes; Standards Near OK

NEW YORK, June 18.—Spokesman of Radio Corporation of America this week expounded the firm's tele philosophy, claiming, among other things, that RCA felt manufacturers with receivers already on the market "had jumped the gun." RCA will not attempt to put receivers on the market until the Federal Communications Commission OK's a trade standards now being mullied by the Radio Manufacturers of America. Standards committee of RMA, reportedly, last week submitted a draft of standards to the RMA board. Second RCA provision is that it will not market a receiver until regular program service is assured.

Later point has peculiar angles. Department stores now taking orders on receivers can offer no other programs than those done sporadically by RCA-NBC. According to RCA, which has about 80 or 100 experimental receivers in the homes of some of its engineers, receivers must be newly synchronized with the transmitter after each telecast. This is necessary because the RCA men are learning something with each program put on the air. This fact, together with RMA-FCC delays and meager program service, are taken by RCA to indicate a too hasty sales campaign on the part of present set manufacturers in America. RCA attitude tho, is "hands off," one spokesman claiming that if other manufacturers wanted to give the

public "that kind of deal" they could go ahead.

Story that the networks were set for a "squeeze play" and would attempt to hold off on programs in order to drive other manufacturers out of business was denied, as was also the report that the nets were laying off on tele because it might mean the disintegration of the chain system. RCA called the latter report illogical in that the nets were spending fortunes to bring commercial tele to the fore.

Feeling of high moguls is that commercial tele will develop upon a "pay-as-you-go" system, with transmitters erected in leading cities whenever a financial return on investment is probable. Right now, chain system, by means of coaxial cable, appears prohibitively expensive. Relay method, involving use of booster station at 40 or 50-mile points to pick up and rebroadcast, appears comparatively less expensive, and requires small personnel in that operation is automatic and principal expense would be the construction cost. Claimed by some, however, that booster plan, technically, presents serious difficulties and is not fool-proof. Outside of extending the distance over which a tele signal can be picked up, only other possibility of rushing commercial tele would be a new system of transmission. This, according to RCA, may yet be the answer.

Radio Investigation Beclouded; FDR's Son Object of GOP Fire

(Continued from page 3)

more or less a means of "putting the heat" on New Deal opponents. Majority of the committee will consist of members from executive departments and Republican members on the floor of the House bluntly charged that President Roosevelt's family would come in for plenty if the radio probe were conducted with the same diligence as other congressional probes.

Washington doubts whether monopoly investigation will ever touch radio administration, and expects that other Congressional probes will be proposed at the next session, unless the all-embracing inquiry will include radio patent agreements and network structure as an important phase of the coming investigation.

Congressman Celler, of New York, took the bulk of the time against the Connery resolution with a speech defending the present system of broadcasting, as-

serting that the radio networks prevent monopoly and explaining the soundness of the KNX sale. Some comment arose among observers in noting that only a short time ago Congressman Celler introduced a Government Radio Station Bill which had been written by FCC Commissioner George Henry Payne, who was blamed for the promotion behind the Connery bill. Later, when the Naval Affairs Committee hearings were held recently to take up Celler's government station proposal, the New York congressman conferred with Columbia men in the committee rooms over various phases of the bill. When the Celler bill was junked by the Naval Committee, Celler accused the FCC and other government departments for letting him "hold the bag."

In the course of debating the Connery resolution some light was given on Rules Committee discussions over the measure, and it was revealed that prime movers were ranking Republican member Joseph Martin and Democrat Adolph J. Sabath. O'Connor complained to the House that almost every time the Rules Committee met one or the other of the two men would insist on bringing up the Connery resolution for consideration.

O'Connor warned the House members that there would be a "scandal" if the Connery resolution were voted down, and stated that radio lobbyists were swarming the halls to defeat the measure. Reports in Washington have been circulated that religious groups, labor unions and parent-teacher groups plan a quiet campaign this summer with the intention of exacting a statement from each Congressional candidate of his position on radio investigation. The Connery measure was defeated on a ye and nay vote of 209 to 85, but Republican Joe Martin insisted upon a record vote, which promptly changed the figures to 234 to 101.

Warney Ruhl's Opener Okeh

LAKE NEBAGAMON, Wis., June 18.—Unshutterin' of the redecorated Indian Head Ballroom here last Saturday was a money-maker for the management, with about 800 dancers depositing \$100 at the gate. Spot uses local combos, first call going to Warney Ruhl. Ticket sale reduced this season to 45 cents for males and two bits for fems.

OAKLAND, Calif., June 18.—Sweet's Ballroom adds another night to the schedule, now running four times weekly. Lee Scott, coming here from Albany, N. Y., taken over the band stand for an indefinite period. Lake Merritt dance pavilion has Nell Bonshu for the music-making.

Air Briefs

New York By PAUL ACKERMAN

REALIGNMENT of duties at Young & Rubicam press department, with Bill Thomas handling trade news. . . . Ray Morton, tenor soloist, will be on Hobby Lobby, Jack Benny replacement show. . . . Continental Productions peddling a transcription of Louis Vance's *Lone Wolf*, made last week by Bert Lytell. . . . Bill McGrath, head of WNEW production department, once studied to be an architect. . . . Henry Youngman guests on Troumbers Beer program June 27. . . . Harry S. Goodman, radio producer, left town for Chicago this week—but not before selling *Cross Word Puzzles of the Air* to Motor Tire Supply Co., Buffalo, N. Y. Show will not go on until September. Goodman will be traveling until July 5, and will start programs in St. Louis and Oklahoma City.

Now that Philco has a "mystery control" with which listeners can dodge commercials, Stella Unger, scripter for *Brain, Wacey & Co.*, is developing a new technique which, it is hoped, will make plugs more palatable. They will be dramatized "ingeniously," and it is hoped listeners will hear them before really knowing they are commercials. . . . Ben Grauer was officially signed to replace Walter Winchell this week for *Jergens*. Grauer will quit on current topics. . . . Stack-Goble looking for an idea to replace the *Molle* show. . . . Langlois & Went-

worth, transcription firm, received an order from the seven government-owned stations in New Zealand for sets of records. . . . Nore Gale office planning another Negro radio sustainer for NBC. To be tagged "Harlem Hotel," and will probably be similar to "Good Time Society," which had a two-year run.

GUEST on the last of the current Kate Smith series Thursday will be Phoebe Clark, wife of Claude LaBelle, dramatic critic of *The San Francisco News*. . . . Donald Stauffer, vice-president in charge of radio at Young & Rubicam, to the Coast on business. And Y. & R.'s Messrs. Robinson, Lewis and Devine leaving for European vacation June 25. . . . James Appell, for 12 years with the sales departments of WABC and Columbia Artists, Inc., has resigned, effective June 30. No definite plans. . . . Harry Merriman, formerly of J. Walter Thompson and Lord & Thomas agencies, now with CRA as writer and producer. . . . Andre Baruch, former CBS announcer, resigned to devote more time to RKO-Pathe shorts. . . . Mark Wardlaw's *Blue Velvet* series starts July 6 over CBS instead of June 29, as originally announced. Warnow taking a vacation first. . . . Julius Seebach, WOR program director, due back from a vacation next week. . . . WOR shifted *Let's Visit* to a Monday night spot. . . . Jimmy Stinton, of the James Saphier office, left for Bermuda Saturday (18).

Chicago By HAROLD HUMPHREY

LEADING role in the new *Attorney-at-Law* show starting July 5 will be played by Art Jacobson, known as Henry Hunter in Hollywood, where he has been making flickers. . . . Skelly's air stint, *Court of Missing Heirs*, goes off for the summer July 3, boasting of finding heirs to nearly \$50,000. . . . Marjorie Coles landed an NBC contract after finishing an engagement at the Bismarck Hotel. . . . A New York Federal Court gave WLS and Miles Laboratories, Inc., sponsors of the National Barn Dance, a decision against the John R. Van Arman Shows on the latter's usurping of hill-billy names from the WLS show. . . . Everyone throwing parties for Gale Page, who returned for a visit.

John Stone, ex-city editor of *The Times*, is freelancing along radio row. . . . Jack Drees is doing *WJJD's* baseball chatter while Warren Brown covers the Louis-Schmelzing fracas. . . . It's reported that scribbler Milton Gelper may take over Arch Oboler's "Lights Out" show since Arch and his frau are sailing for Europe, and he doesn't feel he could

get the scripts over regularly. . . . New fem singer added at WAAP is Eunice Clark. . . . Anne Seymour is scheduled to play a lead in one of the series of barn operas at Ocean Grove, Wis., next month. . . . John Zuckerman and Claude Kivchner have been added to WGN's announcing staff.

TRIANON BALLROOM returns to the WGN air lanes Wednesday, following on the heels of the Aragon which Andrew Karzas took back over to the Mutual outlet. *Hoofbeats* will be aired nightly from 10:15 to 11 p.m., same time block used by Karzas before the \$100 wire charge went into effect. . . . Bob Crosby's new Radio *Gawd* Camera show, aired from the Blackhawk, is catching on, pulling over 500 letters day after the first shot. . . . Chi Park District is sponsoring a radio regatta on the lake front some time in August. Participants will be recruited from radio people owning sea-going velocipedes. . . . Procter & Gamble renewed its *Vic and Sade* show for another 52 weeks.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to *The Billboard's* Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

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From All Around

Robert Forbes, *KDYL*, Salt Lake City, control operator, won a horseshoe pitching championship, and Walter E. Wagstaff, *KDYL* commercial manager, was recently elected director of the Salt Lake City Advertising Club.

JOE GROS, engineer for WWL, is helping to push a baby carriage. It was a boy. . . . The WMBO baseball team leads the recently formed Detroit Radio and Musto Baseball League. Magic Washer Soap Co., of Burlington, Ia., sponsors the team. . . . Detroit Civic Symphony Orchestra, heard over WMBO each Friday night from 7 to 7:30, a WPA project, is now under the leadership of Vaulter Poole, viola player.

Clinton Heavy on the Draw

NEW YORK, June 18.—Manager Lockwood Conkling reports better biz for his Glen Island Casino this week than at any time during the place's career. All-time attendance record was set Saturday night (11) when 1,200 people jammed the club, with 800 turned away due to lack of space. Larry Clinton mikes the music and Conkling claims that he's proving more of a draw in his first season here than any of his predecessors.

Ralph Hatcher, *WTAR* (Norfolk, Va.) sales promotion director, transcribed a series of 26 quarter-hour programs featuring the Hampton Institute Singers, designed for dairy sponsorship and tagged "The Cream of the Air." . . . Ed Perry joined the *WTAR* technical staff. . . . Jack Lee, production chief at *WHAM*, Rochester, recently returned from a two-week vacation at Miami.

Program Reviews

EDST Unless Otherwise Indicated

"Metz Melody Hour"

Reviewed Sunday, 4-5 p.m. Style—Variety show. Sponsor—Fontenelle Brewing Co. Station—WAAW (Omaha).

Quantity rather than quality is the rule for this once-a-week hour show aired from Peony Park at the end of the city. Best part of show is Jubilee Trio, songbirds, who do well with blues and swing numbers. Trio is borrowed from WOW, competitor, for program.

Ben Vosik, amateurish baritone, flirts terrifically, and Metz Melodians, 10-piece orchestra, are fair to less than fair. Billy Meyers, director, should be able to do better.

Hy Schneider is odd-time German dialect radio entertainer whose nasal voice and bum gags were a part of radio 10 years ago, but not today. Schneider's emcee work is the nose-holding kind, while Orville Welmer, announcer, is not given enough work.

Program heard also featured some of entertainers at Peony Park. Cases of beer given listeners writing best letters about product in weekly contest.

Needs general revision and snappier routine. J. A. S.

Jack Walter

Reviewed Friday, 11:45-12 a.m., CST. Style—Vocal. Sustaining over KWOS (Jefferson City, Mo.).

Listeners, as well as fellow workers, get a kick out of Jack Walter's 15-minute stint, the former for a pleasant program; the latter because they're in on the secret of the double life he's leading. Nominally a control-room operator, the lad attracted the attention of station execs, was auditioned, and put on the air as a sustaining feature. Only then did it come out that he had previously been on the ether as "Smilin' Jack Parker." His full name is Jack Parker Walter.

Walter is putting over a good program by falling back on the tried and true formula of old-time favorites. He sings songs that were popular in pre-depression days and before. He accompanies a pleasing but unimaginative voice with a presentable piano.

Biggest adverse criticism is that he needs a bit more wind. Either a lack of that or a habit badly in need of correction is indicated by his audible breathlessness at the end of each tune. Phil Gottschalk announces. A. B. J.

"Five O'Clock Revue"

Reviewed Monday, 5-5:30 p.m. Style—Musical and variety. Sponsor—Min-Aqua. Station—WMCA (New York).

Much material is crammed into this half-hour program sponsored by Min-Aqua, mineral water. Nat Brasillon's orchestra plays pop tunes. Jane Clifton and Jerry Baker sing them and Powell Clark, on the air thru a tie-up with *Movie Mirror* mag, reports on Hollywood. Later Clark puts over a dramatization, this time of how pix producers guess wrong on talent. Particular bit involved Bette Davis, and was a presentation calculated to grab plenty of fan listeners. Clark is also to introduce a movie quiz. Musically, show seemed weak, with tunes by Baker and Clifton falling to click.

Don Kerr, announcer, in a brief but enlightening moment, revealed how he gained such high esteem in the hearts of Brooklyn females: he drinks Min-Aqua himself. Joking aside, Kerr does an ace job for the sponsor, giving the commercials a buoyancy which, unfortunately, the remainder of the program does not have.

Powell Clark's real name is Buddy Carter. P. S.

"Buck and Dollar"

Reviewed Friday, 8:45-9 p.m., CST. Style—Vocal, descriptive. Sponsor—John Graf Co. Station—WTMJ (Milwaukee).

Designed to stimulate people to the point of purchasing the sponsor's new Hydrox Oola, about all this program has to offer is names—names of several people who were given dollar bills by Dorothy and Bob Buck that day for opinions

concerning the drink and who had a bottle cap with them to prove they had sampled the product.

Program opens with a musical salutation by "The Milwaukeeans," male quartet, accompanied by Lillian Lergay at the piano. Dollar and Buck alternate at telling a few of their experiences in awarding dollar bills during the day, together with the names and addresses of the lucky ones. They stand ready to give away \$50 daily for "honest and sincere" opinions concerning the new drink. Their travels take them into homes, offices, stores and factories.

Campaign is backed by large space newspaper advertising. Announcer is Don Donovan. T. N. B.

Johnnie Johnston

Reviewed Monday, 4:30-4:45 p.m., CDST. Style—Songs. Sustaining on WENR (NBC network).

Here is a guitar-playing baritone who should be farther along the path to glory. Probably his greatest handicap is a similarity in song delivery to Crosby's.

Stint itself would be improved without the orchestral accompaniment, which sounds about two notches below mediocrity. Johnston's singing and plunking on the guitar are enough, and an extra song instead of the ork's selection would be a welcome change. Any sponsor of women's shows should eat up a guy like Johnston. H. H.

"Scoop Casey's Press Club"

Reviewed Thursday, 5-5:15 p.m., CST. Style—Juvenile show. Sponsor—Hastwood Oil Co. Station—KCKN (Kansas City, Kan.).

Something new for Kansas City and good entertainment. Rens Edwards Jr., 12 years old, serves as Scoop Casey, editor of a radio newspaper for boys and girls. He introduces reporters—kids who read local news items—and asks listening juveniles to be alert for similar stories. Best two stories of the week win the author's roller skates, and once each month two bicycles are awarded.

Girls as well as boys are invited to keep their ears open for news. And once they hear and write it, they are invited by young Edwards to broadcast it on his program. On program caught, KCKN's Olaf Soward, news commentator, appeared on the show as guest and gave them tips on how to handle radio news copy. Was well done. Highlight of the quarter hour, how-

ever, is the Edwards boy. Amazingly confident at the mike, he splices his script like a professional and really turns in a superb job of selling the program. Also helps steady his youthful mates when they take their turns at the mike.

Press Club is thoroughly entertaining. Plugs for the oil and garage service of sponsor are intelligently placed and delivered. Announced neatly by Charlie Bryant, all script for the show is from the pen of John Drake. All in all, a socko. D. E. D.

"Yesterday's Worst Accident"

Reviewed Sunday, 7-7:15 p.m., CST. Style—Drama. Sponsor—Kansas City Brake Service, Inc. Station—KXBY (Kansas City, Mo.).

Dramatizing motor car accidents that made the front pages of yesterday's newspapers is the idea worked out here. Story, capably acted and moving swiftly, ties in well with the sponsor's services to motorists. Commercials are held to a minimum—at the beginning and end of program—and they are delivered neatly and briefly. A member of the Kansas City Police Department comments on the accident dramatized.

A startling quarter-hour program which makes for well listening through. Aired this week for the first time, it's already attracting considerable attention in the Kansas City area. D. E. D.

"Steel"

Reviewed Thursday, 8-9 p.m. Style—Monolog, with music. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson. Station—WEAF (NBC Red network).

Steel is a monolog, written by Arch Oboler (*Lights Out*, et al.) and delivered by Raymond Johnson, Chicago radio actor. Circumstance of one of radio's unknown actors spotted on the Rudy Vallee show was that Oboler originally wrote the spot for the defunct *Lucky Strike* Hollywood Parade and recorded it in Chicago. Story, however, was not in keeping with the ideas of Luckies' proxy, George Washington Hill.

With musical background by Wilfred Pelletiere, Steel tells the thoughts of a Slavic steel worker, his joy in his work, the fabrication of steel for homes, plows, bridges and other utensils of civilization. The Slav sings at his work; his work and his steel sing to him. There is a layoff, then a resumption of work, but now the steel is to be used in bombs, shells, guns and the tools of war. The steel worker hates the new channel of employment and refuses to carry on the prelude to death.

Oboler wrote in this an effective polemic against war, and Johnson delivered

in highly effective style. The piece is too long, tho, and the Croatian dialect at times hindered comprehension. Johnson's voice is truly vibrant and of a beautiful quality. Because of its subject matter the piece warrants repetition.

Undoubtedly, the musical background was a handicap. It was discordant and trite, replete with the musical clichés customarily accompanying or used to denote a martial climax or episode. There was no resource to subtlety, which would have been the most moving sort of musical accompaniment. J. F.

"Musical Steeplechase"

Reviewed Thursday, 9:30-10 p.m. Style—Musical novelty. Sustaining on WOR (MBS network).

Steeplechase shows plenty of initiative on the part of its producers. It is a musical with an audience participation idea, completely divorced from run-of-the-mill contests, and as such should catch on quickly. Particularly so inasmuch as the talent is strong, including Josef Cherniavsky's Orchestra and the Silhouettes in Blue, femme vocal group.

Feature of the program, titled *Musical Steeplechase*, consists of a number of "hurdles" or questions, asked of three contestants. Contestants are, figuratively, jockeys, and for each correct answer their wooden horses are moved up a peg on a race track. Winner gets a cash prize, the amount increasing as the pegs near the finish line. When caught, the questions or "hurdles" were all musical, and of three kinds. First, orchestra played a tune and contestants had to give name of city mentioned in the lyric; second, contestants completed musical limboes started by the Silhouettes, and third, orchestra would play a few bars of two songs and contestants had to tie the titles together into a "musical statement."

In addition to featured *Steeplechase*, program also included the "Pimlico Handicap," another game played with wooden horses which are advanced with each correct answer. Questions in this game had to do with horse racing, and winner received a cash award. Sammy Fuller conducted both contests in easy, informal style.

Music played by Cherniavsky's Orchestra is well arranged and, particularly in the case of *Power House*, brilliantly performed. Silhouettes in Blue, on the strength of one tune and participation in the game, aired a song or two more on the show.

Program aired out of New York for one shot only to attract sponsor nibbles. Produced by WLW. P. A.

Sam Balter

Reviewed Tuesday, 7:30-7:45 p.m. Style—Sports commentator. Sponsor—Bayuk Cigar Co. Station—WOR (MBS network), New York.

Balter has been a popular sports reporter on West Coast stations for some time, but until last week his straightforward-but-shoulder comment had not been heard over a New York outlet. New series, sponsored by Phillies, now has him on 31 Mutual stations three times a week, programs originating in Los Angeles' KFI.

Newcomer to Eastern air waves stands up favorably in comparison with any of his more established (in the East) confreres. Has an easy, pleasant voice and diction, and his delivery makes the most of a well-prepared script. Latter is especially commendable, since it is written with a sharp insight into sport subjects discussed, and calls a spade a spade regardless of the importance of the name mentioned.

Quarter-hour is divided into four sections: preview of coming sports events, ironical and humorous anecdotes, a "once-in-a-lifetime" story, and a resume of the particular day's sports. Variety of sports and angles holds good listener appeal.

Commercials are kept down to a minimum, which also helps. D. F.

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, Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

While the actors' readings on *Joyce Jordan-Girl Interne* are expressive and their mike technique commendable for its smooth and easy flowing delivery, contents of the drama are the usual tripe, radio equivalent to twin feature mellers used by neighborhood pic houses. However, in spite of its appeal for 12-year-old minds, it's what the housewives will ogle over because it has enough romance and mush to feed, vicariously, all the love-starved females on earth.

Another point against the program is publicity bragging that the feature has distinction for its daring to handle "problems confronting a woman doctor . . . a career woman and her adventures in a man's world," an exaggerated contention beying the show. Same material could surround any girl, a file clerk even, without any appreciable changes necessary, because the career angle is nil.

Three-year-old *Girl Alone*, which returned to the air May 30, has this much in its favor. It's not the most prostituted account of newspaper offices, primarily because it minimizes the vocational phase of the plot to emphasize the private lives of Patricia and Scoop Curtis. It moves faster than most serials, without slighting character development. Production has a way of

making one come back for successive installments.

Akim Tamiroff contributed a good deal of amusement on his guest shot appearance with the Bing Crosby Kraft cheese festa last week. Tamiroff kidded himself, the picture industry and Crosby in a cannily written script. The end of his stint, burlesquing Crosby's theme song in Russian, was a standout. Script assignment given Edna Mae Oliver this same night was far less amusing or inspired—a pretty obvious affair.

Johnny Trotter's arrangements on the show are superb.

Bert Lee does a baseball game re-enactment for Strauss Stores on WMCA, New York, week-day nights. What the fans who write in for Bert's picture don't know is that he is Bertram Lebar, the station's sales manager.

Lee-Lebar is okeh as a baseball announcer. Assignment, to re-enact aided only by sound effects the day's metropolitan big league game, is a tough one. Lebar wisely avoids trying to make every inning exciting, concentrating on those frames wherein something does happen. Game caught, in which the New York Giants came from behind several times to beat the Pittsburgh Pirates, afforded an opportunity for a tense job. Commercials are gauche.



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World-Telegram Building,
125 Barclay St., New York, N. Y.
BURELLE 7-6371

ORCHESTRA ROUTES

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

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

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

A
 Adcock Jack: (Manoa Inn) Manoa, Pa., no.
 Alberici, Don: (El Chico) NYC, no.
 Albright, Clayton: (Igor's) Albany, N. Y., re.
 Alexander, Joe: (Trio-Palms) Detroit, no.
 Allen, Dick: (KMB Club) Akron, no.
 Anderson, Kenneth: (Vassily Inn) Athens, O.
 Arthur, Elmo: (Grossinger) Ferndale, N. Y., h.
 Austin, Sid: (Laurels) Backett Lake, N. Y., cc.
 Ayvaler, Fred: (Flamingo Club) Orlando, Fla., no.
 Ayres, Mitchell: (Village Barn) NYC, no.

B
 Barfo, Bill: (Kossowitz) New Orleans, h.
 Baruff, Hugh: (Tavern-on-the-Green) NYC, re.
 Barron, Elmer: (Edison) NYC, h.
 Bell, Bob: (Coral Gables) Coral Gables, Fla., cc.
 Bender, Don: (Adolphus) Dallas, h.
 Berry, Dan: (Clearview) Clearview, L. I., N. Y., h.
 Biltmore Boys: (La Salle) Chi., h.
 Biogolini, Emilio: (L'Aiglon) Chi., no.
 Bonick, Lewis: (Club Mayfair) Boston, no.
 Boruff, Teddy: (Carmine Beach Casino) Carolina Beach, N. C., b.
 Brerley, Earle: (Club Cinderella) Denver, Colo., no.
 Burkhardt, Johnny: (Colonial) Lake Manitou, Rochester, Ind., h.

C
 Callyn, Tommy: (Peyton's) Steubenville, O., no.
 Carmen, Billy: (Aragon) Houston, Tex., b.
 Childs, Reggie: (Playland) Rye, N. Y., p.
 Cincione, Henry: (Arabian Gardens) Columbus, O., no.
 Cincione, The: (Edgewood Club) Albany, N. Y., no.
 Correa, Eric: (Babetta's) Atlantic City, N. J., no.
 Costello, Charles: (Commodore) Detroit, no.
 Craig, Carvel: (Old Mill Tavern) Salt Lake City, no.
 Crosby, Bob: (Blackhawk) Chi., h.
 Cutler, Ben: (Rainbow Grill) NYC, no.

D
 Davies, Al: (Saracac Inn) Saracac, N. Y., h.
 Davik, Johnny: (Miami Club) Milwaukee, no.
 Davis, Jess: (House of Jacques) Oklahoma City, Okla., no.
 Davik, Jack & Four Octaves: (Whitcomb) St. Joseph, Mich., b.
 Darel, Jack: (Cabrera Club) Lake City, S. C., no.
 De Carol, Joe: (Happy's Cabaret) Glendale, L. I., cc.
 DeLatorre, The: (Skyrocket) Chi., no.
 Dixon, Dick: (Gloria Palati) NYC, no.
 Donahue, Al: (Rainbow Room) NYC, no.
 Donath, Jenor: (Walton) Paoli, h.
 Denny, Jack: (Ban Air) Chi., cc.
 Diamond, Lew: (New Eden) La Grange, Ill., b.
 Dushin, Eddy: (Palmer House) Chi., h.
 Durr, Delph: (Green Derby) Cleveland, no.

E
 Engel, Freddy: (University Club) Albany, N. Y., no.
 Erwin, Chaggle: (Cavalier) NYC, no.
 Ester, Bob: (Club Florentine) Birmingham, Ala., no.

F
 Farber, Bert: (Netherland Plaza) Cincinnati, h.
 Feltus, Hasey: (State) NYC, L.
 Ferdi, Don: (Stratford) Hialeah Park, Conn., h.
 Fernan, Frank: (Tavernal) Columbus, O., no.
 Fields, Harry: (Royahon) Monticello, N. Y., h.
 Fields, Sloop: (Aragon) Chi., b.
 Flaig Jr., Charles: (Madis Springs) Nevada, no.
 Fisher, Buddy: (400 Club) Wichita, Kan., no.
 Foley, Frank: (Rendezvous) New London, Conn., re.
 Francisco, Don: (Drake) Chi., h.
 Franklin, Cass: (Manny Wolfe's) NYC, re.
 Frank, Wee Willie: (Buster's Tap Room) NYC, no.
 Freddie, Jan: (Boulevard Tavern) Elmhurst, L. I., N. Y., ro.

G
 Galla, Phil: (Moorehead) Pittsburgh, h.
 Goodman, Benny: (Ritz-Carlton) Boston, h.
 Gordon, Gray: (New Penn Club) Pittsburgh, no.
 Graff, Johnny: (Arcadia - International) Philadelphia, no.
 Green, Jack: (Subway) Akron, O., no.
 Gray, Leo: (New Cedars) New Bedford, Mass., no.
 Grayson, Bobby: (Peyton's) Pittsburgh, no.

H
 Habhead, Henry: (Idora) Youngstown, O., June 18-July 2, p.
 Harris, Claude: (Joe's Stables) Detroit, no.
 Harbor, Clayton: (Wildwood) Kansas City, Mo., p.
 Hayes, Bobby: (Southern) Baltimore, h.
 Haynes, Joe: (Metropolitan White Plains) N. Y., cc.
 Healy, Weathy: (Pavilion Royale) Bayville, Conn., no.
 Humber, Richard: (Essex House) NYC, h.
 Holden, Virginia: (Normandy Inn) Warren, Pa., no.
 Holtz, Ernie: (Belmont Plaza) NYC, h.
 Howell, Ed: (Casa Moreno) San Beach, Fla., h.
 Hummel, Ray: (Gunnison, Colo., 22; Montrose 22).

I
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., no.
 Jay, Johnny: (Palace) Corpus Christi, Tex., June 11-July 22, t.
 Johnson, Everett: (Panama) Kansas City, Mo., no.
 Joy, Jamie: (Surf Beach Club) Virginia Beach, Va., no.

K
 Kamm, Art: (Cedars Country Club) Lakewood, Conn., cc.
 Kaye, Sammy: (Earle) Philadelphia, t.
 Keeler, Willard: (Luna Park) Coney Island, N. Y., b.
 Kendall, Sonny: (Steak Club) NYC, no.
 King, Ted: (New Kenmore) Albany, h.
 King's Jesters: (Sir Francis Drake) San Francisco, h.
 Kirk, Andy: (Bavoy) Chi., b.
 Kirkham, Don: (Blackland Inn) Denver, no.
 Kristal, Ceoff: (Lamar) Meridian, Miss., h.
 Krupa, Gene: (Earle Washington, D. C., t.
 Krutz, Jack: (Cavalier Inn) La Grange, Wis., no.
 Kyster, Kay: (Pennsylvania) NYC, h.

Lorch, Carl: (Muehlebach) Kansas City, h.
 Lory, Clifford: (Antler's) Kansas City, Mo., no.
 Lucas, Clyde: (Claremont Inn) NYC, re.

M
 McGraw, Eddie: (Cassius Lake) Rochester, N. Y., b.
 Madden, Bill: (Traymore) Atlantic City, h.
 Mack, Ed: (Club Rio) Allentown, Pa., no.
 Marshall, William: (Lawson Lodge) Green Bay, Wis., h.
 Martell, Paul: (Arcadia) NYC, b.
 Mathis, Henry: (Three Door Inn) Bridgeport, Conn., no.
 Meeker, Paul: (Grand Beach) Grand Beach, Mich., b.
 Mayshoff, Eddy: (Governor Clinton) NYC, h.

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

L
 Lamb, Drexel: (Ye Old Tavern) Ft. Wayne, Ind., no.
 Le Baron, Eddie: (Rainbow Room) NYC, no.
 LeRoy, Trent: (Maytag Club) Columbus, O., no.
 LeRoy, Howard: (Club Arcadia) St. Charles, Ill., no.
 Leal, Lee: (Gray Wolf Tavern) Maury, O., no.
 Lee, George E.: (Jockey) Kansas City, Mo., no.
 Lee, Julia: (Milton's) Kansas City, Mo., no.
 Leonard, Johnny: (Cavalier) Virginia Beach, Va., h.

Meroff, Benny: (Majestic) Dallas, t.
 Middleman, Herman: (Nixon) Pittsburgh, h.
 Miller, Glenn: (Paradise) NYC, no.
 Miller, Walter: (Basis - Barbara - Biltmore) Santa Barbara, Calif., h.
 Mohr, Bob: (Old Country Club) Phoenix, Ariz., no.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.

N
 Nagel, Harold: (Pierre) NYC, h.
 Norton, Bob: (New Garden Center) Detroit, h.
 Norvo, Red: (Paramount) NYC, t.

O
 O'Flinn Duo: (Netherland Plaza) Cincinnati, h.

Songs With Most Radio Plugs

'Maestro' Jumps 16 Notches To Land at Top of Tune Heap

Songs listed are those receiving 10 or more network plugs (WJZ, WEF, 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 WOS, 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	Net	Ind.
17	1. Music, Maestro, Please	Berlin	33	19	0
8	2. I Let a Song Go Out of My Heart	Mills	30	18	0
4	3. You Leave Me Breathless (F)	Famous	27	20	0
2	4. Says My Heart (F)	Paramount	26	26	0
1	4. Lovelight in the Starlight (F)	Paramount	26	21	0
3	4. Cry, Baby, Cry	Shapiro, Bernstein	25	13	0
9	5. This Time It's Real	Spiel	23	15	0
10	5. So Little Time	Shapiro, Bernstein	23	13	0
9	5. You Couldn't Be Cuter (F)	Chappell	23	12	0
12	6. Why'dja Make Me Fall in Love	Feist	22	13	0
6	7. Let Me Whisper	Chappell	21	16	0
5	8. Day Dreaming (F)	Remick	20	11	0
5	9. It's the Little Things That Count	Marke	19	17	0
15	9. There's Honey on the Moon	Miller	19	5	0
16	9. I Married an Angel (M)	Robbins	19	2	0
10	10. Bewildered	Miller	18	10	0
11	11. I Hadn't Anyone Till You	ABC	17	17	0
13	11. When They Played the Polka	Robbins	17	12	0
13	11. My Margarita	Feist	17	8	0
6	12. Don't Be That Way	Robbins	16	19	0
10	12. Having Myself a Time (F)	Paramount	16	15	0
12	12. It's the Dreamer in Me	Feist	16	11	0
12	12. You Walked Right Out of the Picture	Mills	16	2	0
13	13. Cathedral in the Pines	Berlin	15	12	0
10	12. I Got a Guy	Fisher	15	7	0
10	14. Garden in Granada	Southern	14	15	0
14	14. In the Little Dutch Kindergarten	Fox	14	7	0
15	14. Colorado Sunset	Gilbert	14	3	0
13	14. I'm Glad I Waited for You	Stanley-Lang	14	2	0
13	15. Saying Myself for You	Harms	13	10	0
14	15. Moon in Walkie	Harms	13	6	0
13	16. If It Rains, Who Cares	Morris	13	4	0
13	16. Lost and Found	Santly-Joy	13	0	0
11	16. Girl in the Bonnet of Blue	Crawford	13	13	0
11	16. So Lovely	Crawford	12	11	0
13	16. At a Perfume Counter (M)	Donaldson	12	5	0
13	16. Stop and Reconsider	Lincoln	12	5	0
16	16. Drummer Boy	Chappell	12	2	0
15	17. At Your Beck and Call	ABC	11	14	0
15	17. Little Lady Make Believe	Olman	11	14	0
15	17. Dipsy Doodle	Lincoln	11	3	0
13	17. Oh, Ma, Ma	Shapiro, Bernstein	11	7	0
16	17. Let's Break the Good News	Davis	11	8	0
14	18. Please Be Kind	Harms	10	18	0
8	18. Something Tells Me (F)	Witmark	10	13	0
8	18. Naturally	Lincoln	10	—	—

Olman, Val: (Su-Jin Cafe) Galveston, Tex., c.
Osborn, Will: (Stanley) Pittsburgh, L.

P
 Page, Lige: (Plantation) NYC, no.
 Palmer, Sreeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Versailles) NYC, no.
 Pancho: (Palmer House) Chi., h.
 Pelt, Eddie: (Bavoy-Riala) NYC, h.
 Price, Jesse: (Heno) Kansas City, Mo., no.
 Prima, Louis: (Casa Manana) NYC, no.

Q
 Quartell, Frankie: (Vila Venice) Chi., cc.

R
 Raeburn, Boyd: (Nicollet) Minneapolis, h.
 Rainey, Dud: (The Great) Pittsburgh, no.
 Ramona: (New Yorker) NYC, h.
 Rand, Lionel: (Paradise) NYC, no.
 Rapp, Barney: (Sud-Bar Gardens) Kansas City, Mo., no.
 Ray, Floyd: (Kansas City Club) Kansas City, Mo., no.
 Redman, Don: (Surfside) Long Beach, L. I., N. Y., no.
 Reichen, Joe: (Book-Cadillac) Detroit, h.
 Renard, Jacques: (Cocoon Grove) Boston, no.
 Reyes, Chas: (Continental) Detroit, no.
 Riley, Mike: (Ocean Casino) Virginia Beach, Va., no.

Rinaldo, Nino: (888 Club) Chi., no.
 Rines, Joseph: (St. Regis) NYC, h.
 Rocardo, Don: (Dellwood Lodge) Buffalo, h.
 Rogers, Buddy: (Palomar) Los Angeles, h.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., no.
 Rotger, Ralph: (International Casino) NYC, no.

S
 Rust, Ray: (Terrace Beach) Sandusky, O., b.
 Ryke, Chet: (Mayflower) Akron, O., h.

S
 Schrader, Danny: (Lookout Mt.) Chattanooga, Tenn., h.
 Scoggin, Chic: (El Tivoli) Dallas, no.
 Shelby, Lee: (Pelham Heath Inn) Pelham, N. Y., no.
 Smith, Joseph C.: (La Rue) NYC, no.
 Snyder, Billy: (Lookout House) Covington, Ky., no.
 Southern Gentlemen Orch.: (Mayfair Club) Tulsa, Okla., no.
 Southland Rhythm Orch.: (Endore) Brooklyn, re.

S
 Sparr, Paul: (Versailles) NYC, no.
 Spragg, Jack: (Beverly Hills) Newport, Ky., no.

S
 Steel, Leonard: (Pt. Shelby) Detroit, h.
 Stipes, Eddy: (Frankie's) Toledo, no.
 Stutz, Dick: (Westminster) Boston, h.

T
 Tatro, Bill: (Midway) Springfield, Mass., h.
 Thompson, Lang: (Terrace Beach) Virginia Beach, no.
 Tucker, Orrin: (Edgewater Beach) Chi., h.

V
 Valco, Rudy: (Aster) NYC, h.
 Varr, Eddie: (Mackinac Island) Mackinac Island, Mich., no.
 Vinn, Al: (Mary's Place) Kansas City, Mo., no.

W
 Wade, Johnny: (Romance Inn) Angola, N. Y., no.
 Watts, Earl: (Pink Elephant) Buckeye Lake, O., no.
 Wilson, Sammy: (Coronado) St. Louis, h.
 Winston, Jack: (San Clemente Casino) San Clemente, Calif., b.
 Winton, Barry: (Bath & Tennis Club) Spring Lake, N. J., cc.
 Woods, Don: (Golden Gate Club) Springfield, Ill., no.

Y
 Young, Sterling: (Aragon) Chi., b.

Sheet-Music Leaders

(Week Ending June 16)

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 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	Title	Publisher
1	1. Says My Heart	Feist
2	2. Cathedral in the Pines	Berlin
11	3. You Leave Me Breathless	Famous
9	4. I Let a Song Go Out of My Heart	Mills
3	5. Love Walked In	Robbins
12	6. Music, Maestro, Please	Berlin
5	7. Lovelight in the Starlight	Paramount
13	8. Little Lady Make Believe	Lincoln
8	9. Oh! Ma, Ma (The Butcher Boy)	Lincoln
4	10. Please Be Kind	Harms
14	11. The Girl in the Bonnet of Blue	Crawford
6	12. Cry, Baby, Cry	Shapiro, Bernstein
7	13. Don't Be That Way	Robbins
11	14. It's the Dreamer in Me	Feist
15	15. A Garden in Granada	Southern

Economy Buying by Ohio Ops As Summer Outlook Hits Low

Bookers holding off on builder-uppers for bands as minimum scale becomes maximum—budgets pruned for names—CIO scare in Detroit

DETROIT, June 18.—Band booking for the summer in Ohio territory is at two levels—the top and the bottom—leaving a large group of the better-than-average orks out on the limb. Principal angle is that summer operators are down to the rock-bottom level in buying music—willing to pay only the absolute minimum set by the musicians' union wage scale. And those with a limited rep have little above this level, bands that would ordinarily be steadily on their way to the top, lose out. They naturally feel entitled to work for something above scale, but there are no takers this time.

After a thro' canvass of the State earlier in the season, Del-Ray Attractions, one of the biggest booking offices in town, has practically called its field men off the road. Usual office overhead requires the organization to sell personality in bands, charging a couple of bucks above scale. But there are no takers, and it was decided to suspend all active promotion activities, save in spots where the possibility of placing name bands at fair rates were obvious.

As a result band boys are not depending on the booking offices for spots but are rather contacting direct. The board-and-room pay-off has apparently not caused any serious trouble around here this season, but rumors of some sort of kickback bringing the pay under scale are common, too, unverified.

The other class of bands getting by in a big way are the national names, mostly those coming in under MCA, CRA and R-O-K bookings. As far as operators seem willing to talk about music costs, the bands in this category are working for less money than they did a year ago, but figures are unavailable.

A Rump Union Arises

Another thorn in the band booking side is developing here in placements by a rump union. Mayfair Ballroom has bought a band thru group known locally as the CIO Musicians' Union, their engagement plugged thru CIO auspices, with many constituent unions in this motor city. The possibility that a lower wage scale would allow an influx of bands and seriously undercut AFM standards was being discussed sub rosa, as a low scale would probably give a rival union a healthy start in view of the economy move of many operators. The general impression among musicians is that the CIO union has been confined to the cheaper beer-garden bands, the Mayfair date the only one to come out of this class.

Bands for Vaude House

Typical report of bad biz came from Webster Hall this week, the cash register "taking a nosedive" despite the booking of Bob Chester, who has been one of the most consistent grossers in these parts for many years. At Fox Theater, only film-flesher in town using name bands to hype ticket buyers, Tommy Dorsey did fairish biz this week, but plenty good considering economic conditions. Popularity of the band is still top, so many could not afford admish price. Backstage was continually jammed with autograph fans, and over 300 mobbed a music store where Dorsey was autographing his records. Fox has Chick Webb following June 23, continuing with Bunny Berigan, Gene Cooper and Phil Harris. Orks, however, continue as the backbone of the town's tonier spots, the Book Casino dropping floor shows for the summer, depending entirely on Bob Grayson for the draw.

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Schools in the Groove

CHICAGO, June 18.—Weekly swing sessions will be included in Chi's high-school curricula next fall, according to Supt. William H. Johnson. Idea is to have the school orks give out every Friday night for the students to swing 'n' away. James C. Petrillo has agreed to cuff union bands for schools without enough cats to make a combo.

Lincoln Ops Cash In on Herbie Kay

LINCOLN, Neb., June 18.—Of all the bands bought by ballroom operators in this territory, Herbie Kay is the name most often mentioned as a consistent and big-money draw. Both R. H. Pauley and Harry King, operating Turnpike Casino and King's Ballroom, respectively, say he has done better for them than any others, big and little. Kay is in the medium-priced field. Pauley, using all three classes, lists his best bets, in order, as Glen Gray, Kay Kyser and Sleep Fields. Best low-priced repeater is Cecil Golly, tallied closely by Ray Herbeck. King finds Kay his biggest draw in all three classes, with Nat Towles, colored combo, rating tops for consistency and low price.

Matt Kobalter, Pla-Mor Ballroom operator, favors Lawrence Welk for steady biz and great gates, other faves being Tiny Little, Gene Pieper, Paul Moorhead and Leo Pieper.

Favor for Kay, ops say, is because he has never demanded a high guarantee, is always willing to gamble with the ballroomer and come away a big winner for them both when the privilege cuts are made.

Ork Line-Up for A. C. Pier

ATLANTIC CITY, June 18.—Summer line-up of bands at Steel Pier, Eddie Sherman booking thru MCA, has Happy Felton the July 1 week, with Hal Kemp helping out the holiday week-end before his July 5 opening at the Astor Hotel, New York, following Rudy Vallee. Art Kassel comes in July 8; Bunny Berigan takes over on July 22, and Jimmy Joy relieves him a week later. Gene Krupa returns his crew to the podium August 5, and Benny Goodman comes in August 19 after a European vacation. Following his Steel Pier stint the clarinet king jumps to the Chicago Theater, Chicago, opening August 26 for two weeks, while that date finds Guy Lombardo taking over on the Steel Pier. Another MCA booking, set by Mannie Sachs, locates Vincent Travera at Phil Barr's 800 Club, Rockwell-O'Keefe, thru CRA, set Jan Savitt at Hamid's Million-Dollar Pier July 23 week.

Lapham Sues Music Hall for Pay-Offs In Glory for Comp

NEW YORK, June 18.—Radio City Music Hall is the target of a legal suit instituted by Claude Lapham, composer, who claims that he was engaged to write special music for a recent stage show but received no payment for his efforts. Lapham alleges that he was consulted by Russell Markert, Music Hall dance director, because of his particular knowledge of authentic Oriental music but that he was refused remuneration for his chores, being told that the theater paid off in publicity instead of cash. Composer states he is now being referred to as the "Philanthropist of Radio City" and finds the whole matter very "distasteful."

Gus Eysell, secretary of the Music Hall corporation, claims Lapham's allegations do not present the true picture and dismissed the suit as a minor annoyance, expressing the belief that it would be thrown out of court. Eysell stated that Lapham had attempted to seek redress thru Musicians' Local 802 but the union dismissed the case.

Return Trips for Hudson

BOSTON, June 18.—J. G. Edwards has taken over the booking chores of Dean Hudson from Gus C. Edwards. Arch E. Clair, manager of Totem Pole Ballroom, Northumbria Park, Auburndale, Mass., has Hudson for the fourth time within one year, opening a two-weeker July 4. A constant repeater in these parts, Hudson made it three times at the Normandie Ballroom here within five months and the third time at Dartmouth College in no many months, with a holiday prom yesterday (17).

AFM Delegates Cheer Weber in Defending \$250,000 Trust Fund

TAMPA, Fla., June 18.—Convention of the AFM was thrown into a turmoil Wednesday (15) when C. H. King, San Francisco delegate, introduced a resolution demanding that the \$250,000 trust fund voted proxy Joe N. Weber at last year's confab be rescinded and the matter put to a referendum vote before the entire Federation. Trust was set aside for Weber as a gesture for his faithful services during the organization and life of the Federation. Delegates jumped to their feet, stunned, upon the reading of the resolution and defended their actions of last year in creating the trust fund.

Weber himself left the speaking stand and walked from the hall as the resolution was read, waiting until the discussion was completed before returning. After a lengthy debate, mostly between Weber supporters and the San Francisco delegates, who defended their rights to propose the resolution on grounds that they were so instructed by their local, the resolution was finally withdrawn and the convention voted to expunge the discussion from the records, on suggestion by Harry C. Brenton, AFM treasurer.

Eddie Love, San Francisco delegate, explained that their intentions in proposing the resolution meant no disrespect to Weber, but that there were men in his local who had the right to know

where their money was being spent and he had been instructed to find out.

Petrillo Defends Weber

James C. Petrillo, stormy Chicago patrol, flowered eloquently on Weber's record in asking for the defeat of the resolution. "You are now going to hear from a man," shouted Petrillo, "who has been behind every move this organization has made for the betterment of the welfare of our president as long as he (Petrillo) has been a delegate to these conventions."

Upon Weber's return to the hall, the entire delegation, to a man, arose and applauded him for fully five minutes. "When the trust fund was brought up to the last convention," said Weber, "I knew nothing about it." He then blamed communistic activity for bringing up the question, explaining, "The Communists distributed circulars demanding something be done about the fund."

"The Communists in San Francisco," Weber continued, "charged me with being a capitalist, they charged me with being a member of the Nazi Bund and that you delegates were under my control. But you men know that such a thing is impossible. You are elected and sent here by your own locals. How can I control you?" Wild applause greeted his closing sentence, "I have no other ambition in life but to serve you."

Summer Dances For Kaycee Aud

Duncan ops two-bit terpsies—Tucker tucks away \$1,175 Tues. at Fairyland

KANSAS CITY, Mo., June 18.—Latest venture in the ballroom field here finds W. H. (Harry) Duncan, vet manager of Fairyland Park who resigned last August, taking over the mammoth main arena of city's air-conditioned Municipal Auditorium to manage a series of "College Swing" dances every Friday night, beginning next fish day (24).

First attraction will be Louie Kuhn and his Kansas University Floogies. Duncan will have a two-bit gate and admits it will take 4,000 persons to make the nut. But if the opener is successful traveling bands will be imported, buying from his son, Harold, Joplin, Mo., booker. Only other ballroom operating on large scale here is Fairyland Park, with Richard Wheeler at the helm. First name to play was Orrin Tucker, bagging a strong \$1,175 Tuesday night. Andy Kirk, Red Nichols, Inn Ray Hutton and Isham Jones follow in order, marking the first time in Kaycee history that big-time units play stretches totaling more than three days in rapid succession. Ayars LaMarr, at Fairyland for the last two weeks, drew "very well despite inclement weather." Manager Wheeler said, "best gross being \$900 on a Saturday eve."

Other bands which jammed 'em in this week were Cab Calloway, here for a one-week homecoming at Mainstreet Theater; Bobbie Meeker, playing the Grillroom of Hotel Muehlebach, and Barney Rapp, starting a month at Sals-Bar Gardens, swank suburban nitery.

MCA May Out-Rose Billy at Ft. Worth

CHICAGO, June 18.—Music Corp. of America will use most of its available name bands and acts at the Casa Manana in Fort Worth this summer, opening July 15. Supported by city council and leading business men, project promises to exceed preceding entertainment events on that site. CABA is scheduled to run four weeks, but will probably continue as long as business holds up. Prices will range from 50 cents to \$1.50, the latter price permitting patrons the privilege of dining tables.

A five-hour show will be presented nightly, including three and a half hours of dancing, music furnished by two name bands. First act set is Edgar Bergen and his Charlie McCarthy. Lew Wasserman will be in charge of production, probably assisted on the publicity end by Bill Green, of the local office.

MCA's Globe Trotter

CHICAGO, June 18.—Professional globe trotters have nothing on MCA's Lew Wasserman, who in the last week planned 4,600 miles. His production interests in coming MCA fairs and the coming Casa Manana show in Fort Worth have kept him in flying planes scaling the country for the last few weeks.

Attractive DANCE and ORCHESTRA POSTERS AND CARDS

50¢ Best! They're Knockout! Newest Orchestra Designs; Four Flamy Colors; 200 14x22 Window Cards, \$9.99; 1,000 Paper, same, \$14.00; 5x7 1/2 Cards, 25¢; 8x10, \$1.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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30-DAY FREE TRIAL to anyone who desires to learn the Piano under Joseph Press's personal guidance. Anyone can learn to play the musical instrument to their favorite melodies. Critics rate the format as "unprecedented possibilities for both the beginner and advanced pupils. Formulas and 4 Lessons, \$1.00 by postpaid. Questions sent thoroughly understood, and be answered FREE! of charge upon receipt of postage. **JOSEPH H. PRESS AND ASSOCIATES** (Printers, Arrangers and Publishers of Music), 390 Arcade Bldg., St. Louis, Mo.

CRA CELEBRATES 2ND ANNI

Radio Builder Of Name Bands

Coast-to-Coast nets boom Consolidated bands—weekly remotes total 45 periods

NEW YORK, June 18.—Radio—often referred to as "The Life Blood of Band Business"—has been an important factor with Consolidated in building new bands and adding popularity to some of the bigger name attractions.

Each week, over the National Broadcasting Co.'s Coast-to-Coast Red and Blue networks, CRA bands share approximately 45 periods of network radio time and, in addition, are heard locally on many of the country's leading stations. The flood of fan mail received by the leaders and the booking requests coming into the CRA offices are a tribute to great listening audiences served by the major networks.

One example of radio build-up, which speaks the showmanship of CRA and the popularity of the NBC networks, is the record-breaking tour of one-nighters played by Henry Busse and his orchestra. Busse, who was heard for several seasons on the NBC network from the Chez Paree in Chicago, played to "split money" on almost every one-nighter during his two months' spring tour for CRA. Henry, incidentally, opens an engagement at the New Yorker Hotel in New York City on June 23 and is slated for three commercial radio auditions.

Another example of the power of radio is the remarkable popularity Blue Baron and his orchestra has gained since the band went on the NBC network from the Green Room of the Hotel Edison, New York City, five months ago. Baron's Orchestra today is in great demand and is a best seller on Victor records.

Sales of Cocktail Combos Increasing

NEW YORK, June 18.—Cocktail units—small entertaining combinations for hotels, supper clubs, cocktail lounges and private parties—have grown in popularity since CRA inaugurated sales departments in all offices for these units.

Today CRA has 35 organized units under their management, and at present 74 of them are playing hotels, clubs and cocktail lounges throughout the country. Among the combinations under CRA management are "The Top Hatters," Lei Aloha and her Hawaiians, Buddy Russell's Manhattan Trio, Jerry Salisbury's Noblemen, "Zig and Zag" and "We Two."

Among the places which have engaged Consolidated units are the Roosevelt Hotel, Pittsburgh; Statler Hotel, Buffalo; President Hotel, Atlantic City; Palmer House, Chicago; Sir Francis Drake Hotel, San Francisco; Pottentelle Hotel, Omaha; Radisson Hotel, Minneapolis; and Brown Hotel, Louisville.

... in **NEW YORK**
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RADIO ARTISTS, INC.
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 Telephone: Columbus 5-3580.

... in **CLEVELAND**
CONSOLIDATED
RADIO ARTISTS, INC.
 Keith Theatre Bldg.
 Telephone: Main 3454.

... in **CHICAGO**
CONSOLIDATED
RADIO ARTISTS, INC.
 32 West Randolph Street
 Telephone: Franklin 8300.

Sales Success

NEW YORK, June 18.—Holding steadfastly to a business principle that to be successful in the band booking business an organization must serve its clients with attractions at prices that spells profits for promoters, Consolidated Radio Artists, Inc., under the leadership of Charles E. Green, president, has built an enviable reputation in the past two years.

The success of CRA can be attributed largely to these factors:

Good musical merchandise, priced right, with generous service to all clients.

Scores of satisfied clients who have been served by CRA since its inception two years ago, and a growing list of new accounts, is indicative of the popularity of Consolidated booking policies in the radio and dance orchestra field.

Consolidated Orks Faves of Records, Stage and Screen

NEW YORK, June 18.—Phonograph recordings, movie shorts and theater engagements have done much to add to the national and international popularity of CRA bands and many name attractions are known thru these engagements.

From recordings of an old-fashioned waltz to a swing-time rendition of Joseph, Joseph, Consolidated bands set the tempos for dancing feet from Coast-to-Coast thru the medium of phonograph recordings. Every week, orchestras are busy making "platters" in the New York studios of Victor, Bluebird, Brunswick, Vocalion and Decca.

Many times, on the stages of America's de luxe theaters, CRA bands show their versatility with entertaining presentations which combine orchestral arrangements with excellent vocal, comedy and instrumental talent. On Broadway these bands have been featured at Paramount and Loew's State; in Chicago at the Palace, Oriental and Chicago theaters; while in Los Angeles and San Francisco they have appeared at the Paramount and RKO theaters.

In the movie field the faces and personalities of CRA bands are flashed on the screens of countless theaters here and abroad thru the medium of entertaining musical shorts made both in New York and Hollywood studios.

Notable among the bands that have appeared in these fields of entertainment are Paul Whiteman, Russ Morgan, Henry Busse, Jack Denny, Ferde Grofe, Ina Ray Hutton, Barney Rapp, Mike Riley, Don Eason, Jan Savitt, Carl (Deacon) Moore, Rita Rio, Reggie Childs, King's Jesters, Harold Stern, Johnny Harp, Chick Webb, Fletcher Henderson and Erskine Hawkins.

Summer Spots Feature Consolidated Attractions

NEW YORK, June 18.—Many of the country's leading summer spots—parks, beaches, dancing pavilions and ballrooms—have bought CRA attractions for the 1938 season.

Fifteen orchestras—one a week for the entire summer season—were engaged by Enna Jettick Park at Auburn, N. Y., under an exclusive contract arrangement with the New York office of Consolidated Radio Artists. These bands are heard broadcasting weekly on the Coast-to-Coast NBC network.

The new Terrace Beach Club at Virginia Beach, Va., is also listed among the CRA exclusive summer spots.

In the New York City territory, Playland Casino at Rye Beach; Manhattan and Brighton Beaches; Palisades Park and several Long Island clubs including the Woodmere Country Club are using CRA bands.

Jefferson Beach and Eastwood Gardens in Detroit, Mich., are also on the list of parks using Consolidated bands. Other well-known summer spots in the Cleveland territory buying their bands from that office are Castle Park, Cincinnati;

Phenomenal Growth in First Two Years Marks CRA Record

Entering third year, six key Consolidated Radio Artists offices serve industry—Charles E. Green, prez, and Stan Zucker, general manager, predict big summer biz

NEW YORK, June 18.—Consolidated Radio Artists, Inc., the nation's fastest growing orchestra booking organization, enters the third year of its operation with a formidable list of "name" radio and dance orchestra attractions and an unparalleled record of sales achievements. The success of CRA as a booking organization can best be told by referring to the "log book" of the company's activities. Starting in May, 1936, CRA opened its first office in New York City with a roster of 40 orchestras and a small sales force. Six months later the orchestra list had been increased to 70 name attractions and offices were opened in Cleveland and Chicago. In May, 1937, Consolidated's attraction list totaled 125 Dallas and Hollywood. Later the San Francisco office was added, giving CRA six efficient booking organizations and complete coverage of the country from Coast to Coast.

CRA Prestige Gains In Sponsored Shows

NEW YORK, June 18.—With Paul Whiteman, Russ Morgan and Marek Weber leading the list of Consolidated bands heard on commercial radio programs, CRA is fast gaining a strong foothold in the commercial radio field.

Whiteman is heard weekly on the Chesterfield program over the CBS network, while Russ Morgan's Band is featured both on the NBC and CBS networks weekly for the Philip Morris show. Marek Weber directs the musical program of the Carnation Contented hour each week on the NBC network.

Other CRA orchestras appearing at different times on commercial radio shows are the King's Jesters, Stuff Smith, Henry Busse, Don Bestor, Jack Denny, Paul Martin, Mike Riley and Jack Meakin.

Publicity Department as Biz Builder for Clients

NEW YORK, June 18.—Publicity, advertising and promotion in the interest of bands and clients buying attractions plays an important part in the service rendered by Consolidated Radio Artists, Inc. Photos, mats, stories, special lobby displays and other accessories needed to build box-office returns are furnished buyers of CRA attractions.

The publicity department of CRA with staff representatives in each of the six CRA offices is equipped to give prompt and efficient service to the buyers of Consolidated bands. Each office carries a complete file of all publicity material available on CRA attractions with all of the publicity campaigns originating in the home office.

O.; Iroquois Gardens, Louisville, Ky.; Buckeye Lake, Buckeye, O.; Westview Park, Pittsburgh, Pa., and Celeron Park, Celeron, N. Y.

In the Middle-West section, such well-known summer parks as State Fair Park, Milwaukee; Riverview Park, Des Moines, Ia.; Sni-a-Bar, Kansas City, Mo., and the Tom Archer circuit of ballrooms throughout Iowa, Nebraska and the Dakotas, are using CRA bands.

The popularity of Consolidated orchestras in the summer amusement places is due largely to the entertainment value of the orchestras as well as to their dance music appeal. Every band attraction sold by CRA for summer gardens, ballrooms, hotels or cafes is equipped to give intermission entertainment and in many cases a complete floor show.

Many of the places served by CRA stress entertainment as well as dancing and have provided tables for their dancing patronage. This arrangement, according to ballroom managers, creates an inviting night club atmosphere and increases the sales on refreshments.

Today this organization has increased its roster of name radio and dance orchestras to 165 leading attractions.

Present location spots served by CRA in several of the country's leading cities are indicative of the popularity of this booking organization and their attractions. Among these are:

NEW YORK—Blue Baron at Hotel Edison, Harold Nagel at Hotel Pierre Roof, Stuff Smith at Onyx Club, summer season at Manhattan and Oriental beaches, Henry Busse opening June 23 at Hotel New Yorker, Russ Morgan opening in July at Ben Marden's Riviera, Hotel 38, Regis and Lincoln Hotel opening in the fall.

CHICAGO—Jack Denny at Bon Air Country Club, Lou Bessie at Chez Paree, Biltmore Boys and orchestra at Hotel La Salle, Marvin Frederic at Hotel Stevens, Fletcher Henderson at Grand Terrace Cafe and Lowry Clark at the New Eden Ballroom.

SAN FRANCISCO—The King's Jesters at Sir Francis Drake Hotel, Joseph Sudy at Rio Del Mar Country Club; Neil Bondhu at Lake Merritt Hotel, Oakland; Sid Hoff at El Patio Ballroom, Don Kaye at Claremont Inn, Denny Moore at Athens Athletic Club, Bob Saunders at Whitcomb Hotel and Jack Winsten at Casino San Clemente.

Both Presy Charles E. Green and General Manager Stanford Zucker, commenting on recent surveys made by CRA, are optimistic about the business outlook for the fall and winter season. They point to the fact that CRA is better known throughout the country than a year ago and the increasing number of location spots served by Consolidated bands.

One-Nite Stands of Every Type Use CRA Attractions

NEW YORK, June 18.—Touring orchestras during 1938 will play hundreds of hotels, ballrooms, parks and civic affairs throughout the United States thru the booking facilities of the "one-night stand" departments in the six Consolidated offices.

The operations of the one-night departments blankets the nation and bands are sold for a wide range of affairs which take in such spots as the Madison Square Garden in New York, the Cotton Carnival in Memphis, numerous college proms and the annual rodeo held at Gallup, N. M.

... in **DALLAS**
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3 NOBLEMEN
 JERE SALISBURY Presents The
 "Music At Its Best"
 ON TOUR.
 Dir: Consolidated Radio Artists, Inc.

REGGIE CHILDS
 "The Smiling Maestro is on the Air."
 AND HIS ORCHESTRA
 Now playing ERRA JETTICK PARK, Robert, N. Y.
 June 20th until Sept. 6th, COLONIAL HOTEL & TERRACE GARDENS, Manhattan, Ind. Broadcasting RUC Network three times weekly.
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 30 Rockefeller Plaza, New York, N. Y.

Don Strickland and his KING OF CORN
 No other corn has ever been so good as this one!

The BILTMORE BOYS and their ORCHESTRA
 Currently LA SALLE HOTEL, Chicago
 Mgr. CONSOLIDATED RADIO ARTISTS, INC.

EDDY ROGERS
 AND HIS ORCHESTRA
 currently VAN CLEVE HOTEL, Dayton, Ohio.
 Mgr.: ROCKWELL-O'KEEFE, INC.

DON REDMAN and his ORCHESTRA
 With LOUISE MCCARROL
 Now Playing at the SURFSIDE, Long Beach, L. A., with the COTTON CLUB REVUE.
 For Dates, Communicate With CENTURY ORCHESTRA CORP., 1619 Broadway, New York City.

JERRY LIVINGSTON
 Personal Direction FRANCES FOSTER
 1619 Broadway, N. Y. C.
 NOW ON TOUR
 Master-organist and his "TALK OF THE TOWN" Melodist

PANCHO and his ORCHESTRA
 Return Engagement.
 PERSIAN PLAZA HOTEL, N. Y.
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JACK WARDLAW
 and His Orchestra
 "That Entertaining Band From the Southland"
 Opening the New King and Prince Club, St. Simons Island, Ga., July 2.
 SOUTHEASTERN ORCHESTRA SERVICE, Columbia, S. C.

WANTED
FOUR PIECE ORCHESTRA
 FOR NITE CLUB WORK.
 Must Be Good Singers.
L. R. COMAN
 Elmwood, N. D.

Orchestra Notes

By M. H. ORODENKER

The Broadway Scene
CERA has a spot set for DON BESTOR following his run at Addison Hotel, Dallas . . . and unless he sticks to that office, the threatening fireworks will be set off . . . matter is meanwhile occupying the attention of MCA legalists, Bestor having signed with that office before his Consolidated binder was up . . . WILLARD (MCA) ALEXANDER is tuning up wedding bells . . . which will ring before he has COUNT BASIE beating it out at the Famous Door, starting July 5 . . . swing street gets its first new light next week when RED STANLEY takes over the JOE MARSALE routine . . . Joe hospitalizes and returns in the fall . . . DUKE ELLINGTON will also July 11 at the hospital and then takes the band touring . . . FATS WALLER finally yields to the demand and is Britain-bound next month.

New England Notes
 Management of Pleasure Beach Park, Bridgeport, Conn., don't seem to take us serious . . . they've been ballyhooing the HUDSON-DELANE band for the June 19 draw . . . PAUL PENDERVIS, clicking high wide, etc., on the Coast for many years, invades the Eastern shores . . . follows BENNY GOODMAN next week at the Fitz-Carroll Roof, Boston. . . RONNIE ROMMEL opens then at Roger Sherman Hotel, Holyoke, Mass. . . FREDDY ESPOSITO, sporting one of the better barrelhouse gangs in these parts, locates at Lenny's Waverly Inn, Walnut Beach, Conn. . . LUCKY MILLINDER touring the New England beaches and ballrooms, seeing off with Raymor Ballroom, Boston. . . AL APOLLON summers at Champ's, Bridgeport, Conn., and JOE BERGEN at Housatonic Lodge, Stratford, Conn.

Chi Chatter
JACK DENNY lingers indef at Bon Air Country Club, deal for VINCENT LOPEZ falling thru . . . manager Bill Johnson offered the Nolo noodler two grand, but Vincent insisted on a \$2,750 ante for the week . . . PANCHO replaces EDDY DUCHIN at Palmer House this week . . . Eddy is set for a fortnight at the Chicago Theater, opening July 24 . . . Eden Ballroom has RITA RIO July 15. . . RAY PEARL, betoning at the Aragon, points with pride to his most versatile instrumentalist, FRAN SCHNEIDER . . . besides saxing and tromboning . . . Fran composes, arranges, is featured vocalist and harmonizes with the vocal threesome. . . MCA has taken an option on JACKIE HELLER, having his maiden bandstanding in St. Paul and now back in town.

Gotham Gander
GEORGE HALL returns to the rialto for the July 17 week at Brighton Beach . . . JIMMY PAGE and his Nubian Noise-makers unshutter Lee Posner's new Cafe Afrique this week . . . closing at the Chanticleer, MAX BERGERE beats it for South America to open July 3 at Copacabana in Rio de Janeiro . . . his arm out of sling, JERRY LIVINGSTON once again takes up his burn-storming . . . Latin lullabies for The Daily News Harvest Moon Ball August 31 will be supplied by NANO RODRIGO. . . HARRY OWENS replaces HORACE HEIDT at Hotel Biltmore roof July 15. . . NAT BRANWYNNE back for a fortnight at the Plaza. . . ERSKINE HAWKINS locates at Savor Ballroom this week. . . MEYER DAVIS set BARRY WINTON for the summer at Bath and Tennis Club, Spring Lake, N. J., and WALTER MILLER at the Biltmore, Santa Barbara, Calif.

Called From Every Corner
 CENTURY ORCHESTRA CORP. lands Southern Hotel, Baltimore, for BOBBY HAYES . . . and after four years at that town's Piccadilly Club, BERT SHERRY takes his sycnos to the Melody Club, Washington . . . the new King and Prince Club, St. Simons Island, Ga., has JACK WARDLAW making the first season's music, starting July 2. . . JACK KURTZ'S Three Melickers continue rolling for another month at Cavalier Inn, La Crosse, Wis., after playing the better MCA Coast bookings, moves in-

land for the summer at Old Country Club, Phoenix, Ariz. . . HAL ROACH lands Pleasant View Hotel for BUDDY KAYE and Ocean Beach Pier for BOB SIEGRIST, a couple choice summer locations at Clark Lake, Mich. . . Having weathered the dixie storm with a septa songstress, JOHNNY BURKARTH keeps Fred Smiley with the band in moving to Colonial Hotel, Rochester, Ind. . . Cincinnati's Coney Island has JACK CRAWFORD at the Moonlite Gardens with GENE KRUPA added for the June 28 night. . . BARNEY RAPP plays the July 13 week at Duluth's (Minn.) Yacht Club and then jumps to Enns Jettick Park, Auburn, N. Y., for a July 25 opening.

Ballroom Bingo
SINCE economic conditions beyond control of ballroom operators are making appreciable dents in the desire to go dancing, all and sundry methods are being devised to make the polished floor pay for itself . . . some are resorting to roller skating, others cutting the box-office scale and still others reducing their running schedule to a couple nights . . . and since all are looking for success, may we bring one forward from our mail bag . . . it's screwy and wacky, but not as radio as it sounds after a second or third reading. . . GEORGE DURST, of Jamaica, L. I., offers a plan to hype biz by combining bingo and ballroomatics the same night. . . CHARLIE SHRIDMAN, operating a New England chain of dansants, recently announced bingo for off nights . . . but Durst makes it possible to present the two tonight and every other night.

Stop, Look and Listen
 Bingo, as it is being played all over the country today, writes Durst, is being over-cooked . . . besides, the game is too, too slow and bores the young swing nutty dancing fans . . . but by combining bingo with dancing, the kids will have a new incentive . . . in short, the plan is this . . . lay out your dance floor with numbered squares, and if you don't want to mark up your nice, new waxed whirling space, have the dancers carry the numbers on a card around their neck . . . playing the game calls for the STOP, LOOK and LISTEN technique . . . at the end of a dance set, the ork director strikes a gong and everybody STOPS (where they are) . . . LOOKS (at the number on which they stand) and . . . LISTENS (for the winning number to be called out) . . . numbers are marked the same as bingo with the high score or nearest score to selected numbers for a group of five dances winning a prize.

For the Soup and Sable Set
 Even at the swank society affairs and formal college parties, Durst advises, bingo-dancing can be made the evening's highlight . . . the stiff front shirts the gents wear make darn good bingo cards . . . and with low-back gowns still being in fashion, millady's back is excellent for the marking; no, you don't have to tattoo the numbers between the shoulder blades . . . lipstick will be plenty sightly . . . and for those taking all this serious for what it may be worth, may we suggest an apropos theme song . . . something like Bing, Goes the Strings of My Heart!

Notes Off the Cuff
 WALT BEARS, after 14 weeks at Beryhoff Gardens, Ft. Wayne, Ind., jumps to Hotel Ft. Ligonier, Ligonier, Pa., for the summer . . . Walt features the lovely hitting of JEANNE WALKER and a six-fiddle choir. . . MAC DAVIS' versatile trio, Those Three Guys, closed at Odenbach's Peacock Room, Albany, N. Y., to locate for the season at Bowden Square, Southampton, N. Y. . . BEN MAR-

SONNY KENDIS
 and his ORCHESTRA
 Return Engagement
 By Popular Demand,
 2nd Year,
 STORK CLUB, N. Y.

LIONEL RAND
 and his ORCHESTRA
 Permanent Address
 300 W. 49th St.,
 New York City.

BILLY SWANSON
 and his MUSIC
 Now At CATARACT HOUSE
 BANGOR FALLS, N. Y.
 Broadcasting Over NBC NETWORKS.

LOWE and his Continental Strollers, with JEAN ROSE for the song slinging, start July 1 at Adirondack Inn, Sacandaga Park, N. Y. . . EDDIE PAUL locates at Elberta Beach Ballroom, Vermillion, O. . . VINCE SORTINO, trumpet tootler at the Stanley pit in Pittsburgh, has gone nitery nabob on the gang . . . opened a suburban spot at Dormont the Villa Sortino, and has CURTIS GUCKERT making the music. . . LILLY the LILTER laps that most men dream about making a beautiful girl happy . . . but the boys in the band just dream about making a beautiful girl . . . and so we send our cuffs to the cleaners.

Irving Mills Again Seeks Place Among Bigger Ork Bookers

NEW YORK, June 18.—Irving Mills, head of Mills Artists, is once again putting his best foot forward in the band-booking field. Office has been reorganized and activities will be centered in that field. With Mills taking an active personal interest in the bookings and building of new band names, office again seeks its place among the bigger agencies.
 Band roster includes Duke Ellington, Cab Calloway, Will Hudson, Chauncey Moorehouse, Bobby Hackett, Joe Marsala, Alan Fieldings among others with several star instrumentalists slated for bands to be built around them in addition to actual bookings. Mills has inaugurated a promotional service for band buyers and dance promoters designed to stimulate business at their establishments regardless of whether they do their buying here or at some other office.

HIT PARADE CANDIDATES
 YOU'RE SUCH A PRICELESS THING — PARDON MY TEARS (Fox Trols)
 Arranged by Dick Douglas . . . Orchestration 50c
 Order From Your Dealer or Direct
 Radio Music Company,
 907-3-9 Wurlitzer Bldg.,
 DETROIT, MICH.

K. C.'S BEST IN HISTORY

Stage Whispers

Despite the fact that spring finally decided to come to town in a truncated heat wave over the week-end, Saturday (11) was a good day on the Stem, with general business much better than it had been during the cool spell earlier in the week. . . . A sizable number of the abbreviated Broadway list rang up three quarters or better Saturday night, including *On Borrowed Time*, *Our Town*, *Shadow and Substance*, *Room Service*, *You Can't Take It With You*, *I'd Rather Be Right*, *The Two Bouquets* and *The Circle*. . . . As for the street's reigning hit, *I Married an Angel*, it sold out at both matinee and evening performances, and at both shows fitted in as many standees as the fire laws allowed. . . . Friday wasn't a bad night either, and *Susan and God*, which excited then to allow Gertrude Lawrence hot-weather relief, played its last performance to a full house and 75 standees. . . . There's been plenty of weeping and wailing in recent years over the pitifully low number of shows in Broadway playhouses during the summer; the number would be well under the statistics of boom years in any case, of course, but the wailers fail to take due note of the presently increasing (and to many people pernicious) practice of stars insisting on vacations because they simply can't stand the rigors of performing in the heat. . . . Formerly, when the theater was in its heyday, they played in the heat and liked it. . . . Now, on a growing list of wailing weaklings, are the Lunts (who find, however, that they can manage to play in London), Helen Hayes, George M. Cohan, Sir Cedric Hardwicke (who he's only quitting for two weeks) and others. . . . The practice means the closing, temporarily at least, of a play that is still doing good business, and the throwing out of work of a cast of minor players.

The Jules Lerenthal Circuit, always a potential factor in the legit picture, particularly in the cut-rate brackets, is expanding itself again: four new houses, no less, have been added to the string. . . . They are the Alden, Jamaica; the Strand, Syracuse; the Embassy, Rochester; and the Albee, Providence. . . . They'll all get going, according to present plans, some time next July 11 with Lenore Ulric in *Idiot's Delight*. . . . The Mercury Theater evidently can't get away from the idea of putting on cheap productions—which was, so they say, the reason for its circus and sceneryless presentation of *Caesar*; at any rate, it has bought the rights to Gilbert Lennox's *Close Quarters*, a play with a cast list that includes all of two people, a man and a woman. . . . It was a success in London a few years back with Flora Robson and Oscar Homolka as the entire cast, and it was tried out over here in 1937 under Shubert auspices, with Philip Merivale and Gladys Cooper, reports from the road indicating that the American peasantry had a bunch that it could have been better. . . . Orson Welles, highly artistic overlord of the Mercury, won't make himself 50 per cent of the cast; instead, the job will probably go to Martin Gabel, who made such an excellent impression as Cassius in *Caesar*; the actress is unselected at present writing. . . . It will be tried out the week of July 25 at Stony Creek, which cowbarn spot will also see a tryout of the Mercury's revival of *The Importance of Being Earnest* August 18. . . . *Close Quarters* is the first new (or even slightly shopworn) play to hit the Mercury schedules. . . . Mr. and Mrs. John Emery (she's also known as Tallulah Bankhead) will journey to the West Coast when Bill Brady finally decides to close his revival of *The Circle*, probably tonight (18); on the Coast they'll tie up with a new play by Zoe Akins and Lily Hatvany, *I Am Different*, which they'll open in San Francisco early in September. . . . Later they'll go to Los Angeles and Chicago in it, finally hitting Broadway around the beginning of 1939, all under the management of the Shuberts.

An outfit called Continental Productions is toying around with the idea of establishing a Luigi Pirandello Theater in the fall; it's not reported whether (See STAGE WHISPERS on page 16)

Week's Announcement

A musical version of *Just Married*, a comedy by Anne Nichols and Ade-Inside Matthews, written in 1921. Maybe for late summer or early fall production. Producers, M. S. Bentham and Anne Nichols, c/o M. S. Bentham office, 1564 Broadway, Bryant 9-1227.

FTP Offers Chi Only Legit Fare

CHICAGO, June 18.—Federal Theater will offer the only activity in local legit after Saturday, when the Grand Opera House closes its four-week run of *Plains and Needles*. FT Director Harry Min-turn reveals the leasing of Shubert's Selwyn Theater in the Loop, dark since the closing of *Room Service* early last month, and will operate it with original productions indefinitely.

First FT tenant in the Selwyn will be Marcus Bach's *Mr. Jim*, opening July 4, marking the government's initial invasion into the downtown legit field. From current indications, the FT project will have no competition before September 12, when Clifford Odets' *Golden Boy* will open at the next-door Harris as the first Theater Guild offering of the new season.

Other present Federal efforts include Anthony and Anna at the Blackstone and a ballet opening at the Great Northern tomorrow.

Local N. O. "Nation"

NEW ORLEANS, June 18.—With dozens of investigators checking up records of the State and city, a local version of *One-Third of Nation* will be presented at the Jerusalem Temple here June 27 thru 30 by the local unit of the Federal Theater Project. Joining the professional unit will be the local Group Theater, which will help fill the 160 parts and furnish its director, Gerhard Lindemuller, to conduct its rehearsals and performances. Large group of New Orleans business men are sponsoring the play because of its wide current interest as the city lays final plans for a \$10,000,000 slum-clearance project.

NEW YORK, June 18.—Press agents for cowbarns are, most of them, down to routine announcements of plays and casts, the half dozen are still announcing openings. The Litchfield Summer Theater will introduce *Us/faithfully Yours*, by Hally Pomeroy, as the second production of its second season, and will sponsor the American debut of a Frank Roth version of Ibsen's *Brand*.

The Ridgeway Theater, White Plains, lists three new plays—*Michael Drops In*, by William Du Bois; *Music of Evening*, by Robert Nathan, and *Charles and Mary*, by Joan Temple—plus a guest shot by Kitty Carlisle in *French Without Tears*, July 4.

The Maverick Theater, Woodstock, N. Y., has brought in Alex Wilder to whip up a musical score for the group's final revue, tentatively dubbed *Hopscotch*, for a September 3 production.

George Sklar's new comedy, *Away From It All*, will get on its way the week of June 27 thru the efforts of the Rock-ridge Theater, Carmel, N. Y. Aime McMahon and William Harrigan have been imported for the leads.

Of the six theaters still to have a first night this season the Belfry Players, Geneva Lake, Wis., will be first, starting June 22 with *Petticoat Fever*. *Boy Meets Girl* will be the first for the Washington Irving Theater, North Tarrytown, N. Y., June 23. Both the Woodstock Playhouse, Woodstock, N. Y., and the Hopatcong Players, Lake Hopatcong, N. J., come to the fore June 30 with *Yes, My Darling*

Season Just Ended Smashed All Existing Records for Road Shows

Music Hall of city's Municipal Auditorium, showing 12 attractions, grossed \$101,126—Hayes set all-time local mark—city hot for legit—better next year

KANSAS CITY, Mo., June 18.—Most successful legit season in the history of Kansas City was registered this year when 12 traveling attractions rolled up a total gross of \$101,126 in the Music Hall of Municipal Auditorium. Announcement of the record-smashing season, accompanied by a listing of the separate box-office takes, was made today by George L. Goldman, auditorium director. *The Desert Song*, which played nine performances in connection with the city's Jubilees last week, set the season off with a bang. Next was *Tobacco Road*, which grossed \$8,792 in four shows. Eugene Leonovich, starring in *Tovarich*, attracted a good \$4,557 for her three appearances, and *Room Service* fared almost as well a month later, scoring with a \$4,136 take in three performances. Zero weather during the next week cut receipts of *Tonight at 8:30*, playing six shows, to a poor \$3,825, but Goldman and James H. Nixon, his assistant, who is in charge of all legit productions here, were well satisfied. Fifth offering was *Yes, My Darling Daughter*, which fared okay despite a blizzard that broke on opening night, tills registering \$2,168 for three shows.

Wilmington Starts On Summer Shows

WILMINGTON, Del., June 18.—A 13-week program of summer plays opened this week in the Playhouse, operated during the summer by the Pee Bee Gee Production Co. First in was Florence Reed in *Yes, My Darling Daughter*. Paul Blaufox, former manager of the Warner Bros. Grand Opera House here, is general manager of the production company leading the Playhouse.

House, Delaware's only legit theater, is operated by the Shuberts during the winter.

Playhouse is presenting plays six nights a week with matinees Thursdays and Saturdays, prices scaling from \$1 to 25 cents matinee, and \$1.50 to 35 cents in the evening.

Benjamin Shindler, owner-manager of the Ace Theater, independent neighborhood film house, is backing the new firm. David Leonard is stage director. Blaufox announced that the company is retaining the Playhouse staff, including Tom Lancaster, treasurer.

For the week starting June 20, Walter Hampden will be starred in *The Successful Calamity*.

Plays for the 13-week period will be selected from *Children's Hour*, *Kissed Lady*, *Reflected Glory*, *Night Must Fall*, *The Shining Hour*, *Her Master's Voice*, *The Wind and the Rain*, *Holiday*, *The Front Page*, *Broadway*, *Craig's Wife* and *Idiot's Delight*.

Daughter and Night of January 16th, respectively. By that time the Peterborough Players, Stearns Farm, Peterborough, N. H., will have started with *The Petrified Forest*. The Barnstormers, Tamworth, N. H., share in July 4 festivities with a send-off for *Room Service*. Edward P. Goodnow, stage manager of *Our Town*, will direct.

With the Barter Theater the season is moving along to its third week at Abingdon, Va. *The Mud Hopes* is on tap.

Tom Weatherly will direct the Marshfield Hills (Mass.) Players in a repertory of eight or more plays, changed weekly, beginning June 29 with Jenn Ferguson Black's *Penny Wise*.

The Actor-Associates, under William O. Partridge, inaugurates in East Jeffrey, N. H., its season July 6 in Woodbound Theater. Policy will be a Wednesday thru Saturday evening schedule with Sunday evening musicales.

Paulette Goddard will star at the Cape Playhouse, Dennis, Mass., in *French Without Tears* the week of August 8.

The Broadway Players of the Grove Theater, Lake Nuangola, Pa., opened their summer season with *Yes, My Darling Daughter*. Nell O'Day topped the cast.

The Connecticut Players' third season at the Plymouth Playhouse, Milford, Conn., starts June 27 with Eugene O'Neill's *Anna Christie*. Beatrice De-Neergaard starring and Margaret Linley staging the production.

Summer Theater Notes

Receipts boomed again in January, the occasion being a three-day run of *Brother Rat*, attended by out-of-town delegations from the Kemper and Wentworth military schools. *Rat* was followed by *You Can't Take It With You*, here for four shows, which rolled up \$14,424—more money in three days than any show did in a week at the Orpheum when that house, now dark, was running stage offerings regularly a few years back. Maurice Evans was next in *King Richard II*, and netted a socko \$6,194 for his three performances. A return run of *Tobacco Road*, playing at a \$1 top, brought another \$5,316 into the tills. Month of March saw *The Women*, in five shows, draw \$7,669, and Helen Hayes' long-awaited appearance in *Victoria Regina* slap all existing legit records silly by chalking up a gross of \$24,788 in five shows, breaking Al Jolson's old mark at the Shubert Theater here in 1924 by a neat margin. The hall, seating a good 2,600, was filled at every show, with many standees. According to Goldman and Nixon, nothing like it had ever been seen before locally.

Nixon already has looked seven offerings for the season which will begin next October and expects to import at least a dozen others to complete the 1938-39 schedule. He is also busy this month forming a Playgoers' League, which should boost interest in legit here even more. Details are being ironed out and a membership of more than 1,000 Kansas Citizens is assured.

Coupled with the success of the city's Resident Theater, directed by W. Zolney Lerner, the season just concluded will stand as the greatest in history here, both from a box office and quality of entertainment standpoint. Plans for next year, however, appear even more spectacular. The city is "bet up" over legit after many years of a "so what" attitude.

FTP Pic-Legit Clicking

DETROIT, June 18.—WPA Federal Theater revived *Anna Christie* at the Beacon this week. The play was produced for a week last winter at the Cinema by the FTP, and was one of the outstanding hits of the repertory. Continued attendance at the Beacon, where the WPA unit is now playing every Thursday and Friday night, indicates a steady increase of the audience for this unusual legit-film policy in a neighborhood theater.

Two More Outdoor Lungfests

NEW YORK, June 20.—In addition to operating two outdoor theaters in New York this summer, the Shuberts, in conjunction with Fortune Gallo, will present outdoor musicals in Cleveland and Louisville. Opening in Cleveland July 1 on the site of last year's Aqueduct, with *Rio Rita*, and in the Irtiquels Park, Louisville, July 4, with *Naughty Marietta*.

From Out Front

By EUGENE BURR

Quietly, with little or no fanfare, the *One Act Play Magazine* has for the past year been doing yeoman service in the field of the miniature drama. Coming out each month with a sheaf of printed short plays, it has filled a long-felt need of little theaters in search of material, playwrights in search of recognition and drama lovers in search of stimulating and excellent reading matter. In addition, it has lent a powerful impetus to the one-act field—a field which, long neglected, is probably a more legitimate pasture of the arts than the three-act arena. Under the able and intelligent editorship of William Koszlenko it has finely filled a hitherto empty place in the theatrical scheme of things.

With its last issue the *One Act Play Magazine* celebrated its first birthday—and that, I submit, is a cause for rejoicing among all of those who were happy but skeptical when its plans were first announced. Any new theatrical venture, particularly in theatrical publishing, is a perilous undertaking in these troublous times, and hope for the new magazine, no matter how high its aims or excellent its ultimate accomplishment, seemed slim. But with a year under its belt the *One Act Play Magazine* now seems, praise be, a permanent institution.

The anniversary was celebrated, fittingly, by the issuance of the magazine's first anthology of short plays. An attractive volume, it contains the texts of 10 of the most representative dramas that were printed during the year. Since it skims the cream of the magazine's material—and since that material is exceptionally high anyhow—the anthology is an altogether excellent addition to any theatrical library. Here's at least one customer who hopes that it is the forerunner of a long line.

If so humble and ill-equipped an outlander as a mere drama-reviewer may be permitted to comment upon the sacred hierarchy of popular bands, I'd like to mention that one of the grandest orchestras for my money (both for listening and for dancing) now in the metropolitan area is Clyde Lucas' outfit up at the Claremont Inn. The band is amazingly versatile, its members play as tho they loved playing, there's never a hint of dullness in their work, trick scoring and instrument-doubling are indulged in all over the place, arrangements are excellent, and the lads give the impression that they'd be just as good on a stage as they are on the stand—which is very good indeed. In addition, Lucas is a sound musician and a personable leader. A reporter who can do without popular bands at almost any time, sat for hours listening to them with huge enjoyment. What's more, their strains turned out to be so persuasive that they got him to leave his complaining bulk onto a dance floor for the first time in more years than it's comfortable to think of. That, I submit, is an achievement.

The current issue of *Equity* magazine is interesting (in itself a somewhat startling statement) in that it serves to display the complete harmony that rests, ostensibly at least, upon the battle-torn walls of the 1800 on 47th street. You can (in your mind's eye, of course) see the olive branches fluttering down upon the broad shoulders of Paul Dullzell, the pipe of peace fuming gently in the smiling mouth of Jim O'Neill (who used to feed the 47th street pigeons anyhow) and the doves themselves nesting trustfully in the luxuriant locks of Phil Loeb.

Chiefly, this aroma of sweet and gentle amity arises from two items in the magazine. The first is a little article which tells of Mr. Dullzell's happiness over the petition which, several months ago, sought to draft him as a candidate for the organization's presidency. Altho ill health forced him to turn it down, he thanks all those who thus forcefully expressed their belief in his ability to fill the chief executive post in name as he now does in fact (since, as executive secretary-treasurer, he is the association's highest ranking paid official). In particular he was overjoyed to see on the petition the names of certain of those with whom, in the past, he has failed to see entirely eye to eye. The reference is, of course, to the Forum (or liberal) group; Mr. Dullzell discerns beneath the petition the lovely lineaments of peace, and expresses the hope—and indeed expectation—of complete harmony and unity in the future.

But even more startling is a little verse by Frank Conlan, printed proudly in the same publication which, not so long ago, was running invectives by Miss Peggy Wood accusing the Forum of almost everything from Communism to run-running. Mr. Conlan's little verse, an amusing and sprightly jingle, mentions the fear with which the Forum was first viewed, lists the many real accomplishments of the young progressives, and, with what may perhaps be interpreted as just a hint of irony, ends with: "Their cuts board and pay for rehearsals (historic and glorious reversals). Times, pretty bad, would be worse if these kids had not been so discursive, so pay-for-rehearsals, subversive."

The last word is spelled "subversive" in the magazine, but that, I presume, is merely a typographical error.

To those who remember the tripe and terror that poured forth at the time of the Forum's birth, such overwhelming concord and, shall we say, equity seem slightly amazing. One reporter (this one) can remember a high *Equity* official in those days, gazing across his desk with tragedy-fraught eyes, saying sonorously (and, so help me, very seriously) that the money for the Forum meetings came direct from what he was pleased to call Moscow.

I guess now maybe it wasn't Moscow after all.

An actor (whose name, for reasons hereafter obvious, will remain undisclosed) has submitted a tentative line-up of 10 shows to form the program of a repertory company next season. Despite the fact that any organization taking over this schedule would be, to put it mildly, the talk of the town, he offers it gratis to anyone who wants to use it.

The schedule:

(1) *Of Nice and Men*, starring Gargantua (from the Ringling show); (2) *Our Town*, starring a new type of spiral radiator; (3) *Shadow and Substance*, with running comment and explanation by C. J. Nathan; (4) *On Location*, without scenery; (5) *Places, Please*, without actors; (6) *The Rough Breaks*, without scenery and without actors; (7) A new play by Clifford Odets about a Jewish boxer who unites prizefighters (a Group Theater production; Charles Laughton will be borrowed from Alexander Korda; Elsa Lancaster will not); (8) *Orson Welles* in a series of Shakespearean readings entitled *Little Journeys With the Bard*; (9) *Sir Cedric Hardwicke* without a play; and (10) A play without Sir Cedric Hardwicke. And of course (tho he didn't include it) there could be a special Christmas production for the kiddies, with Alexander Woolcott as Peter Pan.

Mass. FTP's Cowbarn

BOSTON, June 18. — Massachusetts Federal Theater opened its third Cowbarn season at Mountain Park Casino, Holyoke, June 15, with Eugene O'Neill's *Ah, Wilderness*. The MFTF plans a 12-week season at this Western Massa-

chusetts summer resort, alternating between dramatic and vaudeville presentations.

Wilderness will be staged by Willard O. Dashiell. Following its stay will be an "All-Star" vaudeville show, and on June 29 Elmer Rice's *The Left Bank* will hold down the Casino's boards.

BROADWAY RUNS

Performances to June 18, inclusive.

Dramatic	Opened	Perf.
<i>Backdoor to Heaven</i> (Loyens)	Jan. 25	162
<i>Cheek, The</i> (Playhouse)	Apr. 18	72
<i>On Broadway</i> (Time)	Feb. 3	159
<i>Our Town</i> (Meyerson)	Feb. 4	151
<i>Europa Service</i> (Curt)	Mar. 10	158
<i>Shadow and Substance</i> (Golden)	Jan. 24	161
<i>Tabasco Road</i> (Forrest)	Dec. 4	103
<i>What a Life</i> (Hillmore)	Apr. 13	79
<i>Winterset</i> (Historical)	Mar. 23	104
<i>Wozzeck</i> (The Barristers)	Dec. 20	62
<i>You Can't Take It With You</i> (Booth)	Dec. 14	64
Musical Comedy		
<i>I Married an Angel</i> (Shubert)	May 11	46
<i>Ed Dwyer Is Dead</i> (Alvin)	Nov. 2	262
<i>Two Rogues, The</i> (Windsor)	Mar. 21	28

Pre-Season Brodie For De Luxe Barn As Players Cash In

NEW YORK, June 20.—The first and most expensive bust of the summer stock season occurred last Friday when the Falmouth Players of Falmouth, Mass., folded without having rehearsed a line.

Murryn W. Vye, actor and promoter of the Falmouth venture, went out on the limb for \$4,000 in actors' salaries after his failure to clear title on the property on which the theater was supposed to have been built. Company consisted of 10 actors, who collected from four to six weeks' guaranteed salary. Equity had a \$4,000 bond, the highest posted this season. Salaries ranged from \$60 to \$125.

Vye, who appeared in a small part in John Gielgud's *Hamlet*, stated that he "canceled" the season for business reasons. He denied reports from a reliable source that his backer withdrew her financial support when pressure was brought against her by trustees.

After it was found that a theater couldn't be erected in time for the scheduled July 1 opening, negotiations were conducted for the presentation of Vye's plays in the local high school auditorium, but abandoned as unsound.

Vye claims that if he hadn't withdrawn now, other plans would have been costlier and might have proved unsuccessful. Presenting summer plays in a school building might have harmed the company, too, he said. Despite his assertions about not wanting the school, however, the same sources claim that the local authorities turned down his request for the auditorium.

Vye says that he intends to build a summer theater in October for next season's production.

STAGE WHISPERS

(Continued from page 15)

training in metaphysics will be a prerequisite for the performers. . . . Vinton Freedley is setting the cast line-up of *Greek to You*; it already includes Billy Gilbert (of the Gold Coast), Mary Jane Walsh (of *I'd Rather Be Right*) and Grace and Ray McDonald. . . . Augustin Duncan, who was a magnificent Gaunt in the Evans-Webster *Richard II*, will be in the forthcoming Evans-Webster uncouth version of *Hamlet*, which will take four hours to play. . . . It opens, incidentally, October 12 at the St. James—one of the first definite opening dates to be set for next season. . . . The move to present uncouth Shakespeare is getting fervid support from many quarters as a counter-move to the current mania, led by the bright genius of the Mercury, for hacking the bard into utterly unrecognizable pieces. . . . Louis Bromfield, who made a searching study into the decadence of European aristocracy (but failed to write a good play about it) in *De Luxe* a few seasons back, is once more ogling the theater; in Paris, he's doing a new one that deals with French politics, aimed at Paris production in the fall. . . . The Association of Theater Benefit Agents has re-elected its officers for another year; they are Ivy Larric, president;

Dorothy Wolff, vice-president; Maimie Lemein, secretary, and Betty Singer, treasurer.

SUGAR'S DOMINO

(Continued from page 4)

the present formula or an entirely new raft of funnymen. . . . You can't blame the comics or their material writers. . . . The program megala should have known long ere this that the pace of weekly changes is far too much. . . . And that the public wants variety in its gags as well as its entertainers.

IA THREAT TO

(Continued from page 3)

months back, an attempt on his part to confab Browne is given sinister interpretations. One IA official admitted Whitehead "would be in a very strategic position," the implication being that an AFA-IA combine would confound the otherwise solid Four A front. Whitehead left recently to attend the AFM convention in Tampa.

Fact that Browne is directing his attack at SAG in particular rather than the entire Four A's does not mean, according to observers, that he has renounced plans of grabbing up the entire performer set-up. SAG, as the most powerful sister union, would be the most logical first slice. Again, it is pointed out that interchangeability would make it impossible for Browne to segregate merely those performers in pictures.

Alleged behind-the-scenes story of Browne's feud with SAG has never been written, but it is traced back to the SAG strike in Hollywood, on which occasion the IA aided the performers. Subsequently, Browne, Thompson and Four A Chief Frank Gillmore mulled a proposition tentatively called the Allied Theatrical Council, a nebulous plan of federation which was to unite all show business for the AFL. The American Federation of Musicians, IA and Four A's were to be the three divisions. Plan suddenly was pigeonholed without explanation. Opinion in some quarters was that Joseph N. Weber, AFM president, put the skids under it.

In addition to Browne's recent charge that the screen guilds were phoney and that some SAG members were employers who shared in film profits, IA chief has gotten up a few cute descriptions of Four A labor leaders. They are, he claims, "dilettantes."

Unemployment among IA men is currently estimated at more than 50 per cent.

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B'WAY CHORUS JOBS DOWN

Club Talent

New York:

HENRY SHREK, impresario, and his wife sailed from New York for Paris June 15 on the Normandie. . . . CASS FRANKLIN will double between Manny Wolf's, where he is set for another 10 weeks, and the Park Central where he will emcee week-end shows for the summer.

LOPER AND BARRETT, having just closed at the Mayfair, Boston, have been signed for a return appearance to the Hub, via the Ritz-Carlton. . . . CRANE TWINS expect to follow up their engagement at the Earl, Philadelphia, with a date at Loew's State. . . . NOVELLE BROTHERS, of Novelte Brothers and Sally, are negotiating for a home near Hollywood and will return here about July 1. . . . MARLYNN AND MICHAEL have started their 12th week at the Radio City Rainbow Grill.

MAURICE, magician, is back in New York after two weeks at the Wayside Shop Casino, West Springfield, Mass. . . . DOROTHY APPELBY is out as vocalist with the Rudy Vallee Band at the Astor. A tiff over dismissal notice was settled amicably after intervention of the AFA.

Chicago:

STEVENS HOTEL'S Continental Room will remain open all summer. . . . ARDEN returns to the Chez Paree July 22.

RAYE AND NALDI go into the Chicago Theater following their current Chez Paree engagement. . . . EUNICE HEALY, dancer, moves to the Bon Air Country Club Friday after a fortnight at the Palace.

MAYFLOWER CASINO on the South Side is scheduled for an early reopening under new management. . . . THE RANDALLS are back in the city.

JOHN STEEL this week opened the Hour-Glass, new Newark (N. J.) night spot reported to cost \$30,000. . . . JOHN BOOTH and Woods and Bray lead the new bill at the Nixon Restaurant, Pittsburgh, where Barbara Balmera, Tiny Wolf and Angelo De Palma are also playing. . . . JUDITH JOHN, former specialty dancer, is now operating her own tavern at Niagara Falls, N. Y., with her husband, John Sieber, as partner. . . . JIMMIE PARRISH has another week to go on his eight-week booking at the Club Le Toc, Montreal. VON HAHN AND DE NEGRE are featured on the same program, under Sidney Topple's direction.

Here and There:

DEAN MURPHY is coming June 25 at the State Line Country Club, Lake Tahoe, Calif., for the season.

CHOCQUITA AND HER MARIONETTES and BILLY COVER hold the record for long engagements at the Plaza Restaurant, Pittsburgh. They are in their 12th week. BUET LAYTON'S FOUR FLIRTS have been on the same bill since June 15. . . . FRANCIS RENAULT heads a show of 16 at the Club Frolic, Atlantic City.

CATHLYN MILLER has been dancing pretty regularly on the West Coast for the last few months and is now at the Bal Tabarin, San Francisco.

JAY HOWARD, mask maker, opened an engagement at the Washington Yonsee Hotel, Shreveport, La., after closing at the 885 Club, Chicago. . . . AL SCHENCK, Bob and Fleurette Gilbert, Floria Vestoff and the Hillman Brothers comprise the new show at the Colonial Inn, Singac, N. J. . . . THEODORA will be at Old Vienna Gardens, Russell's Point, O., starting June 24.

TED MERRINAN and his Hollywood Stars That Shine closed a two-week stay at Clayton Casino, Clayton, N. Y., last week and moved to Montreal to begin a Canadian tour. . . . FRANCES AND LONAS, after 14 weeks at Variety Hall, Portland, Ore., moved into the Spinning Wheel, Seattle, Wash., for an indefinite run. . . . COLLETTE AND GALLE have wound up several weeks in the cocktail lounges of the Blue Bell coffee shoppes in Monterey and Piscerville, Calif.

THE CARLTONS are now playing the Chez Ami, Buffalo.

Seal Act Fears the Sea

CHICAGO, June 18.—Charles Dixon and Seal could have landed a profitable club date on a yacht here the other day but Dixon turned it down cold, figuring that it will be the ruin of his career once he lets his act get the smell of sea water. Dixon figured it wasn't worth taking the chance of losing his seal, having taken him five years to train it.

More New York Clubs Opening

NEW YORK, June 18.—More new spots are ready for a summer try.

Lee Posner opens his Cafe Afrique on West 45th street and will feature a colored show, including Emeralds and Jimmy Page's band.

Ralph Maurice is reopening his Ross Fenton Farms, Deal Lake, N. J., June 24. Emil Coleman and orchestra and Medrano and Donna featured.

International Gay Nineties Club, Larchmont, N. Y., has opened with Vic Erwin's band and Linda Grey, vocalist.

J. Morante, president of Casa Cubana, Inc., has taken over the site of the Harlem Uproar House and will open it as a Cuban spot in September, when the El Bongo, around the corner, is slated to reopen.

Closings: Barrel of Fun has closed, but may reopen. Its cabaret license was revoked for 10 days last week. Jack Silverman's Roumanian Village will close the end of this month.

American Federation of Actors has signed up its first showboat, Kay Pearson's, and is going after the other two boats using shows.

Business at big spots: Casa Manana grossing \$35,000 to \$37,000 week; International Casino slumping to around \$30,000; Paradise going up again as a result of its new show.

Maisie Plays the Village Rat Trap, a Smart East Side Spot

By PAUL DENIS

DEAR Paul: After thinking it over carefully, I turned down that Ezzee Life Lodge booking and I'm now playing the Village Rat Trap, which is one of those swanky East Side spots.

The whole idea of the funny name is to intrigue the patrons, who are of the smart set and like to go places and do things. Marc Malone is the owner and knows how to handle that smart set crowd. He welcomes each one by name and makes sure the handsome band leader, Roy Clark, comes over to say hello personally.

The whole idea is for everybody to act very dignified but to let the patrons act as crazy as they want. Marc says, "Make those rich guys and debs feel they are in a very smart spot, but pretend you don't notice how bad their manners are. And always be polite to them, even though you know they just gave you a rubber check."

It's all very interesting, but I don't understand why they call them the smart set. They're just as loud and rowdy as the customers at the Bucket of Blood, only they're better dressed. They all come in looking dignified, but they usually have to be carried out plastered. It's awful.

They bill me as a "Continental danseuse" here, and the patrons are always asking, "Did you make Monte Carlo this year, honey?" I always say "Yes"—but I don't tell them I'm thinking of the Monte Carlo Club I played in Steubenville.



PAUL DENIS

JOE booked me into the Broken Door and last night he took me to the spot to show me what a swell club it is. It's one of those swing spots where the tables are very close together and everybody yells at everybody else across the small room. There's a small band in one corner and it's always playing Tiger Rag. But nobody pays any attention to it.

The customers kept walking across the room, going nowhere, and those sitting down are always talking to people at the next table who are busy trying to listen to what people at some other table are saying.

The place was mobbed and Joe was delighted. "Business is terrific. When you open here Friday you'll be famous overnight. All the big agents come here." I'm so excited, I can hardly wait.

P.S.—Just got a phone call from Joe. The Broken Door date is off. The spot folded last night. The mob we saw were the creditors. But Joe says not to worry. He's arranging a screen test for me with Warners and when I become a star like Ruby Keeler Joe says he will be my manager and handle all my affairs for only 35 per cent of my gross income. Joe is wonderful.

But Smaller New York Clubs Add Lines, Balancing Broadway Losses

Paradise only B'way spot with local line—Int'l Casino has Canadian troupe—205 chorines in B'way spots year ago—AFA scale \$22.50-\$37.50—dance producers sore

NEW YORK, June 20.—Broadway has become a tough place for chorus girls, insofar as night club employment is concerned. There is only one big night club on Broadway with a locally produced chorus, as compared to 16 in other sections of the city. Today the emphasis on chorus employment is off the main artery and on the smaller spots, where a total of 133 chorus girls are employed at weekly salaries from \$18 to \$37.50. The only Broadway spot which includes a string of chorines is the Paradise, with 20. The International Casino, while it employs an ice chorus, means nothing in terms of local employment, the entire show being a Canadian troupe. Casa Manana has no line at all. Last year at this time 205 chorus girls were collecting pay checks from Broadway night clubs.

Summer Openings Set On Mississippi Gulf

NEW ORLEANS, June 18.—With closing of schools and start of vacation period, entertainment season begins on the Mississippi Gulf Coast with about a half-dozen spots set for opening. Tops is Markham Hotel Roof, which has appointed local Bess Grundmann Attractions as booker. Opens today with Dixie Dee as featured singer, with house band headed by Mitt Evans.

Grove Night Club opened month with Nichola and His Kings of Swing ork and three-act floor show.

Bradley's, ruling spot for several years at Henderson Point, remains dark. Uncle Charlie's at Bay St. Louis sticks to dance music only.

New Club in San Francisco

SAN FRANCISCO, June 18.—Fred Robert, local restaurateur for 25 years, opened the Club Robert last week. New spot is indirectly lighted and air-conditioned thruout, has Gennarino Notti as chef and Marion Roselli as general manager. Club has a seven-act floor show and a small swing band fronted by Floyd Robertson.

Chorus girls had half a chance last summer when five clubs were stressing revues. Of that number two are now defunct—the Hollywood and French Casino. The Cotton Club has moved out to Long Island for the summer. The International Casino abandoned its regular revue for the current ice show. This leaves the Paradise as the sole user of group feminine charm. Thus some 185 beautiful girls have been turned away from Broadway jobs this summer.

This year, too, has been a spurt of union consciousness among chorines, and for the first time in the history of night club business 200 chorus girls are carrying around union cards. The American Federation of Actors is responsible for this phenomena.

From Ben Marden's Riviera in Port Lee, N. J., to the Roumanian Village on the lower East Side, impressive leg shows are still the drawing card. Dance producers complain local cafe owners have become too discriminating in their selection of girls. So many beauties have either married or have left show business that there seems to be a dearth of the tall, stately type.

Where chorus girls are working in clubs under AFA conditions their salaries range from \$22.50 to \$37.50, depending upon the class of the club. Non-union wages, however, extend from around \$18 up and the girls must often augment their income from other sources. The most common is the clip joint where the chorine must mix with patrons and take a cut on the liquor.

Others have found a lucrative sideline in posing for commercial photographers. Some girls sell perfumes and stockings to other members of the chorus, while others mend clothes and do all sorts of odd jobs.

Another beef that the night club owners and producers have these days is that they can't fire the girls as their fancy desires. They have to wait a week. Under AFA regulations, owners who hire chorus girls for an indefinite period must give a week's notice before dismissal. Dance directors feel that this is an encroachment upon their traditional rights, but the girls enjoy their new comparative security.

The most active producers with lines playing local spots include Bothwell Browne, Bernard Bernards, Al Davis, Chester Doherty, Paul Florens, Boots McKenna and Chester Hale. While activity is at a low ebb at present, extensive planning is going on in anticipation of a new season.

(See B'WAY CHORUS on page 20)

JOSEPH B. FRANKLIN has asked The Billboard to correct what he declares are misstatements concerning him, which appeared in last week's issue in Dave Vine's column, As I See It. Franklin was referred to as being of the Ed Newman office. He maintains his own office and has conducted his own business for more than 20 years. Franklin also takes exception to Vine's statement that Franklin had spread the word that as a result of a complaint he made to the editor of The Billboard Vine had been dropped from the contributing staff. Franklin denies emphatically that he made such remarks concerning Vine.

Summer Terrace, Hotel New Yorker, New York

Ramona and her Men of Music are the new band here. Making her local debut with her five-week-old band, Ramona, a former Paul Whiteman feature, gets off to an impressive start.

She has a likable personality and sticks to the piano, working her swell ivory fingering into the core of each band arrangement and also doing occasional vocalizing from her piano position. The band (11 men) plays good dance music, having a balanced instrumentation (four sax, four brass, bass, guitar, drums and piano). The guitarist, Frank Parrish, doubles as fair tenor vocalizing. A four-man combo joins with Ramona to form a jam unit, which did not show this night. It consists of King Johnson, drums; Bert Freedland, bass; Mack Robbins, clarinet, and Bill Graham, trumpet.

The band is being rapped by Matty Rosen and managed by Rockwell-O'Keefe. Its first date was at the Nicolet, Minneapolis, for four weeks. It closes here June 26 to open at the Adolphus, Dallas, July 1. Henry Busse (CRA) opens in this spot June 27 for four weeks and opens.

The floor show is a new version of the ice revue that has been here more than two seasons. It is a pleasing, eye-filling, neatly costumed affair on skates. It opens with six girls in kilts, followed by a fast specialty by Bobby Duffy and a romantic skating duet by Ronny Roberts and DuReine Farley. Gladys Lamb does a graceful solo and then teams with Nerval Baptie for a grand fancy number, including their Winter Waltz and the Airplane Spin. Roberts comes thru with a sock acrobatic solo and Eric Walt panics 'em with a drunk comedy number.

James Keogan emcees the ice show nicely from the band stand and then offers a couple of pleasing baritone numbers. Harold Richards succeeds Keogan here June 24. A five-piece relief band provides first-rate music and does

a novel job ribbing the stagehand who has to prepare the ice floor for another show. Swell way to turn a stagehand chore into entertainment.

Lola Pertell, singer-accordion, and Professor Guitzer work the cocktail hour in the Manhattan Room, and Keogan, Peter Kent and band and the Manhattan Melodiers (Negro singers) provide the room's informal supper entertainment.

Ralph Hitz has brought in Carl Snyder to supervise entertainment in the chain's dining rooms. Steve Hanagan, the widely publicized press agent, is now p. a.-ing the hotel, with Dick Mockler concentrating on publicizing the entertainment features.

Ramona Wilde and band, which preceded Ramona here, played to poor business, but things are picking up.

Room is still a swell spot for dining and dancing. *Paul Dentz.*

Savoy Hotel, London

Good entertainment, with three international acts contributing.

Fernando Lindner rates high as a mimic and impersonator of sounds. Plenty versatile and enhances his routine with showmanship.

That Certain Trio, two men and a girl, are good piano singers using topical lyrics. Typically English in appeal, but plenty entertaining.

Estelle and Le Roy rate tops among the countless American dance teams to play this hotel. Attractive and a well-matched pair. Not only is their routine faultless and versatile, but it is evident they have given much attention to orchestration and costuming. *Bert Ross.*

Paradise Restaurant, New York

Nicky Blair offers a breezy constitutional to win attention these summery nights at his Paradise boite. Between the goings-on on the stage floor and the music from the band stands, there's a bargain buy for the bon vivants.

Save for a change in specialty interludes, the floor show which unfolded Tuesday (14) is the same as the old one, except that the tempo has taken an added spurt. It's a pretentious parade of talent, nifty stepping and warbling, broad comedy and several production flashes that rate consideration for their pulchritudinous and tasteful mounting. Shannon Dean and Marge Ellis lead the Congo production number featuring the girl troupe.

Alan Carney is still on tap to tie it all together, and during his own lining doing sock impersonations. The Four Grand Quartet remains four grand boys who deliver pleasing piping of standard melodies without any annoying razz-matas or hotcha figurations.

Added is dainty Vera Fern, a solo outstander for delightful dance doings and tuneful tapping. Also new, but no novice at breaking it up with a carload of acro capers, are the Three Winter Sisters. There's hardly a breathing space in their rolling and tumbling. Finale, with one of the sisters doing a one-and-a-half somersault in mid-air, is a great blow-off.

Of further interest are the music makers making their metropolitan preem here. Glenn Miller, a ringer for Benny Goodman in appearance and mannerisms, says that he slides a trombone, brings in a band of 15 that shows promise of rising high. Wisely eschewing the blatant brand of swing-stuff, Miller sticks tight to the melodic motif without letting the heavy rhythmic beats swarm all over it. Arrangements, his own, are youthful and varied, with a definite amount of color to appease those geared to jam and also those who still swear by the polka.

On the other side of the fence is Freddie Fisher and his most unsophisticated (musically) Schnickelritzers, who have dedicated their desanapation to the proposition that there's "cash in them thar cornfields." Their makeup and discs matching their music, boys specialize in orchestral doings that would make excellent background for a scenic ride on the Tononville trolley line. Their licks date back to Adam and Eve, but the cash customers gobble it all up. Even the rabid jitterbugs, after a dose of their capers, would have to think more kindly of the Garber-Lombardo school.

The Schnickys are much more than a novelty, their refreshing fare putting them in a solo class for this kind of

music. Lineup includes Nels Laakso, trumpet; Stan Fritts, trombone; Paul Cooper, piano; Charles Koenig, bass; Chief McKehey, drums, with Fisher Nicking Goodman's fave instrument.

Both bands booked here and handled by Rockwell-O'Keefe and both excellent properties for any booking office to boast about. Miller's crew plays the show music, with Lionel Band, who scored the book, conducting.

Jay Fuggen and Dorothy Kay still handling the publicity. And there's plenty for them to boast about.

M. H. Orodensker.

Glass House, Gramere Hotel, Chicago

A fashionable cocktail lounge, adjoining the dining room of a leading West Side apartment hotel, catering to both guests and neighboring trade. Pop prices and an informal entertainment policy.

Oscar Wetner, manager of the hotel who also takes charge of the talent bookings, switches shows only as frequently as demanded by the Glass House followers. Once an act establishes itself a favorite, engagement remains indefinite.

Shows during the summer are merely brief interludes between dance sessions, still furnished by Don Pedro and his five-piece orchestra. It is a good ensemble of the softer strain variety, using a marimba, electric violin, piano, sax, accordion and bass. Don plays the violin acceptably and doubles as emcee. Joe Vera is an active pianist and Chester Thomas, saxophonist, doubles as a sock singer.

Two acts on hand, singer and single dancer. Elsa Harris is a young and natural looking blonde who sings hit tunes intelligently and impressively. Has a smooth, appealing voice. Theresa Rudolph, breezy toe dancer, displayed novel waltz and military march offerings. Works with an easy and graceful style.

Room has a capacity for about 200, service available at both table and the bar. Girls wait on the trade. Never a cover, with a \$1 minimum Saturdays. *Sam Rosenberg.*

Club Mayfair, Boston

Benny Ginsburg, proprietor of this topsotch nightery, is giving his customers their first taste of line production here. The 52-minute show easily cops honors as one of the local season's best.

George Libby did a slick production job with the line eight. Gals have pulchritude and class, and their routines are dished out with finesse.

All four acts command attention and garnered powerful applause at the show caught.

Renee deJarnette, diminutive lyric soprano, showstopped with *Make Believe*. Her pipes are powerful. There's no doubt about her selling ability and she possesses rare charm and talent.

Loper and Barrett, smart-looking ballroom team, do a flirtation routine, a waltz and a very fast number of their own concoction, giving out with nice arm lifts and spins. Madeline Barrett is a vivacious lass and gets you right between the eyes.

Barbara Belmore socked with a fan dance, with choice fan swing and weave movements, toe slaps to her head, a hand walk with appealing leg posing, head twists coupled with splits, and other bits of acro. Lighting effects were okeh. Applause was terrific.

Billy deWolfe is the answer to any club owner's wish for an emcee. He intros the acts with just the right amount of ballyhoo. For his own effort he pipes *I Love to Whistle*, doublejoints himself to extreme proportions, does a Lon Chaney bit that makes the gal customers scream, then a Boris Karloff-Frankenstein bit, hoofery, control stuff and some persiflage. A showstopping act.

Line works a Cuban routine for an opener and produces an appropriate setting for Miss Belmore's fan dance to *Stars in My Eyes*, with a *Vieni, Vieni* interpolation sung by Miss deJarnette. Violet West, blond line gal, singled it for some okeh high-kick and whirl business. Line closed with an intriguing jungle routine, with Miriam Frankel (line) soloing with a nifty tap.

Lewis Donick ork (11) is a hard-working unit offering music of sock

caliber. Was right in there carrying the show to sock heights.

Mayfair now has a curtain around the band stand. Donick airs over an NBC-Blue (WBZ) wire Fridays. Spot's food, service, prices okeh. Rolling roof with a sky-gaze is a feature. . . . S. J. P.

Murray Room, Baker Hotel, Dallas

Jumping Joe Reichman's band, playing its seventh week here, set a record last week with 2,604 admissions and an average daily attendance of 372. Reichman's ork is a great local favorite, and his engagement has been extended the second time, to close June 23.

The Mural Room is an intimate dance place with very attractive architecture that appeals to the better class of spender. No liquor-by-the-drink sales, so room must depend on appropriate dance music, good food and better grades of wines. Reichman's band fits nicely into this policy, for it concentrates on dance music with emphasis on rhythm.

Show reviewed had no floor show and no emceeing except when Joe takes charge to disperse crowd between band sessions. Larry Stewart, sweet-toned vocalist, pleases exceedingly with such pop tunes as *One Hour With You*, *Thanks for the Memory* and *Please Be Kind*.

Reichman is a master showman and an adept at sensing the mood of his crowd. Danceable rhythms, excellently arranged and artistically interpreted, are his usual run; but when occasion demands he can swing out. Sometimes makes them up in madley fashion with such renditions as *Sweet Georgia Brown* that veers to Gerahwin's *Love Walked In* and winds up with a novelty arrangement of *Gobblin in the Sleepie*.

As the evening wears on, if the crowd gets gay, the band begins to "kick it around" with a bedlam of notes, music and song interspersed with Reichman's gymnastic antics and his attempt to announce numbers while ork proceeds to drown him out and Stewart vocalizes *I Love You Truly*. On the sweet side the ork features such tunes as *Cathedral in the Pines*.

Kay Parsons' Showboat, New York

This is the sixth year for Kay Parsons' nautical endeavor, under the aegis of the McAllister Lines, owners of the Bear Mountain excursion boat.

Promotion has gained steadily each year and boat now does real good biz. Typical is that on June 15, night caught and still early in the season, when business was quite good. Attendance is helped constantly by parties.

Show is a model affair and achieves its purpose, to satisfy the excursionists. There are six pony girls in a lineup that will do plenty for the boat. All lookers and very okeh on the figures.

Good deal of the applause the show meets is due to Miss Parsons, who knows to a T how to handle the heterogeneous crowd drawn to the vessel. Before and after the show, she's mixing and working on a studio piano in community singing. She gets 'em to sing.

Talent lineup has Ruby Barth, blues

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about, back for her third year; Dolores Cortez, Spanish type dancer; Leonor, solo tapster, who does one good number to Caprice Viennoise; Hal Bongard and Ray Dooley (girl), dance team. Show was written by Dave Oppenheim, with one quite pleasant number, *I Can't Get You Out of My Dreams*, done by Miss Parsons in a cute production number. Dances by Sidney Sprague.

Miss Barth works quite hard and, apparently, pleases some people. Dancer, Dolores, showed scant talent in variety-rated coach numbers, an Argentine tango and a Congo routine. Leonor showed to considerably better advantage and was liked quite well.

Bongard and Dooley look like a new team, altho the man impresses as being around some time. Show a lot of promise, the girl having a very attractive face and an all right boogie. Their costumes, incidentally, showed considerable taste, except for one abbreviated affair the girl wore. This is a mistake, since she's chubby and doesn't show to advantage. Team should broaden their work to include other than tap.

Line does several numbers and costuming, scanties, smart-looking orange gowns and a Scotch outfit, quite attractive.

For \$1 a throw, including a three and a half hour sail, it's a champ bargain in the night entertainment field.

Jerry Franken.

Surfside, Atlantic Beach

Surfside opened auspiciously this week, with Connie Immerman's New York Cotton Club entertainers transplanted to the beach spot. In the matter of entertainment and food, Surfside, which was built at a cost of over \$300,000, offers a solid buy for night club addicts. Show produced by Dan Healy is opulent and colorful. Ran overlong opening night, as was expected, and will be tightened up.

Talent line-up is led by George Dewey Washington and Aida Ward, vocalists, Washington, vibrant baritone with a world of vocal power, can sing for anybody's money. Should be given more time than he had on opening night, however. Miss Ward is a direct contrast

to Washington in tonal quality, her soprano being metallic and clean-cut in comparison to Washington's booming melody. Contrast is a happy one.

Like most colored shows, dance talent is plentiful. Top boogie is Freddie James, whose top is clean and intricate and includes fast and slow routines. Act is marked by acro and eccentric turns. First-class entertainment.

Anise and Aland, ballroom team, excel in refined adagio. Couple is slight, girl is particularly charming, and team really dances instead of posing.

Rufus and Richard, aged 5 and 7, respectively, and Ted Lewis Jr., song and tap juvenile, are sock stuff, with Lewis far and away one of the best in the show.

Three Chocolateers, comedy dancing trio, score heavily with their Peckin' routine. A completely slug-nutty bunch which, together with the Lindy Hoppers, supply the show's more robust humor.

Line of 12 and six show girls in production numbers.

Music by Don Redman is, above all, eminently danceable. Musicianship is solid and arrangements are among the best in the business. Redman's delivery of *Stormy Weather*, for instance, with the band joining in on vocals, is musical ambrosia. Generally, Redman's outfit excels in swing delivery. This is so marked that even some of the oldtimers on the floor were abgging. Vocalist is Louise McCarrell, a looker and classy, but owing to the din of opening night she was not heard to good advantage.

Layout of Surfside is gorgeous, including glass-enclosed dining terraces, private banquet rooms, private beach and boardwalk. Dinner at \$1.50; \$2 on Saturdays and Sundays. Paul Ackerman.

Famous Door, New York

Highly touted as one of the best tube homes of swing and the place where Louis Prima first blasted the eardrums of the devotees of 52d street, the Famous Door comes into its own again with a sock show and Alexander's Ragtime Band.

Roy Bedley, emcee, is the current attraction, and deserves all the laughs he gets; he works hard. With him is a stooge, Madame Itchi, in private life

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Just plain Yetta Metoff, who was discovered working as attendant in the ladies' room during Sedley's last engagement in the Club Maxine in the Bronx.

Itchi is a positive natural for laughs and it looks as tho a new entertainment form is born. The madame, the other performers, the owners and the customers have no idea of what she is going to do next, which makes it all the funnier. The owners of the place plan to add another stogie, Madame Pumpernickel. It's also very likely that if the idea is overdone in one spot, it's apt to lose its flavor. Sedley has improved his style and delivery since last year and has added more gags. He is at best, tho, when ad libbing and needling patrons.

Pete Clifford, formerly of the Three Racketeers, entertains with some refreshing ditties and gives a lot of blumph to his numbers. Agnes Dreyer, blond tap dancer, does a very short stint and is okeh. Jean Jordan struts her virtuosity

nude development to Hawaiian music, but outside of being something to gaze at is just another dancer.

Bea Kalmus is a well-poised warbler of pop tunes and delivers effective vocal renditions of *Pleasant Be Kind*; *Joseph, Joseph*; *Lullaby of Broodway* and *Week-End of a Private Secretary*. Hazel Scott, colored singer, fills in during orchestra layoff and does her songs very well.

The selection of Alexander's Ragtime Band, a newcomer to swing, was certainly no mistake. Tho only five pieces (the place is too small for more), they let loose in a style that's highly danceable and easy to listen to. Entire show was set by Will Weber.

House was only half full on night caught, but it seems that the business lull has affected the entire 52d street belt. According to present plans, the spot will be open all summer.

Joel Rose doing publicity.

Sol Zatt.

May Fair Hotel, London

Newcomers to London are Art Mahon and Virginia Rucker, American dancers, who have a versatile and interesting routine and nice appearance, while their dancing is graceful and rhythmic. Novelties are introduced in their "cock-tail" number and in a dance wherein the man performs some creditable sleight-of-hand feats. Bow off to hearty plaudits.

The Male Trio, two girls and a man, offer a comedy dancing and boxing number that is too long. Good in spots and with judicious pruning and the addition of another number would be good for any night spot.

Michael Floms and his band are up to their usual standard and prove a popular aggregation.

Bert Ross.

Mayfair Farms, Merchantville, N. J.

This spot on the New York-Philadelphia pike, eight miles from Philly, bids fair to become one of the top summer niteries in these parts. It's in a beautiful site, surrounded by trees and shrubbery, and is tastefully decorated and furnished.

Show is handled by three well-known Philly emcees, Mickey Alpert, George Clifford and Mario Villani. Most of the show caught was ad lib clowning by this trio and good.

It opens with a dancing trio, Ross, Palmer and Stanton, young but talented hoofers. Audrey Palmer is quite a stunner and a clever dancer. An original

modernistic number, *Powerhouse*, put on by Ross and Stanton, clicks big. It's a dance depicting a turbine machine going into action.

Both Brent, a canary, has more personality than voice, but manages to please with *You're on Education in Yourself*, *Give Me a Cigaret* and *Week-end of a Private Secretary*.

Miss Palmer then does a piroquette dance solo. She is followed by Villani in a bit of Continental foolery as he introduces the act. He tries to hard with his French songs, which miss fire completely.

Alpert, Clifford and a dead-panned busboy known only as "Monroe" do a strictly ad lib take-off on Ted Lewis, which is a riot. The busboy steals the act when he walks off the floor with a disgusted "I think you're both nuts."

Jimmy Kelly, pleasing Irish baritone, sings *One Song*, *Siboney* and gives out with three or four requests.

Mickey and Kathryn Band do their familiar *Easter Parade*, *Yankee Appeal to Me*, *Just Let Me Look at You*, with Kathryn doing some fancy steps while Alpert croons at her.

The show winds up in a blaze of clowning with the three emcees ribbing each other, the other acts and the customers. Manny LaPorte's fine seven-piece orchestra supplies the music.

Sunday is the big night, drawing the crowd from Philly, which still labors under the Blue Sunday edict. Headliners playing Philly spend their time here to escape boredom often putting on some swell cuffs acts.

Jacques Engel is the chef and the meals are excellent. No cover or minimum.

Milt Shapiro and Sam Bushman are the press agents. Club has been opened less than two months and has developed quite a nice following.

St Shalts.

Beach Walk, Edgewater Beach Hotel, Chicago

Summer dance and show emporium, patronized by the young social set and hotel guests in for the season. An ideal setting, the roomy floor encircled by a garden with the waves of Lake Michigan lapping near by.

On a comparative basis, the floor show has been reduced this year, altho Orrin Tucker's band in itself should prove a mighty popular attraction.

Probably the only spot in town charging an admission: \$1.38 week nights and \$1.05 Saturdays, per person. These tags automatically keep the riff-raff out, which is the desire of the management. Food and drinks are served at the Beach Walk tables, regular hotel prices prevailing.

Tucker is playing a return and is probably one of the most personable band leaders here in a long time. He has a fresh, bright personality and impresses as a capable maestro. Outfit dishes out sweet music that, above all, is very danceable. Organization still lists a glee club, and the Bailey Sisters and Bonnie Baker, popular girl vocalists.

Floor bill, repeated twice nightly except Sundays, features two acts and Harriet Smith's line of 12 girls. Sigrid Degule (Florence Cope) specializes in Latin routines and executes with fervor. Makes an attractive appearance. Paul Page, baritone, comes thru with several selections, but not on the whole would probably go better in an enclosed room. His voice, however, is strong enough to carry weight even out in the open.

Girl line has been working in the hotel a number of seasons, playing the Marine Dining Room when the weatherman misbehaves. Kids are well versed in a number of versatile routines which they change frequently, due to the repeat trade.

Four Night Hawks continue as the intermission combination. Sunday evening concerts are presented on the north esplanade by a 15-piece symphony orchestra directed by Capt. Daniel Saldenberg.

Peter Ferris, formerly of the Drake Hotel, is the new door greeter. Managing Director William Dewey takes personal charge of the Beach Walk.

Sam Hontberg.

Frisco Books Gayety, Boston

BOSTON, June 18. — Gayety Theater (E. M. Loew), managed by Larry Stone, is booking exclusively thru Rose Frisco Agency, with Billy Waldron in charge of production. House runs on a Thursday to Saturday schedule. Talent includes a line of 18, four acts and an emcee.

German, Mrs. Wilner Indicted

PHILADELPHIA, June 18. — Tom German and Mrs. Stella Wilner, former operators of the Shubert burly house here, were indicted by a Federal Grand Jury Monday for failing to pay \$3,918 in federal amusement taxes.

Theater was closed in March and federal agents confiscated scenery and props. Pair is out on \$2,500 bond. Mrs. Wilner is the wife of Max Wilner, burly wheel operator.

B'WAY CHORUS

(Continued from page 17)

pation of cashing in on the World's Fair.

Away from the stem, the most high-class exponent of callipgrian culture is Marden's Riviera, with 12 girls. Leading in numbers, however, is the Cotton Club Revue playing Surfside, L. I., with 24 colored chorus girls.

Roumanian Village has 10; Rainbow Inn, 8; Howdy Club, 8; Queens Terrace, Woodside, L. I., 11; Kay Parson's Showboat, 6; Butler's Tap Room, 6; Red Mill, Bronx, 6; Flynn's Brooklyn, 6; Happy's Cabaret, Glendale, 6; Barclay's, Brooklyn, 6; Club Cavalier, 6; Paprini's, Woodside, L. I., 6; Village Nut Club, 5, and Arlet's, 4.

While there aren't many chorus girl jobs around, there are still fewer chorus girls to fill them, thereby placing a premium on status-conscious females and chorines who can do specialties. Because of this condition, night club producers are constantly harassed by the owner for the "very best," with the producer, in most cases, being unable to find enough suitable beauties. The "pony type" is in disfavor for the moment.

GLORIA DAY

Possibilities For FILMS

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 Chez Paree, Chicago, where she went over unusually well.

—BILLBOARD, June 18, 1938.

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Vaudeville Notes

BOB MURPHY is doing more than all right with his House of Murphy restaurant in Hollywood. It's two years now that he's been out of vaudeville. . . . **NICK LUGAS** returned to the Roxy, New York, for a return after four months only. Plays the Million-Dollar Pier, Atlantic City, July 9, and will be on the Al Pearce farwell broadcast next month. . . . **NEW YORK BOYS' ASSOCIATION**, organized by show people, had its first party at the Old Romanian Club, New York, Sunday night. . . . **SUCCESS OF the Casa Manana**, New York, vaude policy has inspired columns and columns of newspaper stories about vaude being "on the way back," etc. . . . **CHARLES JOHNSON** and **Dora Dean**, who claim to be the oldest active variety team in the country, celebrated their 44th anniversary June 19. They featured a cakewalk routine at Hammerstein's Victoria Theater, New York, 33 years ago.

Many bookers insist that plain vaude bills don't mean anything any more and that the only type of vaude that brings business today is that headed by radio, film and band names. Units that do not carry a name are no good at the box-office either, they claim. The only non-name units that mean anything are those that have a sensational exploitation angle.

BIG-TIME CRIP, one-legged dancer, just returned from Europe, will tour theaters in the South and Southwest with Louis Armstrong's unit, which has been booked to August 15. . . . **GEORGE GIVOT** is on the steamer De Grasse which sailed for Plymouth from New York June 19. . . . **BURKE SISTERS** replaced Edwards and Arden in Chicago's Royale Frolics Cafe unit which opens at the Riverside, Milwaukee, July 1.

ANDREWS SISTERS go into New York Paramount July 13 for one week, following engagement at the Earle, Philadelphia. . . . **SYBIL BOWAN** opens at Loew's State, New York, July 7. . . . **SCHICHTEL'S** Royal Wonderettes go into the State-Lake, Chicago, week of July 1. . . . **RANDALL SISTERS** are scheduled for the Roxy, New York, next week.

Remember the good old days when performers complained of three-a-day? Well, what would oldtimers say when they find out that some strollers (sable singers) in night clubs and hotel spots average as many as 500 songs an evening? Those strollers depend on tips a great deal and must sing themselves to death trying to please finicky customers.

BERT WHEELER sails for Europe July 13 and opens in Dublin for a week July 25. Follows into the London Palladium for two weeks and then to Birmingham for another week. Deal set by Guy Martin.

JEAN ARTHUR will do p. a.'s in connection with her latest picture, *Romance of the Limberlost*. . . . **KIRBY AND DUVAL** open June 27 at the Tivoli, Melbourne, Australia. . . . **FELOVIS**, juggler, had to cancel Chi and Pittsburgh bookings because of a commitment in Switzerland. . . . **PAUL GORDON** is set for Radio City Music Hall this Thursday.

Some New York bookers are complaining it is getting tougher than usual to get dates for colored talent out of town. This situation doesn't affect colored name acts or name bands—but it seems the rest of the colored talent is having a difficult time of it. Salaries have been especially depressed.

JIMMY LUNTZEL, former press agent for the Oriental, Chicago, took a leave of absence from Balaban & Katz to do free lance work. . . . **LES NICHOLS**, whistling ventriloquist, is in St. Mary's Hospital, Timmins, Ont., with a fractured leg sustained recently in a windstorm while engaged with Conklin's All-Canadian Shows. . . . **FRANK DECKER**, of the former dance team of Decker and Balala, is managing for the second summer Luna Park's (Coney Island, New York) Ballroom, where new 10-piece orchestra leader is Willard Keeler. Keeler was at the Murray Hill Hotel, New York, last winter. . . . **REO (SAX) LONGWORTHY** started a week's engagement June 18 at the Beacon Theater, Winnipeg, Man. . . . **BLACKSTONE** will pick up a week at the Orpheum, Omaha, July 1. . . . **JACKIE GREEN**, following his date at the Fox-Tower, Kansas City, week of June 24, will spend the summer in New York mountain resorts.

Bill Tells 'Em

NEW YORK, June 18.—Billy (Original) Watson comes to bat with a few pertinent comments on burlesque. Here they are, delivered in his own style:

"Next season burlesque and musical comedy will be the theatrical business. Public getting tired of pictures with only a few exceptions such as Mae West, Muni, Gable and about 20 more. Radio—the comics are telling jokes I told when they had dummies on. Still they don't know how to do them. And they steal everyone's stuff. In burlesque stock houses the audience knows the answers of every bit, and some of these comics do them terrible. A few weeks ago I went to three burlesque houses and the three were doing same bit. Re strip numbers, you must have it. In stock burlesque houses, they are the stock. Only trouble the strip artist does a two-minute act, gets more money than the comedian that does two hours. It should be reversed and the manager would get better comedians." That's telling 'em, Billy.

Says There's Good Dough in Australia For American Acts

CHICAGO, June 18.—Good acts have a chance to make money in Australia by doubling in picture houses while filling dates on a two-a-day vaude circuit, according to Sam Kramer, representative for Australia's Tivoli Circuit, who is here to buy talent for the early months of 1939. Kramer reveals that picture theaters use a couple of turns, with the time schedule enabling acts to fill both jobs.

Tivoli uses both English and American acts, preference given good comedy turns. Kramer mentioned Ross, Pierre and Schuster as the scoring type in Australia. Repeat engagements are possible, although they are not frequent. New faces are always in demand.

Circuit offers 10 weeks, with all transportation expenses paid by the office. Kramer says taxes are low and living conditions moderate.

Among acts booked thru the local Billy Diamond Agency set to play in July, August and September of this year are Jerry Lewton, St. Clair and O'Day, Al Cleve and Company, Clifford and Marion, Johnny Sanna, Johnny Bryant, Whitey Roberts, Jack Britton and Dick, Don and Dinah.

Kramer and Diamond are holding auditions here this month for acts planning Australian engagements in 1939.

Observations From Chicago

By SAM HONIGBERG

WHY some local night club operators who serve food minimize its importance remains a mystery. It is just as important to satisfy patrons with wholesome meals as it is to please them with an appropriate show. Yet several clubs asking between \$1.50 and \$2.50 for a dinner have poorly equipped kitchens and serve dishes that are far from appetizing. Reminds us of the fancy outdoor club owner who runs into the across-the-street hamburger stand during meal time.

PARDON us for not seeing the logic of the local theater chain in moving a picture from an ace 75-cent top combination house into another Loop temple where it is allowed to continue at the same price. Any patron with average intelligence is aware that the ticket was available the preceding week with a costly stage show on the same bill. Which may be the reason, incidentally, why most of those forced subsequent runs play to almost deserted houses.

A DEPRESSING sight, that dark Oriental Theater in the heart of Randolph street, its front stripped bare and a mournful sign bearing the single word "Closed" hanging low over the box office. A proper setting for the landlord (the John R. Thompson Co.) which has on its hands demands for a rent reduction and on its neck complaining theater-neighbor merchants. Differences should be settled early to make way for a fall reopening and a return of the house's former low-price policy. Significant is the fact that Sophie Tucker's recent engagement at a 75-cent top grossed around \$12,000, while her preceding appearance, when the Oriental had a 40-cent high, attracted more than double that amount.

COMPETITIVE summer resorts around here will watch with interest the innovation of water carnivals in the Bon Air Country Club's swimming pool. Present plans call for the appearance of notable champions to build up daytime business. Eleanor Holm will be the initial pool feature July 1, 2, 3 and 4.

THOSE extra rehearsal fees demanded by the local musicians' union are an unfortunate ruling for acts who do not open at the same time with the band. Orchestra boys can rehearse the acts only at the beginning of the band's engagement, and the operator has to kick in with an additional payment for rehearsals of acts coming in afterwards. Most ops refuse to pay, and performers are forced to go thru a verbal rehearsal only, resulting in poor showings the first day or two.

Swing Bands Draw Top Grosses Of Season at Earle in Philly

(Continued from page 4)

business that struck the other central-city theaters of the chain.

S. R. O. signs were common, despite the fact that the house seats more than 3,000. Name band policy filled the theater during the afternoon shows continuously, fed by the five colleges and 13 high schools in the immediate area. The scenes during Goodman's week here were the wildest in memory.

Starting September 1, the records of the Earle attractions, their accompanying pictures and gates, follow:

Horace Heidt's Orchestra, *On Such a Night*, \$23,000; Ethel Shutta, *Mitzi Mal-fair* and others, *Mr. Dodd Takes the Air*, \$21,000; Mal Ballett's Orchestra, *Life of the Party*, \$21,200; Jack LaRue and Vincent Barnett, *It's All Yours*, \$18,000; Buddy Rogers' band, Toby Wing and Roy Atwill and Annapolis Salute, \$22,500.

Happy Felton's band with Mary Brian, *This Way Please*, \$20,500; Ted Lewis, *Danger, Love of Work*, \$23,000; George Price, Mary Small and others, *Make a Wish*, \$20,000; Lucky Millinder's band, *Hold 'Em Nery*, \$21,500; Monte Blue, Mary Dees and others, *Music for Madame*, \$22,000.

Thanksgiving week with Borrah Mine-witch and Jane Froman coupled with the picture, *Fight for Your Lady*, was good for \$21,000; James Milton, Harriet Hector, 45 Fathers, \$21,000; Hudson-DeLange Orchestra, *Big Town Girl*, \$21,000; Ins Ray Hutton, Hal LeRoy, *She Married an Artist*, \$21,400; Velox and Yolanda and others, *Paid To Dance*, \$18,000.

Christmas week, plus Red Norvo and Mildred Bailey and *You're Only Young*

Once, brought in an elegant \$28,000. Then came Kemp's smash, \$28,000, followed by Tim and Irene, Benny Baker and others and the picture, *City Girl*, \$21,000.

Then followed a string of successes: Judy Canova et al., \$25,000; the Howard Brothers and Mitzi Green, \$23,000; Vincent Lopez' band, Lee Dixon, Benny Venuta, *Swing Your Lady*, \$23,000; Ted Weems' Orchestra, *No Time to Marry*, \$21,000.

Pinkey Tomlin's corny ballads crowned in a weak \$18,000 with the picture *Blondes at Work*, but Benny Goodman's smashing revival of the tune of 33 G's brought things back in the black. Picture was Tomlin's *Swing It Professor*, a fourth-rater—but nobody cared.

Pats Waller's gang, plus *Start Cheer-ing*, was good for \$21,000, followed by Tommy Dorsey's cushy stay—\$27,100; Bert Wheeler, Dorothy Lee, Love, Honor and Obeys, \$19,900; Don Bester's Orchestra, Clyde McCoy's band and their "Battle of Swing," with *Dangerous To Know*, \$22,400; Jackie Cooper, Monte Blue, *Hearts Colla*, \$22,700.

Happy Felton's return engagement with *Buildup Drummond Returns* hit a low with \$17,200. Glen Gray's Casa Loma Orchestra, with *Island in the Sky*, did a bit better with \$20,600. Cab Calloway, plus *The Battle of Broadway*, raised the ante to \$21,600. Guy Lombardo, *Nurse From Brooklyn*, \$23,900.

During week of May 10 the Earle tried the policy of showing a first-rate, second-run, *The Adventures of Marco Polo*, with their stage show—George Jessel, Norma Talmadge and company—bringing in \$21,800.

The Saturday Night Swing Club, with *Go Chase Yourself*, drew \$19,900. Wayne King, *Hold That Kiss*, \$20,100. Tommy Riggs and Betty Lou, etc., *Hunted Men*, \$23,000. Abe Lyman, *College Swing*, \$19,000, and Gene Krupa, with *The Devil's Party*, \$19,000.

The Earle had a tough break in the early part of April when Herman Whitman, its capable manager, died. Maurice Gable stepped into Whitman's shoes, but had a tough spot to fill. He's beginning to click now but has run into punko business the past two weeks which hit the non-vaude houses even harder.

Vode-Visions Raps AFM Rule

NEW YORK, June 18.—A picketing demonstration against Joe Weber, president of the American Federation of Musicians, upon his return from the AFM convention in Tampa, Fla., may develop from the trouble over Vode-Visions, which would revive vaudeville to the accompaniment of mechanized music tracks, according to Ira Morais, press agent for the Vode-Visions.

Ralph Whitehead, AFA's executive secretary, has gone to Tampa to discuss the problem with Weber. The musicians' president some days ago notified all locals to refrain from playing for any recordings to supplement vaudeville acts. AFA, with everything to gain for its members from such a commercial enterprise, is understood to resent monkey wrench Weber has thrown in the machinery which would create jobs for its members.

Strand Vaude Set

NEW YORK, June 20.—Revival of stage shows in the local Strand is about set and will begin after Warners dispose of several Class A pictures, including *White Ravens*, that they feel can hold their own.

Cost of revamping the stage will be \$35,000. No decision has been made as yet on whether house will feature name band or regulation stage show.

Mary McCormic Unit

CHICAGO, June 18.—Morris Silver, manager of the local William Morris Office, reports working on a unit that will star Mary McCormic and play one-nighters sponsored by organizations. Silver says several vaude acts will be used, with Jack Pine engaged to handle the production end. Show, however, is not expected to go on the road until late this summer.

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, June 16)

Five-act bill this week has plenty to offer in the way of good solid entertainment, combining swing, comedy and dancing, delivered in large talented doses. Headlining are Happy Felton and his band, brought back as a result of their successful stay here five weeks ago, acted this time by the grand vocalizing of Mildred Penton.

Show gets off to a good start with the adagio clowning of the Alexander and Santos revue. Basic idea is nothing new, but Santos' half-tails, half-balloon costume gets plenty of laughs, and the routines are worked out more cleverly than in most acts of this sort. Blonde assists the two men in one tangled-up dance, and another opens the act with a solo bubble dance.

Johnny Woods all but stopped the show in its tracks with his remarkable voice imitations. Using Fred Allen's amateur hour as a base, he works in personalities ranging from FDR and Al Smith to Vallee, Wischell, Kate Smith and sundry others. Surprising part is that each one is as good as the last, and line of patter that goes with it is exceedingly funny. Top it off with a nice personality and it's no wonder an audience doesn't want to let him go.

Dorothy Stone and Charles Collins lend class to the proceedings with their musical comedy reputation and their highly polished routines. Act reflects careful thought and preparation in selection of numbers as well as execution. Pair does two numbers together, with a vocal build-up to each, and Collins has a tap routine to himself. Very sophistication and polish of the act militated against it, however, audience seeming to prefer the knockabout dance nonsense of the opener.

Charles (Slim) Timblin fills the fourth spot with his familiar preacher act, which has some good stuff in it, altho it's a bit too blue in places. Adam and Eve story especially is pretty broad.

The Felton crew winds up the 72-minute show and experiences no difficulties pleasing the crowd with its novel arrangements and specialties. Genial bouncer seems to appreciate the honor of playing a repeat here so soon

and works hard to show it. Opens with *In a Happy Frame of Mind* and follows with an introduction of his boys in a cocktail-ingredient idea, then *The Butcher Boy* and a rock swing version of *My Darling Nellie Gray*. Miss Penton, attractively gowned, does clever arrangements of *Anything Goes* and *It's Wonderful*. Felton presents his own battle of music by playing *Loek Lowmond* straight and then swing, asking the audience to express its preference. Several other novelties add to the round maestro's contribution to an all-round good show.

Columbia's *There's Always a Woman*, with Joan Blondell and Melvyn Douglas, on the screen. Business good last show. Daniel Richman.

Earle, Washington

(Reviewed Friday Afternoon, June 17)

That demon drummer formerly with Benny Goodman's Band, Gene Krupa, opened to a house packed full of high-school kids, and the Earle is hanging out the SHO while Krupa and his swing orchestra give a jam session four times a day. Management was forced to put special patrols along the aisles to keep the kids' enthusiasm within bounds, the front rows being filled with jitterbugs.

Traveling with Krupa's boys are Nichols and Roberts, billed as the "King and Queen of Shag." Their modern routines wow the local adolescents, who will be aping this pair for some days to come. Nichols and Roberts have the fine points of the shag down pat. The kids did three routines and were spent. However, the house yelled for more.

Krupa has a nicely balanced placement crew and the novelty of a drummer being the main attraction seems to be pretty sound, at least while the swing craze lasts. Irene Day is the orchestra's touch of femininity, a blond dream who had the local lads hanging on their seats. Her voice is okeh, but she could put a little more umph in her ditties. *If I Could Be With You* had sock, with the front rows chipping in their wel-

come. A neat poetic introduction by Miss Day gave her a chance to give a take-off on Ina Ray Hutton leading the band.

Tommy Trent with his Puppet Parade has not been seen in Washington for some time and this week he kept the spectators definitely interested. His act is a conventional Punch and Judy, but for an encore he has a puppet Sambo who first gets a routine with the strings unaccompanied. The act registers a high point when the lights go out and Sambo becomes luminescent to continue his jig. As a touch of the real thing, Leo Watson, colored trombone player, comes on to give his version of *The Midnight Ride of Paul Revere*. A type of yelling akin to Cab Calloway's constitutes the rest of Watson's appearance. Feature pic is Warner's *Crime School*.

Edgar Jones.

Music Hall, New York

(Reviewed Thursday Evening, June 16)

The stage show this week includes the usual ingredients of Radio City Music Hall shows—ballet, glee club, vocal duet, novelty turn and big Rockettes scene.

It's a sure-fire formula and this audience loves it. The show starts off with a lovely but slow ballet scene bathed in soft blue light. The girls flutter engagingly, with Louise Fornara, Marie Grimaldi, Nina Sabatini, Pauline Kaye and Hilda Eckler stepping out for solos. Then Jan Pearce and Robert Weede lend their flowing tenor voices to a duet piece from *Forza del Destino*, winning applause.

The next scene has Max and his Gang. Max scores with his acrobatics, dancing and contortionistics and then brings on his group of small dogs for stunts. The entire turn held close attention all the way. Max bowing off to a big hand—surprising for this house.

A minstrel scene closes the show. Robert Landrum sings an earnest plea to *Bring Back Those Minstrel Days*, paving the way for the curtain to go up on a mass scene, in which the glee club, the Rockettes and the ballet engage. Jan Pearce and Robert Weede again lead the singing, with the glee club providing swell background in a medley of old-time tunes. Joe Sodja provides the punch with his outstanding trick banjo and guitar plucking. His banjo number, in particular, is a fine piece of musicianship. The Rockettes take the stage for the finale, drawing the usual terrific hand with their precision and spectacular formation work.

The Music Hall Symphony Orchestra, led by Erno Rapee, played the overture to *Die Fledermaus* energetically and competently with the aid of fancy lighting. Dick Liebert is still at the console.

Russell Markert produced the show, with Nat Karson doing the sets.

Picture is *Blockade* (Walter Wanger production), a real heavy drama. Business opening day good. *Vivacious Lady* just ended two weeks, grossing \$75,000 and \$50,000. Paul Denis.

State-Lake, Chicago

(Reviewed Friday Afternoon, June 17)

Another heavy show that should enjoy healthy business. School vacation started this morning and that will help this house, too. Line-up, generally, holds up well, including successively Stalac Brothers and Pearl, Peter Higgins, Masters and Rollins, Toby Wing and Floyd Christy with Hal Gould. Stalac Brothers and Pearl have a

strong and zippy acrobatic act that is a splendid opener. Followed a slow medley number staged by the house line and went thru their pieces deftly, streaked with lightning speed. Boys work in full clothes, and blond partner is a bright decoration in the act.

Peter Higgins is back for another return engagement and he stopped the show as usual, even in this early spot. One tenor who can clown pleasantly between songs and back up his varied selections with a strong, melodious voice. Had to beg off after five numbers.

Masters and Rollins proved another sock turn. Mixed team doing comedy chatter and dancing, and clean all the way thru. Woman, lanky and funny, keeps the laughs coming from entrance time, and man scores equally well with his loose-legged dancing and mugging. *I Am a Chiropractor's Daughter* is a hilarious highlight.

Toby Wing, another repeater, got by principally on nerve this time, making the mistake of using special material that has little rhyme or reason and, more important, does not suit her personality. She would be better off to carry on with talking deliveries of pop tunes.

Floyd Christy and Hal Gould did well with their funny acrobatic stunts, altho on a bit too late perhaps to get the most out from that type of act. Gould is a good tough-guy straight for Christy's Victor Moorish antics.

House line closes with a modern strut in revealing tux costumes. Band is on

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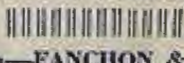
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Paramount, New York

(Reviewed Wednesday Evening, June 15)

Red Norvo and orchestra and Mildred Bailey will account for most of the big house does. The picture, *Coconut Grove*, is a weakie. Front of house carries the Norvos' billing as Mr. and Mrs. Swing, but the emphasis on the five is not as forte as to be expected, which may disappoint some of the fiends. Accompanying line-up has Tommy Riggs and his invisible Betty Lou from radio; Five Rileys, terpers, and the veteran Gtetzia, strong-armsters.

Norvo has, with his wife, lately climbed to good ranking among bandleaders by the path on swing. Band is more than okay and partly satisfied the rhythm lovers with *Flat Foot Floogie*, *Born To Swing* (one of Miss Bailey's tunes and delivered a la socko), one or two other numbers and a good xylophone number by the leader. Norvo would help matters a lot, tho, if he loosened up on the stand; he seems to be working under wraps all the way except in one xylo number. Makes little effort to aggressively project his personality to the audience. This weakens him as a vaude attraction. As a matter of fact, it's the sole drawback and might even carry over to dance tours, one-nighters, etc.

Five Rileys work neatly in precision tapping. Like all dancers at this house, they are handicapped by the spare stage. Three boys and two girls, recently in the legit *Hooley for What?*

Terry Allen is unimpressive as the vocalist with the band.

Gnazzis were warmly appreciated in their strong-arm lifts and turns, house giving them an excellent reception. Act does various lifts from prone position on stage, last routine having the under-pinner turn around, thru his arms, etc., and holding his partner up on his up-stretched arms.

Tommy Riggs ended a run of almost a year on the Rudy Vallee air show last week. Net results were a healthy bank roll, a picture contract and a rep which should make bookings easy. While he lacks stage presence, he handles himself efficiently well and, aided by pretty good material, is satisfactory. His kid voice is completely charming and the kid stories entertaining. He's good-looking.

For two brief numbers a couple of kids shagred, Suzy-Q'd and hopped around. Nice-looking youngsters, they were returned winners in a contest at the recent Benny Goodman swing fiesta at Madison Square Garden. House went for them handsomely.

Miss Bailey didn't sing near enough. Opened with *Born To Swing*, then *I Let a Song Go Out of My Heart*, a third number and finale with the *Scratch*. First two numbers were excellent, but the closing tune never rated its being featured thusly. Jerry Franken.

Chicago, Chicago

(Reviewed Friday Afternoon, June 17)

The Chicago is too large a nest for Chick Webb and his swinging chicks to nestle profitably by themselves for a full week. With no strong picture support or outside box-office acts, house is in for a red ink session. Chick's little show in itself, however, is entertaining if of some note. The boys play with real gusto, Webb drums out tunes in typical killer-diller style and his cohorts pitch in with pleasing specialties.

The 15-piece aggregation opens with a feverish tune labeled *That's a Plenty* and follows with Webb's own *Splishin' and the Webb*, which is more of fast and hot music. Dippy Wilson, next, is an impetuous tapster doing well all the steps expected of a Negro dancer and closing with a fine Bill Robinson routine.

Ork's quintet goes in for a brief jam session, blowing and drumming away *I Ain't Got Nobody* and *In a Little Spanish Town*. A rather novel combination, the instrumentation including drums, bass, flute, clarinet and piano. John Holmes was the comedy top-notch on the bill with his amazingly clever ventriloquist act. The transition of his voice is unusually impressive and his Negro dummy (Henry) has real appeal.

Band debuts out *Don't Be That Way* before the outfit's first lady of swing, Ella Fitzgerald, steps to the mike to teach *Can't Face the Music* and inject

more of her typical foggy-voiced personality in *Pep Corn Man* and *Week-End of a Private Secretary*.

Liza, a Webb drum specialty, serves as an abrupt finale. On screen, Warner's *Crime School*. Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, June 17)

Outstanding feature of the Fanchon & Marco production here this week is the beautifully tasteful staging and scenic decor. Show is not elaborate, but its simplicity is what gives it its artistic merit. Finale especially rates accolade, with top honors going to Raymond Driscoll for his lovely costuming of the Gae Foster Girls. Crinoline-style costumes would be worthy of any Max Gordon revue. Number is based on the current *Girl in the Bonnet of Blue*, sung first by Nick Lucas, danced by Dorothy Crooker and working into a highly effective routine by the G. F. girls. Whole bit is particularly pleasing and eye-filling.

Best of the show is average. Foster Girls open with a fair routine to *Three Blind Mice* (title of the screen half of the bill), and Miss Crooker follows with an unusual dance executed thruout its more than five-minute length on only the left leg. Difficult number was amply rewarded by a visibly impressed audience, and rightly so. Dancer's contribution to the finale was more in the accustomed mode, but nonetheless well done.

Ben Beri, European juggler, works amusingly, altho his tennis-ball and Indian-club manipulations are decidedly mild. Relies more on a humorous projection of his tricks than on superiority of the stunts themselves. Fellowholders don't always agree, however, with his oftentimes forced attempts and were singularly unresponsive.

Motter and Davis contribute nothing new to the field of strong-arm acrobatics, but muscular pair makes a good appearance and working on a raised platform level surrounded by artistically draped Foster girls lends distinction to the act. Four Franks, two men and two girls, strive hard with dances, trumpet and sax playing. Bill Robinson imitations and a general display of vim, vigor, etc., with energy having the edge over talent in the final analysis.

Nick Lucas headlines the bill with his guitar and familiar high tenor. Does *Says My Heart*, *Little Lady Make Believe*, *Joseph*, *Joseph*, and, of course, the inevitable *Tip Toe Thru the Tulips* at the request of the audience. Side by side also serves as another request. Then into *Bonnet of Blue* for the close. House well filled opening night. Daniel Richman.

Mainstreet, Kansas City, Missouri

(Reviewed Tuesday Evening, June 14)

Back in town for his annual visit with his home-town friends, Cab Galloway and his band are upping receipts at William Elson's fine downtown house, just as Cab and company invariably do when they play Kaycee. Show is good thruout and patrons were generous with applause at performance caught.

Swing arrangement of *China Boy* starts the ball rolling nicely, Cab cavorting about the stage. Next comes a sweet version of *Paradise*, which shows a five-man sax section to swell advantage. Chu Berry's tenor sounding especially fine. Rhythmic treatment of Edgar Sampson's *Don't Be That Way* follows, leading to Cab's introduction of the Six Cotton Club Boys, elegantly uniformed youths who dance well together and individually on and off a small platform. Accompaniment, incidentally, is to the tune of *Motex Stamp*, penned years ago by Kaycee's own Bennie Moten, and now used as a theme by Count Basie. Crowd recognized the tune and cheered, which helped the boys put over their bit and take two bows.

Benny Payne, pianist, sings *Please Be Kind*, and Cab moves in with Mike Riley's *Ooo-Booms*, laving audience to join on the choruses. Was the show's weakest spot, galleryites somehow not being in the mood to warble en masse. But Avis Andrews' appearance swings the show back to normal as she offered a long-haired treatment of *In the Still of the Night* and encoored with *I Can't Face the Music*, both well done. A good looker, she scored heavily. Stump and Stumpy then took over, pulling a Ted Lewis imitation and an all-round

whacky turn, which went big. Two encores.

Old pop standard *Bugle Call Rag* with more of the lovely Berry tenor starring was next, then Cab used props to register okeh with a *Roscoe and Juliet* travesty, Miss Andrews assisting. Curtain dropped to wild applause. House well filled. *Pic, The Saint in New York*, poor.

Calloway's appearance at the Mainstreet marks one of the few times a year the management uses vaude. Elson should bring in vaude of the Calloway caliber more often. Dave E. Dexter Jr.

Empire, Glasgow, Scotland

(Week of June 6)

Drawing capacity business here are Ray Noble and orchestra, making a first appearance this side with present personnel.

Teddy Ashton and Her Glamourettes, girl tappers, open well with a smart routine neatly presented. Girls make two further showings in the program. Freddie Forbes, English "dude" comedian, with his personable feed, Angela Barrie, gets laughs with risqué dialog.

George Doonan, English comedian, who recently played a few weeks of vaude in America, keeps the laughs going with new wisecracks.

Rapid Four sustain interest with a mild comedy acro routine.

Ray Noble and His Orchestra are a veritable sensation. Noble's distinctive manner and routines are made to order for British audiences. Numbers range from *The Merry Widow* and *Thanks for the Memory* to a hot new version of *Alexander's Ragtime Band*. Marian Manners, Broadway songstress, is a show-stopper on her British debut. Appealing in style and looks, she fits in well with the ork. Warren Phillips, with a Crosby-like delivery, is another immensely successful contributor. Other standouts are Bill Hartly, with a smashing drum solo; Davidson, hot trumpeter; Campbell, clarinetist, and Johnny Burt, pianist.

At the show caught Noble and ork took seven tab calls and responded to three encores. Bert Ross.

Acts Wins Salary Suit From Producer

CHICAGO, June 18.—American Federation of Actors reports that the \$170 back payment case filed for Joe and Eddie Dayton against Will J. Harris, local producer, was returned in the act's favor in a local court Thursday. Act claimed that amount represents unpaid salary earned while employed in Harris' *Yacht Club Revue* unit.

The Daytons, thru AFA, are also filing a suit against the Leiston Brothers, operators of the Eight o'Clock Club, Cleveland. Act states that it was booked in for a two-week engagement but held only one.

F&M To Book Talent for Films

NEW YORK, June 20.—Fanchon & Marco will supply talent for Coronado Films, Inc., new picture company with production activities in Hollywood. Production schedule consists of six Western musicals.

Arthur Dreffuss, former producer and director for Condor-EKO, is vice-president in charge of production.

Phillips Wins BAA Board Vote; Union Marks Time

NEW YORK, June 18.—As a result of the demands of Frank Penney, former vice-president and now executive board member of the Burlesque Artists' Association, first board meeting of that organization in some months was held Wednesday night, but only after Penney had carried his demands to the Associated Actors and Artists of America, which in turn brought pressure to bear upon Thomas J. Phillips, BAA president-secretary.

Meeting, which lasted from midnight till 4 in the morning, resulted in complete vindication for Phillips of the charges of inaction and negligence preferred against him by Penney. Ten board members who attended turned in a unanimous decision dismissing the charges and giving Phillips a vote of confidence. Penney was awarded a vote of thanks for his interest in the welfare of the association.

Letter had been agitating for a meeting for almost a month, but none was called until the Four A's stepped in at his instigation and demanded that Phillips do something about it. Penney charged that the BAA has not been active enough and should be on the job to protect burly artists before they sign up for the new season.

BAA feels that there is not a great deal it can do locally due to the political situation regarding burlesque. Phillips stated after the meeting, however, that the association intends to do everything it possibly can to protect its members.

The BAA does not enjoy any closed-shop agreements at present, burly performers and chorines having been without union protection since last winter.

Stroud Theater Reopening

STROUDSBURG, Pa., June 18.—Local interests are preparing the old Stroud Theater for opening under policy which will include films, road shows, vaudeville and stock.

Negotiations with bookers for summer stock players and vaudeville acts are being opened by backers of the house.

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Magic

By BILL SACHS

(Communications to Cincinnati Office)

THE GREAT LAPOLLETTE, after a season of theater and club work, is again associated with W. J. O'Brien at Revere Beach, Mass., where he is operating a Ten-in-One layout, the only show attraction on the beach there. Included among his attractions are All Ben All, hypnotist; Harry Davis, magician, and Ada, mentalist, assisted by Ray Burns. George Wilson is All's chief assistant. . . . **OTIS MANNING**, diminutive deceiver, is in his second week at Jimmy Brink's Lookout House, Covington, Ky. . . . **JOHN BOOTH** heads the current floor layout at Nixon's Restaurant, Pittsburgh. . . . **JOHN O. GREEN'S** mystery attraction is now on its fourth summer tour of Canada's maritime provinces. Unit is now in New Brunswick playing parish halls. Green reports that he's set until December. Orin E. Rawley is chief assistant. . . . **PHIL D'ERY**, ventriloquial emcee, has moved from the Hotel Heidelberg, Baton Rouge, La., into the Blue Room of the Hotel Roosevelt, New Orleans. He recently concluded a month's stand at the Southern Dinner Club, Shreveport, La. . . . **S. B. HENRY**, sand picture expert and magick, is doing his stuff in the Dallas territory these days. . . . **NEW ORLEANS** magicians and members of the local Federal Theater Project will stage a benefit show July 1, the proceeds to go to Hermann the Great (Felix A. Hermann), veteran magician who suffered severe leg injuries in a car accident in New York State several months ago. He is now ill at his home, 2023 Baronne street, New Orleans. . . . **DECATUR DEMONS CLUB** will hold its annual picnic and show at Nelson Park, Decatur, Ill., July 10. A lavish magic program is being mapped out and the boys promise all visiting magi a bang-up time. . . . **SPOKANE MYSTIC CLUB** at its 25th annual meeting June 14 elected Dr. C. W. Talbot president and E. V. Klein secretary-treasurer for the 25th consecutive time. New officers chosen were E. J. Peterson, vice-president; Henry Peden, second vice-president; M. M. Kalez, sergeant at arms, and R. A. Gray, council representative. Plans were made to entertain Harry Blackstone when he plays the Orpheum, Spokane, the week of July 23. . . . **DON SWEET**, delineator of humorous humbuggery, is now city editor of the East Moline section of *The Moline Daily Dispatch*, Moline, Ill. . . . **SYL REILLY**, Columbus, O., created no little interest with his new miracle board at the IBM conclave in Cincy last week. He'll buy you a drink if you can find the gimmick.

IBM RE-ELECTS
(Continued from page 5)

assembly adopted an amended constitution providing for (1) a one-year term for the president, with no possibility for immediate re-election; (2) 12 regional vice-presidents instead of three national vice-presidents; (3) relieving the president of the duties of treasurer and editor of *The Linking Ring*, and (4) a rotating executive committee of six, two members to be retired and two to be elected each year, with no dealers being permitted on the committee. Secretary Ted Hauber was given the added impost of treasurer, with Hazel Miller being named assistant secretary. T. J. Crawford was named editor of *The Linking Ring*, IBM's official mag. Dr. Henry Ridgely Evans, magic authority, was voted dean of IBM magicians.

Those who participated in the various night shows were: **Tuesday**—John H. Davidson, Mystic; Dr. Harlan Terbell, Charlie Carrer, Jimmy Trimble, John Mulholland, Jean Fole, Del O'Dell, and Charley Beckler, emcee, Wednesday—L. L. Ireland, Brandino, William Russell, Doc Schelzer, Grady Nicholson, Kardroy, E. J. Moore, Mystic, and Del O'Dell, emcee. **Thursday**—Eidoms, Mystic Craig, Huntington, Charley Carrer, Johnny Giordomaine, Drake, Goodlette Dodson, Franee, and Charles Leedy, emcee.

E. J. Moore handled the free-act attractions on Fountain Square in his usual capable fashion. *The Cincinnati Post* sponsored the kiddies' show held at the Taft Theater Wednesday afternoon, in which the following participated: Harry E. Cecil, emcee; Walter Labermaier, Harold Sterling, Franee, Madam Pixy, Dr. Carl Frischkorn,

Burlesque

New York:

IZZY HIRST has the Globe, Atlantic City, for the summer's burly show instead of Joe Qutner, operator the last few seasons but whose lease expires in July. Expected opening date is June 30. **ED ROWLAND** and Harry Palmer shuttered their Triboro, New York, for the season June 18. Reopen early in September. . . . **SALLY OSBORNE**, former chorus captain, is new number producer at the People's, New York. Promotion came upon the exit of Jimmie Allatin. Ann Kane is doubling between show girl and strip tease principal. Buddy Orlando, juvenile tenor, replaced Bernie Miller June 10. . . . **JEAN CARROLL** and Phil Stone returned to the Republic, New York, June 17. Other new principals are Al Golden and Max Coleman. Exits June 18 were Amy Fong, Billy Fields, George Tuttle, Hilda Allison, Wen Miller and Princess White Wing. **JOEY PAYE** is coming at the Totem Lodge, near Albany, N. Y., when he is not auditioning for new pix and radio prospects.

JACK MONTGOMERY, producer at Star, Brooklyn, slated to construct boat shows aboard Tony Miccio's Yankee, which debuts along the Hudson River with burly July 3 from both the Battery and Harlem (125th street) piers, New York. Rags Ragland and Maxine Dushon engaged for July 10, the second cruise of the Yankee. . . . **LOVEY LANE** left Star, Brooklyn, June 15 and opened the following day at the Harlem niter, Atlantic City. . . . **JUNE MARCH** and Gay Knight (March Sisters), are now in Chi niteries. Former is at Jimmie Lane's 888 Club, and latter at Dutch's on Lansing road, where Gay opened recently

for four weeks after a stay at the 806. . . . **PAT KERRI**, new burly principal, is featured at the Clover, Baltimore, booked by Walter Budd. Other openers, June 17, were Margie White, Louise Wright and Ann Page, placements by Tommy Levene. . . . **FLORENCE GARBO**, of the Etings, New York, steppers, birthday-gifted June 24 with a diamond-encrusted ring.

LEON FELDMAN took over the concession manager's reins at the Etings, New York, June 13, while Billy Howard became the husband of Mollie Zuckerman, sister-in-law of operator Max Rudnick, at the Rainbow Inn, on the East Side. . . . **GEORGE KAYE**, tenor, replaced Chet Atlard at the Etings June 17. Atlard booked for the mountains over the summer. Harry (Stinky) Fields and "Shorty" Little left June 23 to open July 1 at the Casino, Toronto, thru Dave Cohn. . . . **MARGIE KILLY** and Sally Keith heading east to open at the Nomad Club, Atlantic City. . . . **MIKEY WALKER**, who extra-attractioned on the Hirt circuit last season, is now operating the First Round Club, Keansburg, N. J. . . . **SAM RAYNOR** and Murray Briscoe will make their second invasion of Atlantic City as niter operators July 1, this time taking over the former Silver Slipper spot on Kentucky avenue. Last year it was the Burlesque on the boardwalk under the St. Charles Hotel.

UNO.

Chicago:

HARRY CLEXX vacationing in Europe. . . . **HARRY HIRSH** moves his roller derby to Duluth, Minn., August 1. . . . **PAUL MOBOKOFF** has left for Lee Ann (See *BURLESQUE* on page 36)

Minstrelsy

By BOB EMMET
(Cincinnati Office)

PROF. WALTER BROWN LEONARD shoots a list of books on minstrelsy culled from his own files. They are as follows: *Minstrelsy Ancient and Modern*, by Alex Gardner, 1873; *History of the American Stage*, by Col. T. A. Brown; *Fifty Years of Theatrical Management*, by M. J. Levitte, and *Monarchs of Minstrelsy*, by E. Leroy Rice. Levitte's book, says Leonard, has much authentic minstrel history, as he was one of the pioneer minstrel managers and owners. Book has 700 pages and as many illustrations. It is difficult to get any of these books and they command a good price.

GOAL BLACK and the *Seven Dwarfs*, an opus written by Florence Stewart, clicked handily at the Federal Theater Playhouse, New Orleans, last week. The burlesque, put on by the minstrel group of the theater project in the Crescent City, headlined Jimmie Cooper and Johnny Morris as steppers and singers, assisted by William Hobbs, William Trone, Louis Munsch, and Tony Cipone as Interlocutor. Sugar Marlette, Paul Serpas, Maurice Harding, Manole Melancon and Roy Tell, all one-time minstrels, took part in the fun directed by Harding. The press was loud in its praise of the fun-making, especially the scene where hens take the parts of pigeons in the wishing-well scene.

HOMER MEACHUM, after several months on the road with a unit show, is back in Cincinnati.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Pop Dunlap All Set For Washington Show

WASHINGTON, June 18.—Under the sponsorship of the Cassel Saxon Post No. 41, American Legion, at Georgia avenue and Silver Springs here, the Pop Dunlap show will get under way next week. Five hundred engraved invitations will be mailed to city and county officials to attend the opening night.

Contest will be under the European rules of one fall and out, new to this part of the country. At this writing 20 teams have reported, with seven others reported on way in.

Dunlap is using a tent with 18-high blues and over 1,000 ringside seats and a well-illuminated entrance flash. Organization plans one more show to follow this one.

Pughe's Kilgore Biz Dandy; 9 Teams, One Solo Remain

KILGORE, Tex., June 18.—George W. Pughe's Derbyshow continues to pull the crowds from all over the East Texas oil fields, with the S. R. O. sign having been dusted frequently since the opening.

The contestants' line-up after 600 hours still had the following: Roma Terry and Frenchie Boisjolia, Lou Melshon and Joe Rock, Polly Bean and Jack

Chucky Koozts and William M. Garrison. Dealers who exhibited at the convention were John Snyder Jr., L. L. Ireland, Joe Berg, Chicago Magic Co., Percy Abbott, Jack Handy, Berland, Floyd R. Thayer, Ralph W. Hull, Harold R. Rice, Superior Magic Service and Frank Marshall. Dealers had an excellent set-up on the convention floor and reported fair business.

Convention got away to bang-up start with a gala night-before party held in the Gibson Hotel ballroom Monday night. Charles Larson, New York, was awarded the Caryl S. Fleming Trophy for the best trick presented in the various contests during the convention.

Diamond, Itha Ray and Jack Duval, Ruth Johnson and Dale Thorpe, Kitty Ellis and Porky Jacobs, Hilda Ludwig and Larry Decorado, Gladys Maddox and Marvin Ellison, Myrtle and Bob Carter, and Eddie King, solo.

The Pughe personnel recently tendered Bossman Pughe a surprise birthday party, presenting him with a wrist watch and other gifts. Last week Mrs. Pughe celebrated a birthday and the show gave her a party at Silver Gardens, Longview, Tex. She was gifted with a handsome dresser set.

Hayden's Aurora Show Has The Earmarks of a Winner

AURORA, Ill., June 18.—Grand American Derby Show, managed and promoted by C. M. (Charley) Hayden, which got under way here May 5 with 30 teams and six solos, is at this writing down to seven teams and two solos.

Teams still in the running are Edith Merritt and Benny Leonard, Jackie Anderson and Earl Clark, Iona Kellett and Walt Gross, Vivian Branch and Charley Smalley, Alice Simms and Steve Dawson, Toni Charles and Eddie McBride and Jack Stanley and Babe Perry. Solos are Larry Kendall and Sammy Lee. All contestants on the floor are sponsored, crowds are coming nightly, and Hayden says that he is certain of another winner here.

Program is aired three times daily over Station WCLB, Joliet, Ill., with Hal Brown handling the mike, also working straight on the stand. Tiny Epperson and Eddie Leonard are handling the entertainment, with Frankie Donato working the comedy.

Buster Coats, assisted by Swede Larson, are heat judges, with Chuck Hayden (See *ENDURANCE SHOWS* on page 30)



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WANTED CONTESTANTS

LARGE CITY

WRITE

C. M. HAYDEN
EXPOSITION HOTEL, AURORA, ILL.

Biz Off 50%, Ogle Reports

OLIVER SPRINGS, Tenn., June 18.—Jimmie Ogle, manager of the tent show bearing his name, reports that, despite what some managers say, the 1938 season is a tough one so far, with business 50 per cent below that of last year. Ogle, who has been making this territory for 23 years, says he has been able to pay salaries up to date, but that he has lost money in many towns that heretofore have been winners.

In an effort towards better balancing his books and with the hope of recuperating some of his favorite towns so far this season, Manager Ogle is framing a No. 2 unit slated to open at Celina, Tenn., June 25, to play a string of towns already covered by his No. 1 outfit as well as a number of other stands in the South.

The top lot by the No. 1 unit in a storm early in May has been replaced by a new canvas 45 by 105 feet. No. 2 unit will be housed in a 40 by 90-foot top made by the Nashville Tent and Awning Co.

No. 1 company has the following cast: Homer and Blanche Willits, Ray and Lorene Lamb, Claude and Mary Goddard, Mary Ogle, Smiling Bob Anderson, William Parmley and Jimmie Ogle. Top is handled by Cotton Nunnely with a crew of three. Ray Lamb wields the baton over the five-piece orchestra. Show, which moves on nice pieces of rolling stock, will shortly invade Kentucky on three-night stands.

Heffner-Vinson Hi-Lites

WILLIAMSTOWN, Ky., June 18.—Cynthiana, Monday and Tuesday, started the 11th week of our 20th jubilee tour with two packed houses. Noel Hughes, formerly with the show, visited there, as did General Agent Gorman, of the Heag Bros.' Circus. City softball league gave co-operation by canceling games during show's engagement, proving Jimmy Heffner's popularity there.

Nearness to Cincinnati and Lexington, Ky., gave both cities a play with the Sunday tourists. Saw Mildred De Voe, former well-known leading woman with Jack Norman and Milt Tolbert shows, in Cincinnati, where she is mistress of ceremonies at Casa Grande night club.

Buddy (Romeo) Hawkins is afraid of missing *The Billboard*. He keeps the writer, Billyboy agent on here, paid in advance.

At Versailles, Ky., 25 girls from Cleveland Home Orphanage saw the show thru courtesy of Manager Jim Heffner.

A. P. Paris, special agent of Southern Railroad and friend of showfolks, visited at Lawrenceburg, Ky.

No parade at Williamstown. Lot too small to get trucks off after top was up. Fango reported he saved a clarinet reed by the band not going out.

A customer reminded me that our roster has not been in, so will start with the Rhythm Boys—Ralph Herbert, director and piano; Paul Herbert, Buddy Hawkins, Angelo Fango, saxer; Calvin (Cowboy) Gwin, Joe Untch, brasses, and the writer, drums. AL PITCAITHLEY.

Cannon Shots

RICHFIELD, Pa., June 18.—In Everett, Pa., last week, while writing this column and bemoaning bad business, an S. R. O. house was had. Since then things have been on the up-grade and are looking much better. Show is spotted as a unit in Rolling Green Park Theater, Sunbury, Pa., week of July 4.

Plenty of visitors this week, including Mr. and Mrs. Lee Cogsdell, Bob Hofferer agents, who are sporting a new Pontiac and an Elec trailer. Circus fans and show people galore, but this fertile brain of mine isn't recording names properly. The reason may be one Maxine Shaeffer, new chorine who joined last Saturday.

Seen and heard about the lot: E. S. Holland escorting someone to the theater in Harrisburg, and did Jimmie McCann burn. Jimmie Johnston entertaining plenty of his friends and his wife's relatives. Morris Cannon laying it on the line for Schmeling and plenty of takers. Short pumps showing up on several male heads and everyone hunting swimming holes to combat the welcome heat.

Jimmie and Louise Johnston are preparing for a visit from Dr. Stark some time in August. BUDDY CANNON.

Rep Ripples

CALVIN (COWBOY) GWIN, Jack Hutchison and Al Pitcaithley, of the Heffner-Vinson Show, motored into Cincinnati from Williamstown, Ky., last Thursday (16) to kick the mud off their shoes and to breathe a bit of the big-city air. Lads were visitors at the rep deck during their Cincy excursion.

JACK RIPPEL posts from Alsop, Va., that he's not trouping his tent o'ry this season but instead is staging dances Thursday nights and pictures and vaude Friday nights on his own property in Alsop. Jack says it beats roadin' it a mile. . . . RAYMON GREENLEAF, veteran rep actor, has a leading role in *Crested Equal*, Boston FTP's current offering at the Copley Theater there.

BAILEY COMEDIANS, trekking the Texas and Oklahoma area, report business as just so-so. . . . ARTHUR H. LEECH and wife are lining up a radio offering to be presented over a Boston station sponsored by Mrs. Leech's family, engaged in the baking-powder business. The Leeches are ex-stock and repsters. . . . FRANK LYON is recovering from a leg injury in Worcester, Mass.

THOSE BOYS who have been putting out the reports that Lassie White has tendered his notice with the Tolbert Show and that the o'ry was headin' for the barn must have gotten their information out of a funny paper. Reports from the Tolbert Show have it that the troupe is rolling along to satisfactory results, with business showing considerable improvement in recent weeks and with Lassie White still in the featured spot. . . . DEL MITCHELL, pianist and comedian, left Boston recently to join Gates' Dramatic and Novelty Show in Ontario. . . . OREGON PLAYERS are presenting a new short-cast version of *Out in the Streets*, by E. P. Hannan. . . . RIPLEY PLAYERS, piloted by Marvel Ripley, are now making the Iowa country. . . . BUD HAWKINS jumped from Louisville to Salem, Ind., last week and from all indications will spring with a new rag o'ry almost any day now. . . . CLAUDE H. (KID) LONG, who has served as advance agent and manager with almost every sort of attraction on the road, has forsaken show biz for a food shop at 8 South Stone avenue, La Grange, Ill. He postals that business is great.

ALICE RICHEY and Co., now playing Coast dates, pencil from Sacramento, Calif., under date of June 14: "No rep shows in this State. Phenomenal business would result if they could get in. I believe Billy Wehle could open the State. He accomplished the impossible in Florida. Bess and Bill Campbell, formerly of the Tolbert Show, just purchased a new 18-foot trailer and we all recently enjoyed a grand trek thru the mountains." . . . CHARLES WORTHAN, veteran tent-show owner and manager, is now out of the game and residing in Decatur, Ill. He's busy these days framing a magic show to be presented in conjunction with the Decatur Demons' Club in Decatur July 10. . . . JIMMY HEFFNER, whose Heffner-Vinson Show is now trekking thru Kentucky, jumped into Cincinnati after the show last Saturday (18) to spend Sunday with his mother, who resides in the Queen City.

WALTERS' COMEDIANS, who opened the season early in Oklahoma, are now playing Kansas. . . . PARAMOUNT PLAYERS, organized recently in Kansas City, Mo., have closed after two weeks of rain. . . . CONTINUED rain in the Kansas City area has put a crimp in the box-office take of many Midwest tent o'ries. However, some shows report business as being better this year than last season at this time.

WARREN'S COMEDIANS, after many weeks in Louisiana, have invaded Arkansas. . . . JIMMIE AND GOVIE GRIFFIN have terminated their engagement with B. M. Goff's Comedians in the Lone Star State. . . . JACK KELLY'S No. 2 unit closed last week at Mendon, Mich. Too much rain and cold weather. . . . HARLEY SADLER Show, after several weeks in New Mexico, has returned to the Lone Star State. . . . BETTY ZANE, who was with the ill-fated Paramount Players, has gone to Cleveland to visit her daughter, Rita. . . . DAVID AND MARY DEMILLE are not trouping this summer. Formerly with the Hills Morgan Players, they are now connected with a Kansas City night spot.

Rain Puts Crimp In Ed Ward's Biz

LEES SUMMIT, Mo., June 18.—Ed C. Ward's Princess Stock Co. showed here this week to fair business. Troupe has played here every summer for the past 20 years. Manager Ward states that continued rains for the past six weeks have put a crimp in the box-office take. However, he and his troupe of 20 are optimistic and feel certain business will improve when the rains cease. Show will play Missouri spots all summer, then jump south into Arkansas for the fall.

Following are the plays being used in the repertoire: *Night Club Nellie*, *The Family Sep*, *No Wedding Bells*, *Loot of the South Seas*, *Holy Sinners* and *Good for Nothing*.

Rooster, besides Manager Ward, includes Lucille Ward, Baby Wanda, Marie Ward, Mary Burke, Bertha Mae Arthur, Jean Harvey, Monnie Scherer, Pat Lyons, Mickey Arthur, Weldon Harris, Leon Block, Carlos Harvey, Jimmie Burke, Ted Bair, W. E. Palmore, Dewey Bell, Bill Rudisail, C. I. Scherer, and Larry Haggard, trail blazer.

Kansas City visitors on the show this week included Kenneth Wayne, Cleve Terhune, Grace Biehl, Lucille Biehl, Howard Brandt and Don Melrose.

Milt Tolbert Show

EVANSVILLE, Ind., June 18.—Things have started to click since leaving Mississippi. Memphis, Little Rock and Hot Springs gave us turn-aways each night. This week-end finds us in Evansville, after which we move into Kentucky for a while.

Texarkans looked like old-home week, what with relatives from Dallas to visit Clyde and Mildred Hodges, Honey Wilds and wife, Chet Wilson and a host of others. Our mother, sister and brother arrived during broadcast and we got so flabbergasted we could hardly finish the program.

During our broadcast in Little Rock (and we gave three programs over three stations in three hours), we were honored with a visit from bandleader Blue Steele. That night the gang went night clubbing, winding up at the Coronado, where our old friend Jesse Knowles and his band are holding forth. And guess who is tickling the ivories with Jesse: the one and only Bob Fisher. We were called on to smooze a floor show using acts from our table, after which a fine bull session got under way, featuring Buddy Hale, Jesse and Erby Knowles, Bob Norris, Jimmy Rowe, Wiley Kilpatrick, the writer and others. The love bug has been chewing on Clyde Jewel and those in the know say he will middle-aid it next Saturday, and from our stage.

Jimmy Rowe was dozing on the bus the other day when Sweet Papa Kilpatrick applied the brakes quite suddenly. The result, \$25 and three stitches to put his face back together.

TOBY EASTMAN.

By Gosh Gushings

EAST RAINELLE, W. Va., June 16.—Byron Gosh Tent Show is doing spotty business, but the ghost walks every week.

Eddie Decoy, with \$2 cash, traded his old car for a new modern bus in Lewisburg, W. Va.

Manager By Gosh has secured many auspicious contracts but may change type of show for West Virginia territory.

Tom Alton, our roaming billboard, has disappeared to make a new carnival connection.

Local contests are proving popular in this section.

The Leonard Players have been visitors on several occasions, playing the smaller near-by villages, where they have a great following.

Mayor Andy Altridge co-operated with the Lions' Club of East Rainelle in making show welcome here.

Recent visitors were the Odd Fellows committee from Greenbrier Hotel, White Sulphur Springs, W. Va.; Mrs. Johnnie Cannon, Mae McKenzie, the Homeco, Mr. and Mrs. Johnnie Bishop, the Leonards; Raymond Clinger, of Universal Film studios; Mr. and Mrs. Charles Holt, prominent West Virginia Democratic leaders; Arthur Haines, of CIO executive staff; William Dawson, advance agent, and Al Hendershot, of Charleston radio station.

By Gosh showfolk recently visited the John R. Van Arnam Show and enjoyed a fine performance. BERNICE EXCESS.

Billroy Briefs

CANTON, Ill., June 18.—Nice weather once more, with good radio and newspaper tie-ups each day, may enable Manager Billy Wehle to play them across the board in Miami this winter.

Leon (Mammy) Harvey is getting prepared to lose quite a few shekels on the Schmeling-Louis fight despite the good advice that has been given him by those better informed.

In Peoria, Ill., the company was guest of Earl Mossman, manager of Talk of the Town Club there, and, if Jimmy Heffner would like to know, Cal West refused to baritone Wagon Wheels because some practical joker induced one of the club's entertainers to warble the tune first. And did Cal burn!

Winona and Billy Wehle Jr. have joined us from school in Florida, Winona wearing a fraternity pin and wishing the next two years of college were over so she could settle down in Indiana.

True or false: Gus Schulze has nightmares over brass sections; wedding bells are hanging from the center poles; Baby Crider intends to learn more about Jai-Alai in Florida at the end of the season; advance agents have nothing to do but sit around and call up the towns they want to play; Manager Wehle is dickering with foreign representatives about a world tour under canvas.

Visited Fred and Ann Ewen, Manager Lee and others on the Kelly Stock Co., which has a good show and is doing nice business in spite of bad weather. Johnny Pinch was the guest of Mr. and Mrs. Jack Seelye and daughters in Pine Lake, Mich., over the week-end. Willis Walters, of Columbus, O., is spending a week's vacation on the show. Other visitors were Henri Neiser and wife, El-Brown Bobby Burns, Pop Carothers and Mr. and Mrs. Jim Kibbee. Kibbee is a brother of Guy Kibbee, of motion-picture fame. WAYNE BARTLETT.

Ted North Players Begin Wichita Run

WICHITA, Kan., June 18.—Ted North Players opened here Sunday for an eight weeks' engagement in their tent theater at South Broadway and Franklin road.

This is the first appearance of North Players in Wichita in nearly two years and they return here from an extended engagement in Topeka, Kan. The attractive tent is well equipped, with everything spick-and-span.

Among the featured players with the company are Marie Peters, Foy Wither-spoon, Virginia Cullen, Dell Phillips and Ethel Regan, all well known here.

UNPARALLELED QUALITY AND VALUE IN TICKETS

50 Rolls Stock Tickets.....\$12.50
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KANSAS CITY TICKET CO.,
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WANTED

Leading Man and Piano Player. Other Dramatic People with specialties write. State all you do and give description of act.

BUD HAWKINS SHOW
Salem, Ind.

WANTED

PEOPLE ALL LINES. Dramatic Tabloid Show. Home, Ga., Fourth Year; Gadsden, Ala., Again Men Singers. Dancers who double Parts of Orchestra, Circus Girls, Musicians who double. No Radio or Screen stars wanted, nor Novelty Acts; just plain Real-Talk Actors who know the streets.

BOON BRASFIELD, 2nd Ave. Hotel, Rome, Ga.

WANTED

A Young Married Man that is capable of taking charge of one of the Finest Yacht Clubs in the North-west. Will also consider a partner with some capital. Write.

BOX D-130, Care The Billboard, Cincinnati, O.

AGEE—Sarah Grant, wife of John R. Agee, equestrian director of the Tom Mix Circus, in North Hollywood, Calif., June 18. Burial in Forest Lawn Cemetery June 22. Agee grew from the show. He was formerly equestrian director of the Ringling Bros.' Circus. The Agees were married 36 years and both grew up on the Ringling show.

BARLOW—Mrs. Evelyn, June 12 in Catholic Hospital, Belleville, Ill., from injuries sustained in an automobile accident in Las Cruces, N. M., a month ago. She was the wife of Dick Wayne Barlow, operator of an outdoor skating rink in East St. Louis, Ill., and who for many years had been engaged in outdoor show business as general and special agent with circuses and carnivals. Burial in Clear Lake, Ia., June 16.

Eliot Cabot

Eliot Cabot, actor, 29, died June 17 in Morrisania Hospital, New York, from injuries received a few days before in a fall over the embankment of the old Croton Aqueduct.

Prior to his Broadway appearances Cabot had the leading part in *Westward Ho*, the *Hasty Pudding Club* play at Harvard. He studied dramatics under Frances Robinson-Duff, Laura Elliott and Moritz Johnston.

In 1922 he made his first stage showing with Brock Pemberton's *Six Characters in Search of an Author* at the Princess Theater, New York. He was associated with the Provincetown Playhouse, Walter Vonegan's stock companies in New York and Indianapolis, Guthrie McClintic Productions and the Guild Theater. Cabot was Helen Hayes' leading man in *Coquette* and had roles in a dozen other Broadway plays.

He was a member of the Executive Council of Actors' Equity, serving on the Equity code committee and the plays. He was the only descendant of John and Sebastian Cabot to choose the stage for a career. Cabot leaves his wife, Agnes, a seven-month-old child and his mother.

BIEBER—George, 57, stage carpenter at the Avenue Theater, Detroit, for 25 years, and member of Local 38, IATSE, June 14 in University Hospital, Ann Arbor, Mich., after a long illness. Survived by his widow, Agnes, and three sons. Burial in Woodmere Cemetery, Ann Arbor.

BLUMENTHAL—Mae, 35, wife of Ben Blumenthal, former State rights film distributor in Michigan, June 11 in Bay City, Mich., following a gopher operation. Burial in Bay City. Also survived by an infant son.

CARLSON—Frank, for the past 16 years owner and manager of the Carlson Shows, operating in Michigan, June 10 in Mercy Hospital, Manistee, Mich. Survived by a son, Denny.

CHAPMAN—Earl, ride man with De Luxe Shows of America, drowned recently in Troy, N. Y. Survived by his family in Baltimore, where body was sent for services and burial.

COLLINS—Henry D., 63, theatrical agent and manager, June 7 in St. John's Hospital, Long Island City, Queens, N. Y., after a short illness. He had been an advance business agent for road companies, having been associated with the *Black Path*, *Smart Set* and other Negro shows. Between 1920 and 1924 he operated the Collins Amusement Service for the outdoor business and joined the Federal Theater Project in 1925. At time of his death he was assistant stage manager of the New York FTP production of *One Third of a Nation*.

DROVIN—Louis, New York music-shop proprietor, in his store June 6.

DUVALL—Gertrude, wife of George Duvall, general agent of Parker & Watts Circus, in Deaconess Hospital, Great Falls, Mont., June 17 after a three-week illness. Her husband and a daughter, Mrs. F. C. Kiehl, survive.

FRANKE—Simon, 74, head of the Regent Amusement Enterprise, at his

The Final Curtain

home in Lynn, Mass., June 14. He was one of the first motion picture theater owners in New England and at his death was director of 20 houses. He leaves three daughters and a sister.

GIOSCIA—Joseph, 71, violinist and orchestra leader, at his home in Albany, N. Y., June 14 following a stroke. He conducted orchestras at Harmanus Blecker Hall, Leland Theater and other Albany playhouses years ago. Survived by his widow, a son and a daughter. He belonged to the Knights of Pythias and Odd Fellows lodges.

GRANT—James C., booker, June 11 in New York. He was assistant booker in the old Keith office about 14 years ago for the Hippodrome. His brother, Leonard P., is assistant manager of the Palace Theater, New York. Interment in Holy Cross Cemetery, New York, June 15.

HULLIT—Andrew B., 72, organizer of promotional enterprises, in Chicago June 16 of a heart ailment. During the last two years Hullit had been working on a conservation and educational project in the Fox River Valley, Illinois, that was to include many amusement features.

JARROTT—Jack, 55, vaudevillian, June 14 in Metropolitan Hospital, New York, of bronchial pneumonia. He broke into vaudeville at the age of 15, but made most headway on the stage as the "Alabama Kid." With Louise Guening, Jarrott originated the Grizzly Bear dance which brought him international bookings and is credited with having started such other dance crazes as the Texas Tommy and the three-step tango. His partners had been Mae Murray, Vera Maxwell and Joan Sawyer. National Variety Artists took charge of his funeral.

C. B. (Butch) Frederick

C. B. (Butch) Frederick, 78, former well-known circus agent, in a Wichita, Kan., hospital June 16. His death followed a circus career which began when he was 11. Some of the many shows with which he was associated were Sparks, Sells-Floto, John Robinson and Sells Bros. He was instrumental in promoting a series of winter circuses and with Rhoda Royal founded the Shrine Circus, popular in Wichita for many years. He retired from active work in 1922.

Every day was "open house day" for his legion of friends from all walks of life at his home. When he lay ill, unwilling to admit defeat in true circus tradition, he talked and even jested with scores of devoted friends and former circus companions who visited him.

Frederick was widely known among showfolk, business men and others for his philanthropies and willingness to devote his all to various worthy charities. He personally conducted many an entertainment event solely to benefit the underprivileged. Chief among his hobbies were fishing and hunting. He was a member of the Masonic Lodge. Survived by widow.

KOSS—William, 83, former Barnum & Bailey Circus clown, credited with having originated the clown number in which a pig is fed from a nursing bottle, June 15 in Hot Springs, S. D., after several months' illness. In recent years he played South Dakota fairs. Survived by three daughters, Mrs. Kate Tetler and Mrs. Martha Bledsoe, both of Sioux City, Ia., and Mrs. Vina Bledsoe, Dakota City, Ia.; three sons, George, Minneapolis; Ralph, Dakota City, and Fred, Sioux City; three brothers and six sisters. Services and burial June 13 in Plainville, Neb.

LA VOY—John, H. (Major), 71, veteran vaudeville performer, minstrel man and theatrical manager, at his home in Aurora, Ill., June 6 after a long ill-

ness. La Voy was on the stage for 40 years, starting in Page's Minstrels, later touring in vaudeville as a monologist and at one time manager of Smith's Opera House (burlesque) in Grand Rapids, Mich. Later he became manager for the Great States Theater and Orpheum circuits in Aurora, Joliet, Elgin, Streator and Danville, Ill. The title "Major" was given him as a result of his efforts in organizing vaudeville actors at the time of the White Rats. Survived by his widow, Anna; a son, Rev. Marcel La Voy, two daughters, Mrs. Bonnie Lester and Kathryn La Voy. Burial in Riverside Cemetery, Aurora, June 6.

LAMAR—Leslie, 50, formerly of the vaude team of Lamar and Barnes, in Philadelphia June 9 of a heart attack. Survived by his widow and two daughters. Burial June 12.

LAMONT—Mrs. Georgia, 63, wife of C. R. Lamont, owner of the old Lamont Wagon Show, June 2 in Salem, Ill. Survived by her husband. Burial in Salem June 4.

LEWIS—Flo, 40, former musical comedy and vaudeville headliner, June 11 at the home of a relative in Milwaukee. She appeared in *Big Boy* with Al Johnson; *Rais or Sains* with Joe Cook, and *Twinkle, Twinkle* with Joe E. Brown. Survived by two daughters, Madeline Gould, Culver City, Calif., and Helen Louise Gould, Long Beach, Calif., by a former marriage. She married and divorced Russell Bird, songwriter.

LINDSTROM—Gustave (Sailor), 61, former rigging man for the Flying Wards and for many years employed by the Ringling-Barnum and Hagenbeck-Wallace shows, June 11 in St. Joseph Hospital, Bloomington, Ill. He was born in Helsingfors, Finland, June 11, 1877, and came to this country when a boy. Survived by his widow, Fanny. Services June 15 and burial in Bloomington Cemetery.

LOCKHART—John Coates, former concert singer and voice teacher, June 12 in St. Luke's Hospital, Chicago. He appeared on the concert stage in the United States and England and was well known for his interpretation of Scotch songs, often traveling with Scotch little bands. Survived by a son, Gene, Hollywood, and a daughter.

MCGINLEY—Harry, 57, veteran pitcher, in Chicago June 12 after a long illness. Survived by his widow. Burial in Mt. Hope Cemetery that city June 15.

McKENNA—John B., 60, veteran repertoire and vaude actor, June 13 in City Hospital, East Liverpool, O., after a brief illness. Survived by his mother, two brothers and four sisters. Burial in St. Aloysius Cemetery, East Liverpool.

MIDDLETON—Mrs. Ethelyn Friend, 71, former actress, June 15 in Los Angeles. She played in New York and with road companies in the '90s. She is aunt of Jo Mielziner, scenic designer, and Kenneth MacKenna, actor.

MORMAN—Fustus Edward, contortionist, June 11 in New York. For 35 years he was known in show business as the "Frog Man." He leaves a wife and brother. Burial in Kensico Cemetery, Westchester County, N. Y.

REESE—Evin C., 84, prominent hotel man, builder of Reese Theater, Harrington, Del., and grandfather of Reese B. Harrington, manager of the theater, at his home in that city June 12 after a long illness. Survived by four daughters. Interment in Hollywood Cemetery near Harrington.

SCHMIDT—Louis, 82, violinist, composer and father of Louis Cruger, actor, June 10 at home in Queens, N. Y., after a year's illness. He was an organizer of the Schmidt-Herbert Quartet.

WELLS—George W., 56, stock and rep actor for over 30 years, June 12 in County Hospital, Chicago, of heart disease. He trouped with the Bank Marshall organization and Allen Bros. Comedians and was recently connected with the Federal Theater Project. Wells was also a musician, playing both cornet and viola. Survived by his widow and a stepson. Services and burial June 16.

WHITE—John L., 63, June 8 at his home in Harrisonville, Mo. He directed the Harrisonville Band and White Concert Band intermittently from 1890 to 1927, also blind for 18 years. In 1911, at St. Louis, his band played with the Mutual Wild West Shows, and in the early 1920s was heard over WDAF, Kansas City, Mo. Survived by his widow and two sisters. Services June 11 in Harrisonville.

WILLIAMS—Charles B., musician, at his home in Chicago June 11 of pneumonia. He was a brother of E. W. (Deak) Williams, secretary of Delaware County Fair, Manchester, Ia. For many years he appeared with leading bands and orchestras in the Middle West, and for several years was connected with the Chicago Business Men's Orchestra. Survived by his widow, Anna. Burial at his old home, Manchester.

Marriages

ARDREY-JOHNSON—Robert Ardrey, Chicago playwright, and Helen Johnson, nonpro, Ardmore, Okla., in the Protestant Episcopal Chapel of St. Phillip's in the Hills, Tucson, Ariz., June 12.

AUSTIN-ISAKOVICS—Sidney Clayton Austin, former RKO orchestra leader, and Johanna von Isakovic, nonpro, in St. John's Episcopal Church, Monticello, N. Y., June 11.

BRIDGES-KESSLER—Loren F. Bridges, assistant manager of Station WEAU, Eau Claire, Wis., and Margaret Kessler, in that city June 6.

DAHLSTROM-LAWRENCE—Paul Dahlstrom, electrician at Radio City Music Hall, and Lucile Lawrence, harpist in the Music Hall symphony orchestra, recently.

GLEASON-HOBART—Russell Gleason, actor-son of Jimmy Gleason, film comedian, and Cynthia Hobart, film screen and daughter of Henry Hobart, Hollywood producer, in St. Peter's Church, Oakland, Calif., June 9.

HANNESBERRY-PAUL—John Hannesberry, assistant manager of the Lyric Theater, Cincinnati, and Mary Paul, nonpro, in St. Francis de Sales Church, that city, June 18.

HOWARD-ZUCKERMAN—Billy Howard, concession manager at the Ettinge Theater, New York, and Mollie Zuckerman, in the Rainbow Inn, New York, June 12.

HUBER-KETROW—Fritz Huber, of the Four American Engles, high-wire act, and Mary Ellen Ketrow, of *Kay Bros.* show, in Altoona, Pa., May 12.

LIVINGSTONE-WELCH—George David Livingstone, of the Ferris & Livingstone, Inc., publicity firm, Chicago, and Evelyn Welch, nonpro, in Chicago June 18.

LOVETON-FARMER—John Loveton, production chief of the Original Good Will Hour radio program, and Virginia Farmer, nonpro, in Bannockburn, Ill., June 15.

MARTIN-MADDEN—Keith Martin, nonpro, and Jeanne Madden, actress and singer, in Scranton, Pa., June 3.

REYNAL-YOUNG—Eugene Reynal, nonpro, and Elizabeth Young, actress, in New York June 21.

John Van Alstyn Weaver

John Van Alstyn Weaver, prominent film dialog writer, novelist, poet, playwright and husband of Peggy Wood, musical comedy actress appearing in Noel Coward's *Operetta* in London, died June 18 in Colorado Springs, Colo., of tuberculosis.

Since 1932 he wrote dialog for a number of films and originals for Clara Bow. The adaptation of Mark Twain's *Tom Sawyer* for David O. Selznick was Weaver's most recent work. His play *Loose 'Em and Loose 'Em*, written in collaboration with George Abbot, was produced in 1926. From 1928 to 1931 he wrote for Paramount-Famous-Lasky Corp., leaving that organization to do free-lance work.

Born in Charlotte, N. C., July 17, 1893, and graduating from Hamilton College, Clinton, N. Y., in 1914. Weaver went to Chicago in 1916, where he became assistant book editor for *The Chicago Daily News*. During the World War he served in the army as lieutenant. He returned to *The News* in 1919 and a year later became literary editor of *The Brooklyn Daily Eagle*, holding that post four years.

Known as a prolific writer of poetry, written in the idiom of the street, Weaver composed five volumes of such verse during his years on Broadway, the best known of which were *In American*, *More "In American"*, *When I'm All Thru*, *Finders, To Youth*, *Turning Point* and *Trial Balance*. His novels were *Margie Wins the Game*, *Her Knight Comes Riding* and *Joy Girl*.

Besides Miss Wood, whom he married in 1924, he is survived by a son, David, Stamford, Conn.

Harry N. (POP) Endy

Founder of the ENDY SHOWS in 1908

Who Passed on June 9, 1932.

The Two Sons, DAVID B. and RALPH N. ENDY, have continued since their Father's death, the show now being the ENDY BROS.' SHOWS, INC.



Gone, but never forgotten by the Endy Shows' entire Company.

Pepper, Three (Hickory House) NYC, 26.
 Peppy & Peanut (686 Club) Chi, 26.
 Perkins, Johnny (Tower) Kansas City, Mo., 1.
 Peters, Great (Pallades) Ft. Lee, N. J., p.
 Phelps, Phil & Dotly (Dominion Park) Montclair, Conn., 3.
 Piccolini Toppe (Palace) Chi, 1.
 Pierce, Burton (Mt. Royal) Montreal, 3.
 Plank, Sebastian (Hochbrau) Long Island, no.
 Plant, Mark (Capitol) Washington, D. C., 1.
 Plante, Texas (Wonder Bar) New Orleans, La., 26.
 Platt, Betty (I-Ji Club) NYC, no.
 Price, Rhoda (Village Brewery) NYC, 26.
 Princess Chely (Cocoanut Grove) Boston, no.
 Prillkin & Mason (Mayflower) Akron, O., h.

R
 Rai, Jean (Dorchester) London, h.
 Rakone Sisters & Gay (Traymors) Atlantic City, h.
 Rainon & Lucinda (Aventura-Madrid) NYC, no.
 Rainona (New Yorker) NYC, h.
 Ranchers, Los (La Copa) NYC, no.
 Rand, Sally (Denham) Denver, 1.
 Randolph, Amanda (Black Cat) NYC, no.
 Randol, Brenda (Cavalier) NYC, no.
 Rays & Nihil (Ches Baret) Chi, no.
 Reck, Billy (Crossing's) Ferndale, N. Y., h.
 Reids, Five (Paradise) NYC, 1.
 Resnault, Francis (Club Frolic) Atlantic City, no.

Rever, Adele (Bill Bertolotti's) NYC, re.
 Rex & Eva (Eg) Regis) NYC, h.
 Reynolds, Helen, Skaters (Belmont Park) Montreal, Que., Can., 2.
 Reynolds, Pearl (Monte Carlo) NYC, no.
 Rhoads, Dorothy (Black Cat) NYC, no.
 Richards & Adironeo (Hayry) London, h.
 Richard, Earl (Mizell Club) Chi, no.
 Riggs, Tommy (Paradise) NYC, 1.
 Riviera Boys (Bal Tabarin) NYC, no.
 Roberts, Whaley (Denham) Denver, 1.
 Roberts & Parley (New Yorker) NYC, h.
 Rockwood, John (Jimmy Kelly's) NYC, no.
 Rockwell Trio (Cavalier Inn) La Crosse, Wis., no.

Rodding Cloud, Chief, Dog Town Follies; Franklin, W. Va.; Everett, Pa., July 2-3.
 Rollins, Adrian, Trio (Essex House) NYC, h.
 Roedel, Paul (Hickory) Cleveland, h.
 Roer, Harry (London) London, no.
 Ross, Palmer & Stanton (Mayfair Farms) Merchantsville, N. J., no.
 Roth & Shay (Circus Foytal Budapest, Hungary)
 Royal Rangers (Village Barn) NYC, no.
 Roy, Edna (Zinnerman's) NYC, re.
 Rudolf, Theresa (Graemere) Chi, h.
 Ruiz & Richard (Sofalide) Long Beach, N. Y., no.

Rum, Malvina (Blackhawk) Chi, no.
 Ryan, Jerry (Gay 100) NYC, no.

S
 Sandoval, Vera (Waldorf-Astoria) NYC, h.
 Sankar, Kasia (Lubliner's) Hollywood, no.
 Sankovska, Nelly (Casa Valencina) NYC, no.
 Sarre, Marie (Roco Bowl) Chi, no.
 Satch & Earl (Club 10) NYC, no.
 Sat, Ludwig (Romanian Village) NYC, re.
 Saunders, Dorothy (Kil Kat) NYC, no.
 Sava, Marusa (Russian Kretchma) NYC, re.
 Saxton Sisters (Colossus) Chi, no.
 Schaefer, Joe (Swing) NYC, no.
 Schmitt, Richard (La Salle) Chi, h.
 Scott, Virgie (Black Cat) NYC, no.
 Seal, Peggy (Troadero) London, no.
 Secon, Norman (Palace) Chi, 1.
 Sedey, Roy (Famous Door) NYC, no.
 Seidner, Becking (Habit) NYC, h.
 Seidner, Ann (Romanian Village) NYC, re.
 Shaw, Helen (Old Romanian) NYC, no.
 Shaw, Wini (Ben Marden's Riviera) Ft. Lee, N. J., no.

Shaw, Alma (Ernie's) NYC, no.
 Sherman, Fred & Swale (White House Tavern) Albany, N. Y., no.
 Sherry, Ethel (Village Barn) NYC, no.
 Shore, Willie (Hi-Hat) Chi, no.
 Sigler, Billy (Wonder Club) New Orleans, La., no.
 Sigman, June (Marden's Riviera) Ft. Lee, N. J., no.
 Simmons, Lee (Plantation) NYC, no.
 Simms, Virginia (Pennsylvania) NYC, h.
 Simpson, Carl & Paul (St. Paul) St. Paul, h.
 Smith, Judy (Black Cat) NYC, no.
 Smith, Rogers & Edgley (Riverdale) Midway, Ill., 1.
 Smith, C. Ray & Marionettes (Palmer House) Chi, h.
 Sokolovaya, Nadia (Russian Kretchma) NYC, no.

Southern Tanager Sisters (Essex House) NYC, h.
 Spalins, Four (Piccadilly) London, h.
 Sperry, Frank (Roosevelt) NYC, h.
 Spiller, Capt. A. (Bretschel-Coney Island, N. Y., D.)
 Spinning Top (Village Barn) NYC, no.
 Starr, Jackie (Riverdale Club) Casper, Wyo., no.
 Stebbing, Ess (Piccadilly) London, h.
 Stephenson, Gail (Herring Village) Columbus, O., no.
 Sterling, Wynne (Romanian Village) NYC, no.

Stiller Bros. (Stambamb) Youngstown, O., 3.
 Stone, Maxine (Paradise) London, no.
 Stone, Dorothy & Charles Collins (State) NYC, 1.
 Strong, Edna (Astor) NYC, h.
 Strong, Thelma (Billy Rose's Casa Mamana) NYC, no.
 Stuart Morgan Dancers (Palmer House) Chi, h.
 Stuart, Gene (Coe D'Or Inn) Decatur, Mass., no.

T
 Tarnas (Belmont's) Hollywood, no.
 Tanager Sisters (Essex House) NYC, h.
 Tatum, Art (Paradise) London, no.
 Taylor, Emilia Lee (Cavalier) NYC, no.
 Templeton, Alec (Cocoanut Grove) Hollywood, no.
 Tenney, Ethel (Southern State Grill) St. Albans, N. Y.
 Terence Dyes (Barney Calhoun's) NYC, no.
 Terry Sisters (Shoreboat) Bronx, N. Y., no.
 Terry & Walker (Murray's) Tuckahoe, N. Y., no.
 Texas Rocketts (De Greyhound) Louisville, no.
 Theodore (Old Vwana Gardens) Roselle Point, O., no.

THE TITANS

"Rhythm in Slow Motion"
 Dir.: MILES INGALLS & JACK DAVIES.

Thomashelsky, Boris (Rainbow Inn) NYC, re.
 Three W's (Murray's) Tuckahoe, N. Y., re.
 Tilton, Martha (Pennsylvania) NYC, h.
 Timkin, Sam (State) NYC, 1.
 Timony, Dan (Chicago) Chi, 1.
 Tisdale, Trio (Le Mirage) NYC, no.
 Tolmacks, The (Tower) Kansas City, Mo., 1.
 Townsends, The (Casino de Paris) Paris, no.
 Trecker, Alfred (Ice Arena) Blackpool, Eng., 2.
 Trecker, Tommy (Earle) Washington, D. C., 1.
 Trojans, Three (Bon Air) Chi, no.
 Troer, Mildred (Shoreboat) Bronx, N. Y., no.
 Tucker, Sunny (Ivan Frank's) NYC, no.
 Tucker, Sophie (Ben Marden's Riviera) Ft. Lee, N. J., no.
 Turand Brothers (Troadero) London, no.

V
 Valdes, Vern (Wagon Wheel) Houston, Tex., no.
 Valentine, Cal (Jimmy Kelly's) Brooklyn, no.
 Velez, Angela (Chateau Moderne) NYC, re.
 Velez & Yolanda (Palmer House) Chi, h.
 Vellani, Mario (Mayfair Farms) Merchantsville, N. J., no.
 Velle, N. J. (C) (Chicago) Chi, 1.
 Viano & Lanza (Hi Club) Omaha, no.
 Vincent & Anna (Rhinecland Gardens) Armonk, Westchester, N. Y., no.
 Voelka, Sinda (Russian Art) NYC, no.

W
 Wade, Dick (Kil Kat) NYC, no.
 Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., no.
 Wainwright, Helen (Leon & Eddie's) NYC, no.
 Wait, Eric (New Yorker) NYC, h.
 Wait, George (Belmont's) Hollywood, no.
 Walker, Jimmie (Kidd's) Schenectady, N. Y., no.
 Wallis, Nathan (International Casino) NYC, no.
 Ward, Will (Bill's Gay Nineties) NYC, no.
 Ward, Aida (Savoy) Long Beach, N. Y., no.
 Ward, Wally (Capitol) Washington, D. C., 1.
 Washington, George Dewey (Starline) Long Beach, L. I., N. Y., no.

Wayne, Maunton (Dorchester) London, h.
 Wayne, George (Dempsy's Bar) NYC, re.
 Webb, Chick (Chicago) Chi, 1.
 Welch, Marie (La Marquise) NYC, no.
 Wendell, Ray (Faux Club) Peoria, Ill., no.
 Wenzel, Dorothy (Bill Bertolotti's) NYC, re.
 Westcott, Henri (Plantation) NYC, no.
 West, Buster (Berery Hill) Newport, Ky., no.
 White, Bert (Billy Rose's Casa Mamana) NYC, no.
 White, Jack (Hi NYC, no.)
 White, Ann (Queen Mary) NYC, re.
 White, Belva (Miami Club) Chi, no.
 Whitney, Marjorie (Sprockel) Chi, re.
 Whitling, Three (Clayton Casino) Clayton, N. Y., no.
 Wickes, Gus "Poppy" (Radio Franks) NYC, no.

Wiere Bros. (Barry) London, h.
 Williams, Frances (Hi-Hat) Chi, no.
 Williams, Betty (Half Moon) Coney Island, N. Y., h.
 Wing, Tony (State-Lake) Chi, 1.
 Winter Sisters, Three (Paradise) NYC, re.
 Wirthman Twins (Races) Omaha, no.
 Wolfe, Lorna (Hanch Club) Seattle, Wash., no.
 Woods, Johnny (State) NYC, 1.
 Woolford's Dechabooks (Pallades) Ft. Lee, N. J., p.
 Wright, Charlie (Waylin) NYC, h.
 Wynn, Ralph (Rat Club) NYC, no.
 Wyse, Ross (Grosvener House) London, h.

Y
 Young, Margaret (Gay 100) NYC, no.
 Youlliff, Yvonne (Old Romanian) NYC, no.
 Yvonne & Kverell (Bal Tabarin) NYC, no.

Z
 Zag & Zag (Vendome) Evansville, Ind., h.
 Zito, Fred (Bradford's Corner) NYC, re.
 Zorine (Frontonka Casino) Detroit, no.
 Zwickel & Co. (Tivoli) La Crosse, Wis., 18-July 1, 1.
 Zwickel & Co. (Majestic) Detroit, Wis., July 2-15, 1.

DRAMATIC AND MUSICAL

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

Hayes, Helen (Biltmore) Los Angeles.
 Pins & Needles (Grand) Chi, 1.

MISCELLANEOUS
 Arthur, Magician; Deopy, Ky., 23-23; White Plains 24-25.
 Birch, Magician; Kellig, Neb., 23; Norfolk 23; Yankson, S. D., 24; Armore, 25; Madison 25; Mitchell 25; Haren 29; Plandora 29; Bank Park July 1; Worthington, Minn., 2.
 By-Gosh Vande Tent Show; Ansted, W. Va., 20-23.
 Barto's Society Circus; (Goodwill Fair) West Chester, Pa., 20-23.
 Chief Rolling Great Dog Town Follies; Gratton, W. Va., 20-23; Romney 27-July 8.
 Craig Bros. & Barneo Mills Tent Show; Seley Creek, N. Y., 20-23.
 DeGiro, Magician; Goehen, Ind., 20-23.
 Ken's Fun Show; Peru, N. Y., 21.
 Long, Leo, Magician; Vico, Ky., 20-23; Wheelwright 24-30.
 Marquis, Magician; Willsted, N. D., 24; Pueblo, Colo., 27; Balida 28; Gennesson 29-30; Leadville July 1; Delta 3.
 Miller's, Ralph, Donkey Baseball; Chicago, Ill., 23-28.
 Metropolitan Comedy Co.; Morden, N. S., Can., 20-25.
 Riston's Show; Dacula, Ga., 23-25; Hotchton 27-29; Talno 29-July 2.
 Rappels Community Show; Also, Va., 23-25.
 Seccomins Park, St. George, O., 20-23.
 20-25, No. 2 (Park) Boston, O., 20-23.
 (See ROUTES on page 105)

AFM IN
 (Continued from page 3)
 Convention also voted to reduce traveling working cards from 50 cents to 25 cents per month; also that orks playing for dances in conjunction with carnivals must be members from the local in that city.

In furthering the cause of musicians in radio, a resolution was referred to the exec board that calls for the Federation to enter into collective agreements with the American Federation of Radio Artists. The president's office was also asked to study the possibilities for imposing a tariff on all foreign broadcasts, except those coming thru from Canada. Also asks that a tariff be placed on recordings and transcriptions where the master disk originates in a foreign country.

Resolution limiting traveling bands to two-thirds of the existing work in a territory was voted down.

Warned About IATSE
 Despite repeated warnings by President Weber concerning the dangers in tangling with the IATSE over working conditions, wages, strikes, etc., delegates still argued heatedly over the situation that has come up in various locals thru-out the country. It was learned that in some local jurisdictions the IATSE had refused to join musicians in their fight for better working conditions, altho the IATSE and the AFM have an agreement that is supposed to work both ways.

A resolution calling for compulsory employment of musicians where a certain number of stagehands are employed was voted down after the law committee had voted the resolution unfavorable. J. W. Gillette, Local 47, warned that the IATSE was the most powerful labor unit on the West Coast today and that the movie industry was 75 per cent IATSE and to combat them would be harmful to musicians.

ENDURANCE SHOWS

(Continued from page 24)

den Jr. working the opposite shift. Trainers are Warren Jewell, Tony Gross and Dutch Struss; nurses, Alice Donato and Mom Branch. Cashiers are Fay Hayden and Kay Epperson; Tommy Loring, usher; Vern Kirk, auditor, and Paul Griffin, publicity. Kitchen detail consists of Barney Self, chief dietitian, assisted by his wife, Mary, on the main shift, while Johnnie Howe and Harry Hudson have the opposite shift.

LOU BROWN, Chuck Lombardo and J. Hoffman postal from Knoxville, Tenn., that they are en route to Mickey Thayer and Johnny Martin's show in Augusta, Ga.

KENNY GRUWEL reports that Opal Williams is now married and residing in

Oakland, Calif., and that he and Opal's sister, Edna, hope to team up and put a good show soon.

LENNY PAIOE's parents, who last heard from him when he was with the Ted Brown show in Baltimore, are beginning to worry about his welfare, as wires and letters addressed to him have gone unanswered.

AL LYMAN infers that he is currently emceeing a walkathon for the State Line Amusement Co. in Joplin, Mo.

BURLESQUE

(Continued from page 24)

goes... BOBBY PEORIN is spending the summer in Fox Lake, Ill. ... MOTHER of Babe Davis on her way back from a year's visit in Australia to spend the summer with her daughter in Pettie Lake, Ill. ... VALERIE PARKS returned from her long engagement at the Pollies, Los Angeles, and is resting up in her home in Indiana. ... MILTON SCHUSTER was in Detroit this week attending a meeting of the Western Burlesque Managers' Association to set shows for the coming season. Schuster bookings this week include Billy Mack, Casino, Toronto; Lew DeVine, Avenue, Detroit; Joan Collette, 606 Club, Chicago (in conjunction with Sammy Clark); Charmaine, Casino, Toronto, and Marge Dale and Helen Colby, Rialto, Chicago.

From All Around:
 SALLY WALKER and Jean Williams, who since the close of the busy season have been working clubs for Ernie Creech, of the Sun office, are confined in Ward B-1, Room 1, General Hospital, Indianapolis, as the result of injuries sustained in an auto accident in the Hoosier capital early last week. Both girls were severely cut about the face and body, with Jean also suffering a fractured leg. ... DOROTHY BROWN, chorine and widow of Ace Brown, is in General Hospital, Cincinnati, recovering from an appendectomy. ... Morris Zaidins has boarded the Gayety, Cincinnati, after six successful weeks with sex flickers. Zaidins will remain in the Queen City thru the summer. ... BILLY REED and wife, Helen Russell, breezed into Cincy early last week from Detroit, where they worked all winter. They will work clubs in the Cincy area for several weeks. ... GEORGIA CLYNE, featured burly stripper, headed the floor show at the Cat and the Mistle, Cincinnati, last week. ... DANNY AND VIVIAN JACOBS celebrated their 11th wedding anniversary at their Detroit apartment early last week. Among those present at the brawl were Mr. and Mrs. Dave King, Virginia Mylle, Billy Reed, Helen Russell, Scott Humbert, Kay Barkley, Don Rodgers, Jack Coyle and John Head.

LETTER LIST

(Continued from page 27)

Barker, Mr. & Mrs. Robert
 Blasho, M.
 Booth, H. E.
 Bots & Madell
 Boston, Geo. L.
 Bowring, Chas.
 Bremer, Roy
 Briscoe, James
 Brock, Lew
 Brown, Hal
 Bush-Kays, Prof.
 Cann, Mr. and Mrs.
 Cohen or Martin
 Cooper, Tex.
 Cushing, Frank
 Daler, Ray
 Dean, Hay
 DeWitt, A. L.
 Dolan, Tommy
 Donelli, Russell
 Drury, Ed J.
 Egan, H. E.
 Everett & Conway
 Fink, Howard
 Franklin, Alfred L.
 Gandy, Paul
 Alberto (Gandy)
 Greenwood, Mr.
 Gupera, Fred & Harry
 Hamilton, Mr. and Mrs. Leo
 Harlan, Diner
 Hendon, Alvin
 Herley, John
 Hicks, Leo (Fari)
 Himmelman, Ben
 Hirsch, Mickey
 Horton, W. A.
 Howell, W. E.
 Hurd, Charles
 Ingleton, H. H.
 Jervis, J. B.
 Kane, James
 Keuzon, Mr. and Mrs.

Ernst, Bill
 Sanders, William
 Seal, Henry P.
 Schaefer, Leo
 (Australian Rough Rider)
 Smith, Mr. and Mrs.
 Lane, A. M.
 Lee, Fred & Jessie
 Leffer, Herbert
 Lewis, Harry K.
 McEwan, C. C.
 McGilvery, Charles
 McLaughlin, A.
 Manning, Otto
 Marquis, J. C.
 (The Great Margie)
 Miller, R. J.
 Murray, Sgt.
 Henry, Bill
 Nichols, J. C. & W. R.
 Potter, F. D.
 Powers, Len
 Rodes, Pat
 Rodgers, The
 Ross, Henry M.
 (Australian Rough Rider)
 Smith, Mr. and Mrs.
 Smith, R. J.
 Sorensen, C. G.
 Sulliver, Norman
 Tappan, Dave
 Trites, The
 Vintagers, Harry
 Vintagers, (Catsup)
 Vining, Bill
 Von Frenckel, Capt.
 Webster, Ralph
 Wells, Albert
 Weller, W. Frank
 White, Robert
 Williams, Ralph W.

MAIL ON HAND AT ST. LOUIS OFFICE
 350 Arcade Bldg.
Women

Altkinson, Mrs.
 Altkinson, Mrs. Ethel
 Altkinson, Mrs. Ives
 Altkinson, Mrs. (Berneise)
 Ballou, Miss Mina
 Ballou, Mrs. Jean
 Black, Miss Laura
 Black, Miss Laura
 Bowen, Mrs. M.
 Bowyer, Miss Ann
 Bowyer, Miss Berlie
 Buley, Mrs. Louise
 Caldwell, Mrs.
 Callahan, Mrs. Leona
 Callie, Mrs. Fred
 Cay, Madam Rose
 Dallas, Spots
 DeLoach, Mrs. F.
 DeLoach, Mrs.
 DeLoach, Mrs. Evelyn
 DeLoach, Betty, Leo
 Dyer, Delaine

Men
 Johnson, J. H.
 Johnson, Geo. A.
 Kelly, Joe (Tatou)
 Athletic Showman
 King, Phil
 Kork, Frank
 Lander, Leonard
 Leonard, Harry
 Litta, G. F.
 Long, Howard
 Loyler, Wm. Scott
 Lizza, Don
 McCoy, Fred
 Martin, Dave
 (Black)
 Michels, Marvin
 Murray, Terry
 Painter, Al
 Peiman, Jerry
 (Jaw Green)
 Peadleton, Charles
 Lewis, Ernie
 Hoack, Pat
 Roberts, Harry
 (De Rose)
 Robler, Oscar
 Selt, Dr. Mel
 Rosale, C. A.
 Ross, Jack
 Sherman, James
 (Tall)
 Singlet, Joe
 Shantz, Tex. L.
 Smith, Rogers
 Smith, H. Norman
 Sinsberger, Calvin
 Stanley, Paul
 Stanley, Sam
 Starnes, Ralph
 Frederick, Archie
 Talor, Charles
 Terrell, James
 Thompson, Curtis
 Vanhook, A. Paul
 Curran
 Vetter, Bill
 (Foxy Frank)
 Wagner, R. L.
 Wagner, W. J.
 Wallace, Eugene
 (Herald)
 Watkins, Joe
 Webb, Jack
 Weiss, Arthur
 Williams, W. J.
 Willis, Mason E. H.



Showmen's Home
NEW YORK, June 18.—The Showmen's League of America has undertaken a tremendous task. Its campaign to raise funds for the erection and maintenance of a home for old and road-weary troupers is a magnificent gesture, and marks the first time that a show organization has made tangible progress toward those ends.

The idea of a home is almost as old as outdoor show business itself. It's been the motive behind clubs of bygone years—the goal of nearly every organization today. Yet it took the 25-year-old SLA to really start the ball rolling in that direction.

But an institution sufficiently comfortable and securely financed on a long-term basis is necessarily an expensive proposition. History has shown that homes promoted by other fields of American life, even indoor show business, are essentially dangerous propositions. And we will all agree that an inadequate home is worse than no home at all.

So why not all outdoor show organizations unite in the development and subsequent maintenance of a rest for the old and indigent members of the profession? The respected Showmen's League has shown the way: let the clubs of the East, of the South, the Middle West and the Pacific Coast join the parade. Let the Circus Fans of America and the Circus Saints and Sinners contribute their distinguished personnel and unfathomed enthusiasm. Thru the co-operation of them all their home should reach proportions never before imagined. All sorts of things can be promoted when large delegations of American citizens unite in a common cause—even the aid and participation of our federal government. There is lots of money being spent out of Washington these days.

Let us get that ball rolling one way or another. Let us hear from you. Are you pro or con?

Showmen are singing the blues hereabouts. And they should—it has actually rained every day in June so far. . . . A card from Emmett Kelly, the clown, says it rains in England too, but that Britons are used to it. He's with the Bertram Mills Circus there and, according to the press notices, as much a hit as ever here. . . . That ad which Ataydo Francisco, the South American circus operator, recently ran brought interesting, very interesting results. Some of our most prominent acts would join Francisco's show immediately.

Allen J. Lester, late of the Ringling show, where he contracted pneumonia, is in town this week. He visited the World's Fair site, some friends and then hopped off to Boston. . . . It looks like either Robbins or Cole is headed over either the Downside show is almost certain to resume in August for the Southern season. . . . That Wallace Beery report is out again—this time he really might take out a show.

Looks like the World's Fair publicity

department will be augmented in late summer. . . . Leonard Traube, promotion head of Hamid's Million-Dollar Pier, Atlantic City, is town long enough this week to line up a double spread in Life. Reports everything set for the big opening under the George Hamid banner June 25. . . . A very large electric sign fell completely thru Sam Wagner's slide-show building in Coney Island last week. And didn't touch a soul. A day later the show was operating again.

Clem Schmitz, the insurance man, back in town from a jaunt around carnivals. . . . Joe Rogers, Dufour & Rogers Attractions, is due in Monday—for the Louis-Schmeling "go," of course. . . . Park men are still talking about the billing job done this year by Palisades Park. Operators Jack and Irving Rosenthal have covered New Jersey and most of Manhattan like a circus. . . . It looks like the Carl Hagenbeck interests of Germany rather than Frank Buck enterprises will have the wild animal show at the World's Fair. But maybe both.

The controversy raging recently in this column between members of the Circus Saints and Sinners Club and the Circus Fans of America has not abated much this week. Letters from members of both organizations continue to come in and some of the better ones may henceforth be found in the circus department. We've had enough of it. May they express their personal embitterment elsewhere.

Hartmann's Broadcast

IN HIS Bringing 'Em Back Alive special article, which, by the way, is packed with sound advice and suggestions, in the Park Department of this issue, Rex D. Billings looks into the future of riding devices so far as park operation is concerned. He sees a change coming—a change from permanent to portable devices.

"It is not likely," says Rex, "that the park of the future will consist so much of so-called permanent devices as it will the smaller, more portable ones. And this will not only be because of the expense involved but for the additional reason that heavy investment in the former presents too much temptation to continue them in operation too long and in this manner providing a handicap to the essential policy of change. I am very much in favor of portable rides. If properly selected from an earning viewpoint and kept in good condition they will readily return their cost and can be easily changed as to location and very likely be sold for cost or better when they begin to decline in appeal."



We are inclined to concur with Rex in visioning the riding device's future. We believe the portables will largely replace the permanents. The times demand change, and we are sure many park owners and managers will agree that permanent rides after being in operation in a park for years lose their appeal and, unless kept in good repair, become eyesores. Once they reach that point, too, it is only natural for patrons to go away from parks with the familiar cry that "it's the same old stuff."

It's going to cost money to change over from permanent to portable rides if the latter are purchased, but we believe it will be money well invested.

Rex points out that portables can be easily changed as to location in the park and that they very likely can be sold for cost or better when they begin to decline in appeal. All of which is true.

There is another important angle to this ride question for park owners who feel that they are not financially able to change over to portables, or for others who do not care to buy the devices. There are already a number of transient riding device companies or individuals with the latest in portables and these could be engaged for a season or longer on a flat or percentage basis. And it might be still better, at least

from the standpoint of advertising, for some parks to have new rides each week or month. This would be a big factor in arranging publicity and advertising matter.

Some might say there are not enough portable rides to have a change weekly or monthly during a season. Right they probably are, but if the demand for new portables becomes sufficient this situation in time would no doubt be met by the device manufacturers and in turn by ride companies and individuals.

Imagine what it would mean to a park to advertise a complete new set of riding devices each week or month! The subject, we think, merits deep study by park operators.

WILLIAM DAVIS, a layman of Kenosha, Wis., places a feather in the cap of the outdoor showman for his courage and determination to carry on despite the recession or depression, whichever you wish to call it.

Davis recently saw the Royal American Shows in his city for the first time, and while he showers praise upon this show in particular for its qualities, he speaks a good word for all showmen.

"While merchants, bankers and other business people are crying recession and retrenching in everything, carnival people go right along improving and experimenting with things new and novel in an amusement way, employing hundreds of people who might otherwise be on relief and seeing to it that they are fed and taken care of otherwise. I speak not only of the management of the Royal American Shows but of the show business in general. If our financiers and big men of business had half the fortitude that these carnival and circus owners have I think the recession could be licked.

"I am not connected with the show business, but do get around some and have had an opportunity to observe these things in my travels. The conditions under which these shows operate would daunt many a layman, but the showman just keeps smiling and plugging along. If anyone was ever entitled to reward these people certainly am and my hat's off to them."

No truer words were ever written or spoken.

Notes From the Crossroads
By NAT GREEN

A GRATIFYING pick-up in the business of carnivals playing thru Illinois, Wisconsin and adjoining States was reported last week-end. It was practically the first week that any appreciable amount of favorable weather was encountered, and the improved conditions definitely showed in increased grosses. It is astonishing what a difference a week of good weather makes. Cold, rainy weather has an adverse psychological effect upon the public and business in general, but just let the sun shine for a few days and both public and business snap out of their doldrums with astonishing celerity.



With improved weather conditions there has come a marked demand for concession merchandise. Several Chicago supply houses report orders piling up, and with hundreds of celebrations set for the next couple of months they expect to be kept busy.

Fred and Irene Ledgett have left the Sells-Sterling Circus and are in Chicago, where Fred will undergo a throat operation. . . . Nate Eagle, midget impresario, in Chicago on his way to the West Coast with some of his Lilliputians. . . . Nate still has his Circus night club in Cleveland and reports business only fair. . . . Albert and Chickie Powell have returned to the States from Australia and are making their headquarters at Culver City, Calif. . . . Who should walk into our sanctum but Ben Heno, "the man on the chair in the air." . . . Ben reports that he has missed

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working only seven weeks out of the last two years, which is something these days. . . . He is appearing as a free act with a carnival, and at Indiana Harbor the other night when he was announced as "Ben Beno, first appearance in America," a towner shouted: "First appearance nothing; I saw you here 20 years ago!" . . . H. C. Ingraham, former outdoor showman, recently closed with a tent turkey that couldn't make the grade and is back on his liquor association job. . . . J. C. Donahue, of the Ringling office, off to the East.

It looks as if there may be a gang-up of circuses in the Northwest and Middle West sector, Hagenbeck-Wallace, which made a 600-mile jump from Eastern Canada, is back in the States and playing the Dakotas, with the possibility that it will swing thru Montana and down thru Nebraska and Iowa. The Mix show is heading westward from Ohio and will be in Chicago territory late this week, with Kenosha, Racine, Madison and other Wisconsin cities to follow. Sells-Sterling is already in Wisconsin, and Russell Bros. will head that way shortly. The "Big Show" should be on its way westward late in August if everything goes well.

J. C. Howe, director of the rodeo at Sidney, Ia., in Chicago on business. . . . Rubie Trueman and wife were making the rounds of the music publishers last week-end. . . . Rubie and his cowboy band have quite a following thru the Midwest. . . . Frank P. Duffield back from Cleveland, where he staged a fireworks show last week. . . . Al Moss, of the Ringling ticket department, left the show at Lima, O., and stopped off to visit the boys in Chi on his way to the West. . . . Orrin Davenport, Mrs. Davenport, Edna Curtis and H. A. Atwell were among the Chicago contingent that traveled to Port Wayne, Ind., to catch the Ringling show. . . . Cy Thallon, of Great Falls, Mont., has been engaged as announcer for the Chi Stadium rodeo next October. . . . Fish Williams' Thrill Day show at Hammond, Ind., attracted a sizable crowd. . . . One of the thrill-day boys is figuring on presenting a super-thriller this summer—if the "old man with the whiskers" doesn't catch up with him. . . . He proposes to crash two planes in mid-air, but just how the pilots are to escape he hasn't revealed. . . . It takes a lot of crazy people to make up this old world!

STRIKE ON RINGLING-BARNUM

67 Baggage Stock Men Walk Out After Supt. Asks To Be Paid Off

Trouble starts at Toledo following dismissal of scores of workers at Lima and Ft. Wayne—new help recruited—air lines on cars cut, causing 4:45 matinee at Erie

ERIE, Pa., June 18.—"I have been around the Big Show for a great many years, but I have never put in such a hectic day as the one just closing," George W. Smith, general manager of the Ringling-Barnum circus, declared here Wednesday night as he watched the last of the circus property being loaded at the New York Central yards preparatory to moving to Buffalo, the next day's stand. In a 24-hour period the circus faced a walkout of 67 baggage stock handlers, a five-hour train delay when it was found that air lines on the show's rolling stock had been cut on 12 cars; a matinee here that did not start until 4:45 and found the night crowd so jammed in front of the main entrance when the performance was ended that an exit thru the menagerie sidewalk had to be provided; an attack by Gargantua, the gorilla, upon its keeper; injuries to two circus employees and another to an Erie woman.

As a result of the walkout of employees at Toledo, the late arrival here and the fear of further labor trouble, performers and executives were jittery throughout the day, but the tear-down and loading work was without trouble and the trains left almost on time, even tho it was necessary to break in new help hastily recruited here thruout the day.

Trouble at Toledo

According to Mr. Smith and John Ringling North, head of the show, the trouble started at Toledo Tuesday when one of the superintendents in charge of baggage stock went to the timekeeper's wagon and asked to be paid off, claiming that he was unable to control his men. The superintendent, who has been with the show for many years, refused to stay, and a short time later 67 of the baggage stock crew also obtained their time.

New tractors purchased at Philadelphia and other motor equipment were used to get the show off the lot and onto the train, with a delay of about an hour, according to Smith. Trouble, however, was encountered in loading stock cars, because some horses, which are kickers and biters, have to be put in certain positions in the cars. After one car had been loaded and unloaded five times someone suggested letting horses find their own places. This was done and the scheme worked.

With the trains loaded after the cookhouse and menagerie train was well on its way here it was discovered that 27 air hoses on the cars had been cut. A four-hour delay was caused while new equipment was installed and the entire three sections checked. The New York Central again checked the train at Colingwood, O., a division point.

The cookhouse train arrived in Erie at 7:45, but the other sections did not get in until 11:30, with the Pullmans arriving shortly after noon.

Unloading was speeded and an army of boys engaged to quickly help spread and rig the various tents. At 4:45 the matinee started to a half house, many having gone home after the long wait and because of fear of further labor trouble. The night show was capacity.

Henry Clark Falls

Henry Clark, who leaps two horses over a parked auto, at the close of the afternoon show fell after making the leap and was carried to the dressing room with blood streaming from his face. He was not badly injured, however, and made his leap at the night show.

Bruno (Rudy) Woest, caretaker of the air-conditioned Gargantua cage, while in a small compartment scrubbing the cage suddenly found that the gorilla had reached thru a narrow space between the bars and in a second had ripped off his trousers. He was not injured.

Fred Mack, employed on the big top, was struck over the right eye by a falling tent pole while erecting during the early afternoon and was taken to Hamot Hospital here. The injury will not af-

fect the sight of his eye.

Mrs. Bell Hill, of Erie, a spectator, was struck by a falling tent pole while watching the tear down. She was removed to St. Vincent's Hospital here, suffering from a fractured shoulder.

Railroad detectives and Pinkerton detectives called in by show executives guarded the show trains during the stay here.

It was reported that federal agents were probing the vandalism at Toledo, inasmuch as damaging the rolling stock becomes a federal offense.

Manager Smith declared that last week for probably the first time in modern history the Big Show was the only railroad circus in the United States, all of the others being in Canada at that time. He refused to confirm reports that the show would go to the Coast this summer.

CINCINNATI, June 18.—Reports have reached The Billboard that between 150 and 200 workmen were dismissed by Ringling-Barnum circus at Lima, O., June 11 and about 40 at Ft. Wayne, Ind., June 13, also that Adam Forepaugh, Steve Finn and Bobbie Mack, lot bosses, have either left or are leaving the show.

Wife Dies; Agee to Coast

SHARON, Pa., June 18.—Knowing his wife lay dying in a Glendale, Calif., sanitarium, John R. Agee, ringmaster of the Tom Mix Circus, last night remained true to the tradition of show business. He kept the circus moving along at a rapid pace and brought many a laugh with his forced good humor. Immediately after the performance he boarded a plane but Mrs. Agee died while he was speeding to her bedside.

Suits Against John Ringling Estate Total Half Million

SARASOTA, Fla., June 18.—John M. Kelley, former Ringling general counsel, was one of 10 plaintiffs who filed suits aggregating \$500,000 against the John Ringling estate in Circuit Court here recently. Kelley seeks \$50,000, allegedly for back professional fees. Among other plaintiffs were C. D. M. Greer and Nathaniel J. Rabner, former internal revenue agents who, with Kelley, were convicted in the recent Ringling tax fraud case in New York. Greer seeks \$10,000 and Rabner \$15,000.

Largest suit of the 10 was a \$200,000 action brought by Henry L. Williford, Sarasota attorney, who represented the circus king in his divorce suit against Mrs. Emily Haag Buck Ringling. A \$125,000 suit for unpaid architect's fees was brought by Charles W. Wetmore, of New York, who designed Ringling's palatial dream structure, the Ritz-Carlton Hotel, which still stands uncompleted on the shore of the Gulf of Mexico.

Other plaintiffs and the amounts of their suits: Dorcas Mackenzie, \$1,500; Mona Davenport, \$2,500; James Davenport, \$30,000; Daniel Schuyler, \$2,500; and Mildred Camburn, \$2,500.

These suits resulted when Ringling



C. B. (BUTCH) FREDERICK, former well-known circus agent, who died in a Wichita, Kan., hospital June 18. Details will be found on the Final Curtain page.

Barnes Draws at Spokane; Many Fans on Hand

SPOKANE, Wash., June 18.—The Barnes show played to about 9,000 here Monday. Weather was good. One of Mabel Stark's lions was injured in the runway to the cage. Newspapers were generous with space. Sam R. Stratton landing front-page art on circus day in both Chronicle and Press, the latter giving full layout.

W. W. Cole Top, of CPA, under leadership of Harper Joy, got in some good publicity help by joining with the Early Birds' Breakfast Club for an 8 a.m. breakfast in the cookhouse. The guests totaled 125, but Steward George Tipton satisfied them all. Then they toured the menagerie.

Following the night performance the fans entertained 40 circus people at the Dutch Mill night spot in the Coeur d'Alene Hotel. Arthur L. Springer, announcer for the circus, acted as emcee, and Mabel Stark talked about her lion-taming career.

CPA's in on the breakfast and party included Mrs. F. S. Natrass, only woman Circus Pan in the State; Mr. and Mrs. Harper Joy, Mr. and Mrs. Harry Goetz, Mr. and Mrs. Sam Whittemore. (See BARNES DRAWS on opposite page)

Good Biz for Gainesville

No circus at Farmersville and Nocona, Tex., for a number of years

GAINESVILLE, Tex., June 18.—Exceptionally good business was done by the Gainesville Community Circus at its last two stands—Farmersville and Nocona, both towns under 4,000 population, neither of which has had a circus in a dozen or more years.

The show exhibited at the Onion Festival in Farmersville May 31, matinee and night, it having been sold at a fat price to the sponsors, who were well pleased with the turnout. At Nocona the circus exhibited at the Highway 5 Celebration June 6 and 7, and the first night all reserved seats were sold before the ticket wagon opened. Rotary and Lions' clubs were sponsors. Attendance was fair second night, but the engagement as a whole was more than satisfactory. Big top withstood a stiff windstorm first night at Nocona.

Bleacher seats went to Hugo, Okla., last week-end under supervision of Verne Brewer, having been rented for a rodeo. The show was at Mineral Wells, Tex., June 16 and 17 at the State Health Festival, sponsored by the Junior Chamber of Commerce.

Recent visitors at quarters at Gainesville were Frank (Doc) Stuart, of Oklahoma City; Will Downer, McKinney freelance writer, and Lorry Jacobs, Dallas publicist, the last two obtaining material for magazine articles.

"The Law" Waits For Tom Mix When He Plays Kingston

KINGSTON, N. Y., June 18.—When Tom Mix motored into this city June 9 for his date on the Powell lot under auspices of Excelsior Horse the law was waiting for him—Capt. Daniel E. Fox of the Spotted Horse Troop, New York State police, and Sheriff Abram P. Molyneux.

The trooper and sheriff grabbed Mix as he stepped out of his luxurious limousine in the same fashion that they would one of those bandits in one of the former screen star's movies, but they did not bind him up and hurry him off to the bastille. Instead they sat in the sun outside the big bus and renewed old friendships.

In less than half an hour after his arrival Mix was completely surrounded by State troopers, who rode in from their various posts to say hello, and the circus lot was well policed by Ulster County deputy sheriffs in uniform under personal command of Sheriff Molyneux.

All day acquaintances of Mix dropped around to his housecar and to that of Doris Wilson, a local girl with the show, to wish them well. Among the callers were Samuel J. Ribber and Joe Kelly, sponsors of boxing and other athletic enterprises in the city, and Mark Hultin, night spot operator, formerly with Ringling, featured in the center ring with his seals.

Captain Fox and the sheriff were dinner guests of Mix on the show and after the feast in the tent attended the night show, which brought out an almost capacity house.

the executors also applied to the court for an extension of time in which to examine the validity of another group of claims against the estate. In filing the objections the estate attorneys cited the same reasons in each case, expressing a doubt of the actual existence of the obligation, and stating that if a just obligation did exist that they considered the amounts sought "unreasonable."

At the time of filing these objections



With the Circus Fans

By THE RINGMASTER

President: MELVIN D. HILDRETH, 17 E. Evans Bldg., Washington, D. C.
 Secretary: W. M. BUCKE, 10814 N. 1st St., Norwalk, Conn.
 (Conducted by WALTER HOFENADEL, Editor "The Waite Tapes," care Robinson Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., June 18.—W. L. (Bill) Montague, CPA member of the Col. Linsard Jones Memorial Committee, advises that the date for contributions has been extended. Closing date has been announced as June 14. Contributions may be sent to Montague, 1155 Farmington ave., West Hartford, Conn. Make checks payable to George H. Lux, general chairman.

Don S. Howland, who was recently transferred from South Bend, Ind., to Columbus, O., writes that they are located in their new home and that the welcome sign is out to all CPA passing thru the city. His address is Simmons Co., 280-288 West Gay street. Howland states he had an accident to his circus collection just before leaving South Bend. He had everything packed in boxes ready to be shipped when along comes a cloudburst and the water backed up in their basement, ruining about 200 pictures that were framed and autographed and a good deal of his collection of programs, heralds, etc. He was able to salvage many items, but lost a load of things that can never be replaced.

Norwich, Conn. Circus Fans drove to New London night of June 14 and met the No. 1 car of Ringling-Barnum.

William Oweley, CPA, of Aberdeen, S. D., writes: "Parker & Watts Circus here June 1. They had a fine day and a swell lot, straw matinee and a full house at night. Ira M. Watts is a prince of a fellow. In my opinion this is one of the most compact, well-organized truck shows on the road. Gave a splendid performance, is clean and operated on highest business basis."

Frederick Hart died at his home at Metairie Falls, Wash., and was buried June 14 at Riverside Park Cemetery. He was one of the oldest CPA members in the Northwest. He was one of the original organizers of the W. W. Cole Top. Harper Joy and Sam Whittemore, of Spokane, attended the funeral as representatives of the CPA.

Lot Trouble for R-B at Sandusky, First Sunday Stand

SANDUSKY, O., June 18.—Arriving here early Sunday after an all-night downpour, working crews of the Ringling-Barnum circus, under direction of George W. Smith, battled the elements several hours to get show on a lot just outside the corporate limits. Back portion of lot was higher and setting up part of the show was accomplished without much difficulty. A roadway to the lot was constructed of cinders and several hundred bales of straw placed to make it accessible and provide solid footing for the midway.

Weather cleared for the matinee and crowds started coming until it was necessary to hold the performance 15 minutes. Better than a three-fourths house in the afternoon and a fair house at night. It was the show's first Sunday stand this season. Lima on Saturday was only fair, heavy showers starting late in the afternoon killing night business.

Executives said they attributed the big afternoon here to the fact that the show was billed more than 50 miles in all directions. Both papers gave plenty of space.

The New England tour terminates July 9 at Burlington, Vt.; then a week in Canada, to Detroit, after which a couple of Michigan stands will be played, and South Bend only other stop before the Chicago run late in July.

Visitors here were Jack Minehart and party, Gen. Jacob Coxey, Mr. McCabe and party, Jack Nedrow, Maynard Mast and Rex McConnell.

Around the Lot

BUFFALO, June 18.—The folks of Ringling-Barnum circus held services at grave of Charles (Chick) Bell at Columbus, O., between shows. He is buried in Greenlawn Cemetery. Merle Evans'

Band played and the bugler sounded taps. Mickey Graves read a short prayer. Wreaths and sprays were placed on grave. He buried beside his parents.

Danny Sullivan, midget, won a bet by putting Bogunda on his back. Wenzel was referee and the crowd cheered. Ann Hamilton and Bobby Cropper are daily guests at backyard coffee shop. Charlie Bell says Trixie, his new dog, will be a wonder. Deano, contortionist, doing "frog," is a wiz. Paul Huronpo, singing midget, had many visitors from Detroit. Charlie Jones, assistant chief usher, calls for performing ushers. The Oyenas are whirlwinds in their act. John Tiebor's seals are a big hit.

Dick O'Conner's wife, who visited for several weeks, left for home at Manitowish, Wis. John Helliot, animal trainer, is still in the ring. Anna Rudynoff, equestrienne, has flashy costume. Red Finn, boss hostler, who left, has been replaced by Blackie Diller. Ticket sellers had farewell party at Mills Cafe, Lima, O. A. L. Moss, formerly with Barnes show, on way to West Coast. Present were Fred Harris, Dick Smith, Mickey Gradia, Pete Grace, Leroy Holberton and Tarry O'Rourke. Mysterious Jimmy Sullivan, keep up the good work.

From women's dressing room—Visitors in Erie and Buffalo were William Pollock, Buck Henly and Carl W. Kempe. Antoinette Concello's parents and two sisters visited in Buffalo. Visitors in Ft. Wayne, Kitty Clark's parents, Mr. and Mrs. Ed L. Clark; Mrs. Edna Curtis, widow of Dennis Curtis; Orrin Davenport and wife, Cy Hall, Mr. and Mrs. Skink and Junior, Edwards and Mrs. Belle Moore, and Pat and Eva Kelly, guests of Harold and Grayce Genders. At Sandusky Dr. and Mrs. Brown (the former Rosina Nelson) visited Ray and Theol Marlowe. At Toledo John Hunt and wife visited their daughters, Gloria and Bonnie. Arthur Nelson and wife, Sally Marlowe and Mary Lou Nelson visited Theol. Charlotte Shives visited with her folks from Akron, O. Cora Davis and Corinne Deano entertained friends. Joe and Millie Geiger had their son on for a few days. JOE LEWIS.

Robbins Bros.' Show Making Fine Moves in Eastern Canada

HALIFAX, N. S., June 18.—Robbins Bros.' Circus is setting a record in its moves thru Eastern Canada and into the Maritimes. In two weeks' time after entering at St. Catharines, Ont., the show was in Sydney, N. S., on Cape Breton Island. One of the longest overnight runs was from Riviere du Loup, Que., to Campbellton, N. B., a distance of 190 miles. The train arrived in Campbellton at 7:30 a.m. and the two shows and parade were on schedule.

Any trouper who has "made" Prince Edward Island knows that is a move requiring a lot of effort and preparation. Charlottetown was the only stand on the island and was on a Saturday. Friday two shows and a parade were given in Moncton, N. B., and by midnight the train was on its way. There are 35 miles on the main line to Sackville, where a branch line of 38 miles is traversed to Cape Tormentine. At Tormentine the train was split in two sections and two coaches were left on the mainland. Half the occupants of the two coaches were up at 3 a.m. and accompanied the first boat with the first section of the show train. This is an hour's ride over nine miles of water, the Northumberland Straits. The landing on the island is at Borden, where two engines were in readiness to take the first section to Charlottetown, arriving there at 6:30 a.m.

The second section followed arriving at 8:30 a.m. The parade was on its way by 11:30 and the performances right on time. The distance from Borden to the capital city is 43 miles over a twisting and in many places steeply graded roadbed. Jess Adkins had his staff all set for the move and everything went right along as planned by the Canadian National Railroad officials. Floyd King had gone over the details with Edgar Robertson, assistant superintendent, who personally accompanied the train in a private car as far as Tormentine and there awaited its return the following morning.

One of Robertson's assistants, Page Carlisle, went thru with the circus trains to Charlottetown. On the island side Superintendent E. W. McKinnon moved the trains quickly to and from Borden. P. A. McGrath, circus trainmaster, was untiring in seeing that all went along without any hitch, and

neither he nor Snooks, his assistant, barely closed their eyes for two nights.

The run from Prince Edward Island to Sydney is a little less than 400 miles and is from one island to another. Sydney is on Cape Breton Island and requires a ferry ride for the circus train to get there. In this one trip two bodies of salt water are covered. The ferry ride into Sydney is much smaller than the nine miles from Tormentine, N. B., to Borden, P. E. I. This run was made on Sunday with a stop at Stellarton, N. S., to feed and water, and with the excellent service given by the C. N. R. was made in record time.

Acts With Mills' Circus

LONDON, June 18.—With the Bertram Mills Circus, touring Great Britain, are Charivari, the Spyras, the Corinthians, Aussie and Czech, Quintilla, Gay and Gay, Priscilla Kaye and her lions, the Millimeter Girls, Gind's football elephants, Mills' Liberty horses and ponies, Four Maniacs, Mills' equestrian display, Fritchie, Swing Sisters, Four Cosmetics, Koringa, Pat Baker, Emmett Kelly, Miss Lagana.

BARNES DRAWS

(Continued from opposite page)
 Mr. and Mrs. Eugene M. Ehrhardt, Jimmy Smythe, James McGuinkey, J. Ralph Nevers, Joel E. Parra, Frank Zourin, and Ramsey Walker, of Coeur d'Alene, Ida.

Bob Fisher, trapeze performer, who left Spokane at the age of 14 to follow the big tops, enjoyed a reunion with relatives.

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Showdown on Wage Cut of R-B Set For Scranton, Pa.

SYRACUSE, N. Y., June 20.—Anticipated showdown in the war between the American Federation of Actors and Ringling-Barnum circus over a 25 per cent pay cut ordered last Friday in Rochester by President John Ringling North was averted here today and will come instead in Scranton, Pa., Wednesday.

Action of the union was to have been taken yesterday when the pay cuts went into effect, but at Watertown Saturday, just before the show pulled out for Syracuse, union men on the lot were advised by AFA to wait until the first reduced pay envelopes were handed them. That meant the union would go along until Saturday, June 25, when the pay envelopes would be distributed at Paterson, N. J. However, yesterday North posted a notice on the lot here thanking the men "for taking the cut." Immediately union spokesmen denied they had taken it, and a few hours later it was announced that Ralph Whitehead, executive secretary of the AFA, would meet with the employees in Scranton on Wednesday. North's notice, which angered the workmen, said:

"To all employees of Ringling Bros. and Barnum & Bailey, Inc.: The management wishes to thank you all for the prompt action you have taken in accepting the 25 per cent reduction in pay, which acceptance has resulted in the show not closing today. The management regrets that a few of its employees have left, but is most gratified to see that almost to a man you have remained.

"The moment you decided upon this course, surmounting an impending crisis, you won the profound respect and admiration of every showman in the amusement world. You have proved once more the truth of the time-honored phrase, 'The show must go on.'"

Questioned about the union's denial of his statement, North said: "We posted a notice two days ago that (See SHOWDOWN ON page 107)

Mike Michaels, Mr. and Mrs. Hal Silver, Mr. and Mrs. Neil Eastman, Gertrude Scott, Mr. and Mrs. Willy Gretton, Carlton George, Buck Nelson, Mary Matson, T. P. Lewis, Gen. Jaclyn, Jack Voice and Rennee Ramsey.

Owen Sound, Ont., on June 7 was literally turned over to the show. All business houses were closed and the circus had two capacity houses, auspices of the Rotary Club. Paul (Slugg) Nelson has taken down his sign.

HAL SILVER and JACK VOICE.

RINGLING-BARNUM—Upon reaching Wheeling, W. Va., after an absence of two seasons, the Ringling-Barnum circus found the old fairgrounds lot converted into a race track. Tents were set up outside, with cookhouse tables in a building. The roving season was on and many of the boys placed bets, some winning a few dollars. Much was expected of Louie Nagy and his famous system, but pay day found him broke as usual.

Walter Quise's bar and riding acts are still making 'em scream. Terrell Jacobs and his cats are very effective with house lights blacked out and colored spots pouring down from Wallenda's high-wire platform. Act gets a big hand at each performance. Merle Evans' splendid band is introducing many new selections. A wait, interpolated recently in the swinging ladder number, was written by Jerry Bangs, show gagster, and arranged by Harry Hughes of the band.

Finally got thru a day at Dayton without a flood, tornado or other ethereal disturbances, which almost without exception have been the show's lot there. It rained a little, but that was all. At Sandusky, O., the folks drew their first Sunday of labor under canvas, but were happy in the knowledge that the next (See DRESSING ROOM on opposite page)

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We'll save you money.

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Dressing Room Gossip

COLE BROS.—Horace Laird, The Billboard and mail agent on the show, is always on the go. Mike Michaels is singing with band and adds a punch to manage and swinging ladder numbers. Mr. and Mrs. Clyde Beatty and Kinko came back from a fishing trip the other day with a string of about 60 large pickrel and wall-eyed pike. Clyde got out his camera and posed for several pictures with the catch, but the next day he found he had no film in the camera, so he has no way to prove his story. Almost everyone has the fishing fever and it is not unusual to see several people come across the lot with a big string of fish.

When show was in North Bay, Ont., many people on the show went over to Callander to see the Dionne Quintuplets. Otto Griebling has the golf game going in the backyard between shows. He and Eddie Allen seem to be the champs. Having swell weather, business has picked up wonderfully and everyone is in fine spirits. On June 5 in Ottawa several performers and others on the show had a big picnic. It was a big success. A picnic club has been formed and there will be picnics every Sunday that the show doesn't play. Those present June 5 were Mr. and Mrs.

ROBERTS BROS. CIRCUS OPENS SOMERVILLE, N. J. JULY 1. WANT People in all departments. Lots season assured. CAN (SEE) Belgate Agent with small truck or car, and other agencies. Fillers. WANT Typical Small Circus Performers, that double. Those furnishing own transportation preferred. Need Dog, Frog and Monkey Acts. Also Colored Musical Band. Let your salary demands be in keeping with present unfavorable business conditions. All Concession privileges for sale. Will place High-Pitch Man and Dog Training, Barney Man Working Men come on. Other wire, starting full week. Address MANAGER ROBERTS BROS. CIRCUS, Somerville, N. J.

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MIGHTY HAAG CIRCUS

Wants Clown who can talk. Also other, reliable Comet and Bass for big show. IS. W. FLOYD, Band Leader Hodgenville, Thursday; Campbellville, Friday, all Kentucky.

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Under the Marquee

By CIRCUS SOLLY

THE SHERMANS (Ma and Pa) are touring with Ken's Fun Show.

ONE WAY to get the most out of life is to look upon it as an adventure.

W. P. THOMSON, of Lambertville, N. J., friend of shows, was a recent guest of Frank B. Hubin in Atlantic City.

BERTHA BERT, who is back on the Mighty Haag Circus, says business is very good.

UNCLE CHARLES LAMONT had another stroke at Salem, Ill., and is in bad shape, reports Hinnie Marcum.

CHARLES C. CLEVELAND advises that Ringling-Barnum had rain at night at Lima, O., and there was about a three-quarter house.

EDNA TALLEY, of Lewis Bros.' Circus, is in a Pittsburgh (Pa.) hospital for an operation. Friends can address her at 75 Ontario street.

MORRIS WATNICK left the advance brigade of Lewis Bros.' Circus at Clyde, N. Y., and is at home, Lawrence, Mass., with his parents.

J. W. DEVINE, veteran Detroit novelty salesman, joined the Ringling-Barnum show at Toledo, O., and is handling a special novelty stand.

MCCUNE GRANT TRIO, comedy horizontal bar act, closed with World Bros.' Circus and joined the Art B. Thomas Shows. They bought a new Travelo house trailer.

C. SCHNOEDER, who saw Golden Bros.' Circus, says show has some good acts, including the Coryella Family and Todd Henry and wife, also that Henry Bros.' Circus is out again in Idaho.

RALPH CLAWSON conferred with Robert Ringling in Evanston, Ill., June 12. Both were on Ringling-Barnum show at Ft. Wayne, Ind.; then went to Peru.

OF ALL the things you wear, your expression is the most important.

CHUBBY and Harvey, prize work horses with Ringling-Barnum circus, were killed June 11 shortly after the show began unloading in South Lima, O. They were struck by a Baltimore & Ohio passenger train.

CHARLIE WINSLOW, for many years head writer on leading circuses, is still confined to the Bancroft Hospital, Ward C, Tewksbury, Mass., where he has been four years. Would appreciate hearing from fellow troupers.

THE CINCINNATI ENQUIRER, in its amusement section, issue of June 13, carried an interesting little story of Edward Van Wyck, Cincinnati, who manufactures equipment used by circus and vaude performers all over the world.

H. E. (DOC) ROBERTSON, former owner-manager and agent, has left the carnival life and is on staff of Silver Bros.' Circus, assisting Sam Dock and Karl Annon, reports Jimmy Rafferty, former agent for Dick Lewis Players. His fair in West Virginia.

LOUIE GOLDEN pens that novelty men on Ringling-Barnum are Rosie, Harry Fay, Morris Outso, Louis, Hunkey, Mike Realy and Joe Trosey are in chameleon department. Ed Nagle, Buck Saunders, Ray McMillan and Mildred Dower were recent visitors.

SPARKPLUG GOODMAN, in side show of Haag Bros.' Circus, reports show playing to fair business in Southern Kentucky. Joe Little, Angus Harley, Hoseny Caldwell, Johnnie Mitchell, C. J. Hollis, Viola Steptean, Gladys Humphrey, Baxtus Jenkins and Jelly-Roll Rogers also are in kid show.

GOOD CLEAR-CUT photographs for reproduction are always welcomed by the circus editor, especially news photos.

RUSSELL BROS. Circus had very good business at Crawfordville, Ind., reports E. E. Simmons, who visited with the Webbs and C. S. Brooks. At the matinee

the youngsters from the Montgomery County Children's Home were entertained as special guests of the management.

EVERETT BLANSHAN pens that Tom Mix Circus had two full houses on the Powell lot, Ulster, N. Y., also that Kingston, N. Y., has been the center of tented attractions since May 19, Newton Bros.' Circus, Tom Mix Circus, Doc Schneider's Radio Show and Woods mad show all doing good business.

H. R. BRISON cards that Millerstown, Pa., June 13 was the best stand for Silver Bros.' Circus since show has been in that state this year. Several of the folks visited Tom Mix Circus at Lewistown, Pa. E. S. Holland, his brother and father and Mr. Cannon, of Cannon Comedians, visited the Silver show.

LESTER RODGERS, peanut concessioner with Robbins Bros.' Circus, is back in Ohio, having been compelled to leave the show because of a highway ruling in Canada which prohibits commercial trucks bearing a foreign license from traversing the highways there. He is at the Ohio Short Ship race meeting at Canton, O., and has several celebrations contracted until his fair starts late in August. Other units which left were the frozen custard, petrified man exhibit and the private automobile of Manager Jess Adkins, according to Rodgers.

FRED STAFFORD cards that he saw Famous Robbins Circus (World Bros.) at Northampton, Mass., June 9 and at Holyoke the 10th. About three-fourths house in former city at matinee and same at night. Two filled houses at Holyoke, with people on ground at night. Small show but several good acts. Side show took care of overflow crowd at Holyoke and played to big crowd all evening. Verne Perry's seven-piece band putting out fast and peppy music. Management reports fair biz in hasty trek across New York, thru Vermont and into Massachusetts.

DOC in the circus, Judge in the court and now Colonel in military work—he's Frank Stuart, in case you don't know—Frank Stuart "Himself," as his outdoor advertising business in Oklahoma City is advertised. And he's also known and referred to in Oklahoma City and Nichols Hills (in the latter place he is Judge of Municipal Court) as "The Law North of 34." He was made a Colonel on the military staff of Governor E. W. Marland of Oklahoma a few days ago. Doc (beg pardon, we mean Judge) Stuart, incidentally, was a World's War officer and a Captain on the Reserve.

SHOW PERSONNEL of Dexter Fellows Tent, Circus Saints and Sinners, New York City: Orson Kilborn, main guy; Fred P. Pitzer, boss canvasser; Ed D. Thornburgh, pay-off; Elmer G. Oliphant, press agent; P. Darius Benham, founder; John R. Carey, George A. Hamid, James B. Ford, E. L. Robbins, Raymond C. Schindler, Walter C. B. Schlesinger, H. Clifford Fowler, Ormond Gould, C. Red Raffenden, Carlton M. Hub, Percy G. Magnus, Tex O'Rourke, Chalmers L. Pangoast, Albert V. Sielke, razorbacks; Tony Sarg, ringmaster; Tex O'Rourke, equestrian director; William Steinko, barker; Sharon Stephens, bandmaster; Leslie Kramer, clown kop.

RAYMOND L. BICKFORD, of Greenfield, Mass., writes: "Recently I stated that World Bros.' Circus was changing name to Famous Robbins Circus. This was correct, but thru error I stated that change would take place at Barre, Mass. Visited show at Ware, Mass., June 11 and found all names pointed off the trucks. Show came from Holyoke, where it was billed as Famous Robbins. Business was reported good at Holyoke but was off at Ware due to a heavy rain which did not let up until afternoon. Only Barnett Bros.' Circus and World Robbins have played this section of the State so far this year and attendance has not been good for either. Factories in this section are shutting down for periods of from one to three weeks the first of July."

VISITING NOTES—Red Davis and E. Annon, of Philippi, W. Va., drove to

Wheeling to see Ringling-Barnum June 8 and report fine program. . . **JIMMY RAFFERTY** recently visited Silver Bros.' Circus and says performance is very good, also seven-piece band directed by Walter Scott. Business reported as fair. Equipment and stock in good shape. Captain Myer's lions are featured. Rafferty met several oldtimers on staff—Sam Dock, Hi Bob Bassell, E. E. Robertson and Ed Davidson. . . **COACH ECK ERDLITZ** and wife, Oshkosh, Wis., caught Russell Bros. at Warsaw, Ind., his being very good. They saw Ringling-Barnum at Lima, O. Have a daughter, Mary, on show and spent day visiting members in all departments. Spec is beautiful and the North brothers are doing a great job.

SIC CRAP GAMES, boisterously held under seat lights at a circus, in full view of the townies, are bad stuff. If showfolk want to cheat dice, they should go in the backyard where the cityfolk will not see them. Another thing, profane language should be cut out when shows are setting up and at the runs. Several instances of this kind recently have come to Solly's attention.

STANLEY P. DAWSON sends following from Robbins Bros.' Circus: The Canadian tour has been glorious. In Quebec City business was a sellout. At Dinghamton show was visited by Townsend Walsh and party, who drove from Albany. The Malone Brothers, well known to showmen, also visited in New York State. Fred Hutchinson and party of Parkersburg, W. Va., visited at Marietta, O. Attorney J. C. Graham, of Butler, Pa., visited us several days before show went into Canada, and Bert, Juanita, Kirby and Tango Cole visited at Bethlehem, Pa. Charley Lucky has once more taken the job of master mechanic, and Scotty Brown is now boss canvasser. Hugh Baker, after leaving the Tim McCoy show, joined as assistant to Scotty Brown. Dr. Lounsbury joined recently and now has his hospital tent fully equipped. It was a big day for the Adkins family when Patricia Adkins visited her father, mother and Tom Adkins. Arnold Malesy is now working in the red wagon, and George Crandall is in charge of the white ticket wagon. Mr. Adkins and Ernie Sylvester went fishing at Campbellton, N. B. Radio Charlie Hodson has been playing some golf. Mord King was a visitor and left at St. Catherine's. J. D. Newman visited at St. Johns, Que., and Johnny Bramill and Buck Healy at Niagara Falls. On Sunday at the Falls, Mel Smith called on Milt Robbins and Henry Kyes on Rodney Harris and others on the show. At St. Catherine's Zack Terrell and family, Eddie Allen and wife and many others of the Cole personnel visited. Franchy Duppe, side-show orator, joined at St. Johns and acted as interpreter while show was in the 90 per cent French territory. Johnny Wykell, capitalist, of Owensboro, Ky., is spending his vacation with show. On June 10 he flew to Sydney, Can., to do the 24-hour work there.

DRESSING ROOM—

(Continued from opposite page)
four will be days of rest. Air-brake trouble on the second section delayed arrival at Erie to such an extent that the matinee was called at 4:30, first late show this season.

Hats off to Joe Lewis as a merchant. His "pushcart" without wheels gets there just the same and sells the goods. 'Tis said he is now figuring on a loud-speaker attachment for ballyhoo.

JIMMY SULLIVAN.

ROBBINS BROS.—Word has been received that Rose Behee underwent a successful operation last week and everyone on the show is wishing her a speedy recovery. The dressing room wants to know what Cliff Downing was doing running around with a cowboy suit on. Art Ceaky gets many laughs in the Wild West when Pearl Barber pops the whip in her paper-cutting stunt. E. J. McParlan has been keeping the boys entertained by telling them of his experiences on the old Dan Rice Show, and says he still thinks Dan Rice was tops in clowns.

Jack McCarthy has added Manuel Velarde to his perch act to replace Fride Shannon, who left. McCarthy is holding the perch. Billy Hammond, who injured his leg a few days ago in Wild West trick riding, is on his way to recovery.

Have heard of fishing tales, but after really seeing this I am now convinced this is no tale. A few minutes after the train arrived in Chatham, N. B., a

couple of the boys decided to try their luck with the finny tribe. Using bread for bait, they pulled 'em right out, and some didn't even use bait. Fish and chips and lobsters are in season here. Happy Kallons even found a large lobster in his trunk. With the baseball games having been called off due to rains, the boys are donning swimming instead of baseball suits. Pearl Barnes renewed acquaintances when the show was at Charlotetown, P. E. I., which is but a few miles from her home town. Sydney, N. S., saw its first circus parade in 14 years. Packed houses there. Foot Gibson is having a very hard time keeping hub and radiator caps and other articles on his car on account of souvenir seekers. **VAN WELLS.**

TOM MIX—With a rush reminiscent of Stagehand at Santa Anita, the clowns surge out for a number. Additions to the alley include Joe Gould, Jimmy Larquier, Robert Henderson, Vernon Burns, Charles Holland and Brad Thurman. New faces on the band stand are B. T. Carsey and O. S. Holloway, trumpet players, who joined after the Downside show closed. Frank Verdi plays snare drum and Wiley Scott is leader.

With a let-up in rain and an increase in business, performers are strutting unusually attractive costumes. Outside of a few slight rearrangements, program remains the same. Fredericka Clarke is back after a long absence due to injuries received from a fall on the wire. Most commendable the way Elizabeth Clarke subbed for her in the juggling act. Also on the sick list were John O. Kelley and Charles Arley. Ray Goody, who suffered wire injuries recently, expects to be back next week. This show also has its fishermen—Kinko, please note.

I think Jim Arbaugh would have traded aches and pains with anybody after his activities in the flying act. Notice that Joe Bowers is the man to watch up there, and hope he comes out in good shape. Looking over the backyard, I see a new clown top, also John Agee's newly decorated trailer. Everett Goodnight is the new backyard officer. Several visitors are about. Mrs. James Bagwell down from New York visiting her husband. Dan Pyne and Tex Taylor, from up front, paying a hurried visit back with the show. Glad to see that Flo Burelem is back in good health.

Playing home towns of performers gives the show added business. Glenn Falls, N. Y., was a big day for the Clarke, who held open house at their Catskill Bay home on Lake George. In attendance at noon luncheon were Mr. and Mrs. Charles Ward, Mrs. Kerchoff and daughter Ella, Mr. and Mrs. Charles Clarke and daughter, James Arbaugh, Charley Arley and Denny Gordon. Those present at the evening dinner at the home of George Hanneford, including his family, were the Clarke Brothers and their families, Ray Goody, Doris Wren, Homer Hobson Sr. and the writer. The picnic given by Ernestine Clarke will long be remembered. Those attending were Lillian, Alex, Willie, Jimmy, Dave and Charley Blair, Danny Gordon, Elm Kerchoff, Iva Mae Anthony, Ray Goody, Doris Wren, Mildred Asher, Fredericka and Aletha Clarke.

I have just announced a man who is not only the idol of millions of boys and girls throughout the world, but the way he has taken it on the chin to keep this circus out and us individuals a job has made him dear to the hearts of every member of this organization. That man is Tom Mix.

DR. GEORGE W. T. BOYD.

PARKER & WATTS—Show jumped 130 miles into Blomack, N. D. All water bounds on the show took advantage of the bathing pool here—no Sunday show and first warm day of season. Lew Walton is the busiest person in the dressing room doing clown numbers and caring for the wardrobe. Charley Dypden's juggling act is scoring. Jimmie O'Connors and his elephants in their new routine never fail to get plenty of applause—lots of speed there. Betty Hall, daughter of Scotty Hall, Chief of Police of Fargo, was guest of show at Blomack.

Peter Brovold Jr. has a new playmate, "Wow Wow." Sometimes Peter leads "Wow Wow," but most of the time "Wow Wow" leads Peter. Flora Bruce is in the carpenter business—she surely hits the nail on the head. Anyone on the show who arrives on the lot later than 7:30 a.m. is greeted with a kind "Good evening, where have you been?" The show hasn't been in any rain for two days, which is a great relief.

JIMMY THOMAS.

How the Circus Tries New Ideas and Methods

By EUGENE WHITMORE

ONE midsummer night in 1932 when headlines stalked the land I was standing outside the marquee talking to a group of friends who had gathered to visit George Engesser's circus in Colorado Springs. Little old Schell Bros. was having a tough time, what with poor business, old trucks, five big elephants and mountain roads to contend with.

"If I owned this show I would put some light on this midway. I'd have bigger banners. I'd enlarge the band. I'd put more lights inside," said a friend of the management to the little group which stood outside.

"If I owned this show." How many times do we hear it during the circus season? All the fans, all the towners and all the out-of-work ex-circus men can tell you exactly what they would do if they owned a show. To hear them tell it the circus is backward, out of date, behind the times. But we must remember that they have nothing to contribute but talk. "If I owned this show"—but he doesn't own the show. All the innovations which he thinks he would inaugurate are just so much conversation.

Innovations, new ideas, revolutionary departures in either the professional or business side of the circus may seem rare. And well they may, for it costs money to experiment and the circus manager of today with the high salaries, terrific expenses and gouging taxes must go slow on new ideas if he wants to bring the show back to the barn in November instead of July.

Despite the owner's cry that something new ought to be put into the circus, there have been plenty of innovations if we begin to list them. Some paid. Some flopped. Witness Cole Bros.' Circus attempt to bring a new idea into the concert when it engaged one of Major Bowes' units to entertain the cash customers for the concert two years ago. It was an excellent idea that went sour. The good Major's amateurs were a dismal flop. They were closed in four days. This is one side of this business of bringing new ideas and innovations to the circus.

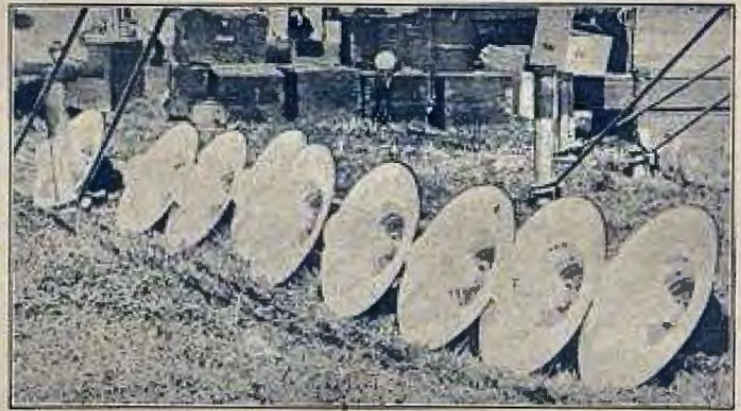
New Idea in Costuming

With the beginning of the 1938 season John Ringling North brought a new idea in costuming to the circus. In the past the rule has been on most circuses that the wardrobe women design and make the costumes. These splendid women have worked loyally and industriously winter after winter, doing almost exactly the same things over and

over again. One season's costumes looked surprisingly like the other season's. Circus costuming was in a rut and no one can deny it. Mr. North knew it and hired Charles LeMaire, well-known designer of Broadway shows, to costume the 1938 spec for Ringling Bros. and Barnum & Bailey.

What they did is now history. Fifty years from now oldtimers, sitting around the ring barns in winter, will tell the youngsters that there never has been a show costumed like the Ringling show in 1938. I can almost hear them saying, "Boy, they don't have no costumes like that no more!" We will hear more about this Ringling spec as the season goes on. Next year perhaps some other circus will break away from traditional methods in circus costuming and do something spectacular. Early-season reports from the Big Show indicate that the customers are leaving the show breathless with excitement about the beauty of the costuming. The idea clicked at the box office, which is the only thing that really matters.

Mr. North brought another innovation to the circus in 1938. The big glass-walled air-conditioned truck in



A FEW of the big porcelain reflectors carried by Cole Bros.' Circus as part of its lighting equipment.



A SECTION of Robbins Bros.' Circus banner line showing one of the many tall lighting standards and reflectors. Similar standards light the midway on the Cole show.

which Gargantua, the Terror, is exhibited is a new step in circus methods. Hauled around the hippodrome track this magnificent cage wagon is stopped

around the track, but never, to our knowledge, in a wagon that carries its own self-contained air-conditioning apparatus.

Air-Conditioning and Radio

Which brings us to the business of air-conditioning the circus. Do not think circus officials have overlooked the possibilities of cooler air in the big tops. They are talking about it, investigating it. One small show, Eddy Bros., has been actually trying out an air-conditioning apparatus. We may confidently look forward to the time when a circus tent will be much cooler and far more comfortable than they are today. Mind you, I do not say "when," but air-conditioned circus tents are coming just as surely as the due dates on your automobile notes.

The oldtimers who lament the passing of such stentorian-voiced colorful announcers as Lew Graham have been forced to admit that the modern public-address systems used by most circuses are a definite improvement in circus methods. While p.-a. systems are not quite an innovation today the circuses were quick to install them when efficient equipment was first made available about 10 years ago.

The radio is still another fairly recent improvement in circus publicity. Such

pioneers as F. Beverly Kelley and Klara Knecht have developed publicity methods suited especially to the radio. Klara, I am told, has talked over more radio stations than any other woman on earth. I do not doubt it. She will be remembered as one of the pioneers in developing this special type of publicity for the circus.

More and more the circus becomes mechanized, with one innovation following another. First was the mechanical stake driver which displaced hundreds of singing, shouting men whose rhythmic swinging is missed on circus lots. Now on the Hagenbeck-Wallace Circus there are powered stake pullers which yank out stakes with a speed never dreamed of when we still depended on the old-time hand-operated stake pullers. The Col. Tim McCoy Wild West also had them the short time it was out this year. Then there are the three-way stake drivers, an invention of the talented and widely liked Bill Curtis, which drives all three stakes at once. Yes, when we begin to add them up there have been plenty of innovations in circus methods.

New Lighting Methods

In 1937 Cole Bros.' Circus, under the Adkins-Terrill management, started the circus world with a new approach to (See HOW THE CIRCUS on page 55)

WPA FEDERAL THEATRE
Presents Its
3 RING CIRCUS
Featuring **JAPINO**
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Largest, most modern equipped Motorized Circus in the world. Twenty-one years unparalleled success. Can be bought for less than half present-day inventory. Excellent reason for selling. Address

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SOME of the double "cool-soop" lighting units used to illuminate the rings of Cole Bros.' Circus.

The Corral

By ROWDY WADDY

A TWO-DAY INDEPENDENCE DAY rodeo is to be sponsored again this year by the Young Men's Business Club at Denham Springs, La. Several contestants already have signalled that they intended to participate.

WHEN ED STAPLETON presented his 1934 stationary rodeo June 5, it marked the beginning of the 13th consecutive year of showing at the same spot. The rodeos are held each Sunday afternoon. Cowboys participating this season include Dan Wilder, Red Wilkinson, Bob Hess, Texas Joe Sleshan and Cotton Misenheimer.

FIRST ANNUAL two-day Fourth of July Rodeo to be held in Arcadia, Fla. will present two afternoon and one night performance, according to Willie Welles and Gerry Taylor, managers. Prize and purse money aggregates more than \$500 and the high-scoring cowboy will be named Florida State Champion. Events are restricted to Florida-born cowboys.

ED AND ELSA BOWMAN, Pete Forester and Bob Corden are working on Al Carry's Dude Ranch this season. According to Bowman, they are breaking trick riding and roping horses for the rodeos which are held on the ranch each Sunday. Recent visitors included Frank Moore, Leonard and P. Murray, Bill Keen, Bud Wells, Ray Ward and Col. Al Chase.

EVANSTON, Wyo. has already contracted some of the rodeo world's top talent for its Cowboy Days celebrations to be held there this fall. Included in the array are Gene Creed, Weaver and Juanita Gray, Pinky Olat and Alice Slay. C. O. Leushner's string of horses will be used at this year's event. Alice Holland, daughter of Mayor J. H. Holland, has been selected queen of the meeting. Sam Corson is secretary.

COMMITTEE IN CHARGE of Greeley's (Colo.) 16th annual Spud Rodeo and Races, under Chamber of Commerce auspices, includes H. T. Lee, president; E. H. Polbrecht, secretary; H. B. Jacobson, arena chairman; J. E. Hall, race chairman; Charles Galland, J. T. Kirby, Reese Wilkinson, T. E. Mawson, Kenneth Perry, R. S. Collins and Bruce Miller. Earl Anderson will furnish the stock.

WHAT IS SAID to be one of the largest all-Indian one-day rodeos will be held in Canada's Blood Indian Reservation soon. Tribe is of the Blackfoot confederation and lives in Southern Alberta. All officials and judges, excepting Jim McEab, noted Alberta cowboy, will be Indians. Guy Weadick, well-known rodeo producer and for years a friend of the Indians, has been engaged by the Indian Council to personally supervise the staging of the contest. The Blood Reservation boasts of its fine horses and top Indian cowhands. Chief among the latter is Tom Three Persons, veteran rider and roper, who won the bronk-riding contest at Calgary in 1912.

SECOND ANNUAL championship rodeo, under Junior Board of the Wilmington (Del.) General Hospital auspices, completed a highly successful week stand June 12. Event drew more than 37,500 persons. During the eight performances, two of them matinees, six cowboys were injured and one horse had to be killed. Wayne Loucks sustained a slight bruise and was stunned when a Brahma steer threw him. Jack Whaley suffered bruises and lacerations when trampled by a steer. William Sawyer and Pat Plakett were knocked unconscious when thrown from bucking horses. Jimmy Downs sustained ankle injuries when a bucking horse fell on him. The horse suffered a broken leg and had to be shot. Homer Whitell was trampled about the head and face when a Brahma steer threw him. Prior to the opening June 6, General Manager Frank With's troupe paraded through the central city section and was greeted at the

Public Building by Assistant City Solicitor Thomas Herlihy Jr. Bob Matthews was arena secretary and Pughen Chaney was back at the loudspeaker this year. Program comprised 26 events, including a concert by Chief Onie's Indian Band. Cast included Ted Allen, champion horseshoe pitcher; Hardpan Hank and his trained mule; Billy Keen; Pancho Villa Jr., iron man of Mexico; Roscoe Armstrong and his auto fun-house, and Crazy Durante and his cowboy auto mania.

CONTESTANTS at the rodeo presented last week in connection with the National Shrine Convention at Los Angeles included Ed Lloyd, Art Manning, Jimmie Nesbitt, Homer Holcomb, Ward Watkins, Burel Mulkey, Nick Knight, Jackie Cooper, Stub Barthlemy, Fritz Truan, Pete Grubb and Alvin Gordon. Leo Murray, Paul Carney, Doff Aber, Cecil Henley, Ray McGinnis, Turk Greenough, Clay Carr, Johnnie Schneider, Ashbury Schell, Homer Pettigrew, Harold Mueller, Hugh Bennett, John Bowman, Gene Ross, Charley Jones, Buck Stanifer, Everett Bowman, Lawrence Conley, Lonnie Allen and Andy Juaregui. Doc Simon, Owen Fore, Bill Eaton, Buckshot Sorrells, Cleve Kelly, Johnny Gardner, Vic Rogers, Carl Shepard, Fox O'Callahan, Oral Zumwalt, Johnny Vance, Earl Elovins, Dave Campbell, Howard McCrorey, Joe Thompson, Mickey McCrorey, Jack Kercher, Shorty Creed and Dick Kern, Frankie Schneider, Leo Ferris, Durward Ryan, George McIntosh, Andy Gibson, Smoky Snyder, Carl Dossey, Bob Estes, Harry Logue, Cecil Ausley, Jim Irwin, Dusky Doyle and Will McFarlane. Trick ropers and riders included Dick Griffith, Verne and Myrtle Goodrich, Bus Brady Jr., Pauline Nesbitt, Gene Creed, Sam Garrett, Monte Montana and Lloyd McDoer.

ABOUT 2,500 persons, slightly under last year's mark, attended the fifth annual rodeo in Madrono, Calif., June 5. Offsetting the somewhat decreased attendance, however, was a record sign-up of contestants, numbering more than 275. Despite the fact that the events were packed with thrills and sensational rides, no serious injuries were incurred by contestants. Lee and Christine Leroy presented the trick and fancy riding features, while Hank Keenan clowned. Rodeo directors were Alfred Jackson, president; Harry Skeels, vice-president; Jere W. Sheldon, secretary-manager; James Tarantina, treasurer. Officials included Frank Nelson, arena director; Harry Rowell, assistant director; Ernest Magincaida and Jeff Parish, track directors; Harry Breen and George Sullivan, arena judges; Sheldon Perham, Tim Kirby and Andy Kirschner, track judges; Ray Hubble, H. J. Pfeiffer, John Baumgartner and Ralph Fitzsimmons, timers. Results: Mad Scramble—Dan Givelow, Manuel Souza, Tony Benedictis. Stake Race—Ray Backworth, Joe Agrara, Pat Linfoot. Bull Riding—Roy Roberts, Kenneth Bradshaw, Jim Neal. Single Roping—Kl Silacci and Fred Alm split first and second; John Mayo, John McGrath, Harold Vascha, Cowboys' Quarter-Mile Race—John Miller, Tom Dunn, W. Millerick. Cowgirls' Quarter-Mile Race—Ruth Miller, Irene Ayers, Helen Bras. Calf Roping—Kl Silacci, Bill McGrath, Cotton Lee, Charles Maggini. Bronk Riding—Eddie Roberts, Ralph Swanson, Tony Benedictis. Team Roping—Tex Raburn and Monte Logan, Al Durazo and Frank Pedro, Herman Ackers and Charles Ackers; Louis Laporte and Russell Hodges, and Herman Bray and Henry Strohm split fourth and fifth. Calf Riding—Buddy Linfoot, Dave Mason, Tom McGrath.

TWO-DAY Top o' Texas Fiesta Rodeo in Pampa, Tex., wound up successfully June 10. Three accidents marred the proceedings, however. Frankie Campbell sustained three broken ribs when he was bucked off a bronk. Fred Picture sustained minor injuries when he was bucked off a horse, and Jay Sively injured his leg in the calf-roping event when his horse fell backwards. Featured performers included Joyce, Maxine, Eleanor, Marvin and Raymond Ramsey, John Lindsay, his mule, Hoover, and his educated bull, Strawberry, clowned. Officials included Ed Patterson, chairman; C. A. Studer, announcer and arena secretary; Dot Kite, arena clerk; Morris Cooper, W. W. Maddox and Guy Andis, timers; Lon L. Blainet and Mill Moe, judges, and Lynn Buehler, arena director. All stock was furnished by Beutler Bros. Every program was aired over Station KFDX. A feature this year was the junior steer riding confined to boys from 10 to 14 years old. Henry C. Coffee, old-time cattlemen of Pampa,

was chairman of the cutting horse contest, which had nine entries. Results: Calf Roping—First go-around, Jack Skipworth, Dick Truitt, Buck Goodspeed, Clyde Burk. Second go-around, Buck Goodspeed, Jess Goodspeed, Jack Skipworth, Jim Sively. Finals (two calves), Buck Goodspeed, Jack Skipworth, Jess Goodspeed, Jim Sively. Bulldogging—First go-around, Norman Person, Tex Doyle, Andy Curtis, Jimmie Olsen. Second go-around, Mike Flaher, Shorty Ricker; Tex Doyle and Bill Van Vactor split third and fourth. Finals (two steers), Norman Person, Tex Doyle, Dick Truitt, Bill Van Vactor. Bronk Riding—First go-around, Leo Murray and Andy Curtis split first and second; Ken Roberts, Charles Broadnax. Second go-around, Leo Murray, Ken Roberts, Eddie Curtis, Andy Curtis. Finals (two horses), Leo Murray, Ken Roberts, Andy Curtis, Eddie Curtis. Steer Riding—First go-around, Dale Adams, Jimmie Olsen, Hughie Long, Paul Bond. Second go-around, Eddie Curtis, Dale Adams; Jonas De Arman and Ken Hargis split third and fourth. Finals (two steers), Dale Adams, Eddie Curtis, Hughie Long, Ken Hargis.

NEARLY 85,000 persons witnessed the two-day rodeo presented in connection with the Cavalcade of California, a feature of the National Shrine Convention in the coliseum at Los Angeles last week, according to Lloyd D. Mitchell, assistant chairman. Verne Elliott and Ed McCarthy furnished the stock and, altho it was plenty salty, only two contestants were injured seriously. Officials included Stanton A. Bruner, chairman and director; Verne Elliot, arena director; Mrs. Verne Elliot, arena secretary; Andy Juaregui and Ed McCarthy, judges; Art Manning, timer, and Abe Lefton and Cal Goodshall, official photographers. Homer Holcomb and mule, Parkyarkarkis, clowned. Results: Bareback Bronk Riding—First day, Johnny Schneider; Pete Grubb and Leo Ferris split second and third; Paul Carney, Second day, Leo Ferris; George McIntosh and Carl Dossey split second and third; Smoky Snyder, Finals, Leo Ferris, Johnnie Schneider and Smoky Snyder split second, third and fourth. Calf Roping—First day, Ashbury Schell, Andy Juaregui, Cleve Kelley, Lawrence Conley. Second day, Clay Carr, Buck Stanifer, Bill Eaton, Cecil Owsley. Finals, Ashbury Schell, Andy Juaregui, Lawrence Conley, Cleve Kelly, Saddle Bronk Riding—First day, Doff Aber, Fritz Truan, Turk Greenough, Nick Knight and Paul Carney split fourth. Second day, Burel Mulkey; Nick Knight and Doff Aber split second and third; Pete Grubb and Ray McGinnis split fourth. Third day, Burel Mulkey, Pete Grubb and Doff Aber split first, second and third; Jackie Cooper and Stub Barthlemy split fourth. Finals, Doff Aber, Nick Knight, Pete Grubb; Jackie Cooper and Paul Carney split fourth. Steer Wrestling—First day, Jim Irwin, Dave Campbell, Gene Ross, Shorty Creed. Second day, Gene Ross, Oral Zumwalt, Joe Thompson, Everett Bowman. Third day, Homer Pettigrew, Gene Ross, Howard McCrorey, Joe Thompson. Finals, Gene Ross, Joe Thompson, Homer Pettigrew, Dave Campbell, Brahma Bull Riding—First day, Johnnie Schneider, Paul Carney, Durward Ryan; Dick

Griffith, Frankie Schneider, Leo Ferris, Smoky Snyder, Bob Estes and George Mills split fourth. Second day, Frankie Schneider; Durward Ryan and Dick Griffith split third; Johnnie Schneider. Third day, Leo Ferris, Frankie Schneider, Dick Griffith, Johnnie Schneider. Finals, Johnnie Schneider, Frankie Schneider, Dick Griffith; Durward Ryan and Smoky Snyder split fourth.



National Showmen's Association
Palace Theater Building, New York.

NEW YORK, June 18.—Vice-President Max Linderman advised this week that the World of Mirth Shows will feature NSA activities in a big way from now on. The show will run four bingo games a week, proceeds of which will be contributed to the NSA Emergency Fund. Already an intensive drive for membership has been launched on the show, the fruits of which will be announced from time to time in this column. Linderman informed the executive secretary this week that within the next few days he will announce the definite date of the show's first annual Cemetery Fund benefit. (See NATIONAL SHOWMEN'S on page 34)



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Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, June 18.—The good work goes on and each day brings in glad tidings that some friend or brother is pleased to make his contribution toward the Showmen's Home Fund. President J. C. McCaffery, Chairman Fred Beckmann and Carl J. Sedlmayr are well pleased with early results in this drive. All are very optimistic and feel that the check-up for 1938 will show a wholehearted response and prediction of an early realization of league's aims to build a showmen's home.

Three straight days of nice weather gave some members a chance to visit the Tilley Shows at North Chicago and Gold Medal Shows at Evanston, Ill. The return of nice weather seemed to bring results, as both shows were doing a good business. They spent pleasant evenings with Oscar Bloom, Bucky Harris, Maurice Hellman, Earl Bunting, Joe and Mrs. Tilley, J. Wilson, Jack Hartborne and Ralph Green. Other visitors on the lots were Larry S. Hogan; Sunny and Mrs. Bernet, also her sister from Texas; John Lorman, Dutch Rogers, Mr. and Mrs. John O'Shea and Harry Mamech.

Harry Masey in from Florida for treatment at American Hospital. W. H. (Bill) Rice and Ben Lardes both still in the hospital. Col. F. J. Owens, Bob Miller and Tom Rankine confined at their homes. Condition of Brother Pinkey Blitz shows slight improvement.

Welcome letter from Dave Mulvie advises that he is up and feeling fine. Now at Belmont Park, Montreal. Writes that he and Brother Harry Illions, who has his rides in this park, are getting to be great pals.

Ned Torti and Jack Lydiek wrote for applications, so results from both sources are expected soon.

John Miller, one of the early members of the league in from the Coast, spent some hobnobbing at the rooms. Ben Beno in for a short call.

William Unrau, in town for a short time, has returned to Detroit.

Other visitors at the rooms were Max Brantman, Izzy Steier, Charles H. Hall, A. A. Craig, William Young, Jack Pritchard, James Campbell, Ralph Woody, Julius Wagner, L. C. Kelley, President J. C. McCaffery, Joe Rogers, Al Rossmann, John Lempert and J. A. Darnaby.

Watch the Showmen's Home Barometer. Note that contributions were received this week from James Cunniffe, Robert E. Hickey, Harry F. Logan and David Abe Kann.

Ladies' Auxiliary

A special meeting of board of governors was held June 9, with President Leah M. Brumleve presiding. First Vice-President Mrs. Ida Chase, Second Vice-President Elizabeth Ernst, Third Vice-President Mrs. Joe L. Streiblich, Secretary Mrs. Lew Keller, Clara Hollie Harker, Mrs. Robert Miller, Cora Yeldham and Past Presidents Clara Helmer, Mrs. Al Latto and Mrs. Al Miller were the others in attendance. Matters of importance

were disposed of and all members will be notified by mail as to details.

Immediately thereafter a social was held and presided over by Sister Hattie Latto, hostess, who presented several lovely prizes. Sister Fannie Patton received the award of the evening, a beautiful red silk pillow. Sisters Blanche Latto and Bessie Simon were awarded house aprons.

Hostess for the June 16 social was Sister Cora Yeldham. It was well attended and beautiful prizes were awarded. Sister Bessie Simon received a hand-made pair of pillow slips. President Leah M. Brumleve won the first prize of the evening, a set of imported pottery. The writer won second prize, a lovely refrigerator dish, and Lucille Pope won third prize, also a refrigerator set.

The hostess tray awarded to Grace Fitzgerald.

Treasurer Phoebe Cansky lettered from Rochester, N. Y., where she is vacationing. First Vice-President Ida Chase is vacationing in St. Paul. Mrs. Al Latto, who visited her husband on his show in Hartford, Mich., returned in time for the social. Mrs. Joe L. Streiblich visited her mother in Milwaukee. She is convalescing from a recent illness.

Hostess for June 23 social will be Elizabeth Ernst. ELSIE MILLER.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, June 18.—It is a bit unusual how attendance at the club's meetings holds up. There were 38 members present Monday night. First Vice-President Harry Hargraves presided. Ross R. Davis, treasurer, and H. C. Rawlings, secretary, were the other executives present. Usual business procedure was followed. Reading of the financial statement revealed that several of the organization's funds are at the highest level in several years.

Communications: Al Onken, of Conklin's All-Canadian Shows, lettered that Harry Seber, who had been a bit indisposed, is better, and that the World's Fair Dancers, of which Harry is manager and Al is assistant, is doing nicely. Will Wright wrote that business is okeh when weather is fit. Dick Wayne Barlow wired ament the death of his wife. From A. B. Miller, of American United Shows, lettered thanks to the executive secretary for a courtesy that had been done the show. C. H. Steffens sent his thanks for the good-will banner sent to Steffens Shows by the club. Ross Ogilvie has been keeping the club posted on the doings around the Foley & Burk Shows. Joe Glacy, of the West Coast Shows, reported that the organization is playing to good business.

New member: Thomas E. McArdle, sponsored by Steve Henry and Mill Runkle. Here Chairman Hargraves took up the matter of membership drive, and from several came reports that they had a number of prospects who would be in after July 4. Stewards on several shows were urged to measure up to the quotas they had set. Joe DeMouchelle reported that he had four new members lined up, and Joe Glacy reported that he had six that are in the offing.

Bob Lee, guest of the evening, when introduced responded with brief talk, in which he paid high tribute to the club. Others introduced by Harry Hargraves were Fred Weddleton and C. R. Felgar. Weekly award went to Norman Peel.

Altho Frank J. Downie, chairman of the annual Charity Banquet and Ball, was absent, his committee reported that it was going ahead with plans and promised another outstanding event. Sick and relief committee reported that Pat Cass is showing some improvement. Charley Tobin is still in General Hospital, as is Harry Gibson.

J. Ed Brown stated that July and August are usually the busiest months for showfolk in this sector and invited discussion on the advisability of holding meetings during these months on the second and fourth Mondays instead of every Monday night. When voted upon it was ordered that the meeting nights should be held as per his suggestion, but the clubrooms will be open every Monday night. A vote of thanks was recorded for Harry Phillips and Jack Arnott for the decorations they donated for the Shrine convention. Charley Dogson and Orville Crafts visited the club rooms during the convention.

Showmen's League of America



165 W. Madison St., Chicago

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OUTINGS AND ACTS DRAWING

Acts Held Over To Big Crowds At Pontchartrain

NEW ORLEANS, June 18.—Warm weather and no rain has helped to swell crowds and Pontchartrain Beach, although much credit is being given the park management because of the acts booked as free outdoor attractions.

Because of record night crowds and jammed boards on week-ends, Manager Harry Batt extended the stay for another week of a double bill featuring Athleta, girl aerialist, and Ira Millette, upside-down man on trapeze. Acts have been presented three times daily on Sundays and twice on week days.

Manager Batt reports pronounced increase in ride and concession patronage, attributing it to this section's ability to withstand business recession. Retention of a reasonable fare price has also been a contributing factor. Injection of new pep into the Casino show with a popular-price menu, has helped this department. Regular broadcasting of the German band in Tyrolean Garden over WDSU probably has helped this beer spot.

Cedar Point Bows With New Features

SANDUSKY, O., June 18.—Thousands visited Cedar Point on Lake Erie at season's opening on June 11, officials estimating inaugural day attendance at about 3,000, with almost twice that number at night when fireworks climaxed the program.

Officials of the G. A. Boeckling Co., operator of the resort, reported more than 1,000 reservations at Hotel Breakers over the week-end. The steamer G. A. Boeckling began daily trips from here to the Point on Saturday, carrying sizable crowds. The steamer Goodtime from Cleveland docked for the first time this season Sunday afternoon with a large crowd.

There are about 1,050 employed at the resort, including 800 by the G. A. Boeckling Co. The amusement circle is attracting considerable attention, new features being a Hi-De-Ho, an Octopus ride, Monkey Circus, enlarged Penny Arcade and an interesting Snake Show.

Other Lake Erie district play spots report unusually large crowds.

School Picnics Big Help In Fairyland, Kansas City

KANSAS CITY, Mo., June 18.—Six daily picnics in Fairyland Park, sponsored by The Kansas City Journal-Post and park management, had elementary school pupils as guests. Series opened last Saturday with an estimated 7,000, despite rain which for awhile kept thousands away.

Omer J. Kenyon, general manager, and Victor and Mario Brancato, park owners, indicated they were well satisfied with the undertaking. The newspaper gave generously of space and pictures. As a result the park is doing excellent business after a slow start, and Manager Kenyon is convinced the kids who received free rides will return often during summer.

Dick Wheeler, ballroom manager, reports good biz. Bands this week include Andy Kirk and Red Nichols, with Ina Ray Hutton and Isham Jones scheduled next week. Fraternity nights are popular. Many private picnics are boosting attendance. George Howk is in charge of concessions.

Weather Hits Detroit Biz

DETROIT, June 18.—Detroit amusement parks had another poor period last week-end due to bad weather. Rain Saturday afternoon was an effective business killer despite warm temperature, and heavy rain during the night discouraged Sunday business. Sunday was a bit too cool for park weather, especially at spots situated in exposed places or on lakes.

Picnic Demand Up For Portland Oaks

PORTLAND, Ore., June 18.—In Oaks Amusement Park here, despite adverse weather and strikes in the region, management reports that business could be much worse. On the Gladway point has been spread in the right places and all equipment has been overhauled. Rides include Whip, Merry Mix-Up, Miniature Train, Giant and Baby Ferris Wheels, Skooter Cars, Baby Seaplane and Merry-Go-Round. Concessions consist of shooting gallery, Ishpond, balloon race, milk bottles, ice-cream parlor, mirrors, candy floss and peanut wagon. Eleven rhesus monkeys reside in the "hotel."

Difficulty this year is Sunday picnic demand. Many organizations in several adjacent counties want Sunday dates. Doubling up is the only answer, as the "ex" is contrary to Oaks' well-established policy. Park has no beer, although organizations can arrange for their own under State license. Dance pavilion is offered to organizations at a nominal fee. New picnic books and two kitchens have been added. Lawns, softball court and horseshoe spot are also listed for sports.

Free motion pictures under the big oak trees are popular. Park admission is free afternoons and Tuesday nights, when no show is offered. On Sundays, holidays and show nights gate is a dime. Maxwell Ball is in charge of publicity.

Saltair Has Record Crowd; New Plan Helping Bath Biz

SALT LAKE CITY, June 18.—Saltair had the largest crowds in many seasons on June 10, featuring dance exhibitions by winners from every state of the Mormon Church. The work of 500 couples drew nearly 10,000 people. This was the first time that the salt flats under the pavilion were used for auto parking.

Mate of Jimmie Walsh and his orchestra was augmented by local union boys who played for the exhibitions while Jimmie's Band played for the biggest dance crowd ever at the lake, with possible exception of Ben Bernie's visit. A new Merry-Go-Round and the Little Train and Crystal Beach free bath-house parking helped draw crowds. Being able to drive to the water's edge has brought back bathing business to Saltair.

They're Dressy At Belmont—or Were They Used?

MONTREAL, June 18.—Harry A. Illions, owner of Bozo, the Rapids and Magic Carpet rides, was selected as the best dressed concessioner in Belmont Park here on June 14. In view of the fact that dress requirements are very severe in Canada's ace playground competition was keen.

Dave Mulvrie, operator of restaurants and vending, was a close second with a brown ensemble and a shirt which he claims cost \$17.50.

Frozen Custard Ben Rosenberg took an easy third prize, which brought joy to General Manager Rex D. Billings, who declares it took all of last season to get him to wear even a coat. Messers. Daoust, Boretaky and Klein clicked in the order named.

The three women judges were headed by Ben Starr, of the Flying Sensations, and Rex D. Billings Jr. was emcee. Winners found themselves very much in the midway limelight the next day—and now harbor a suspicion that they were used by the management in the exploitation of a better dress campaign.

San Fran Playland To Have More Rides

SAN FRANCISCO, June 18.—A number of new rides and other devices are being planned by George Whitney, one of the operators of Whitney Bros.' Playland-at-the-Beach. Installed during week was a Ridee-O, replacing a Lindy Loop, moved to another location.

Mr. Whitney said that by exposition time next year he would have added nearly a score of new fun features along the beach front.

A combination museum and observatory has been set up alongside the Cliff House. Field glasses and binoculars are rented at a dime for a look-see along the beach and across the quarter-mile stretch of the Golden Gate. Bob Jones operates the observatory.

Walled Lake Ups Outings

Schedule in Michigan park is not hit by recession—ballroom name bands draw

WALLED LAKE, Mich., June 18.—In Walled Lake Park, 40 miles northwest of Detroit, picnic bookings have been an important factor in maintaining fair mid-week business so far this season. Park draws extensively from Pontiac and the northern industrial region, as well as from Detroit, and business conditions in Pontiac are reported better than those in Detroit because of more industrial activity. Volume of picnic bookings has not been affected by recession and is slightly ahead of last season's although attendance and grosses will probably come considerably under, in view of conditions, it is believed.

J. Eugene Pearce is manager for the fourth season, with his brother, Fred W. Pearce, head of the park corporation, on a visit to Excelsior (Minn.) Park, in which he also has an interest. Fred's son, Fred Jr., is pilot of one of the lake speedboats again. The speedboats are in operation on a route around the lake shore of about three miles.

Office Structure Rebuilt

Major new attraction, a modernistic Pretzel ride, back of the office building, is being operated by the park management. Office building has been rebuilt, allowing more than double the former space, and a two-story shop and office building has been erected adjoining it to house promotion offices and committee rooms.

A new shooting gallery has been erected in concession row along west side of the park. Penny Arcade has been nearly doubled in size and provided with unusual atmosphere in form of realistic paintings by the park artist, Franz Laubach, who has six concessions, has two new ones, a tooth game and Arkansas Kids, adjoining the Pretzel. Other improvements include a new shelter on the pier. Park is sponsoring a baseball team of park employees.

Ballroom Is Good Draw

Jerry (Hassenpfeffer) Hawn is back with the high-striker for the 10th season. Bob Steveling, operator of the sugar-cane store several seasons and son of the park auditor, visited Washington this week with his high-school graduating class. Nippy, Pearce's terrier body-guard, is a new addition to the roster. Mr. and Mrs. O. A. Shepard are managing all refreshment concessions again. Business is reported fair, with evidence that people are in a spending mood when they do come out. Mr. Shepard, in poor health a couple of seasons, stayed in Michigan last winter, instead of going to Florida as usual, gained 20 pounds and is back in active charge of operation of his concessions for the first time in three years.

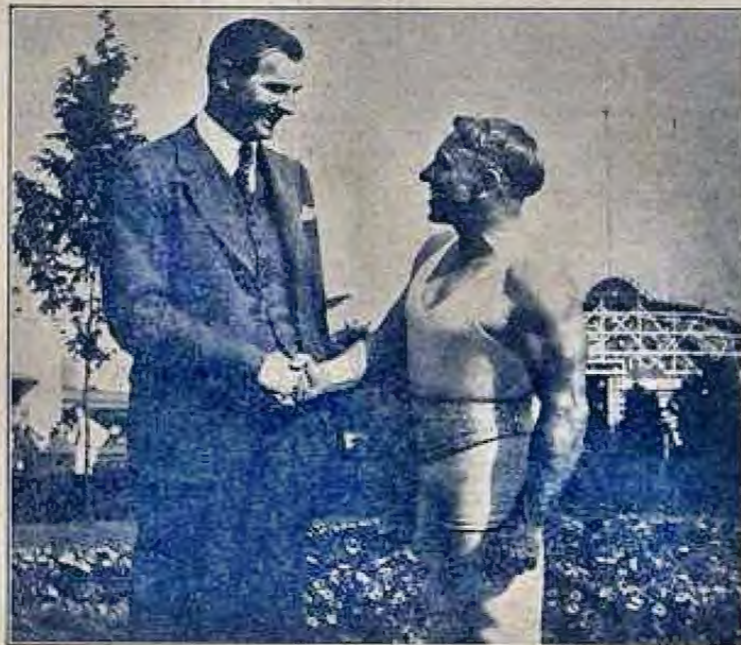
Ballroom adjoining the park, operated by Mrs. Louis Tolstons, has proved a (See WALLED LAKE on page 34)

Take on Increase At Lincoln Capitol

LINCOLN, Neb., June 18.—Driving stronger on business-house picnics and guest days at Capitol Beach, the amusement park here is believed to be one of few to be showing slight increase over business in 1932.

Hoyt Hawke, park manager, said the first month's operation had a 5 per cent edge on a year ago and that crop prospects, especially wheat, would indicate a good summer.

Pool business is behind, as is roller skating, mostly due to cool weather. Rides, Arcade, Funhouse and the dance pavilion biz is up. Park has set an average of one big business outing weekly and two smaller ones for the entire summer.



EDWARD L. SCHOTT, president and general manager of Coney Island, Inc., Cincinnati, congratulates Arseno E. Seiden, "The Stratosphere Man," upon the completion of his 13th performance in the park during the engagement running from June 7 to June 26. Photo was taken on June 13. Big crowds have thronged the mall during the high-pole exhibitions.

Bringing 'Em Back Alive

By REX D. BILLINGS

IT WOULD take plenty of brass, more than even I have, to write for showmen in the manner of a consultant-in-chief to the industry. I have no wish to pose as such and I blush at the thought that this contribution may be taken as an attempt to lay down rules. You know your local conditions. I know mine. So please regard this as merely summing up the experiences of a park enthusiast. This particular park enthusiast has had a lot of fun playing around with obsolescent amusement areas. Some of his experiments have brought results, but let's bear in mind that even Frank Buck doesn't always bring 'em back alive.

Given sufficient population, dominated by the industrially employed, good transportation and a little money of credit, almost any park can be brought back into popularity, provided, however, that it has had a good moral background. Strange to say, its physical condition has little bearing on its recovery. In fact, a run-down appearance is apt to prove of advantage in that anything new will stand out by contrast and create favorable comment. One park with which I am familiar started its comeback with so simple a thing as a monkey island—a big one, with plenty of monkeys. It was a deliberate laboratory experiment for public reaction. The result in patron interest was so gratifying that it was followed by a policy of expansion and replacement which has placed this park in the front rank. Its earnings and attendance increased 100 per cent during three depression seasons. Of particular practical interest, too, should be the fact that the modest sums of capital advanced each season were returned by Labor Day.

Enthusiasm Great Essential

In looking back over my own and the experiences of others who have had the pleasure of playing around with park rejuvenation I have concluded that the one outstanding essential is enthusiasm for the job. It has been said that we are all mentally off-center in some respect. It would not seem out of order to use the word "crazy" in connection with the enthusiasm required by one to bring about any real result and about bringing back a park in particular. With this not theory but fact you will agree that the success of any venture requiring heroic effort hinges pretty much on some enthusiast who combines steam, idealism and common sense and has the knack of inoculating others with the same qualities. Anyway, I have looked to just such men in our game for my own inspiration. Not one of them could be given credit for genius, so we'll leave that out.

It would seem that before tackling actual park rebirth the logical thing would be to determine what caused the decline. In every case which has come to my attention it has been the working out of the definite fact that our particular headache, yours and mine, is not so much "physical" but "popularity" depreciation. Since this conviction finally permeated my rather thick cranium I have let the auditors worry about physical depreciation and spent my time and effort in keeping park and attractions alive in the public mind. If failure to apply this logic caused decline then the obvious thing to do is to reverse the process.

If we could only learn the importance of change in park operation. Not necessarily changes that cost money. Let us juggle with what facilities we have so our properties keep a varying appearance. One of my associates recently made the comment that when a park manager begins playing chess with benches and pokey beds it is time for him to get away from it all and go fishing. I took comfort in the fact that

REX D. BILLINGS, general manager of Belmont Park, Cartersville, Montreal, P. Q., worked backstage while attending school in Warren, O., handling the front curtain in the



days when it was controlled by a hand windlass. Enthusiasm for the job was lost, he remarks, when Henrietta Crossman took 12 curtain calls after one act. He also ran props, hustled scenery, posted bills and swept out the house, anything to be associated with show business. He entered the outdoor field via a portable Merry-Go-Round and thence to other rides and concessions, leading to first job in Avon Park, near Girard, O.

Studying law and entering public utility work, he became chief claim agent and filled in as acting manager of railroads of the Pennsylvania-Ohio System, later serving with Reading Transit Co. and Metropolitan Electric Co. Recalled to his former work in Youngstown, O., he also took over among other duties nursing of the traction-owned Idora Park. Later the property was bought by him and associates in Idora Amusement Co., his first experience in "bringing 'em back alive."

He took over Playland, South Bend, Ind., and left his own business to rejuvenate Luna Park, Coney Island, N. Y., of which he was vice-president and general manager three years. Depression prevented carrying out plans and, after handling indoor circuses several months for George A. Hamid, he located in Belmont Park. He was a director and vice-president of the National Association of Amusement Parks. With experience as consultant on park problems, he had advisory affiliation with Chicago's A Century of Progress and recently aided one of the major interests of the New York World's Fair of 1939.

it might be an idiosyncrasy, but it did get results. So in our job of luring patrons back our first physical effort should be devoted to changing the picture. Naturally the most striking low-cost effect can be had with paint. And let's not be afraid of bright colors in profusion.

Next in importance is undoubtedly good housekeeping. A friend of mine once turned the corner with an obsolescent park by a rigid policy of cleanliness. He employed a crew of mopper-uppers in uniform who made a game of catching papers and other debris almost before they struck the ground. He did a wonderful job of selling this to patrons by sending a line of these men with sprig brooms of exaggerated size right down the midway on big days. His park was as clean at the end of a day as upon opening. Almost as effective in arriving at striking appearance as paint is placing all employees in attractive uniform coats. Any locality has a laundry service willing to make these up to order in return for a season contract. Their service will include cleaning and distribution, all for a very low fee. But get color into them!

Getting New Attractions

Now that we have gotten well along with our stage setting we are ready for

the important and usually difficult matter of getting new attractions. Once again the answer will probably be found in a simple thing. Certainly the park management should be willing and prepared to demonstrate its faith in the future by investment in the preliminaries along lines as above outlined and possibly in the attraction end of the business, but it is usually the case that finding the money for a complete job is impractical if not entirely out of the question. It can very well limit its investment to a sum which can be reasonably returned in one season.

But sooner or later we must start looking for the concessioner. Whether your interest him will depend to a great extent on your reputation for having treated him fairly in the past. Because it is of vital importance to the job of rejuvenation, allow me to state that no park is permanently successful which has a policy of unfair treatment to tenants. The success of the owners is very positively identified with that of the concessioner. I once knew of a park where inexperienced tenants were charged a flat rent by a management which had no experience and certainly no conception of what rental for a given concession should be. Whatever amount was determined upon, if not paid, was a consideration for taking over equipment and stock by the park and this was invariably done. For my own part, if the park has no investment involved in the undertaking any concessioner can check out if he gives me reasonable notice. There is no object in having spaces filled with people who are losing money. It is not fair to them and provides a strong temptation to short change the public. And by giving them fair treatment there is always every likelihood that they will follow me to my next venture. I cannot stress too much the importance of the foregoing in any plans for "bringing 'em back alive."

Portable Rides Find Favor

Along this same line a record for fairness with owners of portable rides will solve the greater part of your new attraction problem. It is not likely that the park of the future will consist so much of so-called permanent devices as it will the smaller, more portable ones. And this will not only be because of the expense involved but for the additional reason that heavy investment in the former presents too much temptation to continue them in operation too long and in this manner providing a handicap to the essential policy of change. I am very much in favor of portable rides. If properly selected from an earning viewpoint and kept in good condition they will readily return their cost and can be easily changed as to location and very likely be sold for cost or better when they begin to decline in appeal.

Simultaneously with starting improvements in a given park comes the necessity for selling the new order of things to the public. It is admittedly no easy matter to re-create interest in something that has for some time held no attraction for people in volume. Because folks are creatures of habit and their thought processes actually form physical brain grooves which largely control their actions it is tough going to get the desired result. If only we could get our various populations all out within a short time and sell them by demonstrating high-class entertainment and good service! This not being possible, we're left with the alternative of persistent plugging with attractive advertising and the booking of outings and special events. One of the most effective ways for an early reaching of people is thru children. From the early Uncle Tom shows to the present-day circus this plan has proved itself.

Almost the first thing that I do in

undertaking a new park problem is to find a commercial sponsor with big distribution, such as a bread or milk company, to assume the cost of exploitation. It goes without saying that any park that has most of the children in a community pulling for it is all set to go places. The "3-cent day" kiddie plan which I had the pleasure of passing along to the industry thru the National Association of Amusement Parks, Pools and Beaches many years ago is familiar to all of you and need not be gone into here. Any argument that it will cheapen a park has not resulted from the use but the abuse of it.

Gate and Free Entertainment

Methods vary for getting people back into the amusement park habit. They should be applied with an eye to bringing people and earnings. In the early days of setting policy care must be taken not to establish picnic terms which overlook a return on investment and establish a bad precedent. Giving away park facilities just to meet competition and add one more to a list of picnics is a curse to the business. Once indulged, it becomes a Frankenstein which must be continually fed with deals that are apt to spell ruin for a finale.

It is my well-grounded personal opinion that a gate admission is of value in re-establishing a park. It provides many advantages other than revenue. In the first place, it serves as an effective policeman in screening out undesirable. It therefore increases per capita expenditure inside. But it is in promoting special events that "the gate" is most useful. The psychological result obtained from reducing or taking it off for groups is amazing.

There must always be real value behind a gate in the form of outstanding entertainment, preferably of a sensational character. In my present connection we are using the best thrill acts obtainable, many of them imported from Europe. In addition to these we provide 30-minute outdoor talks of good quality and occasional fireworks. Even the front-gate revenue no more than covers the expense of free entertainment and the cost of exploiting it, the policy is justified. It is becoming increasingly difficult to attract patrons without the added inducement of outstanding entertainment. Far be it from me, however, to advocate a paid gate to a park that has been free. It might prove to be a costly experiment and I would not care to assume the responsibility. I have an idea it could be done if the idea were carefully presented, but this is one of the experiences I am reserving for the future.

Schools for Park Employees

Another important phase of making over a park, from the viewpoint of appeal, is co-operation on the part of employees who contact the public. Costly improvements, heroic effort and exploitation can be nullified by employees who are not suited to work which calls for the utmost patience and tact. A friend of mine booked a large picnic after three years of persistence. The operator of a small concession insulted the president of the company. Of 10,000 in attendance it was a perverse fate that alighted on the president, the person in highest authority and the one most of the organization were anxious to please. The old human equation!

A great good is bound to result from holding schools for park employees. In addition to acquainting them with the rules and the reason therefor, the executive can get his own thoughts and enthusiasm over for the future of the property and implant the spirit of service. I have always had an inward elation over the sincere conviction that all of us in this (See BRINGING 'EM BACK on page 34)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Musical Swimming

Most tanks throughout the country offer patrons music while swimming. And rightly so, for there is nothing like popular music to drown out din made by happy-go-lucky bathers. Some bigger pools are presenting regular orchestras, which not only play outdoor concerts during swim seasons but furnish music for free dancing. A great many natoriums, however, employ radio with big loudspeakers. This, to my mind, is bad policy.

There are various automatic phonograph machines on the market which are most suitable for swimming pools and which should be used instead of radios, which seem to give a cheap effect—in my opinion, at any rate. Then, too, pool operators should consider the advantages of installing a coin-operated phonograph near their restaurants or sand beaches. Restaurant and cafe owners have found these devices not only great money-getters but marvelous instigators of goodwill. Especially where a tank hasn't an orchestra for dancing or hasn't big turntable with loudspeakers, these coin-operated machines will prove most popular.

Yea, it certainly pays to offer music to swimming patrons, for on slow days it will tend to liven up the place and on crowded days it will help lessen the furore.

Outlet for Pros

With Billy Rose forsaking professional water performers for the nonce, what with his activities at his night spot, Eddie Davis and his partner, Leon, have started something in New York city which appears as tho it will catch on and create more work for pro swimmers and divers. Leon and Eddie are to present a gala water carnival as nightly entertainment at their night club. Trend in floor shows has turned towards ice carnivals, with some 30 or 40 spots in the country offering that brand of diversissement. Naturally, skating performers have been in demand. Leon and Eddie, in introducing a group of aquatic artist, will feature Helen Wainwright, former Olympic diving champ, in the first show. A small portable glass tank is being used.

Praise Agents

There have been numerous stories in various publications lately concerning press agents in different fields. Articles have been written about and by ballyhoo artists in every line—and who am I to ignore the gallant member of the Fifth Estate? Fellows like Steve Hannigan, Archie MacMillan, George Goldberg and Ray McCarthy, who make their living ballyhooing beaches and swim pools, know their way around and do right well by their accounts. The klick I have is with swim pool owners. Too many of them, to save a few pennies, hire inexperienced press men to handle their affairs. And it is not the so-called press agents' fault, either, because in the main none of them profess to be p. a.'s. Many tanks assign as an extra duty upon their lifeguards or locker boys the task of sending out releases to local papers. Needless to add, these neophytes often don't produce and some pool men become sour on publicity and feel that their tanks never can get breaks in the papers. Some pool owners even go to the extreme of doubling as press agents themselves, with similar unsuccessful results, of course. Pool operators should try to run their tanks in a sane business fashion like so many theaters and amusement parks do, and what better results they would attain. Imagine a pleasure theater, no matter how small it may be, authorizing one of its ushers to act as press agent for the sport on the side! That's what the press-agent situation is in the swimming-pool field.

Dots and Dashes

Add Charlie Coleman's Morningside open-air pool, Hurleyville, N. Y., to the list of closed New York State tanks mentioned last issue. . . . The New York Journal-American and The Newark Ledger are running special swimming sections this week to commemorate national Swim-for-Health Week, as are other dailies thruout the country. . . . And just a reminder that this Summer

Special number contains many interesting stories that every pool man should read, for often one can apply an amusement idea to the aquatic field, even if it originated elsewhere.

Paragon, Nantasket

By ARTHUR L. GAULIN

Jupiter Pluvius turned loose again the week-end of June 11. George Youngberg, ride superintendent, has been with Paragon 19 years. Seldom is a ride or concession held up any length of time, due to his capability. Free act week of June 5 was Dare-Devil Jimmy Infusino and Al Richard. Alice Harrington, of the office staff, has selected genial Bobby Reese, park police officer, as bodyguard on pay days. Joe Stone hits the bull's-eye almost everytime at Joe Harris' shooting gallery. Charlie Wallace and his Rhythm Boys have been engaged for Palm Garden Grille for celebration of Bunker Hill Day, a legal holiday in Boston.

Roster of the park comprises: Joseph Stone, president; David Stone, manager; Mrs. David Stone, office manager; Joseph Cohen, concessions; Alice Harrington, secretary; Helen Darcy, assistant; Jack Swartz, bookkeeper; Jeanne Weinstein, stenographer; Arthur Gaulin, park announcer; George Youngberg, ride superintendent; Ben Elfman, electrician; Frank Keenan, carpenter; Lawrence Stone, utility; Robert Reese, James Streeter, police.

Palm Garden Grille: Joseph Stone, manager; Hazel McHugh, hostess; Mrs. Ruth Brides, checker; Helen Blaney, cashier; Hope Lello, Lillian Ring, Doris Faxon, Catherine Lewis, Alice Woods, Mary Cleary, Helen Gratta, waitresses; Kithier Brides, Thomas Horgan, Peter Murphy, Eddie O'Donnell, Albert Cleary, Donald Bowles, Mike Maloney, bartenders.

Playland, Morris Finkle, mnnager; William Kerrigan, Joseph Rogers; Asele McQuade, cashier. Coaster, Jimmy Infusino, manager; Johnny Infusino, starter; Byron Christopher, brakes; "Jamboree" Jones Kilburn; Helen O'Toole, cashier; Al Richard, ride; relief cashiers, Joan Marshall in charge; Mrs. Jennie Walsh, Daisy Erickson, Grace McHugh, Jeannette Wolk, Red Mill, Stephen Fretsch, Keenan, Welby Wolf, Red Dymont, Whacky Connolly, George Kamenides, James Hanron; Hannah Alpert, cashier. Scooter, Micky Sullivan, manager; William Lertora, Tommy Emanuelle; Mrs. Helen Melvin, cashier. Whip, Steve Massall, manager; Dave Rotsky; Edith West, cashier. Midget Auto Speedway, John Shilpo, manager; Paul Wagner, Chick Evans, Howard Kerscovitz; Priscilla Cohen, cashier. Penny Arcade, Leon Barton, manager; Charlie Tower, Eli Greenwood, William Simpson; Sally Harrison, cashier. Rifle Range, Joe Harris, manager; Buddy Glennon, assistant. Lindy Loop, Freddy Fuller, manager; Alice Goldsmith, cashier. Heyday, Harold Brothers, manager; Ross Lertora; Viola Cubbedge, cashier. Circle Swing, Frank Infusino, manager; Fred Lively; Birdie Albert, cashier. Caterpillar, Charles Risio, manager; Millicent Richman, cashier. Kiddy Park, Harry O'Day, George Popp; Agnes Gallagher, cashier. Merry-Go-Round, Frankie Emanuelle, manager; Al Branca; Mrs. Kathy Crossen, cashier. Hilarity Hall, Dick Lounce, manager; Nathan Zax, James Doherty, John McPherson, Herman Miller, Charles McCarthy, Al Burke; Mrs. George Kasian, cashier. Jig Saw, Arky Shanker, Joe McDavitt; Mitzel (Ginger) Crossen, cashier. Kiddy Auto, Vincent Galvin, Richard Rosen; Sylvia Kristal, cashier.

Old Orchard Beach

By HOWARD STANLEY

For several weeks Old Orchard has been just about as dead as a blue Sunday in Philadelphia. But often the season here has gotten off to a poor start only to wind up in a brilliant finish. Cause for the slump can be laid to bad weather especially on week-ends. Then, too, New England mills last winter were running on only two cylinders and not paying usual top-time wages. Consequently, the beach's drawing power and publicity will have to be more widespread to beat last season's take.

Many Canadian excursions are in the offing. Amusement interests are proceeding cautiously until hot weather sets in. Howard Duffy will have second-

run pix at his cinema auditoriums until July after failing to collect last year with first runs as openers. Charles W. Usen plans to use leading Broadway attractions at his Palace. Thomas Kane, holder-downer of Old Orchard's busiest corner, will discontinue talent, he says. Pier Casino already booking name bands, with Benny Goodman heading the list. Rudy Vallee is taken for granted, his yearly appearances always spelling a sell-out. Congratulations to Police Chief Wilbur G. Rumery on his re-election as pilot of our force, a position he has held many years.

Frederick E. Dittmer, of corn game biz, anticipatory of a fine season, already giving large prizes. He hasn't a full crew yet, but now on the roster are Joe Manning, George Marshall, Charlie Glett; Arthur Murphy, mikkeman; Glenn Martin, Harry Martin, Paul McGuire, Sidney Porskin, Leo Feldman, Mill Hull, Morris Adams, Chick Spaulding, Edward Moore, Frank Rodgers, Ken Kane, Paul Coyner and Jim Drew, still called Old Orchard's best mikkeman. Jerry Gardner's Keeno emporium is looking its best after a paint job and overhauling. Seating capacity is 180. He has promised the boys an increase in wages and the souls made happy are Tommy Morrissey, manager; Fred Nichols, Joe Ferullo; Bernard Goldberg, mikkeman; Joe (Bud) Mitchell, Charlie Ross and Jerome Comforfo. A new neighbor at Keeno is Jim Ellen, specializing in home-made candies.

Sloppy Joe is quenching our thirst for a second year, with Mrs. Delmonte behind the counter. Lil Sargent still cliking at the Foto-Mat. Phil Zoppi, formerly luncheonette manager at Kane's, now independent in Portland. Your correspondent, after serving six months on WOR in New York and thirteen weeks on WMEX in Boston, still without a mikkeman's job! Help! Madame Melris is predicting a good season and Mrs. Jim Drew, of character analysis by handwriting, seconds the motion. Hey, boss! How about a bigger column? I could go on like this forever! (Editor's note.—You could, but your readers couldn't!)



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American Recreational Equipment Association

By R. S. UZZELL

In the May-June issue of *The Big Six News* is a fine life sketch of Lee A. Sullivan, surely a worthy son of a most excellent father. If all of these amusement concerns that have sons expecting to succeed their fathers function as nearly 100 per cent as this man does, the amusement manufacturing concerns of the future are perfectly safe. Here's a nice clean fellow who knows his business, having learned it from the bottom up by actual contact with it constantly and under direction of his father who made it. Good will is a great factor in any business and we should say this son of William E. Sullivan will maintain the good will which they have so worthily built up for this Ferris Wheel concern.

Up to June 6 the business generally has registered about a 25 per cent decrease from the corresponding time last year, due more largely to unfavorable weather than any other factor, as we have not yet had a chance to see what we can do on a favorable week-end with clear warm weather. We all felt that we were going to get it on Sunday, June 12, but unfortunately thunder clouds started the crowds home about 7 o'clock, especially along the Atlantic Seaboard, prevented entirely the appearance of evening crowds, and then came a down-pour which stopped all evening business.

Optimism From England

Complaints are coming thru that money is not so free as it was last year

which it should have. By the close of the week ending on June 18 just about all the new undertakings were ready for operation, and if we have some really favorable weather we will soon know the general verdict as to what the year has in store.

On June 13 wrecking crews of about 200 men started work of demolition at Rockaway Beach, N. Y. and we are told that there will soon be 1,000 men on the job. This surely means that Rockaway, as our people know it, is folding up and will soon be no more, and while this year may not inaugurate the new order of things, it will, nevertheless, thoroughly determine the end of the old order that can never return, because all new structures must be fireproof and cannot approach closer than 200 feet of the boardwalk. So amusement men there not only have had bad weather, which prevented them from doing much on the few Sundays they have had this season, but now they must see their business in its present location ended entirely on the 200-foot strip.

Advice Has Been There

At last the financial powers behind the New York World's Fair are seeing the light and have eased up on some of their iron-clad regulations and are beginning to listen to reason. About 30 of the concession applications have now been acted upon and, doubtless, action will soon be taken on a number of others.

We venture the assertion that if the advice of the two men in the concession division who speak our language and know something about the game had been followed the situation would have been cleared up long ago and a number of devices well under way in the amusement sector.

mental act; Garrison, glass blowers; Al McCulloch's one-man-band act; Nana, French sensation; Davis, magi, and annex. Kay, man turning to woman. George LaFollette is manager; Rita McGinness, tickets.

Tom Harding is doing a new front on the Proteus ride. Fred Hurley opened a walkthru in late May, billed as 13 Spook Street. The front is now in full swing, all attractions being ready, hoping the Bunker Hill holidays and week-end following will take up some slack on early losses. His men doing a fire-works show Bunker Hill night with street-car cards and radio tie-up. Bill O'Brien and Jack Palmer were sitting in farmhouse two years ago in Hebron, Conn., and see Jack: "I'd like to find an old Ocean Wave ride. I think they would get money again," etc. And see Bill: "I've been looking for two years and the only one in the country is said to be in a Brooklyn hideout." A few weeks later Willie the Hewitt (Cincinnati office of *The Billboard*) opined in a squib same thought: "Ocean Wave is okeh to bring out again." Bill O'Brien located two this week hidden out in a barn not far from Hevere, and one goes to work at the Charlestown docks (Bunker Hill night) this week, the other will be readied for action later. Willie Hewitt, take note in your book now; the revival of Ocean Wave started here. We noted long ago your complex for digging back to find out who did what first and all that.

Kingman Mack, der captain himself, visiting after closing with the Whale Show. William G. McKinnon, Boston columnist, blasting away goodies, as is Bill Holland, another columnist, helping the beach along. Tom Harding is going to do a lot of remodeling this summer of his entire set-up. Tom just doesn't age; looks younger these days. John Hurley is buying more land behind his beach-front set-up, and Paul Murphy wants him to build a dime and dancery and lease it to him. A. Shaheen, from Salisbury, has been visiting a lot lately. Derby Racer front is being revamped. Ride is doing better this year. And more operators are coming to believe in organization and collective spending for one and all.

Chi Riverview

By HAROLD HUMPHREY

When worse park weather is made this spot is sure to come in for its share. Since May 9 this burg hasn't had two successive days without rain, and grosses have suffered in proportion. On Sunday, June 12, skies cleared for a breathing spell and concessioners had large tips for the first time this season, proving, more or less, that it will come when pleasure seekers feel they can poke their goggles out and keep 'em dry.

New Octopus ride is seeing plenty of action, despite the fact it is a little off the beaten path. Frank L. Bennett owns this new addition to the ride menu. Rest of the staff includes M. J. Smith, manager, with Harold Armstrong and George Utesch assisting. Eric Leufstedt is at his old post, operating the Spook Town ride, which completes with Mill-on-the-Ploes for young romancers. Emmett Walbaum and Dan Slattery complete the staff.

Nat Perkins, in action again with his pitch, reports a successful winter in St. Louis, where he operated three pitch stands. Bert Kaye has taken up duties at one of Max Hirsch's string games. Park's appearance is 100 per cent now, with all bare spots renovated and occupied. For the first time in several seasons space is at a premium and concessions are all smack dab alongside of one another. Gerber & Glass Co. has converted its Strickette stand into another games playground, making the third here for that company. So far no orchestra this season in the beer casino.

WALLED LAKE

(Continued from page 35)

good drawing card this season, with some name bands booked. On June 24 Pats Waller will come in. Ballroom draws steady patronage from as far as Detroit nightly and helps to build park night attendance. The Toilettes and park management are operating bath houses, but weather has not been encouraging to this department.

MADISON, Wis. — Duchess, bossess at Henry Vilas Park Zoo, is mother of two or three cubs. Zoo Director Fred Winkelmanna has not yet been able to determine the exact number.

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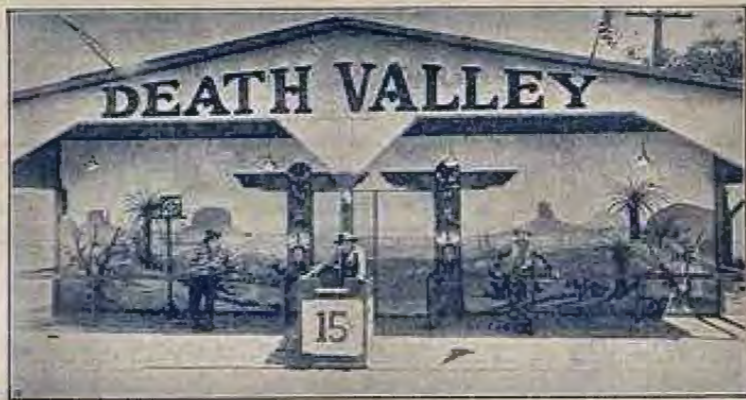
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JONES BEACH, L. I.—A surf board water polo league, an innovation, has been started here for the season with 12 teams entered so far. Idea originated with Jones Beach life guards. Games will be held nightly thru summer in west bathhouse pool.



LURKING DANGERS OF THE DESERT are featured here in S. W. Thomson's new wild animal and reptile show in Riverview Park, Chicago. Front is handled by Bob and Grant Kenworthy, on the left and center. Daley (Death Valley Scotty) Vaughn, on the right, does the lecturing and handles the reps.

and that on any pleasant days which we have had this is noticeable. We are all in about the same boat, so far as unfavorable opening is concerned, unless it be in the Middle and Far West, where they have had better weather, but from whom we have not heard yet in a personal way. When automobile concerns, railroads, and the steel industry lag it is not long until we feel it, and this is precisely what is happening.

The leading railroad man of England, Josiah Stamp, who has recently acquired a title (or rather it was conferred on him while he was on the ocean, American-bound), is here to arrange an exhibit of British railways at the New York World's Fair. He is pleased with the progress of the fair, and says that New York should congratulate itself on having a depression breaker now in progress, and he thinks that war in Europe in the immediate future is impossible. His wholesome attitude of optimism comes to our shores just when our spring weather is doing its worst, and when there is a feeling of gloom getting under way. They are making the grade in England now, and he sees no reason why we can't do it.

New Undertakings Ready

It has been a poor spring for getting construction work finished, and all report very much delayed schedules, and yet some of them who are just finishing feel that they have not missed a great deal by not being ready for Decoration Day, as there has been little weather which would justify the opening of a new attraction and to give it the sendoff

Revere Beach, Mass.

By BEACHCOMBER

All of May has been a washout, 24 days of rain and seven days of London fog and accompanying cold that chilled to the bone. Decoration Day week-end was a freeze-out. First and second June Saturdays also rained out, and second Sunday in the month halved, with an evening and night deluge. That's our luck this season in the old Playground of New England.

Congressional interest heralded the proposed million-dollar beach beautification scheme sponsored by Revere Chamber of Commerce. Visitors from Barnett Bros.' Circus, playing Lynn, neighboring town, on June 13, and Persilla, monkey-girl feature of the kid show, accompanied by her brand-new husband, Emmett Bejano (Johnny Bejano's boy), visiting O'Brien's Show, seeing old friends. Management of the Barnett Show paid a visit. Harry Davis, magi, who hails from Salem, is "Walter Winchelling," so the showfolks aver. Harry smiles and adds: "Yeah, don't only peep thru keyholes but I ear the walls."

Betty King, erstwhile Coneyite, bathing them in on front of Streets of All Nations show, which opened with two features, All Ben All, hypnotic and cataplexy exponent, and George Vokal, two-mouth boy. Rest of the bill has Takayama, Japanese top spinner; Marguerite, Belgian midget mother; Adah and Co. (Edith David and Ray Burns),

Coney Island, New York

By ROGER S. LITTLEFORD JR.

Chilly weather and intermittent rain continue in this sector, with obvious effect on business. Afternoons have been threatened with thunderstorms continually, and evening usually sees a meager number of patrons headed Coney-way. They don't stay long once the ocean breeze hits 'em, and they spend little.

However, there have been a few warm evenings that have afforded excellent biz, considering the circumstances. Like local park men, Conegites really feel that once the weather breaks for the better, biz will be plenty okeh. And the weather can't remain this way (wet) forever.

Sam Wagner's World Circus Side Show, one of the leading attractions on the island, was visited by a freak accident on the night of June 10, but the usual Wagner luck prevailed and no casualties were registered. Large electric sign, many feet above Sam's roof, broke in a sudden gust of wind and hurtled downward, completely piercing the side-show establishment. Although a sizable tip was made, not a soul was scratched. Patrons were shaken by shock, but none with serious results. Carpenters began repairs immediately and the place was open again within 24 hours. "Doc" Foster, talker, is with the Wagner establishment again.

Bally Ban Holding

License commissioner still holds out on the bally ban, despite continuous efforts on part of concessioners to alter his stand. Looks bad for the shows for the entire season. Sam Gumperts, landowner and operator of attractions here many years, is expected at Coney for a visit shortly. He is managing Hamid's Million-Dollar Pier in Atlantic City. And Leonard Traube, who formerly covered the Coney front for The Billboard, is at the same pier, handling publicity. Word from the West Coast has it that Charlie Samuels, who held down publicity responsibilities for Brooklyn Boro Gas Co. two years ago, is doing right well writing for pic-

tures and probably is set in Hollywood for some time.

Arthur Hill, New Yorker booker and artists' representative, renewed old acquaintances on the island this week. In a top-coat, and Joe Hughes, Hamid office staff man, took in Steeplechase one evening. Fred Pelot, of Steeplechase Circus, is requesting a visit from his old friend and partner, Charles Lomas, ad man of The Billboard.

Some Games Moving

Eddie Beck is on Stillwell avenue and the Bowery with bathing supplies, novelties and souvenirs and is doing right well, they say. Tommy Martin, who's been managing Luna's Mysterious House, leaves shortly to take up vocal entertaining at Pine Spring Farm, Freehold, N. Y. Philip (Moon's) Salvia, who in past years has coached shows for the Coney Island Atlantic Club, has just supervised a successful presentation for Our Lady of Solace Church and later opened a lunch spot at 489 West Fifth street. Spot is quite a mecca for old-time minstrel men, etc. Andy Melillo, operator of the electric-penny game on Surf avenue, was being congratulated this week on papahood of a bouncing baby boy. Mother and son doing well, thank you. Maurice (Pete) Pleson, Pleson Manufacturing Co., admits things are bad with outdoor show biz this season, but not nearly so bad as many other types of endeavor. His games are moving, he says. That was Fred Fansher entering Feltman's the other evening. And it looked like Ernest Anderson, who is supposed to be at Steel Pier, Atlantic City, on the Boardwalk.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Now that the weather man is giving a break we are beginning to show a pick-up in business. Attendance has been very good on bright warm days. Three special trains brought 3,000 to the park last week for one of the season's first big outings. Of course, the smaller outings continue in goodly numbers.

Booking Manager Harry Somerville reports that special bookings are heavy and way ahead of 1937 for this time of the year, which makes Miss Campbell, our energetic outing hostess, a very busy young woman these days.

Ray Seckler is capably managing the Tumblebug, and his brother, Joe, is equally efficient on Harry Baker's Octopus ride. Herbie (Bud) O'Malley is filling a position at Pleasure Beach, Bridgeport. Among cashiers we notice the smiling countenances of Marie Bocco, Irene Engstrom, Anna Lipssett, Mrs. Tucker and Millie Clapper. The new

Long Island

By ALFRED FRIEDMAN

Hill off-tone weather all around. Biggest of recent events was seasonal bow of Surfside Club, Long Beach, where New York City Cotton Club review, with Don Redman, took, prevails. Frank Buck's animal farm, thru extensive advertising and exploitation, is doing nice trade despite the climate. Long Beach Stadium will operate this summer with a card of varied events, concentrating largely on sports.

State liquor moguls have been careful in issuance of licenses for many roadside places this year because of several unusual discoveries in records of last year's permits. Fortune Gallo, outdoor impresario at Jones Beach, is being referred to as the "salt water Stokowski." Strange that none of the shore resorts has encouraged horseback riding on the beaches in Atlantic City.

Latest suit against the World's Fair Corp. alleges that the fair builders make entirely too much noise in their work. C. H. Hunt, Eddy Bros. Circus, put himself right in the center of amusement doings during the show's stay here.

ROCKAWAY BEACH: Related start on wreckage of a mile and one-half of ocean-front property to make room for a new State parkway bordering on the sea was under way last week. Salvaging has been divided into four divisions, with different wreckers on each section. The there is an understanding that work will take 60 days, engineers believe it will be thru before then if all goes well.

Amusement operators held forth in their places up to the last minute eager to garner what they could. In many cases amusement people waited to be served formally with dispossession notices, thereby giving them an opportunity to stay an extra few days on premises. Edgemere and Arverne zones, unaffected by the wrecking project, are expected to benefit from a flow of amusement patrons to other areas and are making plans accordingly.

Gleanings From the Field

MADISON, Wis.—City of Madison is sponsoring a series of summer shows at Breese Stevens field here. Opening show on June 13 featured Gene Fields, impersonator; Schoening Brothers, song-and-dance team; Leo Penic, harmonica player; Bob Kammins, whistler, and Lambros Lambros, violinist. Admission to shows is 10 cents.

MANITOWOC, Wis.—Martin M. Ouker opened his Silver Lake Resort, three miles west of here, on June 12 with a band concert. Spot has a new 78 by 24-foot band stand, 18 acres of parking space, floodlights and offered music by Rollie Nellitz and Bill Dufano on opening night. Business was reported brisk.

SANDUSKY, O.—Terrace Beach, near here, inaugurated its season under management of Curt Steffens. Ray Best's band, with George Williams, Cleveland maestro, fronting, was engaged for June to play for dancing in the pavilion. Terrace and Gem Beaches offer swimming and Gem has roller skating nightly.

NORTH KANSAS CITY, Mo.—At season's opening of Winwood Beach, with its owner, Frank Winn, again at the helm, there was only the lake, bathing

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music-dispensing system is functioning nicely and is still winning plaudits of visitors and employees. Current free attractions are Helen Reynolds and her Skating Girls and the Girton Girls, tomboys on wheels. Coming — Pezjay Rungens.

Bi-weekly fireworks display is drawing big crowds. Concessioners beginning to perk up and look more cheerful as the turnstiles start clicking. If you believe in signs it should be gratifying to see the lines in front of the Palmistry Mosque of Madame Jordan and Yogi Reggie Childs and band closed at Badalato & Sons' Playland Casino to make way for Mal Hallett and ork. Childs proved a popular draw and made a host

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of friends whereabouts. And Hallett seems to improve each year, despite the fact that he was already good and a topliner when we first caught him 14 years ago at the Colonial Theater, Haverhill, Mass.

Jeas Hutchinson and Jerry Madden, residents of the city of beans, culture and the cod fish (Boston), are with us again with their pop corn and candy specialty concession. Bill McDonald is here again, and officers Charlie Bell, Fred Struss and Tommy McVeigh are representative arms of the law and as popular with us all as ever. Well, my friends, we have many more weeks to go, so hasta luego.

Park Free Acts

FIVE ALBANIS, aerialists, drew large crowds to Williams Grove Park, Mechanicsburg, Pa., on June 11 and 12, the free act being one of a number scheduled this season. Park Manager Roy Richwine attributes unusually large weekend business to his policy of presenting frequent free acts.

CAPT. EARL McDONALD, high diver, appearing twice daily in Buckeye Lake (O.) Park, is one of the first acts to be offered on the midway there this season and will be followed by other free acts, the management said.

CLOSING in Olympic Park, Irvington, N. J., on June 17, Wilfred Mae Trio went to Clayton, N. Y. for a Thousand Islands vacation before opening at fairs for George A. Hamid next month. Also on the Olympic Park bill were Laddie Lamont, Palmer's Dogs, Florence Trio and Basile's Band.

OHIO PROSPECTS BIG

Managers Cut Out All Gloom

Optimism rules session in Columbus—plans revealed to halt abuse of passes

COLUMBUS, O., June 18.—General optimism prevailed at the annual mid-summer conference of Ohio Fair Managers' Association on Tuesday in the Deshler-Wallick Hotel here. It was best expressed by Judge I. L. Holderman, Dayton, president of the association, who said the fairs in the State were "in for the greatest year in their history."

Representatives of 44 fair boards of a membership of 91 participated in discussions in the form of a round-table meeting in which no set procedure was followed, each official speaking his piece about his individual trouble or experience.

Probably the most time was spent in discussing the problem of passes. Several delegates said they had decided, in an effort to bolster receipts, that their fairs would be divided into day and night periods, with daytime passout checks not being recognized at night. Others said they had dispensed with free list but gave exhibitors single tickets which were taken up at the gate, thus doing away with multiple admissions on one pass.

Insurance Need Seen

Honorary President Myers Y. Cooper, Cincinnati, former governor of Ohio, who annually gives a trophy to the board (See OHIO PROSPECTS on page 43)

Gift Nights To Be Flemington Feature

FLEMINGTON, N. J., June 18.—Rides, shows and all concessions for the 1938 Flemington Fair will be booked independently, a new policy, and no racket will be tolerated, said Major E. B. Allen, manager. It will be the 28th annual under present management, having shown increased interest each year and operating high-class harness and auto racing.

The holiday races, promoted by Ralph A. Hankinson for 16 years, attract a better class of drivers to the half-mile dirt track. State records are all held by this track, trotters 2:05 1/4; pacers 2:04; autos 36-3/8. Prizes are offered yearly to those who better the track records.

Pony Day is a feature and at least 10,000 children will parade on the race track, led by Basile's Madison Square Garden Band and three other bands from different parts of the state. A pony, saddle and bridle are awarded to each child. Gift Nights are to be an innovation, \$50 to be given the first five nights and a 1938 sedan automobile on one night. Merchants in different towns are co-operating.

Concession space is being sold rapidly (See GIFT NIGHTS on page 43)

Grounds in Wadena, Minn., Given a 15-Acre Addition

WADENA, Minn., June 18.—Fine Belt Circuit is readying for the fair season with a new president, M. B. Taylor, Bemidji, reports Circuit Secretary Whitney Murray, also secretary of Wadena County Free Fair here. Carl Lind, Aitkin, is new secretary there, succeeding William F. Murphy, retired, who was president of the circuit.

Wadena Fair Board has completed grading a 15-acre addition to grounds. It will be seeded and used for part of the midway and for auto parking. A new entrance to the tract will have rustic gates of native lumber. New 4-H Club building will house exhibits, with live stock on the first floor and a dormitory above.

All buildings are being improved and painted and a start has been made on landscaping grounds. Arrowhead Amusement Co. will again have the rides.



GREATEST OHIO COUNTY FAIRS in the history of the State will be presented this year, Judge I. L. Holderman (left), Dayton, president of Ohio Fair Managers' Association, told the annual mid-summer conference in the Hotel Deshler-Wallick, Columbus, on June 18. Honorary President Myers Y. Cooper (right), former governor of Ohio, Cincinnati, who annually gives a trophy to the board making the best presentation for its fair at the January convention, urged members to obtain all-year liability insurance and thus cover grounds during picnics and other events in the off season.

Three Rivers Move for More Outlay Is Big Use of Grounds Grows in Mich.

\$1,500,000 project transforms plant in Canada—midway site is better

THREE RIVERS, P. Q., June 18.—Provincial government, spending \$1,500,000 on grounds of the Exposition of Trois-Rivieres here has, in the past six months, razed every building and has (See THREE RIVERS on page 43)

New Plant for Stock Show

JACKSON, Miss., June 18.—A 20-acre site for Southeast Mississippi Live-Stock Show has been purchased in the northwest section of Forest, Scott County, said R. L. Goodwin, who announced permanent buildings will be constructed immediately. Plant will be built on plans prepared by the agricultural engineering department of Mississippi State College. First live-stock show was held in Forest last March.

CLARKSVILLE, Ark.—Virgil Kolb, Johnson County sheriff, was elected president of the new Johnson County Fair Association; V. B. Brown, Mary Claude Fletcher, Mrs. Elmo Thompson, Charles Bryant, Inola Strong and Bonnie Wilson, vice-presidents; Gayland B. Strong, secretary-treasurer; Jack Thomas, publicity director.

They Won't Hold Still

By CLAUDE R. ELLIS

FAIR boards are sitting in a spot somewhat more favorable than that occupied by other branches of outdoor show biz this season. That is, they can see what has been happening to the other fellows who had to open early in the face of recession and bad weather.

It is no secret that receipts of parks, circuses and carnivals have been way off. And to keep going some bosses in those fields have had to do everything they are big enough to do. It is hoped they are going to get over the hump okeh. Fair managers who know what it is all about have been taking heed. They won't hold still while a tide of red ink catches up with them. They feel that the elusive simoleon is going to be harder to corral and they are doing something about it. They are making their attractions programs stronger than ever. What some considered A-1 bills at the time they were booked do not now look so hot. So the tendency among live boards is to give more entertainment than ever and to feature it so strongly that Mr. and Mrs. Fairgoer will feel that they cannot stay away from the fairgrounds. In many cases additional acts have been booked recently and in other instances daily changes of program are being assured. If fair attendances fall down this year, it's a safe bet the slumps won't be at fairs where the powers-that-be have been on the job to hold the ground gained in the past three or four years.



CLAUDE R. ELLIS

Another One

We have also taken the position that fairs should have a complete change of attractions program each day of the fair. We met with a lot of success last year with a program of that kind and expect to do even better this year.—SECRETARY MILLING L. JOHNSON, Knox County Fair, Knoxville, Ill.

Making Bid for Consumer Dollar

By FRED A. CHAPMAN

Secretary of Iona (Mich.) Free Fair

The consumer dollar will be harder to attract this year than last. With this fact in mind, Iona Free Fair is increasing its entertainment and advertising appropriation this year.

Barnes-Carruthers' new spectacle, Belles of Liberty, has been contracted; also the following acts: 24 Alnlee's American Beauties; Alice Kavan, European acrobatic dancer; the Grenadiers, singing male octet, Valentine Vox and Happy, ventriloquist; Les Juvelys, equilibrist; Alf Loyal's Dogs; Monroe and Grant, trampoline; Piro Jansleys, jugglers of human beings; Power's Elephants; Queenie, educated cow; the Aerial Ballet; Whitey Harris, clown cop; Hugo and Mario Zucchini, double cannon act; Thearle-Duffield, fireworks; Capt. Art Davis Troupe, airplane thrills; Izzy Cervone's Band; Capt. P. F. Prakes, airplane crash into house; Jimmie Lynch and His Death Dodgers; Capt. William Sparks and American Legion Zouaves. Capt. Prakes will play Monday after—(See MAKING BID on page 43)

G. G. Expo Ticket And Publicity Drive Is Being Extended

SAN FRANCISCO, June 18.—As "Ambassador of Rhythm" from the 1939 Golden Gate Exposition, Band Leader Ted Flo-Rito left on a Coast-to-Coast barnstorming tour to advertise the fair in radio broadcasts, and during his tour he will write an exposition theme song. He will conclude his trip with a Los Angeles engagement early next year and will return here by fair-opening time.

"Thirty-Niner Girls," accompanied by script-book salesman, will visit more than a score of Northern California communities in an intensive season-book sale.

San Francisco Day at the expo will be more brilliant than the other "days," promises the Junior Chamber of Commerce. It will be staged on April 18, 1939, anniversary of the day 23 years ago when fire leveled the city. About 2,000 head of finest breeding and fat cattle in the world will be brought to the expo beef show next February; \$75,000 in cash premiums is to be posted in addition to \$5,000 in trophies.

Possibility of starting the Bendix cross-country air races from San Francisco next year was disclosed by Clifford W. Henderson, managing director of the national air races at Cleveland.

Booth, Laurel Secretary, Head of Miss. Association

JACKSON, Miss., June 18.—E. K. Booth, Laurel, is new president of Mississippi Association of Fairs, election having been held by mail.

He is secretary of South Mississippi Fair and has just announced appointment of executive and legislative committees.

Other officers elected are: J. M. Dean, Jackson, secretary; W. A. Johnson, Newton, and P. A. Henderson, Tupelo, vice-presidents.

Personnel of executive and legislative committees include Mayor Walter A. Scott, Jackson, chairman of municipally owned Mississippi State Fair, named chairman of the legislative committee. Serving with him will be Gillman Taylor, Meridian, and L. M. Dossert, Okolona.

Mabel L. Stire, secretary of Mississippi Free State Fair here, heads the executive committee, other members being W. H. Sandiford Jr., Philadelphia, and Kenneth G. Slicker, Columbus.

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Lasting Through Entire Week. Celebrating
23RD ANNUAL FREE FALL FAIR,
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"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE

Department

THIS WEEK AND EVERY WEEK

Trenton Plant Again Used For Off-Season Activities

TRENTON, June 18.—George A. Hamid, president of New Jersey State Fair, has again mapped out off-season attractions and special-event days on the grounds here. Trying out Sunday rodeo programs in the coliseum and finding that Guernsey cattle sales, under direction of Louisa McL. Berryman, Sparks, Md., drew an unprecedented number of buyers paying of fancy prices for this breed. Mr. Hamid opened the outdoor season with a Lucky Teter presentation on June 5. Despite threat of rain, a capacity grand stand greeted the Hell Drivers. Teter will return for opening day of the 1938 Trenton Fair.

Next event on the grounds will be the State encampment of Seventh Day Adventists. Each year they erect a tented city for 10 days, starting early in July. During remainder of July and during August, civic, fraternal, municipal and manufacturing groups will hold annual outings in the well-appointed picnic grove.

Activities on grounds at present have been augmented by crews of carpenters, electricians and scenic artists working day and night to assemble Hamid's big stage revues, soon to go on the road. Members of casts will be brought here for rehearsals. A number of Hamid-imported acts have been reporting at the grounds after arriving from Europe for final rehearsals and to get equipment in shape for summer dates. Harry E. LaBrecque, fair secretary-manager, has completed the 1938 premium book, which has been enlarged to 112 pages.

Fire Deals \$15,000 Damage To Stand of Jackson State

JACKSON, Miss., June 18.—Fire, presumably started from a cigaret, destroyed the baseball grand stand and for a time threatened destruction of the entire plant of Mississippi Free State Fair here. Damage was estimated at \$15,000.

Flames were discovered about 2 a.m. and within a few minutes had swept the entire frame structure near the entrance to the grounds. Main entrance gates, reconstructed along modernistic lines a few years ago, were so badly charred that they were torn down and will be replaced by an imposing new entrance in time for opening of the 1938 fair.

Jackson fire department saved the administration building and liberal arts and industrial buildings, the latter erected in 1937.

Lordly Bolsters Program For '38 Halifax Exhibition

HALIFAX, N. S., June 18.—Earlier dates, a revival of horse racing and augmented attractions program for the 1938 Nova Scotia Provincial Exhibition here are means by which Manager E. Frank Lordly is bidding for what he believes will be a record attendance. Sponsored by the Nova Scotia government and city of Halifax, the exhibition annually attracts thousands of tourists and farmers to the city.

Midway worries have been lessened by contracting Hill Lynch Greater Exposition Shows, and set requirements are being handled again by George A. Hamid, Inc. Seven or eight big-time acts will be secured and can be accommodated because of the size of the grounds and their facilities. Most popular feature last year, aside from the vaude attractions, was the fireworks display and the 1938 schedule calls for an enlargement of this rather than a curtailment.

Three years ago Manager Lordly introduced running horse races to Halifax and each year since the sport has grown until it rivals interest in harness racing. A new type of track entertainment here will be automobile races on the dirt track. It has been attempted before, but on a small scale. Prelim races will be held during early summer to prepare for races at the exhibition.

Grand-Stand Shows

PREDICTING a good season, Wright and Vivian, contortionists and jugglers, report they will open ten weeks of fairs and celebrations in Mineral Point, Wis., on July 4.

WADENA County (Minn.) Free Fair has booked Reimuth Rainbow Revue of 18 people, thru Florence E. Reimuth



E. FRANK LORDLY, manager of Nova Scotia Provincial Exhibition, Halifax, who is enlarging the entertainment program for the 1938 annual, large crowds last year having attested its popularity. Included in preparations for the fair are booking of big acts thru George A. Hamid, Inc., contracting Hill Lynch's Greater Exposition Shows for the midway and engagement of W. J. Foley, widely known sports writer, as publicity manager.

Agency, and WCCO Artists' Bureau will present Babes in Radioland on one day and Radio Vaudeville on another, reports Fair Secretary Whitney Murray.

KNOX County Fair, Knoxville, Ill., has contracted WJSD Supper Time Frolics, WHO Barn Dance, Tow Owen and His Cowboys from WMT and Peoria Accordion Club, reports Secretary Hilding L. Johnson. William Hoffner's rides will be on the midway.

ROBERT MUCKLER, secretary-manager of the California State Fair, Sacramento, has acquired services of Ada Broadbent to produce an outdoor night revue at the 1938 annual. Miss Broadbent, noted for stage successes under Leon Leonidoff, has under contract 60 girls who appear in dance ensembles for Hollywood studios, and 24 will appear at the fair. Among acts which Mr. Muckler expects will be featured are: Six Candrea Brothers, trumpeters; Blonders Quartet, Rita and Rubin, Bltmorettes, Ches Chase, pantomime-comedian, Cinsue Troupe, serialists, and Fred Scott, cowboy singer. Louis Castellucci's Hollywood Symphonic band of 30 will provide orchestration. Revue will be presented on a decorated 100 by 60-foot stage set in center of a 125 by 600-foot area bordered with 150 blue Lawson cypress trees.

PAIR season for Henry H. Lueders, United Booking Office, will start on July 25 with a six-day engagement for two 50-people revues, playing on a split-week basis, at Michigan Petroleum Exposition, Mount Pleasant. Other fairs to follow, with similar types of shows on either split-date or full-fair basis, include those in Inlay City, Bad Axe, Traverse City and Alpena.

DAYTON, O.—Auto races under sanction of the contest board of Central States Racing Association on fair grounds tracks in the Midwest, East and West will attract crack Central States drivers, starting in July. The CSRA pilots, who hold records from a half-mile up to and including 100 miles, will participate in the many scheduled events on the franchised association speedways until opening of the fall fair auto-race season.

Board, Needing Funds, Hampered By Ban on Games

CINCINNATI.—Seeking additional funds for repairs and improvements on Carthage Fair grounds, D. R. Van Atta, secretary of the fair board, told Dr. C. R. Campbell and John F. Lambert, county commissioners, that orders by authorities banning bingo games and giving away of automobiles and other prizes prevents fairs from being financial successes.

Van Atta pointed out that other county fairs have such games and prizes. He declared he saw "20,000 people wait with bated breath for the announcement of the winner of an automobile" at the Dayton fair. He said the secretary of Montgomery County Fair board there informed him that the giving away of such prizes had increased attendance 60 per cent. Many also sell part-mutual tickets on fair races, something Hamilton County Fair board never has permitted.

The commissioners referred the question of additional funds to the county comptroller to ascertain whether there were any funds that may be used. Grading work desired at grounds was turned over to the county engineer.—CINCINNATI ENQUIRER.

Fair Grounds

HALIFAX, N. S.—W. J. Foley, one of the best known maritime sports writers, has been engaged by Manager E. Frank Lordly as publicity manager for the 1938 Nova Scotia Provincial Exhibition here.

YORK, Pa.—John H. Butler, secretary of York Interstate Fair, said York County Agricultural Society, operator, would rebuild five harness horse barns on the grounds destroyed by fire recently. Damage was covered by insurance.

BALTIMORE.—Largest amount ever distributed in premiums at a fair in Maryland will be awarded this year at the State Fair at Timonium, the board of managers announced. In all \$24,480.75 will be given out, as compared with last year's total of about \$19,000. Announcement of the increase was made after the special summer session of the board, presided over by Laban Sparks, president of Maryland State Fair and Agricultural Society of Baltimore County.

AKRON—Plans to revive the county fair here in the form of a county-wide exhibit of 4-H Club projects is under consideration by officers of the club. A. M. Griffin, county farm agent, said it is planned to hold the exhibit in the fall after resumption of school. A site has not yet been selected. Summit County Fair was discontinued more than 10 years ago and the plant was dismantled.

COLUMBUS, O.—Preparations for the 1938 National Dairy Show here on the State Fair Grounds next fall are under way. Ohio committee is headed by Earl H. Hansfeld, state director of agriculture, with Stanley Ross as vice-chairman.

SEDALIA.—The 38th annual edition of Missouri State Fair premium book, 233 pages, is ready for distribution, said Secretary Charles W. Green. Annual distribution of 17,500 copies is being made thruout Missouri. Book, profusely illustrated, is in an attractive three-color cover design, printed on a light green stock. Mailing list is compiled annually, almost entirely from individual requests.

REGINA, Sask.—For the 1938 fairs on class A and class B circuits in western Canada, both Canadian railways will have special rates into cities and towns of Manitoba, Saskatchewan, and Alberta.

8 DAYS GREATER READING FAIR 7 NIGHTS

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Celebration in Chattanooga To Draw Nation's Notables

CHATTANOOGA, Tenn., June 18.—Plans for annual Chattanooga Tri-State Fair here are gaining momentum and prospects are bright for the largest event in years, said President J. W. Engel, who has a staff at work in the fair offices on new ideas to be put into effect. He said that in conjunction with the fair the 75th anniversary of the Battle of Chickamauga will be celebrated, with President Roosevelt having been invited as principal speaker to make two addresses in front of the grand stand on the fair grounds. Invitations have already been accepted by 22 State governors to attend the celebration, with promises of more accepting. Tri-State Fair officials feel confident that Chattanooga can expect the largest crowd in its history.

Exhibit space demand promises, to tax buildings to capacity and agricultural displays to a large extent have already been contracted. There will be a big program of free attractions, racing and fireworks daily and nightly. Johnny J. Jones' Exposition will be on the midway, coming from Kentucky State Fair, Louisville.

OHIO PROSPECTS

(Continued from page 40)

making the best presentation regarding its fair at the January convention, urged boards to take out year-round liability insurance covering their fair plants. Some managers said their boards were involved in lawsuits following accidents at picnics and other events held on fairgrounds during the off-season. He said Hamilton County Fair board had recently been involved in an accident case of the fairgrounds in Carthage, Cincinnati suburb, because liability insurance was carried all year.

President Holderman said practically every fair board in the State had spent "good money" to improve grounds this year, some running as high as \$130,000, and he believed that increased attendance would result.

"We are looking forward to a great year," he said. "We have the largest fair managers' association and we present the finest fairs. More than half of the managers in the State are at this meeting just to talk things over, and they are enthused. It's no wonder citizens patronize the fairs."

Harness Season Readied

No resolutions were passed and attention was called to the 1939 annual meeting to be held here on January 19 and 21.

Mrs. Don A. Detrick, Bellefontaine, executive secretary and secretary of the United Trotting Association, saw "the greatest harness racing season in Ohio's history." "There are 85 harness meetings in Ohio this season," she said, "more than in all the other States. Ohio has the greatest total of purses as well as the largest number of owners, drivers and trainers."

She said the Ohio colt group would

meet at fairs in Xenia, Wilmington, Troy, Greenville, Van Wert, Sidney and Bellefontaine, and had 121 entries to date, while the Eastern group with 117 entries would appear at fairs in Mansfield, Lucasville, Mt. Vernon, Hilliards, Tiffin, Cadiz, Marietta, Canton, Carrollton and Wooster.

GIFT NIGHTS

(Continued from page 40)

and more interest is being shown by merchants in purchasing space than ever before, it is reported. Farm machinery exhibit last year was largest in history of the fair and more space for this has been allotted this year. More money will be awarded in the Draft Horse Show, and agricultural and 4-H Club work will exceed any previous displays. Numerous acts in front of the grand stand will be provided by George A. Hamid.

THREE RIVERS

(Continued from page 40)

In course of construction new buildings, which, when completed, will be among the most elaborate plants in Canada. A stadium for athletic sports is practically completed at a cost of \$500,000. A coliseum is also in course of construction, as well as an art and manufacturers building, cattle barns, horse barns and a new race track. A new grandstand will be erected next year. Grounds have been given an underground wiring system and a mammoth swimming pool and kiddie playland being laid out will be completed in time for 1938 fair. Grounds are laid out in streets adorned with shrubbery and everything has been so arranged that the plant will serve as a recreation park the entire season for citizens.

Officers of l'Association de l'Exposition des Trois-Rivieres Ltée, new organization which will manage the exposition, are J. B. Loranger, president; B. J. Tregalner, vice-president; J. A. Trudel, secretary-treasurer; Charles P. Rocheteau, secretary of races; Dr. J. H. Vigneau, manager.

Art Lewis Shows has been awarded a contract for shows, rides and concessions, and George A. Hamid will furnish free attractions in front of the grandstand. Art Lewis, general manager of the attractions bearing his name, accompanied by his secretary, P. Percy Morency, were recent visitors, picking out location for the midway, which, due to rearrangement of the grounds by architects and engineers, will be situated to much better advantage than in past years, it is said.

MOVE FOR MORE

(Continued from page 40)

cally unknown in Michigan, meet dates coming earlier, and the present move may indicate a tendency for later fair dates in Michigan. Extension of the State Fair to 16 days will also be partly responsible for this tendency by decreasing availability of September dates.

Detroit's own county fair, Wayne Fair, Northville, plans a celebration and acts and a carnival will be booked. Hillsdale Fair board will have a celebration on the same scale, but this has been the annual practice in Hillsdale, which ranked high in attendance among paid county fairs last year. Both fairs are being booked by Henry H. Lueders, United Booking Office.

MAKING BID

(Continued from page 40)

noon, Jimmy Lynch and His Death Dodgers on Monday and Tuesday and American Legion Equaves on Friday. There will be four days of harness racing, Tuesday to Friday, closing on Saturday with John Sloan's auto races under IMCA sanction. Robin & Cherry Exposition will be on the midway.

A \$22,000 WPA project has enabled the fair to refurbish the track with 1,222 loads of clay, painting all buildings and roofs, enlarging 4-H Club live-stock building and show-horse barn, moving of several race-horse barns and electric poles which will give a wider and longer midway. All exposed grand-stand and bleacher seats will be repainted. Arrangements have been made to use the front part of grounds for additional farm machinery displays. All exhibit space in exhibition buildings has been allotted and 83 per cent of midway space is sold. Early entries for live-stock space indicate a capacity display in all live-stock buildings. Increased newspaper space and direct mailing of 40,000 24-sheet circulars are expected to help increase interest in the fair, midway shows and grand-stand attractions.

GRAND-STAND ATTRACTIONS WITH THAT WELL-KNOWN BARNES-CARRUTHERS BOX-OFFICE STRENGTH

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RODEOS-REVUES
THRILL-DAY FEATURES
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by **MINNESOTA PINE BELT FAIR CIRCUIT**
Fairs at Aitkin, Bemidji, Grand Rapids and Wadena. Open at Wadena, August 15. Close at Bemidji, August 28. Address **WHITNEY MURRAY, Circuit Secretary, Wadena, Minn.**

FLEMINGTON (N. J.) FAIR

Aug. 30, 31, Sept. 1, 2, 3, 4, 5.
All Concessions Booked Independently Through the Fair Office.
Address **MAJOR E. B. ALLEN, Flemington, N. J.**

Wisconsin Short Ship Fair Circuit

Make four fairs in two weeks, with only 40-mile jumps—Wautoma, August 23-24-25; Weyauwega, August 26-27-28; Oshkosh, August 30-31 and September 1-2; Chilton, September 3-4-5.
TAYLOR G. BROWN, Secy.

MISSISSIPPI VALLEY FAIR AND EXPOSITION

**DAVENPORT, IOWA
7-DAY AND 7-NIGHT FAIR—AUGUST 14-20
WRITE FOR SPACE**

Wanted For Dearborn County Fair

LAWRENCEBURG, IND., July 25-July 30. 4 Days—6 Nights.
Clean Legitimate Concession only. No bingo.
GEO. KOETHEMEYER, Supt. Concessions.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



MISS MABEL L. STIRE, secretary of Mississippi Free State Fair, Jackson, who has been named chairman of the executive committee of Mississippi Association of Fairs. Mayor Walter A. Scott, Jackson, chairman of the municipally owned State fair, heads the legislative committee. Appointments were made by the new president, R. K. Booth, secretary of South Mississippi Fair, Laurel, who was selected in a recent election by mail.

Fairs' Growth in Public Favor

By RALPH E. AMMON

MANY American fairs have celebrated their diamond jubilee and a few their centennial. It is obvious that America considers them valuable or they could not have flourished over such a long period. No system of educational institutions could flourish from 75 to 100 years and attract 40,000,000 students and patrons unless it is rendering public service equal to and greater than its cost to the public.

After this assertion the logical question is, why have they continued to grow in public favor? In an attempt to answer this question, let us appraise the value of an agricultural fair in America. In such an appraisal I would list as the items of greatest value:

A—Advancement of agriculture.
This must be the propelling purpose, the persistent principle of any agricultural fair that wishes to survive. Fairs were founded and must flourish for the advancement of agriculture. How do they accomplish this, and to what degree do they accomplish it?

1. Improvement of live stock.
It is my opinion that the agricultural fair has been the cradle, the godfather, the nursemaid and the paternalistic roof for the pure-bred live-stock industry of America. Without the encouragement given by agricultural fairs, the pure-bred flocks and herds would have developed slowly and consequently live-stock improvement would have been slow. For it is a well-known fact that the grading up and improving of our grade herds has depended on the pure-bred sire from the flocks and herds of the professional pure-bred breeder.

From old records of the Wisconsin State Fair I find that the first public appearance of each of our five breeds of dairy cattle was made at the State fair. Undoubtedly the same is true in some other States. Advancement of these breeds is not only reflected but is pro-

RALPH E. AMMON, recently appointed Wisconsin director of agriculture and markets in recognition of his work in building up Budget fairs and as manager of Wisconsin State Fair, Milwaukee, also is president of the International Association of Fairs and Expositions, having been elevated from the post of vice-president at the Chicago annual meeting last December. He continues as head of the State Fair and from the Capitol in Madison he co-operates with managements of all State-aid fairs in the commonwealth. Prior to heading the department of agriculture he had been chief of its division of fairs. His first activity in the fair field was as secretary of Dane County Fair, Madison, in 1928. He was made State Fair manager in 1930. He had been a newspaper editor before entering fair work. He is a member of Sigma Delta Chi and Alpha Kappa Delta fraternities. He was born in Carmi, Ill., March 31, 1901.



jected by the annual exhibits at the fairs.
2. Introduction and improvement of new grains, fruits and other crops and the continued improvement of established crops have been served by the agricultural fair.
3. New farm machinery and equipment have been introduced thru the fair.
4. New methods in agriculture are demonstrated at State fairs for the benefit of thrifty farmers who visit them and take home ideas for themselves and neighbors.
5. 4-H clubs and PFA chapters have been given great impetus by State and county fairs. It is my opinion that 4-H

clubs would not have survived and certainly would not have flourished to the extent they have without the agricultural fair as a place for their annual exhibit (1,230,000 club members, 250,000 PFA).

6. Homemaking on American farms has greatly benefited thru the women's departments of our agricultural fairs. New and improved methods of canning, sewing, baking, house decoration and many other useful home arts are annually demonstrated.

7. Sales of farm products are stimulated by fairs. Fairs again are becoming agricultural markets—markets not only for the sale of pure-bred live stock, but for the sale of cheese, honey, maple syrup, potatoes, apples and various other farm products.

Up to this point in the inventory we have been appraising only the first item of value of the agricultural fair. Let us move on to a second item.

B—Advancement of industry and commerce.

But few fairs, if any, have made the most of the opportunity to serve industry. Fairs could be of greater value to industry and commerce than they have been, and I think that there is definitely a new trend toward such service. Fairs do serve industry

1. By providing a place for the introduction of new articles to the public. A priest in Mecca, it is thought, was the first concession man.

2. Improvement of manufacturers' goods thru competition in public display.

3. Actual sale of goods. We know of one manufacturer who sold \$26,000 in merchandise in one day at the Wisconsin State Fair. We have no means of gathering statistics on all sales of goods, but we know that the total figure would be large and it would be large at numerous fairs.

We did collect statistics on sales at the 1937 State fair of two of Wisconsin's most famous products, milk and beer. Even we in Wisconsin have given but little thought to the fact that we lead the nation in the production of both of these great quenchers of thirst—so much alike, yet so different.

Our estimates show that patrons of the 1937 State fair consumed 300,000 glasses of beer and 240,000 glasses of milk. There may be several reasons for the fact that beer outsold milk, one being that the weather was very hot. Second, that the farm folks have milk at home; third, that the breweries did a better job of merchandising. We cite these figures not for comparison, however, but to suggest something of the value of a fair to the commerce of a community in which it is held. Our estimates also show that fair patrons bought upwards of 240,000 gallons of gasoline in the county where the fair is held and that they spent \$140,000 for food, including 78,500 pounds of meat consumed on the fairgrounds and purchased in the local community.

We find also that in the six months, July 1 to January 1, the Wisconsin State Fair expended \$71,800 for labor and \$104,000 for building materials. These expenditures represent only those made out of State fair funds and do not include the thousands of dollars expended by WPA.

These expenditures benefit not only the local community but the entire State, for thousands of these spenders come from outside the State. A third general value for appraisal is:

C—Advancement of society as a whole.

1. The agricultural fair is the greatest common meeting ground of rural and urban people, providing an opportunity for exchange of ideas and customs and an opportunity for developing mutual understanding and appreciation.

Rural America will need that appreciation, for the population shift is ever

toward the city and with that shift will eventually go the balance of political power. When political power is centered in the city the country will need every institution that affords an opportunity for mutual rural and urban understanding as is provided by the agricultural fair.

2. Fairs provide an opportunity for all of society to see and study the new and adopt the proven.

3. Agricultural fairs provide an opportunity for rural self-expression thru exhibits, demonstrations, judging contests, games and tournaments, little theaters and other activities.

4. Fairs provide an opportunity for all to relax and enjoy life thru clean, wholesome fun and entertainment. The Greeks were thought to have added amusements to the fair program in the 16th century. Some of the fair programs have remained Greek. It is said that the Earl of Champagne promoted the first fair in France; the American fairs have kept free from champagne but some of the fair boards, particularly conventions in the Midwest, still show the influence of the Earl of Champagne.

As a central co-ordinating body and a national servant of the agricultural fairs of America, the International Association of Fairs and Expositions was organized many years ago and has continued to serve in that capacity. It has a membership of 63 of the large fairs of America. There are also five State associations of fairs holding membership in the international association. It is our hope that this number may be greatly increased and that the services of the international may also be expanded.

WANTED

MIDWAY SHOWS AND CONCESSIONS
KNOX COUNTY FAIR
Knoxville, Ill., August 3, 2, 3, 4, 5 and 6, 1938.
Have booked exclusive on Rides, Shows, Photos, Novelties and Shooting Gallery and following Free Attractions: Supper Time Frolics, Barn Dance, Thrill Show, Harle, Tom Green and Cowboys, Amusement Club. Change of program every day. Free sale on Monday and Saturday.
WILFRED L. JOHNSON, Secy.,
1287 Florence Ave., Galesburg, Ill.

RHODE ISLAND STATE FAIR

6
days
6
nights

Supported by State Appropriation
ONLY FAIR IN STATE
August 31, Thru Sept. 5
IDEAL LOCATION

6
days
6
nights

A. N. PECKHAM, Manager,
Kingston, Rhode Island.

WANTS

CARNIVAL — LEGITIMATE CONCESSIONS OF ALL KINDS
CLEAN SHOWS — RIDES

WANTED

RELIABLE CARNIVAL, SHOWS AND CONCESSIONS FOR
SHEBOYGAN COUNTY FAIR
SEPTEMBER 2-3-4-5, 1938.

Write or see W. H. ELDRIDGE, Secy., Plymouth, Wisconsin.

ATTRactions FAIRS, CELEBRATIONS, PARKS, OUTDOOR EVENTS FREE ACTS — REVUES — DECORATIONS — FIREWORKS PARAGON THEATRICAL ENTERPRISES

VIC ALLEN
JUANITA E. BALLARD
213 Mainstreet Theater Bldg.,
Phone: Victor 5117, Kansas City, Mo.

B. C. TRUAX
Rutan, Wichita, Kan.
Telephone: 3-4126.

JENNINGS COUNTY FAIR

NORTH VERNON, IND.
JULY 25-29

Day and Night Shows. Three
days racing. All independent
Midway.

WANT SHOWS AND LEGITIMATE CONCESSIONS.

Can use one more good High Act.
S. B. BERKSHIRE,
North Vernon, Ind.

WANTED

SHOWS, CONCESSIONS, FOR
**MANSFIELD, OHIO,
DAY AND NIGHT FAIR**

JULY 27-28-29. FIRST FAIR IN OHIO.
Will sell X on Novelties, Golden Ombre, Ice Cream, Popcorn, Peanuts, Gonna-Weight Scales, Shooting Gallery.

RICHLAND AGRICULTURAL SOCIETY
WALTER W. SHAFER, Secy., Lexington, O.

WANTED

WITH FREE ACTS TO PLAY
FOREST PARK FREE FAIR
DURING WEEK OF SEPTEMBER 5-11
A. KARST & SON,
Forest Park, Phone 3718, Renover, Pa.


WANTED

EATING AND DRINKING STANDS AND
LEGITIMATE CONCESSIONS FOR THE
BRADFORD COUNTY FAIR
AUGUST 30 TO SEPTEMBER 3.
Booking independently this year.
KARL D. SHINER, Secy., Towanda, Pa.


WANTED

MIDWAY ATTRACTIONS FOR
UNION COUNTY FAIR
Marysville, Ohio, Sept. 7, 8, 9, 10.
Write H. A. TAYLOR, Secy.

Get the Crowds --- and Still Better --- Get the Repeat Patronage!



Outstanding Acts, Attractions and Shows Solve the Problem




The public needs to be better sold on the idea of attending places of amusement.

The best way to sell a park, fair or celebration to the public is to offer an attraction of some kind which cannot be seen every day in the year. Of course, the attraction should be properly featured, publicized and exploited locally and in the surrounding territory. The better the attraction and the more publicity given it, the larger will be the attendance.

A policy of furnishing outstanding attractions will keep patrons talking and that means word-of-mouth advertising. Good attractions with strong drawing power pay for themselves in added revenue many times over their actual cost.

Unless one has something spectacular and individual with which to get attention and create interest, he cannot expect to consistently attract the public. People will stream through gates when offered something thrilling and sensational in the way of entertainment.

Adopt a plan of booking sensational acts, shows, revues or attractions of various kinds. The cost of engaging talent of this kind varies in accordance with the type desired. There are any number available at prices every park, fair, celebration or special event can well afford.



On the following pages, some of the better-known attractions are illustrated and described. The list is not complete by any means, but all have established themselves as attention getters and crowd pullers. Refer to these pages for complete data on some of the foremost acts and attractions touring the country today.

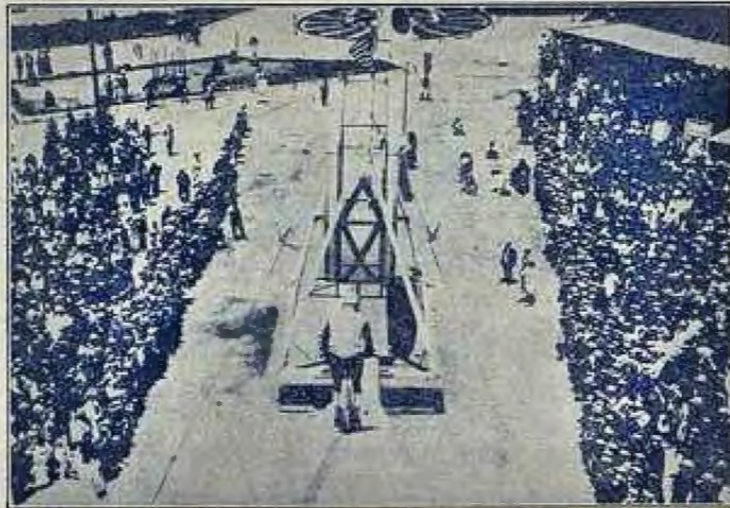
Attractions Mean Crowds--- Crowds Mean Business!



Manuel King, 13-year-old animal trainer, puts "Congo," one of his 13 lions, thru the difficult sit-up trick. He made his first professional appearance at 8 and adds a new lion each birthday anniversary. Two beasts were received from the Ex-Emperor Haile Selassie.



The Four Flying Melsoras, well-known troupe of aerialists, feature Raymond Melsora, flying trapeze clown. Mr. Melsora was recently used as a subject in Ripley's "Believe It or Not" because he performs on the trapeze wearing an artificial leg.



Oscar V. Babcock, former New York champion indoor cyclist, having been engaged in the business from 1891 to 1901, was also one of the first men who tried to fly a plane. He attained a height of 30 feet, which was considered remarkable at the time. His aviation experience, however, was cut short with the receipt of offers to perform his bicycle loop act and that is how he entered show business. He has presented this act since 1903 in this country, Canada and abroad. Photo was taken at the Peace Exposition in Tokyo.



Bella Donna Brongh posing act comprises a live horse and three girls covered with gold paint. A study in grace, symmetry and muscle control, presenting athletic Indian poses. Carrying its own colored lighting effects, additional beauty



Ella Carver, internationally known lady high fire diver, does a swan dive on fire into fire. A daughter of Dr. W. F. Carver, diving-horse originator, she has received medals and honors from royalty for appearances in foreign countries.



THE STRATOSPHERE MAN

- ★ A Spectacular Night Exhibition of The World's Highest Aerial Act enhanced with special illumination.
- ★ Appearing CONEY ISLAND, Cincinnati, O., this week. See inside front cover for photograph of afternoon performance.
- ★ Available for Fairs, Parks and Celebrations. LATE SOUTHERN DATES WANTED. Write

THE STRATOSPHERE MAN
Care of
THE BILLBOARD, Cincinnati, O.

PRINCE NELSON

International Daredevil
of the Air

HIGH-WIRE WIZARD
Defying Gravity — Defying Death.
WORLD'S GREATEST
AERIAL ARTIST
Now in His 3d Season—1917-
1925-1938—at Luna Park,
Coney Island, New York.

Doing his breathtaking, sensational thrills. Unquestionably the greatest novelty feature ever presented. Positively the most perilous, amazing and fearless exhibition of sheer nerve ever conceived and executed by any human being of any country on earth. An entirely original act, wholly novel and absolutely unlike anything ever seen before. Highest flying paraoharalia. A wonderful attraction with beautiful night illuminations suitable for Street, State and County Fairs, Parks, Celebrations, Expositions, etc.

The Higher, The Better!

PAST PERFORMANCES

Most spectacular feat at Rio de Janeiro, Brazil, at a heretofore unexcelled height of 1,000 feet up between Sugar Loaf and adjacent mountain; Michigan State Fair, Detroit; Texas Centennial, Fort Worth, Texas; Riverview Park, Chicago; Hippodrome, London; Cafeteria, Paris; Palladium Park, Havana; Cafeteria, Athens; Greece; Japanese Park, Buenos Aires, S. A.; Also Sydney, Australia; Cairo, Egypt; Berlin, Frankfurt and Hamburg, Germany; Moscow, Russia; Hong Kong, China; Kobe, Japan; Madrid, Spain; and Toronto and Montreal, Canada. Everywhere except Sweden, 28 medals from all over the world proclaiming him Champion of the World.

Buyers of the Prince Nelson High Tight Wire Act invariably have every assurance of fulfillment of contract in detail. No false claims are ever permitted in any contract. Prince Nelson finds it unnecessary to resort to subpoenas and not only guarantees appearance as specified, but also carries out every agreement in detail. Anyone questioning his claims is urged to write any official connected with enterprises presenting his act or any eyewitness anywhere in the world. Names and addresses cheerfully supplied on request.

with
**M'LE
ANNA**

In her difficult, fast, High Swinging Ladder and Pendulum Sways and Stunts. Another revelation in mid-air. Acclaimed Europe and America's most distinctive attraction for Fairs, Parks and Resorts. Beautiful costumes—gazing personality—bewildering artistry.

Permanent Address:
THE BILLBOARD, Cincinnati, Ohio.

And for Fairs After Labor Day,
Gare BARNES & GARRUTHERS,
521 N. Clark St., Chicago, Ill.

THE GREAT WILNO

SHOT FROM A CANNON OVER 2 GIANT FERRIS WHEELS

The Most Spectacular Act In The Entire Outdoor Show World



THANKS TO

CLICK, PHOTO MAGAZINE, NEWS OF THE DAY, FOX MOVIE TONE NEWS and LEW LEHR, PARAMOUNT NEWS FOR THEIR INTEREST IN THIS ATTRACTION.

ENTIRE SEASON 1938 ENDY BROS. SHOWS, INC.

Perm. Add.
THE GREAT WILNO
PERU, INDIANA

ULLAINE

MALLOY

Attractions Mean Crowds—(Continued)



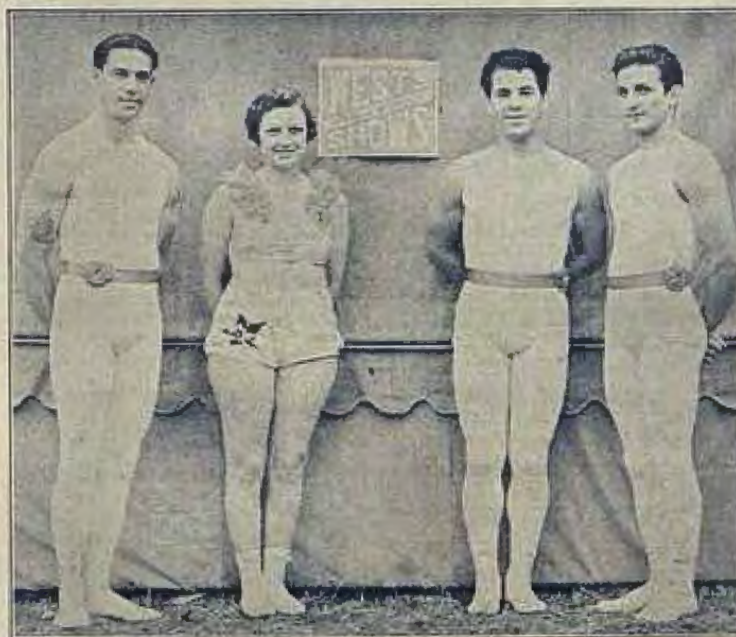
Aerial Gymnast

Steeplechase Park
Coney Island, N. Y.

to August 5, 1938

Permanent Address:

CENTURY HOTEL,
111 West 46th St., N. Y. City.



The Four O'Hearts, left to right, Harry Smith, Miss Mickey Du Val, Ray Perez and Jimmy Millette, represent a history of 11 generations in show business. Harry Smith, cradle-bearer, formerly worked in the Three Falcons high wire act and with Crash Dunigan's Three Meteors; "Mickey" Du Val, of Stewart and Du Val, formerly with Four Queens of the Air. Ray Perez, son of the famous Spanish clown, has been with every kind of circus and thrill act and is a cousin of the late Alfredo Codona. Jimmy Millette, son of Iza Millette, is featured in the act doing a high free head-balancing act on a trapeze and is following in the footsteps of his dad. Only 18 years old, he performs the well-known Millette routines. The rigging is in the form of two ladders with some of the guy wires strung with pennants. At night a string of lights near the top, aided by spotlights on the ground, light up the performance. Crash Dunigan is the producer and manager.

GEORGE HANNEFORD FAMILY
STEEL PIER
Atlantic City, N. J.

ROARING FLASHING UP TO DAZZLING HEIGHTS!
The New 20th Century FIREWORKS SENSATION

Grand-Stand Thriller

MARVELO

(Public Dare Devil No. 1)

BURNED ALIVE

The Human Bon-Fire

Special Paper, Photos, Cuts, Publicity

Communications to
WLW Artists' Bureau,
Cincinnati, O.,
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MARVELO & CO.

Care The Billboard, Cincinnati, O.

DASHINGTON'S

ANIMAL NOVELTY

Dogs—Cats—Monkeys.

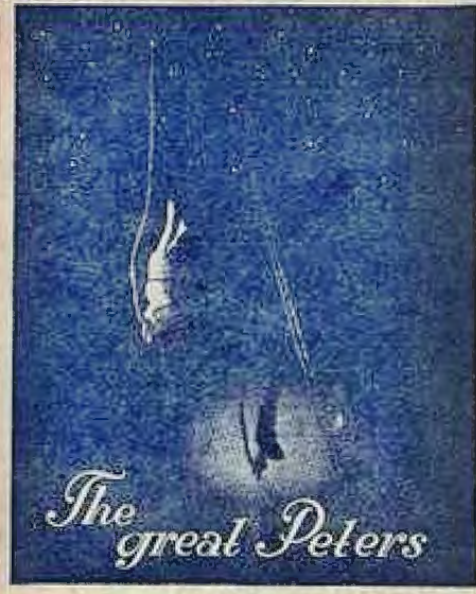
SKILL! FLASH! COMEDY!



Two distinct acts for any indoor or outdoor spot. Will go anywhere. Address care of THE BILLBOARD, Cincinnati, O.



Attractions Mean Crowds—(Continued)



THE MAN WHO HANGS HIMSELF

THE SENSATION OF FIVE CONTINENTS

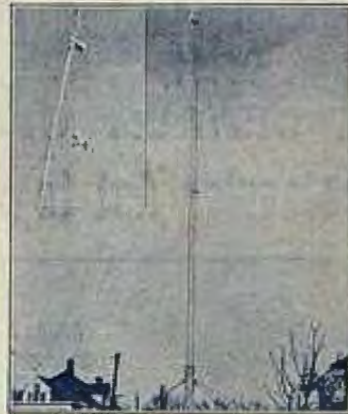
THE GREATEST AERIAL ACT OF ALL TIME

AN ACT THAT CAN BE EXHIBITED BOTH IN AND OUTDOORS

The great Peters

Direction
GEO. A. HAMID, New York City

Booked Solid All Summer 1938



Toots, known as the Wonder Dog, is now dividing honors with her sister, Nippy. These dogs, both wire-haired terriers, climb the ladder unassisted and dive head first into a net. They have been filmed and featured in rotogravure and newsreels.



Lucile Anderson, high diver, does a beautiful swan dive into a small and shallow tank. She was awarded the title of World's Champion High Diver in a contest held in Palisades Park, Fort Lee, N. J., Decoration Day, 1936. She works alone using a very attractive wardrobe.



THE GREAT DELNO HELLO FOLKS!

Tune In With The Billboard TO FAIR SECRETARIES

Park Managers and Celebration Committees, if you are looking for a thrill, contact **The Great Delno**. Diving from a 90-ft. ladder into the smallest net used by anyone in the world. The net is 7 by 8 ft. I am the oldest diver in the business. Have been diving since 1901. I guarantee to thrill and satisfy my spectators.

Write for Details. Permanent Address **THE GREAT DELNO** Care of The Billboard, Cincinnati, Ohio.

CAPT. A. SPILLER

with his **3 MUSICAL WONDER SEA LIONS**

THIRD SEASON IN U. S. A.

Booked Solid until January 1st, 1939

THE BILLBOARD, 1564 Broadway, New York City.

Perm. Add.



Wilno's parents wanted him to be a watchmaker, but instead he chose to be cannon-fodder and go sailing thru the air over two Eli Wheels. He received his first training in Germany under the guidance of Zazel, who enjoyed her heyday in a similar performance in the 1880's. Wilno started performing his cannon act 11 years ago and came to this country in 1929. He wears fleece-lined underwear, woolen socks and three sweaters with knees, ankles and back heavily strapped and padded underneath a jumper suit of fireproofed gabardine when performing.



JAYDEE THE GREAT

THE OLD APE MAN

AMAZING TRAPEZE NOVELTY

Presents somewhat terrifying appearance in his costume of an Ape and performs stunts as like the animal he represents that perhaps the best way to describe it would be to say that he positively "Ape the Ape."

SOMETHING NEW and THRILLING! And yet containing plenty of Comedy. His contortion and balancing work positively defies description. Finishing with complete dissolution of Absorbine while in a contortion posture.

Not the highest aerial act but the highest contortion trapeze act on pole 88 feet high. A. P. A. 100%.

FREE ATTRACTION

OPEN FOR LATE FAIRS ONLY

HOME ADDRESS
P. O. BOX 64, ROCHELLE PARK, N. J.

JAYDEE THE GREAT

THE OLD APE MAN

AMAZING TRAPEZE NOVELTY

Presents somewhat terrifying appearance in his costume of an Ape and performs stunts as like the animal he represents that perhaps the best way to describe it would be to say that he positively "Ape the Ape."

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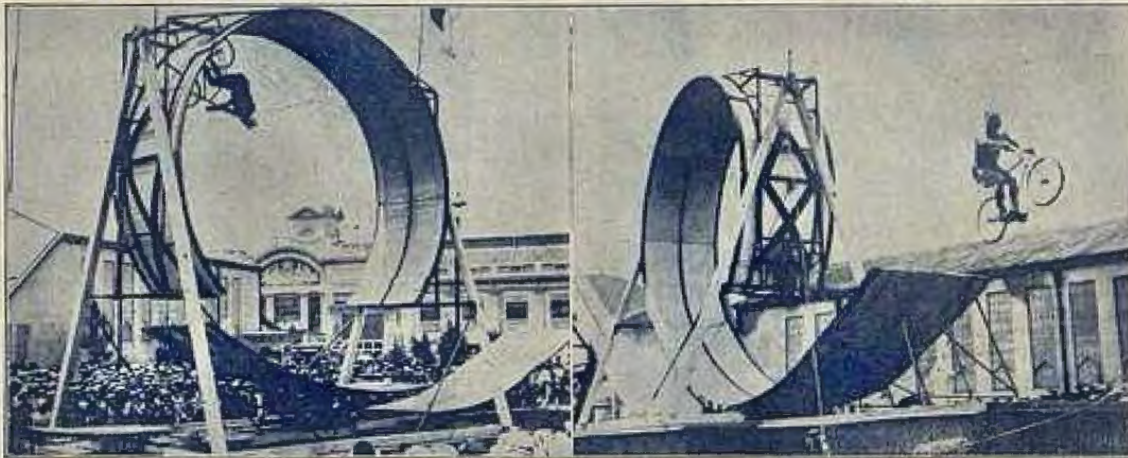
A Jacksonville Balloon being filled for an ascension. Many of the younger generation have yet to see their first balloon performance. This attraction includes parachute jumps in its exhibitions.



Robinson's Elephants, now appearing on Kellogg avenue in Cincinnati, offer rides to adults and kiddies. The three elephants are well known for their military and musical performances. Tintype pictures of the public, riding or posing, are furnished.

OSCAR V. BABCOCK

Death Trap Loop and Flume Act!—2 Big Acts in One!



Time Table of a Breathless Moment!

Total time consumed, start to finish 6 seconds. Actual time consumed in loop 4/5 of a second. Time of trap opening and closing, 3/5 of a second. Margin of safety, 1/5 of a second.

If for any reason, such as increased speed due to weather conditions, etc., the ride should be faster than usual, 1/5 of a second is a very narrow margin indeed.

FLASHY!—SPECTACULAR!—THRILLING!

Performer travels 70 miles per hour down runway, through loop and loops out into space. Attention focused on one person. This act is the **ONLY ONE OF ITS KIND! NO IMITATORS!** Brilliantly illuminated for night exhibitions. Length 200 feet, height 65 feet. For full details and information write

OSCAR VARLEY BABCOCK

Care of The Billboard

Cincinnati, Ohio

Now Appearing With

MIGHTY SHEESLEY SHOWS

Packing Them in On the Midway

Attractions Mean Crowds—(Continued)



Edna Alico cuts a card edgewise at a distance of 63 feet with the revolver up-tilted over her right shoulder and sighting with the aid of a mirror. She appeared recently at the Sportsman's Show in Cincinnati.



Jimmie O'Neill, of the O'Neills team, who presents a high ladder and table comedy acrobatic act. They climax their offering with a backward dive hands first to a table and immediately go into a routine of tumbling.

MELZORAS



"ACROBATS OF THE AIR"

FEATURING Raymond Melzora, original flying trapeze clown. Recently featured in Ripley's "Believe It or Not." Comedy, now, entirely different, he wears an artificial wooden leg on which the foot pivots. Turns in any position. He has no imitators.

First to attempt and accomplished only by the Melzoras—a high drive somersault over the returning flyer.

AT LIBERTY FOR FAIRS

Write for Literature—Permanent Address

MELZORAS, 2509 Webber St., SAGINAW, MICHIGAN



Dodson's Hollywood Monkey Stars present a riot of fun, furnishing 30 minutes of comedy that is different and out of the ordinary. Cleverly trained and neatly dressed, the monkeys perform entirely by themselves and have been starred on the stage and in movies. They are, left to right, Marie, Slats, Patsy, Tony, Blondy, Mexican Pet, Fifi and Percy.

Virginia Senior

SKY HIGH GIRL



Permanent Address
Billboard Pub. Co.
Cincinnati, O.

Attractions Mean Crowds—(Continued)



Mazette Bailey, "The Sky Lady," who performs on a high pole, is now featured with "Death's Holiday," an aerial show. Included in the act are Capt. Frank M. Cushing, fire-to-fire diver; Arthur Dunn and his "Sky Thriller," and Bob Harris in a slide for life.



Bench Bentum headlines the offerings of her own presentation known as the Diving Sensations. An outstanding aquatic figure, she has won many cups and medals for her swimming and diving feats. Cast includes five noted divers of various accomplishments. The act is presented in a beautiful galleon ship setting, using special scenic and lighting effects, historic and modern costuming.



A. E. Seldon, "The Stratosphere Man," nearing the finish of his "Slide for Life" at Coney Island, Cincinnati, O., June 13. It so happened that this performance was his 13th at the park this season. An unusual setting on the mall, where he performs without nets or safety devices, amid beautiful new buildings erected after the 1937 flood, enhanced his performance and rigging. Changes of colorful costumes at each exhibition of his trapeze and high pole routine add to the spectacle at both the afternoon and evening performances. At night several special spotlights are used. Later in the season he will appear in Warren, O., at the Northwest Territory Historical Reservation Celebration.

MARIE VINCENTE
DELOR AND FRANCO
AERIAL AND GROUND GYMNASTS

Just Returned From South American Tour With the Ship A. Feltus, Schwayer and Alay De Brothers' Circuses.

OPEN FOR FAIRS, PARKS AND CIRCUSES
McDONALD'S, 657 Erie Pl., Chicago.

The HELLKVISTS
NILS and SOFIE REGNELL
SPECTACULAR HIGH DIVING
— ALSO —
THRILLING DOUBLE FIRE DIVE
★ "THE HUMAN TORCHES" ★
KNOWN THE WORLD OVER
Perm. Address: 47 Wayne St., Jersey City, N. J.

BILLY SIEGRIST TROUPE
Sensational Flying Trapeze Act
The Youngest Performers With the Oldest Reputation
Thanks to CHARLES SIEGRIST & CO., now playing shows and fairs, and the late Toto Siegrist, of Siegrist and Silbon Troupe.
Address: BILLY SIEGRIST TROUPE, care of Billboard, Cincinnati, Ohio.
Available for all outdoor affairs and indoor circuses.

ELLA CARVER
Internationally Known Lady High Fire Diver

Doing a Swan Dive on Fire into Fire!

The greatest drawing act of its kind. The one that never fails the public

Miss Carver is known from Coast to Coast, having played the largest Parks and Fairs in America with her Father, Dr. W. F. Carver, who originated the Diving Horse. After his death she looked for something more thrilling and daring than the Diving Horse Ride and is now presenting her daring High Fire Dive. She has made two trips to Japan and China and has received medals and honors from royalty for her act.

For more information write
ELLA CARVER
Care The Billboard, Cincinnati, O.



The Whiteside Troupe, managed by Tommie Whiteside, who does not appear in this picture, consists of Lucille Fuller, left; Martha Fowlk, high loop-the-loop artist, right; and Harry Bloodworth. They present tight wire, single trapeze, flying ladder and loop-the-loop stunts, with Tommie Whiteside furnishing the comedy. Dressed as a clown, he presents various stunts that add much to the routine. Costumes are colorful and give the act a nice appearance. Several weeks ago the troupe appeared at the St. Louis Police Circus.

MANUEL KING
"The World's Youngest and Most Daring Wild Animal Trainer"
FAIRS -- PARKS -- INDOOR DATES
PERMANENT ADDRESS: BROWNSVILLE, TEXAS

Attractions Mean Crowds—(Continued)



George Costello, whose Hollywood Canine Mimics do comedy interpretations of Mae West, Ginger Rogers, Joe E. Brown, Stepin Fetchit and others. He presents a group of clever dog actors and has just finished a 27-week tour with the stage unit "Walkiki Nights."



Capt. Earl E. McDonald, high fire diver, does a complete somersault, leaving the perch head first and landing feet first in a tank of water ablaze with floating gasoline. Colored lights and floodlights make his act neat and imposing at night.



Prince Nelson and his wife, the Mlle. Anna, now at Luna Park, Coney Island, N. Y., are presenting their high wire and swinging ladder feats for the third season there. Previous engagements were in 1917 and 1925. One of Nelson's specialties is his imitation of an intoxicated man. He also turns a complete back somersault upon the wire. An electric suit adds much to his evening performances. Mlle. Anna, appearing with him, does a fast high swinging ladder and pendulum act. Their daughter, Hazel, 18, a roller skater, horse bareback rider, high-wire walker and acrobat, is a chip off the old block and is following in their footsteps.

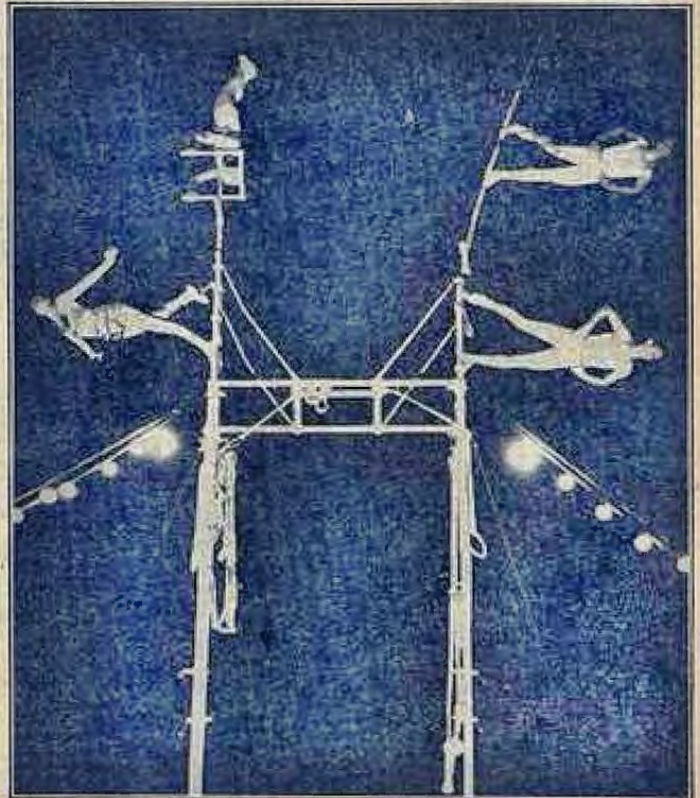


Jerry D. Martin, "Jaydee the Great," presents an unusual aerial act dressed as a gorilla. He does contortion and comedy stunts on a high trapeze, climaxing the act with both feet wrapped around his neck, revolving under the trapeze bar and dislocation of both shoulders.



Lester Lake, "Marvel," who uses such titles as "Buried Alive," "Buried in Flames" and "The Human Beetle" in billing his act. He allows himself to be placed in the middle of a blazing mass of roaring flames. It is a glorious spectacle at night.

THRILL-FULLY YOURS — THE — ♥ FOUR O' HEARTS ♥ A CRASH DUNIGAN-SKY-HIGH THRILLER



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12 A RIOT OF FUN 12

DODSON'S HOLLYWOOD MONKEY STARS

Stars of Stage and Screen

Presenting an Amazing 30-Minute Comedy Routine Entirely by Themselves—
Performing Loose



Booked solid until October 1, including Canadian National Exhibition, Toronto.
A feature Attraction for Theatres, Night Clubs and all Indoor Events.
Direction—LA MOTTE DODSON, care Billboard, CINCINNATI, O.

TOOTS

THE WONDER DOG
Now Divides Honors With Her Sister
NIPPY

Toots is doing the highest dive in all dog history. This little wire-haired fox terrier climbs her EIGHTY-FIVE-foot ladder unaided. The rungs of the ladder are not flat but the usual round rungs. She pauses occasionally and looks down at the crowd. She is a natural show dog. She loves excitement but never once does she become confused. She ignores the usual calls from the crowd and keeps climbing to her platform at the very top of the EIGHTY-FIVE-foot ladder. There she pauses and waits the command from her trainer to jump. And then, unlike other diving dogs, TOOTS comes down HEAD-FIRST, landing in a net 4 feet by 5 feet.

... and NOW COMES NIPPY, Toots' Young Sister!

She, too, enjoys her act of jumping from the same ladder. NIPPY precedes TOOTS, going to her platform at the 50-foot level. She waits for TOOTS to reach the top. Then, at the trainer's signal, NIPPY jumps first while TOOTS watches from her high perch. NIPPY scampers out of the net before the signal is given for TOOTS to jump. These little dogs are sensations of the first rank. They have been filmed and featured in rotogravure and news reels. Wherever they have appeared show managements have requested extended or return engagements.

HOWARD L. ANKENY
5544 1st Avenue, South,
Minneapolis, Minnesota.

LUCILE ANDERSON
WORLD'S CHAMPION
LADY HIGH DIVER



Perm. Address:
Ap't. 23, 106 W. 44th St.,
New York, N. Y.

Attractions Mean Crowds—(Continued)



Virginia Senior, "Sky High Girl," performs atop a steel apparatus resembling a huge ladder. The act consists of several distinctive aerial routines which are concluded with "slide for life" hanging by her teeth. No nets or safety devices are used.



Great Peters, billed "The Man Who Hangs Himself," features a drop, head down, from a trapeze into a hangman's noose. He opens with a walk, head down, in a row of loops attached to a ceiling board. Has appeared with Ringling and Self-Photo circuses the last few seasons.



Austin C. Wilson's Thrill Shows feature head-on collisions. Here are two well-known stuntsters of the Wilson organization, Jimmy Smith and Clem Stark, in a head-on crack-up. If you look closely you will observe they are still in the cars and did not jump out before the crash.

Whiteside Troupe

America's Finest Tight-Wire Act

High Single Trapeze and Loop the Loop Act

Playing Fairs on West Coast

Direction: **EDDIE BURKE**, San Francisco, Calif.
Per. Address, 323 Cleveland Ave., Wichita, Kan.

SOMETHING NEW IN A FEATURE THRILL ACT

EDNA ALEE & CO.

America's No. 1 Revolver Exhibitionist

Recently featured in Robert Ripley's "Believe It Or Not." Not merely a "shooting act," but a colorful display of showmanship, daring and skill.

Presenting

EDNA ALEE'S ORIGINAL COPYRIGHTED SENSATION
THE WHEEL OF DEATH

A spectacular finale to the greatest shooting thrill act of all time. The only shooting act using moving automobiles as a special feature when working on race tracks. Plenty of features adjustable to indoors or out, platform or track.

For Open Time Write or Wire
RALPH DEL ORTO, Manager

9514 Yosemite Ave.
DETROIT, MICH.

CAPT. FRANK CUSHING
Presents
DEATH'S HOLIDAY

Featuring

MISS MARJORIE BAILEY—THE SKY LADY
Positively the Highest Aerial Act in the World—Barring None

CAPT. CUSHING'S
Sensational Fire to Fire Dive

ARTHUR DUNN
and His Sky Thrillers

BOB HARRIS
500 Ft. Contortion Slide-for-Life

PARKS FAIRS CELEBRATIONS

ADDRESS THE BILLBOARD, CINCINNATI, OHIO



A. E. Selden, "The Stratosphere Man," in a pose strikingly different from the ordinary. He is appearing this week at Coney Island, Cincinnati, O., with his high swaying pole and trapeze act which he designed himself a few years ago. The photographer has secured a remarkable physical culture effect here.



Capt. A. Spiller, seal educator the past 12 years. He was born in Amsterdam, Holland, and started his show career in Leipzig in 1926 with a mixed group of lions, tigers and bears. He has a new group of sea lions coming from San Diego, Calif., which will be added to his presentation.

GEORGE CORTELLO
and his
HOLLYWOOD CANINE MIMICS

WHAT THE PRESS SAYS:

BKO Boston
"... the most outstanding in this reviewer's opinion is Cortello's Hollywood canine stars, a dog act which tops any other like it. Not only has Cortello trained his animals to an amazing degree, but his own personality on the stage is most engaging. The act receives a big hand, deservedly."
—Boston Record.

Loew's Capitol, Washington
"The real hit of the show, however, proves to be Cortello's canine stars. These talented dog actors do some star-velous take-offs on Mae West and other Hollywood stars."
—Washington Times.

"... Would you pass up a good meal or miss 18 holes of golf to see a dog act? There is an exception to everything and we make a complete turn-about after seeing Cortello's Hollywood canine mimics."
By Tracy—The Patriot, Harrisburg, Pa.

JUST COMPLETED 27 WEEKS
WITH "WAIKIKI NIGHTS" AS
NEXT-TO-CLOSING FEATURE

Permanent Address—**RALEIGH HOTEL**, 648 N. Dearborn St., CHICAGO

Attractions Mean Crowds—(Continued)



Marlo and LeFors, aerial team, furnish a variety of dazzling and intricate feats on a high pole and trapeze without the use of nets. Searchlights illuminate night exhibitions. Marlo and LeFors off stage are Ted LeFors and his wife, Marlo. Both have been in show business about 25 years.



Jammie Graves, who calls herself the "Original Sky High Girl," performs without nets on a high rigging. Various pole, ring and other stunts make up her routine, which is climaxed with a long slide hanging by her teeth.



Crash Dunigan, an aerialist himself and producer of the Four o' Hearts Troupe. This acts presents a novel exhibition of high trapeze work.



Joseph Casnor, "Suicide Zerkny," uses a high pedestal designed and developed by himself on which he gives his performance. He opened this season at the exposition in Puerto Rico and since has been appearing in the East.



Oscar V. Babcock, bicycle loop-the-loop performer, is shown here in 1902 at Lynn, Mass., perfecting the trap-loop before presenting it publicly. It was completed and adopted a year later.



William Wilno, who enjoys being shot out of a cannon, salutes the crowd from atop the muzzle before entering the barrel chamber. He has been the subject of many steels, pictures and newstrels.

RITA and DUNN

HIGH WIRE ACT

Doing an Elephant Impersonation Stunt and a brilliant "Fireworks" display. This act gets the crowds... Dangerous and spectacular—presented without nets. Address **RITA & DUNN, The Billboard, Cincinnati, O.**

The O'NEILLS

WHIRLWIND HIGH-LADDER AND TABLE COMEDY ACROBATIC SENSATION, FEATURING A BACK DIVE FROM A 16-FOOT LADDER, STRIKING A TABLE BELOW HANDS FIRST.

BENCH BENTUM'S

DIVING SENSATIONS

PREMIER ACT OF ITS KIND

Most Beautifully Costumed Diving Production in the World

Entirely New Scenic and Electrical Effects of Original Ideas

A HIGH CLASS PRODUCTION YEARS AHEAD OF ALL OTHERS

AN OUTSTANDING ATTRACTION FOR EXPOSITIONS, FAIRS AND CELEBRATIONS

ADDRESS CARE OF THE BILLBOARD, CINCINNATI, O.

CHARLES LACROIX (In Person)

OUTSTANDING, HIGH-CLASS TRAPEZE ARTIST. ORIGINAL, ONLY ACT OF ITS KIND. Available for Celebrations, Fairs, etc. Also Indoor Events. Very attractive equipment and a real act. Special beautiful large advertising posters free. Platform required for Outdoor Events. Nearly thousand pounds baggage carried, railroads used for transportation. Through an act that is different from the rest and a drawing card, one that you can really advertise. Act can be had at a reasonable price. **READ THIS**—Mr. Charles La Croix played our Big Labor Day Celebration in Columbus, Georgia on Sept. 6, 1937. His act received tremendous applause, his services were entirely satisfactory. Mr. La Croix performed before a crowd of 25,000 persons. Respectfully, Columbus Central Labor Union of Columbus, Georgia, S. G. Brown, Secy. and Treas. Responsible committees only, write for prices and literature. To engage this act, address **CHARLES LA CROIX, 1304 S. Anthony Blvd., Ft. Wayne, Ind.**

SPECTACULAR ASCENSIONS

THIS is a FEATURE ACT—a real "Thriller" and never fails to draw exceptional crowds. Includes sensational PARACHUTE JUMPS. Novel and up-to-date ballooning—complying with U. S. Commerce Regulations. References furnished.

Write today for literature and prices. **JACKSONVILLE BALLOON CO., Jacksonville, Ill.**

HIGH FIRE DIVE

A THRILLER AND CROWD GETTER

World's Premier High Dive—in a daring exhibition of fearlessness! From a high perch he plummeted down thru space at break-neck speed. Roaring flames flash up to envelop him—crowds stand speechless as he momentarily vanishes from sight, and then voices its hearty approval in loud applause.

SOME OPEN TIME AVAILABLE FOR PARKS—FAIRS CELEBRATIONS

Write today for complete details, care of **The Billboard, Cincinnati, Ohio.**

Permanent Address. **CAPT. EARL MACDONALD**

Larchmont Est., R. D. 4, Warren, Ohio.

STRATOSPHERE MAN

SEE INSIDE FRONT COVER FOR THE WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT
 Finishing With a 500-FL. Slide for Life.
 Available for Fairs, Parks and Celebrations.
 Address: Care The Billboard, Cincinnati, O.



Bench Bentum and her Diving Sensations, some of whom appear on the deck of the old buccaneer galleon ship shown above. Troupe consists of Jerry O'Brien, Pauline Black, Johnny Banana, Arlene Grant and Miss Bentum herself, all noted divers. Harry Bentum is manager.

Attractions Mean Crowds—(Continued)



Billy Siegrist Troupe is the third generation of flying trapeze performers. Billy presents the same mid-air feats that were done on the Ringling-Barnum Circus during their many years with the show. Left to right are "Al" Green and "Mike," Billy and Rosalie Siegrist.



Great Delno, high diver, comes down from a high perch on top of a ladder head first into a small net stretched a few feet above the ground. He has been diving since 1901 and has appeared in many parts of the country.

THE HUMAN CANNON BALL
 CAPTAIN **VON FENDRICK**
 SHOOTING 200 FEET THRU SPACE—FLASHY EQUIPMENT
 Monstrous Cannon Mounted on Huge Mack Truck
 Stupendous—Daring—Exciting
 Booked by **TOMMY SACCO**
THEATRICAL MART
 162 NO. STATE ST., CHICAGO
 Phone: Randolph 2242.

THRILLING HIGH AERIAL FEATURE
MARLO AND LE FORS
 Perched ninety feet in the air, this pair of daring aerial acrobats furnish a variety of dazzling and intricate feats that hold the crowds breathless. Height of apparatus reaches 100 feet. No nets or safety devices used. Lighted for night exhibitions.
 NOW APPEARING WITH WHITE CITY SHOWS
 Permanent Address
 Care P.C.S. ASSN., 730 S. Grand Ave., LOS ANGELES, CALIF.

BRINGING 'EM BACK—
 (Continued from page 38)
 business are performing a social service if we are really striving to provide clean entertainment at low cost to people whose daily routines are worn down with monotony—people who need the brightness and diversion provided by a modern amusement park. As with all employment relations, original selection is vital. With employees temperamentally suitable there should be no

great difficulty in teaching them that the customer is never wrong—even when such a credo costs money.
 As I sign off the music from the ballroom is in the air. Human beings are laughing. My window gives a view of lights and animation resulting from bright-colored devices. How fortunate the person who is doing work that he likes, something that is both a job and hobby! What a thrill in the effort to bring back another one alive!

A Spectacular Posing Novelty
"ART and TRAINING"
BELLA DONNA BRENGK
 The Golden Horse **"DON"** With Beautiful Human MODELS
 Using Colorful Light Effects
 Perm. Address: 209 West 21st St. New York, N. Y.
 Now Playing Leading Fairs
 Rep. Geo. A. Hamid 1560 Broadway New York, N. Y.

FAIRS & PARKS
 BIG FREE ACT CONSISTING OF 3
ROBINSON'S ELEPHANTS
 Can change act each day or week.
ELEPHANT RIDES
 Can Organize Small Animal Circus for Park.
 Small guarantee on Free Act—Ride and Tintype Pictures on Percentage Basis.
JOHN ROBINSON, 18 East 4th, Cincinnati, Ohio.

THE BLONDIN RELLIM HIGH WIRE SENSATION
 Highest Performing Act of Its Kind in the Country Today.
 Uses No Net or Safety Device Throughout Their Performance
 Originators of the Three Bicycle Pyramid, now topping this with a Hand Stand on the Shoulders Three High. You will gasp with amazement at this most unusual exhibition toying with eternity. Its gigantic size, height and novelty electrify the crowds. Do not be misled, there is but one **BLONDIN RELLIM HIGH WIRE ACT.**
 Now booking open time for the season. Bond if desired.
 BOX D-137, Care of The Billboard, Cincinnati, O.

SUICIDE ZORSKY
 Most Spectacular and Daring High Act
 REPEATING WITH DICK'S PARAMOUNT SHOWS. ORIGINATORS OF THE PORTABLE PROGRESSIVE LIGHTING EFFECT . . . AN OUTSTANDING FEATURE ON ANY PROGRAM . . . WE ORIGINATE WHILE OTHERS IMITATE. Permanent Address
CRAMOR & ZORSKY
 P. O. BOX No. 32, E. MICHIGAN ST. STATION, INDIANAPOLIS, INDIANA.

JAMMIE GRAVES
 The Original Sky High Girl
 The Only Girl Doing a 600-Foot Teeth Slide for Life
 Permanent Address
 No. 5 Donnybrook Av., Greenville, S. C.

HELL DRIVERS
 Thrill Attractions
AUSTIN C. WILSON
 640 Bryson St., Youngstown, O.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

FIRST conference of Pacific Coast members of the Roller Skating Rink Operators' Association of the United States was an interesting event in Oaks Park Roller Rink, Portland, Ore., on June 6, reports Robert Bollinger. Highlights included initiation of plans looking toward western representation in the national Olympic tryouts under AAU rules in the East next spring. Detailed presentation of approved steps, fancy, figure and racing, were offered by Keller Skaters, Salem, Ore., who recently returned home after an extended tour in 43 eastern rinks. Among members present were Jay Rousch, Playland Park, Seattle; Charles W. Nettle, Alki Natatorium Rink, Seattle; W. J. Betts, Redondo Beach, Wash.; Ralph Dean, Eugene, Ore.; Robert Bollinger, Oaks Rink, Portland; T. L. Keller, Mellow Moon Rink, Salem; William Brown, White Center, Wash.; C. M. Jeffries, Imperial Rink, Portland; and Herb Henslow, Rollerdomo Rink, Seattle. Direction of the conference was handled by Robert Bollinger, executive host of Oaks Rink, and Mr. Keller, second vice-president of R.S.R.O.A.

GOOD business is reported from the new 50 by 120-foot portable rink operated by E. W. Beck and Son in Plymouth, Ind. A new electric organ, first ever seen in Plymouth, is being played by Dr. Ernest Houde, formerly with Lynnhurst Rollerway and Winter Gardens (Mass.) Rollerway, reports Manager Beck.

CECIL MELAM, operator of Fair Grounds Roller Rink, Wheeling, W. Va., said the rink will continue in operation with sessions nightly and Saturday and Sunday afternoons. Only suspension will be in August for repairs and installation of new equipment.

WHIRLING Sensations, Renee and Evan Brothers, having joined Russ Russell's Tropical Nights unit on Komp time, opened on June 11 at the Indiana Theater, Richmond, Ind., and were to go to the Murphy Theater, Wilmington, Ohio, and State Theater, Sandusky, Ohio, then going south on Ous Sun time to the Capital Theater, Atlanta, reports William Sull.

IN SALT LAKE CITY Operators Greendyke and Sanders, of Temple Roller Rink, opened Rainbow Rendezvous dance hall as a roller-skating rink on May 29. It will be used during summer until Jerry Jones starts his dance season in the fall. Temple Rink has been closed for summer. Manager Gordon Woolley, Woolley's Rink, is dividing his time between his rink in Salt Lake City and his summer resort in Lakota, Idaho, on Bear Lake. He was visited on June 9 by Charles Friedla and William Coolidge, Cincinnati, and Edward E. Sawdon, of Rollerland, Oakland, Mr.

The Billboard has been designated as official publication for the dissemination of news and other organization announcements of the Roller Skating Rink Operators' Association of the United States.

Friedla, a racer and trainer of roller skaters, worked for Mr. Woolley 13 years ago and is 50 years old. Mr. Sawdon and Mr. Coolidge, fancy skaters, were on honeymoon trips and stopped over with their brides, who are also skaters.

OAKS PARK Rink, Portland, Ore., under management of Robert Bollinger, is having good business, reports Maxwell Ball, park publicity director. Rink is skating more than 5,000 a week and its policy appears to gain in popularity.

LAND O' DANCE Roller Rink, Canton, Ohio, closed several years by Leo Mayntner, has been closed for summer, with Russ Golden, manager there, transferred to the open-air rink operated by Mayntner in Summit Beach Park, Akron. Canton rink will be reopened in early fall.

"MEMBERS from Washington and Oregon attended the first conference of Pacific Coast members of the Roller Skating Rink Operators' Association of the United States in Oaks Park Rink, Portland, Ore., on June 6," writes W. J. Betts, Redondo, Washington representative of the R.S.R.O.A. "We believe a more universal type of skating in the States will be developed from the dance steps to be used in competitive exhibitions at the second national convention next April. Before leaving Portland other rinks there were visited and several members journeyed 50 miles south to T. L. Keller's Mellow Moon Rink in Salem, where he had his summer opening on June 7, featuring a new electric organ and new maple floor. At the meeting applications of two new members were accepted and it was agreed the gathering was a success, altho it had been arranged on very short notice. It is hoped that we will be able to meet again before we get too far along into the winter's busy season. With more notice, it is believed we can have practically a full attendance of Coast membership, which has grown from three rinks to 20 in less than seven months."

J. N. ZINK, 51-year-old roller racer, who started his speed career in Duluth in 1904, has just completed a tour of the Southwest, where he engaged in free-for-all and match races. He reports that he won 50 out of 51 races. He stopped off in Chicago on his way to Thief River Falls, Minn., to open Arena Roller Rink. It has a floor 200 by 100 feet and is equipped with Chicago roller skates. This is Zink's fifth rink. He operates others in Morris, Minn., and Bass Lake, Ind.

IN FAIRYLAND Park, Kansas City, Mo., in the new \$8,000 roller rink patronage has been good despite chilly and rainy weather, and a series of picnics sponsored by The Kansas City Journal-Post increased business. Recordings are played for skaters by Max Tripp, manager, and a new shipment of skates has been received. Rink is under a roof which formerly was a pavilion near the main entrance. Pla-Mor Rink, one of Kansas City's finest, was recently closed to make way for a natatorium. El Torreon Rink is still open and operating to good crowds.

JACK POTCH, veteran rink operator, closed his rink in Clarenceville, suburban Detroit, to manage the rink in Walled Lake (Mich.) Amusement Park for the summer. He is observing a third of a century in the business, 18 years as a professional skater and 15 years as a rink operator. He is presenting speed races every Wednesday night and may add other nights later. Rink is doing good business. A Sunday feature is the minis race by three youngsters, 5 to 7 years old, all making their first entry into skate competition this season. They are Donald Harman; Ray Bell, son of Jess Bell and nephew of Aron Bell, and Wally Sterk, son of Ray Sterk, pro skater. Manager Potch is much enthused over accomplishments of his 12-year-old son, Roy, now junior State champion of Michigan.

suit was that half the light was wasted. Adkins and Ferrell installed a series of upright standards around the quarter-pole line. A top these standards were large lights with scientifically designed reflectors which conserved the light and directed it to the track and rings where it is needed. In addition to these lights there was another series of standards which carried two "coal-scoop" reflectors, one facing down and one facing up. With these lights around the ring curbs Cole Bros.' show set a new high mark for lighting efficiency in the circus. The customers noticed it, commented favorably and enjoyed the show more because of it. The performers said that there could be no carelessness in dressing for work under these lights, for every wrinkle in tights loomed up glaringly.

The same type of lighting, with 500-watt lamps in "coal-scoop" reflectors, is used on Cole Bros.' midway. This year when Jess Adkins took the Robbins Bros.' title back on the road the midway was lighted in the same manner, bathing the entire midway in a warm glow of bright light. Upright standards with a different type of reflector are also used to light the interior of the Robbins big top, in addition to the regular lights in the dome of the tent. We might even call the entire Robbins Bros.' show an innovation, for it is probably the best lighted, best equipped 15-car show ever to hit the road. Here is a 15-car trick that looks like a 30-car show, with nothing cheap, small or halfway about it whatever.

What improvements and innovations cost circus owners may be judged from the fact that Cole Bros.' Circus lighting cost a small fortune. And what is more, it requires considerable train room. My guess is that the extra lighting equipment alone, not to mention the regular equipment and the plant itself, requires three or four wagons. If this is true, the new lights require one car on the train. In these days of high expenses another car on the train for lighting equipment alone is an investment not to be considered lightly.

Rubber-tired wagons—circus wagons rolling on pneumatic tires—are another improvement gaining headway. And this is another expense. Rubber tires probably will not last so long as steel tires. But rubber tires eliminate squeaks resulting from damaged roads and sidewalks and probably make the extra expense worth while.

Advertising Tie-Up

Howard Y. Bary must be credited with some innovations in advertising tie-ups, because he built up this phase of circus operations to a high level, with expensive wagons and exhibit platforms to exhibit automobiles and other products in the menagerie. To Otto Griebling goes the credit for introducing an innovation in a combination program feature and advertising stunt. I refer to the 15-clown-in-a-coupe gag which is an established part of the Cole Bros.' and Robbins Bros.' performances. An automobile is driven around the track, then into the center ring, where it is stopped. Out come a dozen or so clowns, one at a time. After a bit of comedy routine the announcer

says, "That will give you just a rough idea of how many people can ride in the new Studebaker coupe." It is an excellent number and, while it is advertising, the comedy is good enough to keep it from annoying the patrons.

Arthur R. Hopper brought out an innovation in handling the advance on the Ringling Bros. and Barnum & Bailey Combined Shows this year. Instead of combining his men to ride between towns in trucks, perched on an upturned paste bucket or a bale of printing, Hopper induced the officials of the show to provide a number of depot wagons. The men ride much more comfortably in these vehicles. Hopper experimented last year with air coolers on the advance cars so his men could rest more comfortably during the hot nights spent on the advance cars, which, in case you don't know it, can get as hot as a depot stove standing out in the sun in the railroad yards all day.

Program Copy Changed

Roland Butler is another man in circus business who is not afraid of a new idea or innovation. When he assumed charge of publicity on the Ringling show the make-up and copy for the program stories had scarcely been changed for many years. There were the same old stories which had been published season after season, such as *The Circus Girl Is Industrious*. At the first opportunity Mr. Butler began improving the programs. He encouraged Frank Braden to do some of his best work in new stories for the program. He engaged Courtney Brley Cooper, famed writer, to prepare an article for the program. Then one winter when Roger Babson, noted financial writer, visited Sarasota, Butler spared him and extracted a letter pointing out the fact that merchants should welcome and not fight the circus on its annual visit to any town or city. This letter published in the program must have had a good effect on relations between the circus and local business men everywhere.

Mr. Butler and Mr. Braden were active in interesting large national magazines such as *Time*, *Life*, *Newsweek*, *Scribner's*, *Vogue* and others of international circulation in printing stories on the circus around opening time. Look at the big splash of color pages in *Life* last spring and see what a great publicity break the Big Show received. And we must not overlook Beverly Kelley's achievement in selling a major story to *National Geographic Magazine* on the circus a few years back. This was an eye-opener to many writers who were astonished to see many pages of copy and pictures in this influential magazine, all devoted to a truthful story of the big circus.

Yes, there are plenty of improvements and innovations in the circus. There will be more. With five railroad shows in 1938 (not counting the McCoy show), when there were but three a few years ago, with keener competition not only among the circuses but between all forms of amusements, we can count on the good old circus to pull its share of new tricks and ideas out of its hat. It will keep step, change and improve as fast as conditions warrant. But it will, we hope, always be just the Circus.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenwood Ave., Chicago, Ill.
The Best Skate Today

ATTENTION!

Professional and Amateur "Roller Skaters"
Portable — Roll-Up — Maple Hardwood —
Shating Made Custom Made to your needs in
any size. Reasonably priced. Write us your
special requirements.
THE G. L. MORRIS CORP.
1740 East 12th St., CLEVELAND, O.
(Manufacturers)

Don't Howl About Recession

When you can get into a real money-making business,
our Portable Skates are getting the money. ... Roll-Up
30¢ for information on our SELF-LOCKING REC-
TANGULAR FLOOR AND SPECIAL RINK TESTS.
TRAILER PORTABLE SKATING RINK CO.
3900 E. 15th St., Kansas City, Mo.

HOW THE CIRCUS

(Continued from page 32)
lighting methods. In the past too many circuses have tried to light tents with naked lamps, minus reflectors. The re-

INDEPENDENCE DAY

"WE" Are Free Again—for a While Anyway. The 10%
Federal Tax Is Off Roller Skates July 1, 1938.

Now Is the Time To Buy for Fall—Prices Are the
Lowest in Years.

"CHICAGO"

The WORLD'S Greatest Roller Skates

Write for Details

CHICAGO ROLLER SKATE CO.

4427 W. Lake St., CHICAGO, ILL.

No. 778

Carnivals Win In K. C., Kansas

Duncan effects adjustment of license fee—P-T and Veterans joint auspices

KANSAS CITY, Kan., June 18.—Local Parent-Teacher Council and several Veterans' organizations combined forces last week to obtain a carnival license fee so visiting carnivals could play the city without the \$100 assessment.

Harry Duncan, former Fairyland Park manager, who recently successfully managed a one-week engagement of the J. L. Landes Shows under Parent-Teacher auspices, was instrumental in bringing the groups together.

City-owned property will be unavailable for carnivals, however. But as things stand now all visiting shows may play here without the unusually heavy fee.

Purchase of the license from Mayor Don C. McCombs put to an end a long debate on the question. Trouble came about early in the spring when local business men and theater owners demanded city fathers to "keep traveling shows" out of the city. Everything appears smoothed out now, especially for the carnival owners and other traveling tent shows.

Detroit Carnivals go Ahead With Plans

DETROIT, June 18.—Despite the reported bad business on carnival lots, the various show managements are going right ahead with plans and permits. For six new shows were taken out this week. Individual shows have suffered a slight loss and few concessioners have closed, but this appears to be more a matter of jumping from one show to another than any wholesale trend toward exiting for the season.

One of the week was the action of a council member who arose in the council to protest against granting carnival permits because he had heard that somebody lost \$75 on a lot. He didn't know, however, that he had persuaded the council to vote against granting a permit asked for by his own American Legion Post. He was in Dutch with the boys for several days until he obtained reconsideration and reversal of the vote.

New permits for shows taken out this week included an extension of the show sponsored by Northwest Detroit American Legion Post now playing Denzell and Schaefer roads until June 19. It (See DETROIT CARNIVALS on page 35).

Mich. Showmen's Club Rooms Open All Summer

DETROIT, June 18.—Michigan Showmen's Association has voted to keep its clubrooms open for the summer. Rooms will be closed from 7 to 11 p. m., when almost all of the boys are out on the lots. Rymie Stone will continue as the house committeeman.

Young Model, of Pittsburgh, was visited this week and is joining the Tri-State Shows.

Joe Vernick is doing well, playing Detroit sponsored dates, with his two-cent grocery store. Sammie Bord, on the same show, reports "no ice broken" yet, however.

Good reports drifted in from Motor City Shows, also playing around town.

"Trailer Baby" Is Born In Ted Lewis's Home Town

CIRCLEVILLE, O., June 18.—This city's first trailer baby arrived Sunday, June 12, at 10:55 a. m.

A daughter was born to Mr. and Mrs. Mato Buckland, of Georgia, who travel in a trailer with the J. J. Page Shows, a carnival, which appeared here on the Heise show lot.

Dr. V. D. Kerns, of this city, was the attending physician. The baby and mother are doing well, and the father is all aglow with new ambitions.

Mr. and Mrs. Plato Buckland are concessioners on the J. J. Page Shows.



HENRIE BROS. SHOWS OFF ONE LOT AND ON ANOTHER. Top photo was taken in East Moline, Ill., Sunday, May 29. Notice the deep furrows made in the earth by the tractors as man and motive power labored to rescue the show property for the move to the next stand. It can be seen that all but five wagons have made it to the runs for loading and that one wagon is down on its side in the mud as a tractor and men labor to move it. Next stand was Davenport, Ia., and a scene on the lot there is pictured below soon after the Mississippi River had invaded the lot, putting from two to four inches of water in front of three shows and one ride. These shows and rides were taken down before closing night because it was impossible for patrons to reach them. Shows had to contend with two consecutive stands on the banks of Old Man River. Photos furnished by Joe S. Schollbo, press agent.

Line o' Two of News

HUNTSVILLE, O., June 18.—Mr. and Mrs. Carl F. Shades, concessioners, are off the road this season for the first time in 20 years. They are now in Edgewater Park, Celina, O. Mrs. Shades operates the photo gallery.

WATERTOWN, N. Y., June 18.—F. Percy Moroney, secretary and general executive of the Art Lewis Shows, has taken charge of the shows' press de-

partment in connection with his other duties.

CANTON, O., June 18.—Johnny J. Jones Exposition will open a week's engagement under auspices of Ladies' Auxiliary of Disabled American Veterans here Monday. The district is billed like a circus. Advance billing crew remained in town all week and not only (See LINE O' TWO on page 35)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Dry Prong, Iowa.

Week ended June 11, 1938.

Dear Red Onion:

This finds show in heart of hay country. The old adage "Make hay while sun shines" kept natives too busy to visit midway during fore part of week. The latter part of week weather was with us as far as keeping hay-makers out of meadows. Rain, rain, and more rain fell during last three days of engagement. But more regarding the weather later.

Our auspices, Buffalo Grass Mowers and Rakers, had the show lot, a hay meadow, well cleaned before the show arrived. Altho we leased the lot, office was forced to buy new-mown hay from committee. They also charged show for mowing and cleaning the midway. Then added several more dollars to the bill for damage done to field. Then another added expense was turned in for hay seed to replant lot. This last more money than made hay seeds out of show bosses.

Monday, Tuesday, and Wednesday business was very light, so show celebrated a blessed event when Theresa, aristocratic sow and ballyhoo artist, on ham and bacon wheel gave birth to a litter of 18 pigs. From all indications this will cause show to close season early. Management feels as tho it will have enough pork on hand to winter their people. This also increased show personnel, and our billing reading "1,000 people an animals."

On a vacant lot across town bosses found an old abandoned main gate and

2,000 feet of buried cable. Now they are planning on putting out a No. 2 show. The new letterheads have already been sent for and in due time an advertisement for attractions will appear. The new title is "Ballyhoo and Trucklow's Gate and Cable Promotional Enterprises." In an interview Pete Ballyhoo said: "It reminds me of early days when we first organized this show. That is all we had at that time. Of course, it has its drawbacks. I can remember trying to run an undesirable trouper off of the lot. He refused to go stating 'didn't come thru your front gate and I'm not standing on your cable.' Well he stayed on as that was all we owned around there."

Thursday, Friday, and Saturday one cloudburst after another hit show. Friday over three feet of water covered lot. Saturday morning bosses ordered show taken down. The entire staff of working men refused to wade and work. Not a strike, but just wanted to wait until the water receded. Again by quick thinking Jake Ballyhoo saved day by contracting 15 different troupes of mud wrestlers that were looking for a suitable location to hold a mud wrestling marathon. By 9 p. m. they had entire show walled off of lot. The show was then quickly loaded and got out of town.

MAJOR PRIVILEGE.

P.S.: Just found out that bosses charged wrestlers for hay, hay mowing, seed and replanting. This was taken out of cash prizes that were awarded to winners. M. P.

Gets Utah State Fair for 3 Years

Business off now but Monte Young sees business pick up in fall

SALT LAKE CITY, June 18.—Monte Young's shows unit No. 1 played South State street, just over county line, June 10-11 under South Salt Lakers' auspices, a league of business men. A last-minute fill-in enabled Young to play these dates while en route to Bigby from Pleasant Grove, Ida., where he played the Strawberry Festival. A street parade nearly a half-mile long was held at noon here Saturday thru the main streets, and a two-for-one coupon was advertised in local papers. Free dancing on roped-in streets was a feature. Nearly 10,000 attended the two-day event, which helped raise money for a drainage project.

Young also signed a three-year contract for the Utah State Fair here. He and Art Gardiner, of Liberty Park, who usually takes over the eating concession, have had every State fair here for many years.

Young's No. 2 unit is in Idaho, but his third unit is not yet on the road, altho he has taken the Ferris Wheel to enlarge the No. 1 unit. Business this year is 50 per cent off, according to Young, but he feels confident that it will be in full stride by fall fair time.

Clint & Clark Change Plans for Summer

HAMILTON, Ind., June 18.—On account of reverse business conditions in the Pittsburgh district where the Clint & Clark Shows have future bookings, it was decided last Saturday night to discontinue the tour temporarily. C. D. Clark stated to a reporter for The Billboard Tuesday.

In speaking of change in plans for the immediate future Clark said: "Clint Roberts and I decided to place our rides in parks and to store our tents until early fall, at which time we have numerous celebrations and street fairs booked. All ride help and other employees were paid off in full Saturday night, June 11, in East Palestine, O., at close of the celebration held there."

"The decision referred to above was in no manner forced and was entirely of the volition of Roberts and myself, and we wish to correct any impression that the Clint & Clark Shows have permanently disbanded. To the contrary, we will carry on after the lapse between now and early fall, when we feel confident business conditions will improve. We thought the move to place the rides in permanent locations for the time being a wise one to alleviate the stress of conditions which now exists."

Vallejo Books Carnival Right in Town

VALLEJO, Calif., June 18.—For the first time in 15 years an organized carnival will appear in this city. Crafts Golden State Shows are scheduled to appear here on municipal water-front showgrounds during the California State Convention of Native Sons to be held early in September over a four-day period.

Contracts were signed for shows by Phil H. Williams, general agent, and O. N. Crafts, owner, with Native Sons officials.

The agreement calls for all outdoor amusements and uptown concessions as well. Vallejo has been closed to carnivals many years in the city, and the county lot has not been played by a big show in over six years. This city is rated as an exceptionally good town for carnivals and Williams and Crafts have come in for much praise in getting in.

Rubin & Cherry First in Fond du Lac in Years

FOND DU LAC, Wis., June 18.—The city council has granted permission to the Rubin-Cherry Exposition to exhibit at the county fairgrounds the third week in July under the auspices of the American Legion Drum Corps. The license fee was set at \$100 for the week. The carnival will be the first operated within the city limits in a number of years.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 18.—Of interest to the carnival industry is the peculiar development on both sides of the continent with reference to legalizing lotteries. Of interest, not so much because the industry is interested in lotteries, but rather the industry is necessarily concerned with the changing point of view of the public generally as expressed thru their elected legislators.

At the Constitutional Convention meeting at the State Capital in Albany, N. Y., recently there was introduced an amendment to the New York State Constitution which would eliminate the anti-gambling provisions from that document. At San Francisco the United States Army announced plans for a wartime draft week which would operate on the lottery plan.

We certainly do not pretend to express an opinion for or against either of these moves, but it is an indication that public opinion is changing on the subject, and we shall from time to time report developments in this field.

Business Men Interested

During our recent trip thru the Middle West we came in contact with a number of substantial business men who are concerned with the general situation in the carnival industry this year, and the consensus seems to be that with Congress now about ready to adjourn a definite turning point for the better will be reached by the industry some time between the middle of July and August 1. While we are not gloomy about the outcome of the year as a whole, we are conscious of the fact that with many members of the carnival industry business conditions so far this year do not compare favorably with results attained during 1937.

We are completing our itinerary for subsequent show visitations during the remainder of the summer and would appreciate very much if our members would advise us as soon as possible as to the date and place they would prefer to have us visit their organizations.

L. C. Miller, press agent for Cetlin & Wilson Shows, has hit upon the novel idea of issuing weekly action pictures taken on the midway and sending the same in postcard form to a select mailing list. We are greatly impressed with the photographs sent so far and believe that this will prove a profitable as well as novel manner of publicizing midway activities.

Carnival "On Its Own" In Texas Town; Wins Public's Approval

The well-established fact that amusement seeking people will patronize and do want organized carnivals despite anti-carnival opinion to the contrary, was proved when the Western State Show, first organized carnival in five years, played Pampa, Tex., during the Top of Texas Celebration.

Show was sold strictly on its own merits. With only plentiful billing by Frank Downs to exploit same, rides and shows did a three-day capacity business. Rain Tuesday and Wednesday nights marred a big week.

Efforts of this type by General Agent J. A. Schneck and Owner Jack Ruback not only paved the way for a better understanding for future shows here but also proves that the outdoor show business is a standard and recognized form of entertainment that cannot and will not be retarded by prejudiced opinions.—LARRY MULLINS.

Missouri Show Women's Club

ST. LOUIS, June 18.—When the home guards gathered for their weekly card party and chatfest in the clubrooms last Saturday night they found a brand-new gift to the club—a stunning ivory and crystal smoking stand, sent in by Ollie Hager Lewis.

New books of by-laws have arrived and are just the right size to fit in a hand-bag. Jane Pearson and Lora Poetter made up the committee that had books printed.

Plans were made to have Thursday afternoon bridge parties started again, as there are 12 members of the club in town all summer. Helen Feldman is very ill in the Missouri Baptist Sanatorium and Mrs. Gertrude Lang's mother is seriously ill in a hospital.

Present Saturday were Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Leo Lang, Mr. and Mrs. Earl Riebe, Dave Carroll and Mr. and Mrs. Arthur Giuliani. Reported by Katherine Riebe.

Philadelphia

PHILADELPHIA, June 18.—Carnival season for this city closed last Saturday night with last week's engagement of Endy Bros here. Three weeks that they played gave them fairly good business.

Edward Howard, strong man and blood donor and for many years a carnival and circus side-show attraction, has been appointed leader of playground activities by WPA, Education and Recreation Division, in this city.

Robert Mansfield has all girl show attractions with Endy Bros. Show has provided him with very attractive fronts and properties for inside. Mansfield has some very clever performers, who have been with many musical comedy and burlesque road attractions.

Eighth Street Museum continues to very good business considering conditions and season so late for this class of amusements. Bill of last week continues.

Royal American Buys Funhouse

NORTH TONAWANDA, N. Y., June 18.—The latest order received by Allen Herschell Co., Inc., for the new combination ride and funhouse, Ro-Lo, is from Royal American Shows, to be delivered at their Davenport (Ia.) engagement.

Despite cold and rainy weather encountered by a lot of showmen, Allan Herschell is still receiving orders and making shipments of equipment in a most satisfactory fashion. Recent shipments of Carousels included streamlined jobs to B. H. Martin's Shows and a large park machine to new City Park in Duluth, Minn., purchased by city. Sam Fielder is another purchaser of Carousel this season, as also is Charles Miller

HI-DE-HO FUNHOUSE AND RIDE COMBINED



Spillman Engineering Corp.

REVOLVING BARREL MAGIC CHAMBER

Patented Conveyer Belt. Banners that actually revolve.

RIDE-O RIDE

12 Cars. 18 Cars.

The Ride that pays Conscientious Dividends.

Scores Sold Never Resold

Contact the man who owns one.

SPILLMAN AUTO SPEEDWAYS

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In fourteen consecutive weeks.

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World's Largest Builder of Amusement Rides.

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IF YOU CAN STAND PROSPERITY

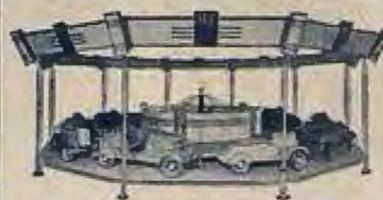
Invest in the Time-Tested

TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.



Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panels, center and Head Shields. Indirect illumination! We couldn't improve mechanically, so we improved the appearance! More than 100 satisfied owners. 10-Car Deluxe Model loads to 12 ft. Truck Body, Weighs 2 1/2 tons, 24 ft. in diameter.

Price: \$1,350.00 Cash, F.O.B. Factory. Terms if desired.

The Outstanding Choice of Men Who Know.

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Capacity Gross Repeats

Send for Illustrated Circular

whose machine is of the latest streamlined type.

Modernistic kiddie auto rides have been sold and shipped to William Zeldman, Sheesley Midway; Crystal Beach Park, in Ontario; Colman Bros. Shows; Gooding Greater Shows; L. L. Holman, Seneca Falls, N. Y.; L. L. Daugherty; Rogers Greater Shows; Harry Mamsch, Chicago; David J. Provost, Wisconsin; M. J. Doolan, Chicago.

Marks Shows Get Important Contracts

RICHMOND, Va., June 18.—An award of importance was the contract signed recently by John H. Marks, president and manager of the Marks Show, Inc., whereby his midway will play the Gettysburg Reunion of the Union and Confederate veterans to be staged in Gettysburg, Pa., for 10 days, starting in June and extending into July, commemorating the 75th anniversary of the famous Battle of Gettysburg. The engagement will be played under the auspices of the American Legion, the Albert J. Lentz Post No. 202. The showgrounds will be located in town within easy distance of the many ceremonies.

Marks has also been awarded the contract for the midway attractions at the Charlotte Agricultural Exposition to be staged on the Charlotte (N. C.) Fairgrounds during October. Charles Abbott, general agent of the Marks Shows, is now in that territory completing bookings for the organization in that vicinity.

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Fulton Bag & Cotton Mills
Manufacturers Since 1811
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Biggest Little Show on Earth.
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Heavy 14 gauge Spun Aluminum, Built to take the wear and tear, \$14.00.
We also have the lighter Kettle Poppers for \$9.50.
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ELI FERRIS WHEEL
And Kiddie Auto Rides and Anything You Require.
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Griod Store Agents, also capable Man to take charge of Bowling Alley.
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FOR SALE 8 Car Whip
Turning lots in Chicago, in good condition. Have Cars, etc., to make 12-car size suitable for park or stationary location.
HARRY MAMMCH,
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WANTED
For Big Fourth July Week Celebration at Fortville, Ind. Sponsored by Veterans of Foreign War and Modern Woodmen of America. Concessions of all kinds. Can use three (3) good clean paid shows. Must have Bars. Also three (3) kiddie Merry-Go-Rounds, Ferris Wheel and Kiddie Ride. 50% to you. We furnish lights. Can place Dorn Game. 24700. DOC STODDARD, Fortville, Ind.

CONCESSIONS WANTED
16TH ANNUAL HOME COMING
MORRISONVILLE, ILL.
AUGUST 10 AND 11
Address: MINOR COWIN, Concession Mgr.

Unfair Competition -- Trade-Mark Infringement

By LEO T. PARKER, Attorney at Law

A most disastrous occurrence in the conduct of any circus, carnival, show, concession or other business is careless adoption of a trademark or name, which subsequently is discovered to infringe a competitor's mark or name. Frequently this mistake has resulted in loss of thousands of dollars in publicity, printed matter and the like, not to mention the high cost of the litigation.



LEO T. PARKER

Therefore the purpose of this article is to thoroughly review the recent and leading higher court cases which illustrate all important phases of the law on this subject so that readers may readily become familiar with the established law. Where it is practical to do so parts of the court opinions will be cited, thus assuring the reader of authentic information.

First, it is important to be informed of the several methods of obtaining protection against competitors copying or imitating different mediums of publicity, whereby comparison of the relative degree of protection afforded by each classification will enable the reader to readily determine the paramount ones.

The Law of Trademarks

Trademarks, of course, offer the greatest advantage of securing a monopoly on a name, symbol or other indication of a salable product.

Registration of a trademark is obtainable for any distinctive name or symbol, provided the same is sufficiently different in all respects from marks previously registered so that use of the same will not interfere with the established business of the rightful owner of the mark, and also so that purchasers are not likely to be confused by similarity of the new and old marks.

A trademark issues for 20 years and it may be renewed indefinitely every 20 years. The only requirement being that the owner continues to use the name or mark in the business to which it is applied.

Legally, a trademark is a name, mark or other distinctive symbol which indicates the origin of the merchandise to which it is affixed. In other words, the

primary object of a trademark is to establish in the minds of the buying public the quality and kind of merchandise the mark represents. It is not, as many persons believe, the name of the maker of the product. The latter is a trademark.

For illustration, the Supreme Court of the United States, in the leading case of *Company v. Trainer*, 101 U. S. 51, clearly explained the legal status of a trademark, saying:

"Everyone is at liberty to affix to a product of his own manufacture a symbol or device, not previously appropriated, which distinguishes it from articles of the same nature manufactured or sold by others, and thus secure for himself the benefits of increased sale by reason of any peculiar excellence he may have given to it. The symbol gives assurance to the public of the origin of the goods to which it is attached, and an assurance that they are the genuine article of the original producer. The courts will protect him in its exclusive use, either by the imposition of damages for its wrongful appropriation, or by restraining others and compelling them to account for profits made on a sale of goods marked with it."

What May Be Registered

The trademark laws provide for registration of any distinctive name or symbol of a salable article sufficiently different in all respects from marks previously registered so that use of the new mark will not interfere with the trade and good will of the owners of other marks. Moreover, the fundamental reason for this law is to safeguard purchasers against being confused by similarity of the new and old marks.

The Law of Infringement

An important point of the established law is that two or more persons or firms may without infringement use identically the same trademark on non-competing merchandise. The reason for this unusual law is that neither of the users of the marks nor the purchasers of the products are damaged by use of the same or similar names on different kinds of products.

Probably the most striking example of this phase of the trademark law is illustrated in the very recent case of *France v. Washburn Co.*, 3 F. (2) 322. Here it was disclosed that the France Co. was first to use "Gold Medal" as a name for pancake flour. On the other hand, the Washburn Co. was the first to use this same name on ordinary wheat flour. Later this company began using the name on pancake and buckwheat flour. The France Co. filed a petition in the Patent Office and objected to use of this name or trademark by the Washburn Co. on pancake flour.

During the trial it was proved that the Washburn Co. had used this name or mark on ordinary wheat flour for many years, and it contended that this prior use gave it the exclusive right to use the mark on any and all kinds of flour.

Therefore the question which was presented for determination by the court was whether wheat flour and pancake flour are separate and distinct classes of merchandise on which competitors may register and use the same name or trademark.

It is interesting to observe that the court held that the France Co. could use the trademark "Gold Medal" on pancake flour because it was first to use this name on this particular kind of flour. Also the court held that the Washburn Co. could use the same mark on pancake flour provided it advertised that it was the original user of the name or mark on wheat flour. In other words, this court held that both com-

panies could use the mark "Gold Medal" on pancake flour. This court said:

"If the defendant (Washburn Co.) desires to enter the competitive field in the manufacture of prepared pancake flour or buckwheat flour, a very simple method of advertising to this effect that such products are manufactured by the distributors of Gold Medal wheat flour will preserve to the defendant its right to enter this field and get whatever benefits it is legitimately entitled to by reason of the wide advertising of its Gold Medal flour in this and in other countries. But the plaintiff (France Milling Co.), on its part, is entitled to have its business similarly protected."

Obviously this case is rather far-fetched and generally is not applicable to all classes of businesses. However, it illustrates without question that a trademark previously registered and used by a firm may be adopted and used by a different firm on merchandise which is noncompetitive. And also that a firm may use its own trademark on different classifications of goods if it advertises that its product is different from that manufactured by a different firm under a similar name.

However, it is important to know that a firm cannot register a trademark used on competitive goods if the imitation is at all similar to the old trademark.

For illustration, in *National vs. Carr*, 3 F. (2d) 88, it was disclosed that a firm filed an application to register the word "Eta" as a trademark for crackers. The National opposed this application for registration because the word "Eta" is similar to its trademark "Uneda." It is interesting to know that the court held that the trademark "Eta" could not be registered as it is similar to the previously registered trademark "Uneda." This court said:

"There is absolutely no excuse either legally or morally for an even approximate simulation of a well-known trademark appropriated to goods of the same descriptive properties. And when it becomes apparent that such an attempt has been made, the two marks should not be examined by a microscope to detect minute differences, but rather should be viewed as a whole, as the general public would view them."

Apparently there is little or no similarity of the words "Uneda" and "Eta." Yet since the National Co. coined the word "Uneda" the court refused to allow another company to register in the United States Patent Office the word "Eta."

Trademark Infringed

Another important point of the law is that a purchaser of merchandise bearing an infringing trademark or label may be relieved from all liability for damages for reselling the goods if he

SELL MORE POPCORN

NUCOL Golden Yellow



Added to seasoning, so that when popcorn is heated, it comes out a delicious and appetizing golden yellow. INCREASE SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamp to cover handling expense.

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All ready for the pan
2-3-4-5 or 6 to pound.

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Western Kant-Splash .22 Cartridges
have synthetic lubricated bullets de-
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galleries. Gallery operators all over
the country have adopted them as a
protection against ricochets and
splash-backs which are reduced to
an absolute minimum, and because
they help reduce gallery insurance.

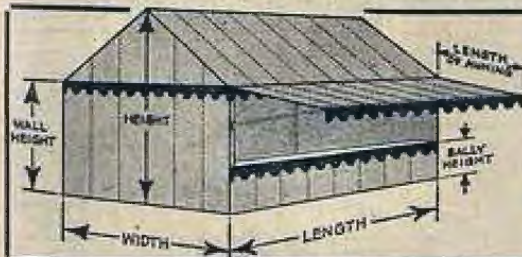
The bullet is designed to disin-
tegrate into small particles upon

striking iron targets or iron back-
stop. Your targets last longer, with
fewer pits and craters. Smokeless,
non-corrosive, clean, accurate and
sure-fire.

Supplied in a special gallery package
of 1,000 cartridges. Eliminates the
old-style small packages that litter
the gallery. Speeds up loading.
Write for more information and
prices.

WESTERN CARTRIDGE CO., Dept. F-80, East Alton, Ill.

Western
Kant-Splash
GALLERY CARTRIDGES



Concession TENTS

Give
Measurements
as Indicated
BUY
from Factory
SAVE Money.

POWERS & CO., INC.
26th and Reed Sts.,
Phila., Pa.

1938 - HIGH STRIKERS - SINGLE - DOUBLE and TRIPLE

For the latest 1938 Model ELECTRIC REFLECTOR LIGHTED HI-
STRIKER. STEEL PARTS USED IN ALL sizes from 17 ft. to 40 ft.
high. Outputs weigh 225 to 500 lbs. We supply 2, 3 and 4 Models; very
largest Chrome Guns in colors and nickel; prices from \$45.00 and up.
Depends on the size. **FINEST DOUBLE STRIKERS, \$72.50; TRIPLE**
or 3-in-1 Machine, \$128.50. We build many new ideas in Games for
1938. NOW is the time to get ready EARLY. Get particulars NOW.
Established over 25 years. Factory at 77 Terrill Ave.
Address LA PEER HI-STRIKER WORKS, LaPeer, Mich.

THIS WILL
BE THE
BIG MONEY
YEAR

FRUIT FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS and DRINKS.
A COMPLETE LINE OF FLAVORS, CERTIFIED COLORS and CITRIC ACID.
LILY and VORTEX CUPS, and SAFETY-EDGE TIN SPOONS.

All Flavors guaranteed to comply with Pure Food Laws.

PURITY EXTRACT MFG. CO.

19 S. FOURTH ST.,

ST. LOUIS, MO.

includes in contracts of sale the follow-
ing clause: "The seller agrees to re-
imburse the purchaser of the merchan-
dise, herein referred to, for losses sus-
tained by the purchaser as a result of
said merchandise bearing marks, sym-
bols, characters or names infringing a
valid trademark, or should litigation in-
volving said purchaser result from the
sale or attempted sale of said merchan-
dise."

Unfair Competition

Altho no trademark is registered and
no copyrights are obtained, one may
apply to the courts for protection against
a competitor making unfair use of its
tradename, marks, literature, advertise-
ments or other material. This is a com-
mon law right open to everyone. To
obtain a favorable verdict, however, it
is necessary for the complaining party
to prove that the competitor's acts re-
sulted in deception to the public.

Frequently an unfair use or imitation
of a firm's name or slogan, adopted and
used in such a manner that the public
learns to associate the slogan with a
particular product, is unfair competi-
tion. In fact, any act by which a
competitor is enabled to obtain business
or orders for merchandise by directly
or indirectly appropriating another's
good will, publicity or reputation is un-
fair competition provided the public is
deceived. Of course, if the public is not
deceived no liability arises.

Obviously many trademarks and slo-
gans cannot be registered. However,
competitors are liable under unfair
competition laws if unfair methods are
utilized to gain profits.

For instance, in an important case
it was shown that the word "Ruberoid"

was adopted as a trademark. Another
firm began manufacturing a similar
product under the name "Rubberoid."
This company distributed a large num-
ber of advertising circulars and obtained
a considerable quantity of orders at
low prices from dealers who believed
that they were purchasing the original
"Ruberoid." The owner of the latter
sued the users of the mark "Rubber-
oid" for infringement. The court held
that no infringement existed because
the word "Rubberoid" is merely the
common word "Rubber" with "oid"
affixed thereto. The owner of the word
"Ruberoid" then sued the user of the
mark "Rubberoid" for damages on the
ground of unfair competition and
proved that many consumers had been
deceived by the similarity of the two
marks. The court held the user of the
word "Rubberoid" liable in damages.

Blind Advertising

Notwithstanding the fact that many
high-class advertisers practice blind
advertising, it is bad business. This is
true because the advertiser's name is
not linked with the advertisement and
the public is not deceived by the act
of any person who copies the advertise-
ments or benefits by unfair practices or
from the expenditures by the originator
for publicity.

This point of the law was carefully
considered by the higher court in the
leading case of Westminster vs. Hesse,
156 S. W. 707. Here it was shown that
a company expended a large amount of
money to advertise on billboards and in
newspapers the word "Stoporickken"
without including its name as the ad-
vertiser. After this advertising cam-
paign had progressed, and before the
advertiser had publicly announced its
name, a person printed many business
cards on which was printed the noti-
fication "I am Stoporickken."

The originator of the advertising
scheme immediately instituted legal
proceedings against this person. How-
ever, it is interesting to observe that
the court held the latter not liable in
damages and explained the law on this
subject as follows:

"The relief in cases of unfair com-
petition proceeds upon the theory that
the words or phrase employed has by
long use in connection with the goods
or business of a particular trade come
to be understood by the public as
designating the goods or business of that
particular trader. . . . Unless the words
or phrase involved has become a parcel
of the good will of his business in con-
nection with the product of the pro-
prietor it is entirely clear that the
use of the same word by another does
not reveal an unfair competition."

Patent Expires

Any person or firm may without
liability use a tradename the day a
patent on the merchandise expires.

For illustration, when the patent on
the original Gillette razor expired the
Gillette Co. could not prevent others
from making and selling the same kind
of razor which was called a Gillette
razor. Also when the "Goodyear" patent
expired on the company's process of
preparing rubber, others could not be
stopped who advertised Goodyear rain-
coats which were manufactured under
the expired patent's process.

Then again any person or firm may
manufacture or sell merchandise having
thereon a name or trademark exactly
similar to a registered mark if the
classifications of merchandise are dif-
ferent.

For illustration, a person may with-
out any liability sell "Packard" bread
without being liable to the Packard
Co. for infringement of its trademark
used on automobiles. Or a person may
without any liability name an auto-
mobile "Ivory," because automobiles and
soap are in different classifications. And
in many cases the courts have held two
exactly similar names may be used on
different subclassifications. For illus-
tration, the United States Patent Office
has held that shaving cream is in a
classification different from hair tonic,
altho both are medical compounds.

**NO
BREAKAGE
NO
SPOILAGE
NO
SHIPPING
WORRIES**



**FAST-SELLING
REAL CAKE CONES
DELIVERED FRESH
at every stop on
your route**

No matter where the season's
bookings take you, you're not far
from one of the National Biscuit
Company's 250 branches. That
means you can have a fresh supply
of Real Cake Cones delivered
right to the lot at every stop, in
any quantity you wish. It saves
you the bother and expense of
carrying large stocks of cones
from place to place.

And don't forget that N. B. C.
Real Cake Cones draw the crowds
on any midway. Their crisp fresh-
ness makes ice cream taste better
and sell faster than ever!

Mail us your route list today,
and we will send our agency list
and full information about this
convenient, economical cone
service.

NATIONAL BISCUIT COMPANY
449 W. 14th St., New York, N. Y.



Our Midway

By RED ONION

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



Concentrate on the work immediately at hand.

Stop worrying, the season is now in full swing.

HOWARD POTTER—What became of the Buffalo Shows?

July 4th is going to tell a big story this year as far as carnivals are concerned.

POSTORIA, O.—Am with Mighty Sheeley Midway.—**WILLIAM CULLEN OTT.**

Independent shows that are new and good will get money at exhibitions and fairs. They always have.

HYMAN SCHUMACHER Notice! **MILWAUKEE.**—Your only baby is very ill and is asking for her dady.—**MRS. HY SCHUMACHER.**

H. P. STUCK letters from Oakland (Cal.) that he is handling the publicity for the Firemen's Jubilee to be held there in July.

after a three-week illness. Received many letters and wires from friends. Will be with **ERIC B. HYDE** Shows all season.—**JOLLY JOHNNIE WEBB.**

"**G. WHEEL TURNER.**" The one who signed his postal from Henderson, Ky., "G. Wheel Turner" is no credit to Zamzars Greater Shows and should not claim to be with it.

There are many good, legitimate concessioners in the carnival business. This fact should not be lost sight of. Try and forget the other kind and the business will be better off.—**Wadley Tif.**

"**WE HAVE** had plenty of rain this spring," writes **Milton Morris**, manager, **Goodman Wonder Show, Inc.**, "but are thankful that we have had our share of business when weather permitted, with the exception of a couple of spots."

RED WILLIAMS letters from Cortland, N. Y.: "While en route here with O. G. Buck Exposition Shows, I stopped at Homer, N. Y., June 12 and went into the White Front luncheon room and to my surprise found **George Briggs**, formerly with

IDEAL COMBINATION

A No. 5 BIG ELI Wheel to get the money. An ELI Power Unit to guarantee profits. A 1938 ELI Semi-Trailer to cut your moving costs. This combination would "Blow 'Em Out" for any Big Man. (Have you realized your 4th of July Contest Party Card? If not, send it now.)



ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Cass Avenue, JACKSONVILLE, ILL.

The New KIDDE AIRPLANE SWING

Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 18 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

WHEELS Park Special

20 in. in diameter, beautifully painted. We carry in stock 15-16-20-24 and 30 numbers Special Price **\$12.75** including Tax.

BINGO GAME

75-Player, complete, \$5.25.

Send for our new 1938 Catalog, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Ballons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.
Send for Catalog No. 287.

CANES

Heavy Convention Walking Canes. Black, Mahogany Finish. Price Per Doz. \$21.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analytic, 3-p., with Blue Cover, Each 75
Analytic, 5-p., with White Cover, Each 75
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Gazing Crystals, Giza Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 1/2 Size Numbers, Clearing and Polishing, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Sample, 25c.
PACK OF 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 25c.
ZODIAC FORTUNE CARDS. Fine Set of 90 Cards, 50c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or side do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant Delivery. Send for Wholesale Prices.

from MODEL TO street from self-possessed, speedy, money-making. Equipped with the glass heavy aluminum 12-covers. Serves 12 people. Price for building. Inside of the show world.

Used All-Electrics, Rotary, Caramelscorn Equipment.

NORTHSIDE MFG. CO.
1528 19th, Des Moines, Ia.

BUDDHA PAPERS—SUPPLIES

1938-39 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-4-7 and 30-page Readings, Zodiac Daily Charts, Horoscopes in 11 styles, Apparatus or Mind Readers, Mental Manifest Effects, Mini Games, Hoops, Graphology Charts.

148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog free. None free.

NELSON ENTERPRISES
188 E. Third St., Columbus, O.

KWIKUP CONCESSION STANDS

Quickly erected—100% portable—built and wired for complete operation. Orange and Black covers. Five models. 12 Sizes. New in 1938. Circular view.

THE MONROE CO., COLFAX, IOWA

EVERYTHING ELECTRICAL FOR CARNIVALS

Outdoor Electric Wires, Cables (All Types and Sizes), Electric Lamps, Receptacles, Switches, Etc.

WHOLESALE PRICES
Mohawk Electric Sales Co.
Successor to Independent Elec. Supply Co.
82 MURRAY ST., NEW YORK CITY.

BUDDHA PAPERS

S. Bower, Belle Mead, N.J.
Established 1899, N. Y. C.



A WEDDING OF MUCH INTEREST TO THE ROYAL AMERICAN MIDWAY occurred May 21 at Henderson, Ky., when LaMoine Thompson and Perry Williams were married. Both have been with Royal American concessions for the past two years. Mrs. Williams on the ball game and Mr. Williams the hoop-la. Bride is the daughter of Mr. and Mrs. James Thompson, both of whom attended the wedding with Mr. and Mrs. Jack Downey. Mrs. Williams was tendered a surprise shower by Mrs. Vera Hancock and Mrs. Thompson at the Sontag Hotel. The dining room was elaborately decorated for the occasion, and following the supper many beautiful gifts were presented the bride. Among those unable to attend and who sent gifts were Mrs. E. C. Velare, Nell Lorow, Mrs. Ruby Soserby, Mrs. Anna Woods and Mrs. Red Huntering. Billy B. Mack, RAS sound-truck man, was the only man attending the shower, and while there snapped this group picture. They are, left to right, top row: Mrs. Marie Striegel, Mrs. Frances Annin, Mrs. Carroll Weeks, Mrs. Jackie Miles, Mrs. Beatrice Stack, Mrs. Lee Snyder, Mrs. Margaret Oakerson, Mrs. Margie McCall and Mrs. Evelyn Kohler Larsen. Second row, left to right, Mrs. Helen Martin, Mrs. Ruth Bergman, Mrs. Grace Camden Brock, Mrs. Bichie Marasco, Mrs. Jerry Goughn, Mrs. China Jackson, Mrs. Doris Carroll, Lillian Smealie, Hilda Nuss, Hazel Ferguson and Mrs. Bill Glain. Bottom row, left to right: Mrs. Doris Berkhart, Mrs. Ray Cooper, Mrs. Perry Williams, honoree; Mrs. Effie Thompson, mother of the bride; Mrs. Vera Hancock and Mrs. Kitty Hurs. Photo developed by Ed Reck's Studio, Evansville, Ind.

ELBOW LAKE, Minn.—We are presenting our act "Songs of Gay 90's" with Art H. Thomas' No. 1 outdoor stage unit.—**HARVEY AND DALE.**

DON NEWBY cards from Ashtabula, O.: "Now with Johnny J. Jones Exposition. Could talk about the weather but everyone seems to know about it."

ENDY BROS. SHOWS has at bottom of its letterhead: "Members: Showmen's League of America, American Carnivals Association, National Showmen's Association."

LEXINGTON, Ky.—Left Greater Exposition Shows and joined Broadway Shows of America. Am still managing Elite Van Ritter, who is featured in the side-show annex.—**RAYMOND FRANKLIN.**

MIDDLETOWN, Va.—Am getting better

circuses and carnivals. He is permanently located, but gives a welcome to show-folks."

SOME carnival managers seem to continue to be suckers. They will wire a phony some money to bring on a show and then write The Billboard about it. The right thing to do is not to wire money unless the party is known to be a showman and reliable.—**Wadley Tif.**

DILLSBORO, Ind.—Writer was formerly with Royal American Shows. My daughter, Betty, was in a hospital since June 8. She was ill for 14 weeks and her trouble was a leaky heart. She is out of the hospital now and is slowly recovering.—**PEGGIE MAYES.**

FRANK M. SUTTON may return to the carnival business as soon as weather and business improves is the opinion of several of his friends. Frank M. made

Open A Dart Shooting Gallery

Faster Than a Lead Gallery and Darts Are

ON OR OFF

Never An Argument!

Size of Game 24" x 27". Charts has 25 various size awards. 8 Pink, 25c value; 4 Blue, 50c; 2 Green, 75c; 4 Silver, \$1.00; and the Accumulative Jack Pot in Gold.

Made of Tempered Masonite in beautifully finished Brass Base, Chromium Frame. Game complete, including 6 Target Pistols and 18 Section Cup Darts. . . . \$25

2 or more, \$22.50 each.

TERMS: 1/3 Cash, Balance C. O. D.

DART GAMES

ON OR OFF MFG. CO.
PLAINVILLE, OHIO.

HOROSCOPES

1, 2, 5 and 6 Page
WAND BUDDHA PAPERS
FUTURE PHOTOS

Send 10c for Sample.
JOSEPH LEDOUX & SON,
189 Wilson Avenue, Brooklyn, N. Y.

POPCORN

GOLDEN—Jumbo (Dynamite), O-ME-JAP
Gulches, White Rice, Golden PEARL, 100-20-
less. JAP-O-VITE, HIRSH (golden color), Sea-
"buttered" corn, frying potatoes, etc. Packed
10, 25 and 50-lb cases. GUANNINE Comes (7
Cans); also Rice and Corn for "Butter"
corn. Corn Shred in 12-lb steel drums, half bus-
tles, etc. Cash deposit with orders. (Oct. 1937).

BRADSHAW CO. 31 Jay Street,
NEW YORK CITY.

JUICE POWDERS

Imitation Orange, Lemon, Grape, Cherry, and Strawberry.

\$1.50 lb.—good for 60 gallons.
6 lbs. for \$7.50. Postage Prepaid.

PURITAN FOOD PRODUCTS CO.
811 N. Dearborn, Chicago, Ill.

SPECIAL PAPER TARGETS

For Short Range Shooting Galleries, like Long Range, 5 different sizes. Price per Thousand, \$6, \$7 and \$8. The best and most perfect targets made for Jackery. We build portable Short Range Galleries. WILL BUY New York Island Long Range Gallery. Must be in good condition and clean for cash.

RED GIGOLE GUN CLUB,
926 Washington Street, Boston, Mass.

CONCESSIONS OPEN

At Largest Snake Farm Exhibit, on Route 17, 40 miles from N. Y. City, on busied highway. Concessions for Archery, Driving Range, Pony Toss, Photographer and Indian Show.

Box 881, Billboard, 1844 Broadway, New York City.

PEANUTS

Raw, Roasted. Special Price on Jumbo Replask Bags. Peccorn and Pecorn Seasoning. Daily Market Price.

INTERSTATE FOOD PRODUCTS
285 East Houston Street, New York City.
Phone: Orchard 7-8910.

GUESS YOUR WEIGHT SCALES



WRITE FOR FULL DETAILS

JOHN CHATILLON & SONS

98 Cliff St., New York City

good while he was in it. Remember the old saying, "once in it always for it."—Red Onion.

M. J. HAYDEN, shooting gallery operator with one of the Gooding units, visited Cincinnati and called at The Billboard office last week. He was in town to get supplies. Says he has nothing to worry about as far as business is concerned.

GIRL BATON TWIRLERS: Who was, or is going to be, the first to have a girl baton twirler with a carnival band? Girls in the chorus of a girl show twirling batons would make a nice number. Why not one on a ballyhoo stage, anyway.

By mistake last week Red Onion found himself in front of a soda fountain in Cincinnati. He asked the lady clerk if she could tell what he looked like he wanted. She lost no time in replying, "your's should be a nut sundae."—Uncle Jerk.

SAILOR JOE SIMMONS cards from Oshkosh, Wis.: "Four old-time talkers met on the Beckmann & Gerry Shows. They are now known as show salesmen and they were Johnny Meyers, Poots Middleton; Frank Bleigh, of Rubin & Cherry Exposition, and myself."

Now is the time for hard work on the part of everyone connected with a carnival.

add more to the four rides I now have. Best wishes to The Billboard.—R. H. (DICK) SISCO.

F. E. GOODING, general manager Gooding Greater Shows, Inc., wrote Harry Witt, president, Boomerang Corp., a fine letter from Columbus, O., June 4. It carried a very high endorsement of the Boomerang ride to which Harry Witt now devotes his sole attention.

A. S. LILLARD, concessioner from the West, visited The Billboard office last week while looking for C. W. Cracraft, general agent Strates Shows. It seems that Mr. Lillard was disappointed in not finding out if the Strates Shows were going to play Cracraft's home town, Covington, Ky., or not.

BOONEVILLE, Mo.—Am with W. E. West Motorized Carnival. Saw Frank M. Sutton, who sold his rides to John R. Castle and Tony Martone in Kansas City recently. Afterward I could not help wondering if Frank M. misses his show as much as some of the people who were with him.—BETTY JOHN.

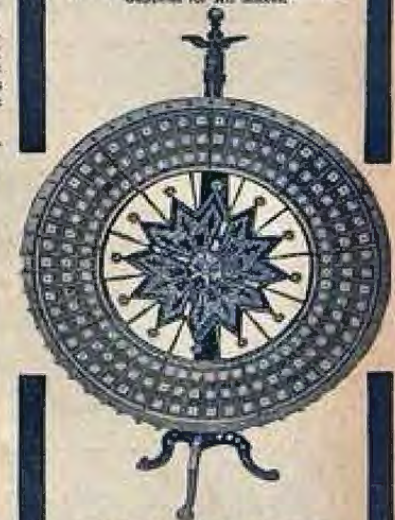
CHARLEROI, Pa.—Back again this season with Cettin & Wilson Shows, presenting my mental act in L. W. (Duke) Jeannette's side show. Believe it, Duke is a real showman in every way and I am pleased to be with him. Best wishes to The Billboard. I am best known as Dr. L. D. Mahdi altho I will sign this MYSTIC MAHDI.

EVANS

MONEY MAKERS
Rely on Evans 46 Years' Experience for Latest and Best Amusement Equipment.



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



EVANS DICE WHEEL

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

H. C. EVANS & CO.
1528-1530 W. Adams St., Chicago, Ill.

1938 MODELS
Sensational Prices

CHAMPION Corn Poppers

Before you buy any Corn Popper, get the facts about the New Champion Corn Popper. It is the popper you have been looking for. Has every feature you need — greater convenience and economy. Write for information today. Literature also describes complete line of Concession Supplies.

IOWA LIGHT & MFG. CO.
111 Locust Street, Des Moines, Ia.



A SECOND BIRTHDAY PARTY WAS GIVEN MARDEL CLARK at Chandler, Okla., May 25. She is seen standing with her parents, Mr. and Mrs. I. J. Clark. Clark is the general manager of the United States Greater Shows. Seated left to right is Smithy Smith holding a copy of The Billboard and Dolly and Betty Leonard, daughters of the show's secretary. Mardel was showered with presents from the show personnel and given a sumptuous repast by her father and mother. She is the show's sweetheart, says Curtis Edwards, who furnished the photo. Clark's house and office trailer is shown in the background.

MISSOULA, Mont.—P. W. Witt's rides played here week ended June 4 to poor business. They went to Lewiston, Mont., for the rodeo and then to Belt, Mont. Witt also has shows and concessions. American United Shows played Missoula to poor business also.—H. YEINGST.

LILLIE HUGHES sent a piece of poetry from Augusta, Ga. Whether it is the showfolks that go North in trailers or the bluebirds, Red Onion has not found out. Besides all this one might ask the question as to how many Gypsies operate shows.—UNCLE JERK.

HYNDMAN, Pa.—Penn State Shows play Berlin (Pa.) firemen's celebration. Business here fair. Business for past three weeks has been bad due to rainy weather, however, the show will go on and fulfill all bookings as contracted.—STEWART WACHTER.

DICK COLLINS—Photos that are not accompanied by a sketch of the subject do not have much news value. Names of all the people in the photo and when and where the picture was taken and the occasion for the photographing is essential to photo news value.

WEBSTER, Pa.—Handling the front of Gay Parade show with the Peerless Exposition Shows. The top was destroyed by vandals in California, Pa., but a new one was purchased immediately by Joe Cramer, owner of the shows. We get good business when the weather lets us.—RALPH BLISS.

SAVANNAH, Ga.—Have my rides located at Savannah Beach, Tybee Island, for the summer season. Prospects look fair, and if business gets better I will

EMINENCE, Ky.—My wife and son, Edward Jr., had a bad wreck with our new Plymouth car June 10 when returning here from Dayton, O., where we obtained our mouse game, trunks and other equipment. Happy to say we have insurance, but it will cost several hundred dollars for repair bills. Wife and boy were shaken up and bruised, but not seriously. With Funland Shows here



Loads 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

EVERLY RIDES GUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO., Salem, Oregon
Lusse Bros., Ltd., Blackpool, England, European Suppliers.



CONCESSIONAIRES, OPERATORS • "HOROSCOPE DEALS" Pay Over 200% Profit

1938-39
Huge DEMAND EVERYWHERE.
HoroScope Displays Sell Anywhere. Biggest Flash-Sale! 10-color Horoscope fortune telling display are before you out. Size 14" x 22" - Belongs in \$3.00. Public is crazy now about Horoscopes. Big Daily Illustrated envelopes with Horoscopes. No cheques involved. We wanted to get out the best only. Beats everything of similar kind. We protect you against loss on unsold displays, sold or shop worn 100% FREE advertising material furnished. SEND R 31 BILL NOW, for test display, subject to refund if unsatisfactory. To you in air mail. Or write for story of chain operation, franchise rights, etc. **THE SEASON IS ON. DON'T WAIT. WRITE TODAY. NOW!!!**
BUDEN-KAYE ENTERPRISES, LTD.,
Dept. BR, Plymouth, Pa.

POPCORN

South American, Jap. Kallless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

H. B. HUISINGA
DELAND, ILLINOIS
Grower of Pure-Bred Varieties of Popcorn.

SERIAL PAPER PADDLES ATTRACTIVE COLORS FOR ALL LEADING WHEELS

WRITE WIRE **SCHULMAN'S** 11 E. 10th St., New York, N. Y.

CURRENT BOOSTERS

Concessioners, we have perfected a new type voltage booster for signers, candy lines machines, photo machines, etc. Guarantee to boost your voltage regardless how low your voltage drops: you can increase or decrease voltages at will.
CRAMON & ZORSKY, P. O. Box No. 32, E. Michigan Street Station, Indianapolis, Ind.

PLASTER NOVELTIES

MISS FAIRYLAND (14 1/2")	2.40 per Doz.
GARRY BOE (18")	2.40 per Doz.
Assortment of 8 Different Pieces	5.00 per 100.
Assortment of 6 Different Pieces	7.50 per 100.
Assortment of 20 Different Pieces	15.00 per 100.
Assortment of 3 Different Pieces	2.00 per Doz.

We Pack in Veneer Cases.
Minimum Order Filled, \$5.00.
Deposit Required on All Orders, Balance C. O. D. No Exceptions. Immediate Shipments.

ILLINOIS PLASTIC PRODUCTS
(ARTHUR GIULIANI, Owner)
2132-34 GRAVOIS AVE. ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

U. S. ROLL and BUN SLICER

Slices Entirely Through or to Any Fraction of an Inch From Edges.

HAMBURGER BUNS HOT DOG ROLLS
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and Frank Smith joined with 10-people colored minstrel show and band.—Edward C. Morita.

Showman Rowan Meets Salesman Rowan, Confusion, But Clear Now

Doings of the Rowans and employees in Grand Island, Neb., recently, might be entitled to any one of three names of Shakespearean plays. It might have been *A Comedy of Errors*, *Tempest* in a Teapot or *Much Ado About Nothing*. It started when Joseph A. Rowan, special agent for Goodman Wonder Shows, registered at the Yancey Hotel.

The clerk handed him a letter which he opened and learned was not for him. After hastening to the post office to square himself with Uncle Sam for his mistake, Rowan returned to his hotel in time to see Joseph E. Rowan, commercial traveler from Nashville, Tenn., write his name on the sheet. Profuse apologies followed and then a hasty trip to post office to recover the letter. Explanations and mutual broad smiles followed.

Later Rowan, the salesman, was called on the phone. He knows nothing about tractors or caterpillars, so he gave the call to Rowan the showman. Later the two were in the coffee shop, neither knowing the other was there. A bell boy paged Mr. Rowan, Joseph A. and Joseph E. collided in the door answering the call.

It was a customer who wanted to buy something in a commercial line from Joseph E. Rowan. And thus it was until Joseph A. drove away to prepare Fort Dodge for the coming of the Goodman Wonder Shows. By now the hotel clerks and bell boys about back to normal.—BEVERLY WHITE.

BEDFORD, Ind.—Merry Rose, fat girl, joined the Blue Ribbon Shows at La Fayette, Ind., and is still with it. All on the show are smiling thru the bad weather and trying times and expect to come out on top before the season is over. Read *The Billboard* every week and enjoy it.—MERRY ROSE PERRY.

BEN BENO, aerialist, says on his letter head that he is utterly fearless. From Michigan City, Ind., he wrote A. C. Hartmann: "Am on Kline Greater Shows and signed up for the season. I got tired of waiting for a booking office to book my act so here I am with Robert E. Kline and will be with him until March, 1939, as his shows will play Florida fairs coming winter."

ERNESTINE DOVE cards from Great Falls, Mont.: "This is my first writing to *The Billboard* this year and I wish it continued success. Am back with Hal Compton's side show on American United Shows and am an armless worker. Hal has a pretty nice Ten-in-One and people with it are very nice. Louis-Louise and I give our share of the parties around the show."

WATERLOO, Ia.—It will, no doubt, be nice when the carnival department of *The Billboard* begins to get letters which read "clear skies and business good." This spring season has surely been off, but maybe it is a forerunner and build-up for the fairs. Johnny J. Bejano is with the Fairly & Little Shows and he is one of the oldest pit showmen in the business. Beer has a better taste in warm weather. Hope we have some, meaning warm weather. Best wishes to



ON THE MAGIC MIDWAY (BETWEEN BALLYHOOS) OUT COME THE CANDID CAMERAS, says Walter Hale, who furnished this photo snapped on the Beckmann & Gerety Shows at Peoria, Ill., recently. In the center, Lee Walker, dramatic actress in the cast of "Exposé," is embracing Mike Bukens, diminutive motorer from "Caravan" and Illusion production. In the background, left to right, Jimmy Francis, Al Graham and Jake Jacobsen, all in the employ of George Vogtler, manager of these two attractions.

The Billboard from Noble C. and myself, MRS. NOBLE C. (VIOLA) FAIRLY.

THESE are times when people really want something for their money and if they do not get full value they simply are not going to be interested. Never was a more opportune time than now for concessioners to start to give out merchandise. The paddle wheel is coming back strong on many carnivals, meaning those concessioners who put out an article of value at every turn of the wheel.—Uncle Jerk.

AS TO COMMUNICATIONS: Our Midway pays no attention to letters, cards or telegrams unless signed in full giving initials and last name. Mr., Mrs. or Miss so and so is not sufficient. *The Billboard* handles thousands of letters, cards and telegrams weekly and all of these communications have to be handled promptly, so its office force cannot lose time in trying to figure out who is writing and for what are they writing.



JACK LYDICK, formerly owner of Lydick's All-Star Revue, but now talker on the Minstrel Show with the Mighty Sheelsley Midway. Jack states that he entered show business in 1910 as an operator in the first moving picture theater in Wheeling, W. Va. He entered the carnival field in 1914, he says, and is proud of the experience gained as talker on nearly every type of carnival show since starting at Coney Island, N. Y., and was with Johnny J. Jones Exposition for 10 years. Later he had his own colored unit theaters. Jack is starting a movement to have bigger and better productions in carnival tent theaters.

Free Lunch, or Bob Bee Que Dog!

A story making the rounds on the Pacific Coast is that Orville Crafts and Roy E. Ludington really enjoyed a native meal on their trip to the Hawaiian Islands last winter.

Not content with the de luxe 'surroundings' and ritzy meals of the \$25-per-day hotel where they were stopping, the boys decided to visit the native quarters one day. After strolling thru the streets visiting curio shops and obtaining a couple shaves and three haircuts each at the native Japanese girls' barber shops before the noon hour, these West Coast carnival men decided to leave for their hotel. Walking along to hail a taxi, a large sign in English reading FREE LUNCH TO DAY greeted them.

Suffice to say, the boys walked in and lost no time in ordering their beer, which, according to Ludington, was a palatable Japanese Lager, served by a Japanese bartender of a pudgy nature whose main characteristics were the incessant sucking of his breath thru his large buck teeth before he spoke. After a beer or two the boys visited the Free Lunch Counter and to their surprise found a large assortment of foodstuffs foreign to their knowledge both in looks and odors. However, Crafts being the bravest of the two reached in and took a large turkey leg off a platter. Ludington soon did likewise. After a few lusty bites, tho, Crafts complained that the turkey had a mutton taste but a barbecue smell. After some hesitation Ludington said, "I don't believe this is a turkey leg; let's ask the bartender." The fat Jap bartender soon appeared and said, "Oh, you likem, eh—it is velly good—call 'em 'Mully koo-cow-cow.'" "Turkey in our language," said Ludington. "No, No, No," replied the Jap. "Your langgwedje you call 'em 'bob bee que dog—bobybeecue dog.' Velly good you likem allee light, you likem, eh?" A candid camera man could have obtained a picture of unusual study then and there.

CHICAGO.—I have the business of Mobile Post No. 810, American Legion, Department of Illinois, well organized. It is the only motorized post in the United States. Its sister post is with Dodson's World's Fair Shows, which is a railroad carnival. John Francis visited Chicago and we arranged all matters for this mobile post on which I will have my posing show, Paris Before Dawn.—BARNEY STONE.

MIDDLEBURG, Va.—The minstrel show with the Eric B. Hyde Shows must be getting some money as a number of its members have been buying autos of late. Billy Arnte bought a Buick sedan and a seven-passenger Packard and house trailer has appeared on the show. Boyd Harris is going to buy a car in Washington, when the show plays there for four weeks. Writer is handing the front of the minstrel show and selling candy and is well satisfied.—LEE McDANIEL.

The season to date is proving who is who in the carnival business. Those mentally and physically fit will survive. This early tour is by no means the worst the carnivals have ever had, think back.—WADLEY TH.

OSHKOSH, Wis.—Beckmann & Gerety Shows, which played here recently, were the first large carnival to play here in many years. Clean shows and conces-

sions made a big hit with the public. Organization is a credit to show business in America. Business was very good for them. Mr. and Mrs. Fred Beckmann were feeling fine and were out fishing early every morning and made some fine catches. Oshkosh hopes to have Beckmann & Gerety back again next season.—C. ECK EDLITZ.

PLAYED A FARM: William Dinger, pitcher on route cards from Kenosha, Wis.: "Saw the Royal American Shows for the first time at Racine, Wis., recently. All the carnivals that I saw previously played lots, but this one played a farm. It was worth the gate admission just for the privilege of walking around its midway. The management of this carnival certainly deserves plenty of credit for the appearance and cleanliness of its show. My opinion is that this show is tops."

Old-Time Press Hounds Reunited

After 35 long years, during which neither saw nor even heard of the other, two old-time newspaper reporters and friends met in the Hotel Yancey coffee shop last night, not only instantly recognized but called each other by name. Needless to say they spent an enjoyable evening recalling almost forgotten experiences and other friends.

They were Beverly White, now press agent for the Goodman Carnival, which comes here next week, and Arthur Evans, now with a Chicago newspaper, who happened to stop at the hotel for the evening.

Thirty-five years ago Evans was with *The Chicago Record-Herald*, while White was with *The Chicago Tribune*. They had similar beats and worked many stories together. Consequently they became good friends. But reporters in those days were a restless, nomadic lot, and it wasn't long before Evans moved on to what he thought was greener pastures.

Reporters also are notoriously poor letter writers, so the two lost complete track of each other until the meeting Friday evening.—Grand Island (Neb.) Daily Independent, issue Saturday, May 28.

FRED A. DANNER, remember him? Well, he is still with *The Courier-Post* Newspapers, stationed at Vineland, N. J. When the Marks Shows played there recently, he and Nod Lovitt met and talked things over. Danner in the past has been an independent carnival show operator and also a carnival owner and manager, but retired some years ago. But he comes back some day to his first love, and that is show business. Both

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be and Mrs. Donner are in the best of health and she is still a great cook. Donner once had an octopus, but it was not a ride.—Red Onion.

SEGUIN, Tex.—Great Knoll, aerialist, received some fine compliments from the Yoakum (Tex.) Tom-Tom celebration committee for his performance there. He signed for remainder of season with Ira Bordick's All-Texas Shows. Writer makes announcements for him. Hamilton's Hall of Oddities had a good week of business at Yoakum. Writer is also an old newspaper man and made the front pages of both Yoakum newspapers daily

with human-interest stories. Also carried quarter-page advertisements each day. Enjoyed a few hours each day in the mechanical department of each paper. Now a side-show talker.—EDDIE KELKER.

JIMMIE V. BOONE, agent Crowley's United Shows, letters from Sioux City, Ia.: "Been in show business 27 years and learned a lot about it from W. H. (Bill) Rice and George P. Dorman years ago. Had the good fortune to book Crowley on a downtown lot in St. Joseph, Mo., under the American Legion Band recently for a week. It was the first carnival to play in the city proper in about

three years. Business was very good. Often meet show people who want to know what shows I have been with and I seldom get any news into The Billboard, thus this letter. Best wishes to The Billboard."

PORTLAND, Ore.—Picked up a copy of The Billboard down at the beach one Sunday recently. Was sure glad to note that Red Onion is still in the land of the living. Am still kicking around and doing quite well. My heart, however, will always be in the show business and it is hard at times to stay put in one place. Have not been in New York since

1916, but often think of the old gang and were I sure I could meet at least two of the old crowd I would go back for a while. Aside from my business, I have a string of greyhounds running here at a local track and run in California in the winter months. It is quite the thing here and from 10,000 to 20,000 visit the track nightly.—WALLACE J. DERTHICK.

Editor's note: Oregon Sunday Journal, Portland, May 8, carried a nice write-up and photo of Mr. Dertthick about the big neat business he has built up in country-killed masts, one of the best businesses of its kind on the Pacific Coast.

Wm. Bazinet & Sons

Virginia, Minn. Week ended June 11. Auspices, Veterans of Foreign Wars. Weather, clear. Business, fair. Show arrived Sunday, June 5. Organization has been bolstered by a widely known trouper, Ripley's "Believe It or Not" wonder man, Captain Frank Allen. Bill DeCamp, advertising manager, has improved show with his creative ideas. George E. Sundberg has left show. J. C. VINCENT JR.

Cote's

Gladwin, Mich. Week ended June 11. Location, center of town. Weather, rain three nights. Business, good. Show made short move from Clare, Mich., arriving Sunday noon. Showers came opening night, but people came out. Bingo was top money getter of concessions. Big Eli Wheel topped rides and Five-in-One topped shows. Saturday was real winner. Local picture theater was heavily patronized by showfolk. A. P. Sprague and Charles Taylor were visitors Friday and Saturday. MARY SIMPKINS.

Regal

Pt. Scott, Kan. Week ended June 11. Location, Highway 54. Weather, rained our two nights. Business, fair. Been having lots of rain, besides a blow down Saturday night in Commerce, Okla. No business was done at Baxter Springs, Kan., because of rain. Slim Hardwick came in from Kansas City and is working banners. Austin Newland and wife came on with their ball game. Fred Stroud and Claude Williams will be glad to get into Iowa. Bohnam Red came on to join his wife, Edith. Bob O'Neil is getting his pit show ready. Mrs. E. C. Meadows is remodeling office-house car. Christine Meadows is on Merry-Go-Round tickets and Velma Meadows is on bingo stand. Lonnie Car framed another concession and Bennie Norman also added one. Larry Luther, trouper residing here, was on lot each night visiting Al Nation and Paul West. MRS. AL NATION.

American United

(Motorized)

Missoula, Mont. June 6 to 11. Auspices, American Legion. Weather, kind and rain. Business, good. First stand in Montana. All trucks arrived on schedule with exception of Mex Shoban's pony ride truck which broke down in Wallace, Idaho, causing him to lose Monday night. However, he was ready to work Tuesday night and receipts repaid him for lost night. Wayne Endicott and Dutch West had to replace eccentric Octopus ride. Bob and Patty King left to join Patrick Shows. Al McCormick joined from White City Shows to work in bowling alley for

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Ray Holding. Two Mario's high aerial act failed to replace Milo Trio who left to fulfill engagements in East. MIDGE HOLDING.

West Coast

Aberdeen, Wash. June 6 to 11. Location, downtown. Auspices, Grays Harbor Athletic Club. Weather, cool and clear. Business, good.

Despite fact that local business conditions were on negative side, show's gross continued on upgrade and exceeded that of all preceding stands. The six days almost equaled that of opening full week in Spokane. Attendance showed increase each night and reached several thousand Thursday night, when Capt. Otto Taglieber, featured free act, performed his fire dive for first time this season. All shows did well with Joe Glacy's sideshow topping midway again. Mike Collins' Athletic Arena took second honors. Hey-Day staff had workout, as patrons were lining up for ride each evening. Special agent Joe de Mouchelle laid out grounds to best advantage and midway never looked better. Jack Lee was taken ill second day and Chandu show remained closed remainder of week, location being taken over by Carl Lindsay's Zooms. Red Olson now in ticket box of Hi-de-Ho, which also captured favorable attention of patrons. Clark Willey was busy handshaking with fellow townsmen, and Ernie Santini, ride foreman of Lindy-Loop renewed old friendships. Red Corey, of Merry-Go-Round, has completely recovered from facial decorations received while engaged in friendly wrestling match with John Foreman. Ten-in-One's muscular marvel, Dee Newland received compliments from local acting mayor on his courteous and efficient handling of midway. Several visitors from Martin's and Hilderbrand's shows. W. C. Huggins, owner and manager, completed arrangements for new tops and equipment to be put in use beginning week of July 4th. Smitty, The Billboard sales agent, again reported shortage of copies. CARL FOREMAN.

Dee Lang's

(Motorized)

Austin, Minn. May 23 to 25. Auspices, Veterans of Foreign Wars. Location, fairgrounds. Weather, rain and cold. Business, fair. Best gross on Wednesday and Saturday nights. Friday spoiled by rain. Show was favored with visit from Rev. John Dussman and Rev. Lucian J. Arrell, of Chicago. The Rev. Arrell is a member of Showmen's League of America. Other visitors: C. G. Palmer and wife, secretary of Kasson (Minn.)

Fair: Oscar Erickson and wife, secretary of Preston (Minn.) Fair; Charles H. Utley, and Mr. and Mrs. Joe Christanson, of Preston, Minn. Mrs. Jack Meyers, of Cresco, Iowa, was guest of Mrs. Lang for several days. Joe Williams is The Billboard's sales agent and mail man.

Detroit Lakes, Minn. May 30 to June 5. Auspices, American Legion. Location, fairgrounds. Weather, clear and cold. Business, fair.

After move of over 300 miles show arrived and set up in time for matinee Decoration Day. Showers during afternoon and night ruined business. Best gross was on Saturday night. Good co-operation from auspices. Fairgrounds a picturesque location, near large lake, surrounded by birch trees and tourist cabins. Fishing and boat riding enjoyed by showfolk. Hordes of mosquitoes swarmed over midway at night much to everyone's discomfort. Smudge fires and odor of citronella much in evidence. Mrs. Ted Reed, of Elvina, Mo., joined and is ticket seller on Crime show. Marie Bailey also joined as ticket seller. Word was received that Mrs. Ben Merritt had undergone a serious operation at Mercy Hospital, Cedar Rapids, Iowa. Informed since that she is doing nicely. P. E. Waughan, show electrician last year, is in charge of all penny arcade and digger machines. He is assisted by Mrs. P. E. Waughan. C. R. NEWCOMB.

Orange State

Apple Rock, Va. Week ended June 11. Location, Main street. Weather, clear. Free gate. Business, fair.

J. J. Steblar, of World of Fun Shows, and Leo M. Blstany, of Orange State Shows, combined shows and will continue under management of Leo M. Blstany. Joe Steblar put on grab stand and doing well. J. J. Steblar's new Merry-Go-Round top arrived. John Marks' baby girl was taken to Roanoke Hospital and is improving. Glen Henderson added two concessions. WHITEY DAVIS.

White City

(Baggage Cars and trucks)

Union, Ore. Five days ended June 4. Location, Main street. Auspices, Union Stock Show and Rodeo. Business, good. Weather, ideal. Pay gate. Attendance at stock show and rodeo broke all records for gate for this season when Baker ran race with La Grande, Ore., in sending large delegations to rodeo. No afternoon play. Rides during evening were filled and they were running until next morning. Johnnie Bert's Octopus topped midway. Free

sets, Marlo and LeFors, aerialists, and May Collier, high diver, were a novelty and kept crowds awaiting their performances. Committee went out of way to make event a success and profitable week was enjoyed by all concerned. Ever-present frown that has appeared upon brow of General Manager C. F. Corey throughout Spring season finally broke into a smile as he gazed upon a record-breaking midway. Open house was held all week at office entertaining rodeo officials and visiting dignitaries. Members of R. A. T. Club gathered at local hotelery for cheese banquet. Lucille King spent three days on show and then departed for Baker, returning Saturday to attend banquet. Mrs. C. F. Corey was busy all week entertaining relatives from Baker and LaGrande. Bud Gross arrived from the Hilderbrand's Shows in Tillamook for an overnight visit. Ted LeFors spent one day visiting Zeigler Shows at Yakima, Wash. Ekeezix Nelson celebrated his birthday with a party which was attended by all young folks on show. Claude Renner also celebrated his birthday. Mr. and Mrs. Jelly Long's concessions did nicely and photo gallery of Mrs. Swede Oleson's did a land-office business. Mr. and Mrs. Chester Martin and Mr. and Mrs. B. Collette departed for a visit in Utah. Harold Ray departed for Washington, Mr. and Mrs. Lloyd Hole gave a swimming party to a number of friends at near-by Hot Springs. Fashion plate to midway, Frank Forrest, has even natives gasping as he roams down main streets. Keith Terrilliger Sutton joins athletic show and was branded with new title, "Alice the Ooon." Myles Nelson's Eric Digger store went over in a big way. Max Kaplan sold his bottle game to Johnnie Hertl. Mr. and Mrs. William Sinclair gave a shrimp dinner to a number of friends visiting show. WALTON DE PELLATON.

Kaus

(Baggage cars)

Perth Amboy, N. J. Week ended June 4. Auspices, Fire Department of Hopeless. Weather, one day rain. Business, fair.

Rain again but mostly during daytime. Attendance was hampered but no days lost entirely. Saturday afternoon Kiddie matinee rained out. Cool nights middle of week were a decided business detriment. Recession felt here in that there were fairly good crowds when weather permitted, but spending only fair. Ebertha Mack's Monkey Circus led shows with Cotton Club runner-up, but no one bragged about grosses made. Customers were rather impartial in selection of rides with Dodgem having edge. George Whitehead out with a new store featuring large "Charlie McCarthy's." His three new agents are Harry and Chickie Caplan, and Maxie Rosen. Harold Gamble, Octopus foreman, and Irma Paige pulled a surprise on their friends. They slipped quietly away to New York and were married. Many



J. L. LANDES SHOWS—Back row, left to right: R. E. Prall, Bill Parsons, Bob Miller, T. C. Fisher, W. T. Beard, Merlin Finlay, Webster Casey, Ray Spurgin, LeRoy Martindale, Owen Dodd, Bill Gordon, Roy Fowler, H. H. Jones, Darrell McSheals, Howard Roden, Ted Garris, Howard Greenwood, Tom Barnett. Second row: James Marlow, Ted Freed, George Walker, Lucille Brown, Dorothy McGee, Jesse Mae, Jewell Gray, Lenora Dymes, Urhlyn Weston, Jake Dymes, Paul Axel, W. H. Lash, Jim Garvey (holding Jackie Lash), Russell Hull, Orin Jones, Karl D. Knauff, Sam Gatherwood. Third row: W. Frank Delmaine, Betty Prall, Jewell Grammer, Edith Buton, Mrs. J. L. Landes, J. L. Landes. Seated: Jerry Bush, Bill Malaness, Leonard Dymes, Jene Weston, Lefoy Dorsey, Edie Martin, Mrs. C. V. Griffith, Mack Findley, Joe Limebrocker, Dale Somemis, Frank T. James.

taking advantage of nearness to big city to visit it. Mr. and Mrs. James Burns and daughter, Marjorie, spent week-end with relatives in Brooklyn, N. Y. Mr. and Mrs. George Whitehead and Mr. and Mrs. Louie Miller motored to Coney Island, N. Y., Sunday evening. Bob Cucca, Big Eli Wheel foreman, had two days' vacation to make an urgent trip to Baltimore. Willie Lavine was called to Philadelphia by death of a cousin. Jack Golden, Hoop-la agent, on sick list all last week. Weekly midnight show for sick benefit is proving its worth, \$25 having been paid out in benefits. His popularity attested to by fact there is still \$80 in treasury. Artist Glenn Kishko finished a nice job of art work on Dodgem panels. Lew Peters has charge of front of Athletic show. Mrs. Harry Heller, of Heller's Acme Shows, a visitor. Another visitor was Slim Wolf, former show owner, now putting on promotions in New Jersey. LESTER KERN.

Honest Bert's

Rock Island, Ill. Week of June 4. Weather, cold and rainy. Business, fair, considering weather.

New Boston, Ill. Week ended June 11. Weather, ideal. Business, good.

Staff: Bert Carban, owner and manager; Thelma Porterfield, secretary; Fred Rockefeller, lot superintendent; Harry Wolfe, electrician. Rides: Chairplane, Russel Thomas; Big Eli Wheel, Fred Rockefeller; Pony Track, James Davidson and Leslie Freeze. Shows: Ten-in-One, Arkansas Slim; Athletic Show, King Kong; Hula Show, Bud Gorgensan; Snakes, Sam Fields. Ruby Latham is working her contortion act and sword-box act in Ten-in-One, also presenting web and trapeze as free attraction. Concessions: Mr. and Mrs. Porterfield, corn game; Ruth Pugh, ball game; George Mosher, games; Jimmie Pugh, "Dummy Dan" stand; Roy Kitcher, popcorn; Harry Wolfe, candy floss; Harmon Burns, penny pitch; Dan McGrew, shooting gallery; Harry Utley, novelties; Herman Haines, cockhouse.

RUBY LATHAM

John McKee

Perry, Okla. Week ended May 21. Location, Seventh street. Auspices, American Legion. Weather, variable. Business, fair.

Edmund, Okla. Week ended May 24. Location, uptown. Weather, rainy. Business, poor.

Alva, Okla. Week ended June 4. Location, carnival lot. Weather, fair. Business, good.

Everyone hurried to get concessions open for Decoration Day, but while concessions were being set up sheriff visited and informed that no stock concessions could operate. After two days talking with sheriff, Manager John McKee and A. J. O'Dell finally were able to open concessions, including bingo. From Tuesday on thru week, business good, considering crop conditions. Black rust and rain cut wheat crop in half. Athletic

show, with A. J. O'Dell, manager, and Johnnie O'Day, fighter and wrestler, played to some capacity houses during week. General Agent J. Sam Leonard is busy booking. Mr. and Mrs. Austin left for Kansas. Jack Edwards, general agent for George J. Looa, visited Wednesday. MRS. L. A. NEWLAND.

World of Fun

Pearlburg, Va. Week ended June 4. Location, fairgrounds. Auspices, Junior High School. Weather, cool. Free gate. Business, fair.

After closing of Fred C. Boswell Show at Princeton, W. Va., J. J. Steblar organized this show. Opening attendance was small but increased nightly. Thursday night lost due to rain. N. P. Roland, of Roland Shows, and Leo M. Bistany, of Orange State Shows, were visitors. Pete Smith joined with concessions. James Paradise purchased new Packard. Andrew Sniethy put on a grab stand. Hubert Harlow added show, Devil's Daughter. Joe Steblar's new ball game is flashy. New sound system for John Steblar's corn game arrived and James Paradise is operating it. Whitey Davis still in lead on rides. Vera Steblar's popcorn stand doing well. W. DAVIS.

New England

(Motorized)

Barre, Vt. Week ended June 4. Location, Barre-Mountpelier road. Auspices, Elks. Weather, warm. Ten-cent gate. Business, very good.

Show opened Monday night with 1,000 admissions; Tuesday, 2,100; Wednesday, 2,400; Thursday, 2,840; Friday, 3,100, and Saturday night, 4,200. Rides-O topped rides, twin Big Eli Wheels second. Business Manager P. S. McLaughlin contracted for an Octopus, delivery to be made before July 4. Al Ventres' Miss America Show was top. Danny Hubbard's Sex Show second. Whitey Brown's Beauties on Parade also did well. Cy Aurilio bought new Ford and Charley Wulp, concession manager, a Buick. Clarence Curwell also bought a Buick. Clarence Gloud's long-range gallery had a banner week. Frank Pope's bingo and diggers had a good week. Buster Gordon and his diving troupe held crowds late every night. Dave Mann, The Billboard sales agent, is assistant manager of athletic show. Ross Manning, general representative, had 100 per cent cooperation from committee. Funds of Benefit Association are growing. Show has eight from its roster for members hip in National Showmen's Association. ROSS MANNING.

E. J. Casey

Norwood, Mass., Cam. May 18-19. Location, Koppers Klub Sport Grounds. Auspices, Norwood Koppers Klub. Weather, cold and damp. Business, poor. In spite of energetic sponsoring committee, good advance publicity and sale of admission tickets, weather was so

bad that people would not come out. Everything was set up as per schedule and all looked neat and clean. Manager of grab stand reported that greater part of stock bought had to be carried to next town. George Cartwright joined, exhibiting a freak calf with eight legs and two bodies.

St. Boniface, Man., Canada. May 20-25. Location, old college grounds. Weather, variable. Business, fair.

This was fifth year for show to play here under same auspices. Manager E. J. Casey was raised here. Big Eli Wheel topped rides, with Merry-Go-Round second. Shows conducted as grind thruout by Red Walker. Sid Whitechurch's darts had good business. Al Starr joined with stock wheel and semitrailer, from Middlechurch, Man. Mrs. P. LaBelle, who was called home to Port William, Ont., was superseded by chief Paul B. Werner in cockhouse. Canvas for cockhouse went down in a wind; Spillmilk Brookside reports no decrease in popularity for his game, despite added competition of Bill Carter's ball game. Percy Brown took over cane rack from Al Olters, who went West for other interests. Largest ground cable ever seen in these parts arrived from East and was put into service by lot foreman and electrician, Percy LaBelle. New splitter boxes were constructed to take care of added size of cable. Canada's holiday, May 24, was a good one. Glenn Oakes, mayor of Pine Falls, visited. Mayor George McLean, of St. Boniface, was also a visitor, as was Mrs. Bob Casey, Manager Casey's mother. FRED L. PRESCOTT.

W. C. Kaus

Jessup-Peckville, Pa. Week ended June 11. Auspices, fire department. Weather, rain. Business, fair.

Cyclone hit city. This time effected middle of a cyclone. No harm to show property but considerable damage thruout city. Tore down Saturday night in heavy rain. Tuesday at 4 p.m. another cyclone hit city. This time effected midway, blowing Hawaiian panel front to ground and marquee and snake show top slightly damaged. Midwayites proved real trouper, all helped repair canvas, damages to fronts and installed temporary lights on Hawaiian show. In spite of cyclone, at 7 p.m. everything was in running condition and no nights were lost entire week. Wednesday big day, firemen did everything to encourage attendance. Staged a big parade, leading direct to midway. Bands were heard thruout grounds and natives proved good spenders that night. Shows, rides and concessions did business. Kaus Social Club postponed weekly meeting due to absence of Mr. and Mrs. W. C. Kaus, who motored to New Bern, N. C., for a few days, combining business and pleasure. A matinee bingo was held that afternoon. Mr. and Mrs. E. M. McIntyre are proud of their new modernistic eating emporium with panel front and table service added. Ruby Moore is head waitress. Wynne

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J. L. LANDES SHOWS—First row, left to right: Edward Lenhart, Charles Petty, Frank Allen, Harold Eutah, David Zepherjohn, Fred Smith, Frank Allis, Jake Rankin, Frank Murphy, Fred Maury, Harry Marshall, Milo Bones, Jack Stamm, Tuffy Davis, Mark Williams, Dick Miller, Harry Fink, Jack King, Pete Holmes, Laurence Pare, Joe Knaut, Fred Wagon. Second row: George Nolan, Al Foster, Cliff Martin, Sam Gramer, Barbara Belle, Jimmy Wagner, Trizio Morgan, Etta Gilbert, Briscandine, Karen Kall, Eloise Belle, Evelyn Clark, Gene Harback, Billy K. Artkur, Mrs. King, Louise Williams, Helen Taylor, Mrs. Young, Mollie Ross. Third row: Marie Brank, Verna Adams, Mabel Knaufl, Mrs. Eutah, Mildred Burke, Billy Wolfe. Seated: Bud Timmons, Bob Stone, Tom Parsley, Jerry Bacon, Gene O'Neil and Winnie, Charley Bairdon, Cotton Reed, Del Aeto, Bill Detrich, O. U. Stranger. Photo taken in Kansas City, Kan., during recent engagement.

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Howell attracting much attention with "Salome," a trained black pig, which is strapped on a harness. Newest pet sensation of midway. New arrivals: Mr. and Mrs. Walter Vallance with frozen custard; Allen News on front of Chase's reptile show and LeRoy Hill, inside lecturer.

BOBBY KORK.

Jay Gould's

Webster, S. D. Week ended June 11. Weather, rain, wind and cold.

Roster: Jay E. Gould, owner, booker and emcee of Revue and Circus; Mrs. Jay E. Gould, secretary and treasurer; T. I. Cash, midway superintendent. Mr. and Mrs. Jay Gould, Jr., revue performers, do exhibition dancing; Mr. and Mrs. Ormand Raiber, acrobatic and contortion acts; Mr. and Mrs. Ernest Stibal, tap dancing; Mr. and Mrs. Bob Case, comedy acts; Vivian Gould, soprano and tap dancer; Edmund Gould, singer and comedian; Barbara Gould, Jay Gould III and David Gould, kiddie performers. Circus and dance band is directed by Jay Gould, Jr. George Gould and Richard Freeburg, sax and clarinet; Paul McNeil, sax and clarinet; Pal Thede, trumpet, piano and cello; Noble Starr, string and upright bass; Keith McKay, trombone. Alyce Gould, Ruth Johnson, Myrtle Johnson, Evangeline Botten and Bertha Knowles, chorus. Circus acts: Du Bell's Swiss Alpine dogs, Don Felipe, wire; Atterbury Duo, double trapeze; Great Serillo, single trapeze; Four Laurants, posing act; Roy Barrett, producing clown; E. B. Emery, elephant act. Shows: Nelson's 32-piece one-man band, former Ripley Believe-It-Or-Not attraction; Ed Ray's CongoLand, featuring Gato, gorilla; Danny's Television Show; Webster's Mechanical Farm; John Wilkes Booth Show; Charlie Fox's Temple of Wonders. Rides: Big Eli Wheel, Loop-O-Plane, Merry-Go-Round, Kiddie Ride and little train. A photographer from Life magazine was on lot taking pictures. Show moves on trucks and trailers.

E. B. EMERY.

J. J. Page

Mayesville, Ky. Week ended June 4. Location, baseball grounds. Weather, some rain, and warm. Business, good.

Memorial Day business dragged but each succeeding night front gate picked up until Saturday night when a record-breaking crowd attended. Other than rain Friday and a light rain Saturday, week was fair. City buses stopped right at front gate and many folks avoiding congestion in parking used buses. All buses carried cards advertising show. The Ledger and Advertiser both gave stories to show without solicitation. This is one of few spots in Kentucky that did not seem to notice depression. Business as a whole was good but it will take a lot of good ones to make show people feel show business is a good business to be in. William R. Hicks and wife, Rose, were visitors during the week, as were Dorsey Ratliff and his secretary of Mt. Sterling, Ky., Fair. Barney Sisson is on sick list and was moved to local hospital.

R. E. SAVAGE.

Fairly & Little (Motorized)

Jacksonville, Ill. Week ended May 21. Auspices, American Legion. Weather, rain daily and cold. Business, very poor.

Visits were exchanged during week with Lee A. Sullivan and family, also Ben Roodhouse from Elt Bridge Co.

Freeport, Ill. Week ended May 23. Auspices, V.F.W. Rain did not miss a day, and weather turned colder on Monday night than it had been any time during Spring.

People seemed show hungry, as they waded mud and came out. Saturday it looked like night would be best but skies cleared and lot was gotten in as good a shape as possible and night was gotten in. Run of 255 miles was made in here in fine shape. All trucks were on lot by 3:30 Sunday afternoon. Much visiting was done during week, as Rubin & Cherry, also Sol's Liberty shows were playing close by.

Dubuque, Iowa. Week ended June 4. Auspices, Trades and Labor Council.

Week was gotten in with two nice nights and only one night lost to rain. Engagement here one to long be remembered as co-operation given show by entire committee. Management thinks that when skies clear and weather gets warm business in general will not be off very far from last season. DeMotte Dodson joined with Hollywood Monkey Stars and is an added attraction to midway. Illumination of midway has taken on a daytime appearance since light towers

were completed. Noble C. Fairly and wife celebrated their anniversary during week here. A huge cake was presented to them, inlaid across top was "Good Luck to Mr. and Mrs. Noble C. Fairly." Visitors: Sam Solomon, Eddie Vaughan, Jack Wilson, from Sol's Liberty Shows; J. Beach from Byers & Beach Shows; Lee A. Sullivan and Ben Roodhouse; J. T. McMillen; Lester and Babe Hutchison, from Tom Mix Circus; Mr. and Mrs. William A. Snapp and Tom Wilson and wife, from Snapp Shows; H. Gellman, from Minneapolis.

M. VAN HORN.

Eric B. Hyde

Berryville, Va. May 20 to June 4. Weather, cold and rainy, except Friday and Saturday. Business, fair when weather permitted.

Week opened with very cold weather which lasted through Wednesday night and Thursday night was lost on account of rain. Those that came on lot early part of week patronized shows and concessions, but it was too cold for rides to get a play. Friday it warmed up and nice crowd was on lot and entire midway got play. Saturday night fair-sized crowd stayed late and patronized shows and concessions. Rides got a good play also. Johnnie Webb is better. John Gardner's Merry-Go-Round joined as did Marie Rock's hoop-la. Mr. and Mrs. Lew Henry visited Monday night. Extra help is scarce in this territory and ride men have a busy time getting rides on and on, but have had rides ready to go every Monday night.

WILLIAM C. EARLE.

F. H. Bee

Cynthiana, Ky. May 30 to June 4. No auspices. Weather, fair. Business, very good and above last year.

Show in Sunday morning and there were more natives out to see tents and rides erected than there has been at any town played so far. At opening of gate there were several hundred customers waiting to buy tickets. For a change they had something to spend when they got on lot, hence everyone with show had good week's business. Cynthiana is down as a red one in the books. Eddie and Joe Johnstone joined with scales and immediately started on what they say was best business for them so far this season. Minstrel show took top money, and Alfredo Museum was second. Big Eli Wheel was most popular ride. Concessionaires reported good business. Doug Parker, new chef in Gus Bethune's cookhouse, is pleasing folks with his special brand of biscuits and business has picked up considerably since he took over the kitchen. Happy Stewart left show. Bob Parker was on for a few days and left to look after his many bigger concessions on various shows. T. A. Stevens took over writer's duties while he took a much-needed rest and certainly did himself proud in manner in which he handled them. Visitors: Treasie McDaniel, W. R. Harris from Model Shows, and Mr. and Mrs. Charles Drill, of J. Harry Six shows.

WILLIAM R. HICKE.

Elite

Holsington, Kan. Week ended June 4. Auspices, fire department. Location, showgrounds. Weather, fine after Monday. Business, fair.

Decoration Day lost due to rain that started at 7:30 p.m. and lasted all night. D. E. Pence's attractions, Miss America and Crime show, joined here. Crime show is mounted on large trailer with nice panel front. Miss America also has panel front and beautifully framed interior and Ruth McFarland very beautiful artist's model. D. E. Pence displays real showmanship. One of features of Crime show is interesting lecture given by Mrs. D. E. Pence. Following employees are with show: George Toper, Whitey Drasher and Everitt Pence. Mrs. Dot Cole left for home. Frankie Cooper purchased new penny pitch board. Ernest Ray, manager and talker on Irene girl show, continues to top midway. Johnny Ellis shows ability on second openings and ticket box.

DON FOLTZ.

W. E. West (Motorized)

Salisbury, Mo. Week ended June 4. Weather, unsettled and rain. Auspices, V.F.W. Business, fair. Five-cent pay gate.

Several new shows joined. Irish Kennedy, athletic; Vivian and Allen Cook, Hillbilly; Mike Romanoff, Hula-Hula show, and W. E. West framed new ant and mouse circus. K. G. Klapp, owner

and manager of K. & O. Shows, was a visitor on lot several times during week, as his show was playing Macon, Mo., only a few miles away. Saturday night business was exceptionally good.

Boonville, Mo. Week ended June 11. Business, good. Auspices, American Legion. Location, Harley Park. Five-cent pay gate.

First time this season front pay gate admitted 1,300 people on Monday night. Crowd increased each night except Thursday, then rained out. Saturday night people packed lot and rides and shows did near capacity business, as did concessions. American Legion proved one of best auspices show has had this year. Ravard, swaying high-pole perch, free act, going over. Crowds stayed late not to miss his act. Punk Hill, with girl revue and two concessions, joined. Girl revue is a flashy show, with three musicians and three dancers. After Wednesday midway was a flash with new summer wardrobe. Show people dressed up. It was really good to be back in money again with money to spare for clothes. Mr. and Mrs. Frank Wadiner joined. Wadiner is new foreman of Mix-Up. Mrs. Sadie Ziegler is at back gate ticket box. Trucks and equipment being overhauled and painted. Manager West ordered new canvas to replace some of older tops. Nevin Ziegler on time each week with The Billboard copies. Show has over 200 people. He should soon be nearing top in sales list. He was pleased to see he had gained some.

BETTY JOHN.

Douglas

Cosmopolis, Wash. Week ended June 4. Auspices, Fire Department. Weather, clear. Business, good.

Twelve hundred people went through the 10-cent gate Decoration Day, and rides and shows went strong. Al Hamilton did well with ball game, as did Bozo Armitage with string game. Kiddie Aeroplans topped rides. Decoration Day and Merry-Go-Round hired two extra men to handle children. Mrs. E. O. Douglas sold tickets in No. 1 box at entrance, with Ralph Haddock and his Evening Stars doing their best. Harold Cottle and Harry Goodman went to Seattle on business. Maxine Rose and girls with Paul Hickie played midnight matinees at Winter Garden Tavern here. Vervyn Erly was on radio with his guitar. Al Hamilton, Harry Goodman, Harold Cottle and writer painted their trucks. E. O. Douglas has show booked. Joe de Mouchelle nightly visitor.

CURLEW JONES.

Hilderbrand's

Portland, Ore. Week ended June 11. Rose Festival. Location, 16th and Irving. Business, big. Weather, good.

Rose Festival week again proved a winner. Show moved from McMinnville, run of 40 miles. Opening night was a colorful event. Ten white Buick cars with Rose Emblem on side used by Rose Queen and maids of honor lined up in front of entrance. Owner O. H. Hilderbrand and wife and General Manager E. W. Coe, P. Ouellette and R. F. Clark, advance agents, standing in Marquee were presented with a basket of roses that completely hid Betty Coe in ticket box. Queen was escorted by Manager Coe to skylights, where she turned on switch, opening Midway of Roses on Hilderbrand's Shows. Bob Booker, secretary and treasurer, escorted queen and maids of honor around show stopping at Bud Cross' Roll-O-Plane that had just been delivered from factory. After christening ride with roses, Bud Cross opened ride with Rose Queen as first passenger. Shows, rides and concessions had a big week, working until late hours of the mornings. Huztel Troupe, Four Rockets and Smith's Diving Ponies were used as closing event Saturday night of Rose Festival. Louise Grisham, wife of Babe Grisham, foreman of Big Eli Wheel.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo In the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

left for Albany, Ore., for minor operation. Charles Lewis was attacked by pencils while performing with Bono, his hand badly chewed. Lewis was rushed to hospital where he will be confined for some time. As this is home of Hazel Fisher and Verna Beeborg, they really enjoyed comforts of home. Fern Chaney, Toots Epple, Madge Buckley and Margaret Balcom rode float of Hilderbrand's Shows in rose parade. Jerry Mackay and Red Palmer kept busy in rendezvous with visiting showmen. Art Anderson, Johnnie Cardwell and Johnnie Hicks opened new fish pond. Guy Kibbee, of picture fame, on lot as guests of Leone and Claude Barie. Friday night, Mel Semmelick entertained Mary Frances Semmelick and Gladys Semmelick, his nieces, appearing here at Variety Night Club. Mac Williams's Gay Ninety Show added two new acts here. Nice week. Fred Stewart's Mystic Temple show was visited by Blackstone, magician, showing Portland. Lawrence and Vera Le-Londres ten-in-one topped midway shows. So much talent showed up for Al Bird's Athletic Arena, he arranged a show for just "muscle heads" Don Jordan, Jack Ripley, Bill Summers, Bert Warren and Earl Branam attended anniversary house party in Billie Ritchie's new house trailer. Fred Thumberg, owner of Octopus ride was presented in horse tank on his birthday. Art Butler was guest of Jerry Mackay and boys. Visitors: Francis and Lonas, well-known vaudeville team; Joe Young, booking agent; Jack and Bertha Rennieck, Mr. and Mrs. Aris Hilderbrand; Mr. and Mrs. Chris Hilderbrand and family, brothers of O. H. Hilderbrand; Grant S. Hemphill, representative of First National Bank of Portland and Mr. Schee, Secretary of Prineville Fair, were guests. Saturday matinee, sponsored by the Journal Juniors of Portland Journal. Several thousand kiddies on the lot. Lalaya Dinner Bell Cafe working double crew to handle business. Slogan "A Rose for you in Portland Gross" lived up to its claims.

CLAUDE A. BARIE.

World's Fair

San Francisco, Calif. May 1 to 13. Location, center of town. Auspices, Spanish-American War Veterans. Weather, very warm. Business, good.

Show moved in here disregarding fact that four shows played here recently and reported poor business. Attendance and business was so good first week that management decided to stay another week. Show obtained a new location for second week on other side of city, but was under same auspices. Weather turned cool second week and business dropped considerably. John H. Hobday, secretary, left and joined Will Wright's show. Roger Warren, of Craft's No. 1 show, replaced Hobday as secretary. Warren is well known and liked by everyone on this show.

H. B. DIAMOND.

Crowley's

St. Joseph, Mo. Week ended June 11. Location, circus grounds. Auspices, American Legion Band. Pay gate, 10c. Weather, rainy. Business, fair.

Equipment on train made record move. Two trucks overland disabled, causing late arrival of dining tent. Natives at runs and on grounds in large numbers. E. W. Wells and James V. Boone, general representatives ahead, scored in crashing ban on carnivals. Unbreakable for two full years. Monday night threatening storm dented attendance. Clear Tuesday, midway packed. Seemingly entire police force, constabulary, plain clothes and G men on grounds Wednesday. Entire families enjoyed Crowley waltzers. Wednesday and Thursday warm, with patronage fair. Downpour Friday, business nil. Children's matinee Saturday gratifying. Warm Saturday night, attendance and business good. Judge A. M. Omatad arranged for orphans of Buchanan County Home, Catholic Orphanage, Home of Little Wanderers, and Colored People's Home, 500 of them, as guests of Georgianna Crowley, daughter of G. C. Crowley, show owner. Every newsie on Daily News-Press, Daily Gazette, all weekly papers and papers sold in "St. Joe," entertained. Three nights required to handle them. Curtin-Wilson, union billposters, did excellent billing, carding, lithographing, and bannering. Midnight luncheon served them Wednesday night in Hubert Hall's dining tent. Great Beno and wife, their tap dancing dog, special added attraction. Doc Waddell shared on speaking program at mass meeting in courthouse. Jack Hanson and Sam Lowery, from John B. Ward Shows, new Thrillidome directors. A. L. Shidmore joined with penny arcade. O.

H. Stevens, newcomer, with Klondike Bars. Virginia Gibson working milk bottle ball game for George Webb. Seventh wedding of season recorded: Marie Brandt became wife of Joe E. McIntosh, R. L. Hill and B. G. Stricker working on Mrs. V. McLenore's new corn game. J. F. Rodabaugh, of Baker-Lockwood, taking orders for new tents. Mr. and Mrs. Charles Liedl, of Moberly, Mo., guests of the Crowleys. Mr. and Mrs. Jesse Phillips, Richmond, Mo., surprised their daughter and son-in-law, Mr. and Mrs. Ralph Bailey. Ralph is foreman twin Big Eli Wheels. New addition serial circus, Woods Trio, high trapeze and tight-wire act, featuring Miss Woods, 8 years old, with Captain George Webb's, high dive, spectators held spellbound. Visitors: Joe Ulear and Punk Hall, of West Bros. Shows; Show fan McDavid, Excelsior Springs; H. A. Ashuler, secretary Heart of American Showmen's Club, Kansas City; Robert Lee Utz, Baldy Wisner, Clyde Hill, Sam Waldon, Dr. C. R. Welling, Jake Sponser, Charley Choate, Edith Hooper, Mr. and Mrs. Carson Webb, May Miller, Lily Tomlin, Victor E. Trueblood, Esther Teigmann and Speck Bomber. St. Joseph friends honored Doc Waddell and group showfolk at homes of J. R. Scott and Merrill Chilcote, latter city editor St. Joseph News-Press. Space landed by Waddell in St. Joseph's two big dailies, Labor Paper and Catholic Tribune excelled all previous records. Joe C. Jones going great with striker. Ten ponies, for pony ride, purchased from Shetland stock farm, east of St. Joseph.

GEORGE WEBB.

Wallace Bros.

(Baggage cars and trucks)

Boone, Iowa. Population, 11,000. Week ended June 11. Auspices, Ben B. Wiley & Sons. Location, downtown lot. Weather, cool and clear except showers Friday. Business, satisfactory. Inclosed midway.

Gate receipts very good. Shows and concessions did fair. Rides, because of extremely cool weather, did practically nothing all week until Saturday. Sponsored by local billposter, Ben B. Wiley, who has been handling shows for 35 years. Location all that could be desired being only two short blocks from main business street. Short move of 24 miles from Perry and entire show ready to open Monday noon. Members of Chit-Chat Club, women's social organization, gave party Monday afternoon in honor of Junior Tillotson's tenth birthday anniversary. Those in attendance: Dorothy Farrow, Juanita Sparks, Hortense Tillotson, Inez Tillotson and Margaret Miller. Junior received several appropriate gifts in honor of occasion. Visitors included Webster City and Gowry committees: Victor Hunt, of Akron, O.; Herbert Knight, of Centralia, Ill. Doc Angel, of Bald Knob, Ark., and Muriel Anne McCoy, formerly of Al. C. Hansen Shows and now living here. While in advance of the show recently the writer caught Goodman Wonder Show at Fort Dodge, Ia., and was cordially received by Owner Max Goodman and his staff.

WALTER B. FOX.

Silver State

(Trucks and baggage cars)

Cheyenne, Wyo. Population, 24,454. May 30 to June 4. Auspices, Veterans of Foreign Wars, Frontier Post American Legion, Spanish-American War Veterans, and Disabled American War Veterans. Weather, good. Business, excellent. Location, Frontier Park.

After eleven weeks of toughest spring ever experienced by Silver State Shows, Cheyenne came as a life saver. Four organizations, total membership of 2,000, pulling hard for show it was only natural that large crowds should turn out. Five pay days during week, one of which was soldiers' pay day and 12,000 men were paid off within two blocks of carnival lot. All that day and night hot looked more like a parade ground than a show lot. Every soldier had a few dollars to spend and they did. To show people it looked as if soldiers were trying to see which one would go broke first. The Wyoming State Eagle and The Wyoming State Tribune were very generous with space, front-page stories were carried each day. The four committees worked hand in glove with show employees to make engagement a huge success. Not a request made to any member of above organizations was refused, and any suggestion that would help show, committees immediately went to work and they personally saw that suggestions were carried out. Milo Anthony's side show and Harry Le Vee's Night in Paris tied for top money among shows. Octopus was top ride. Dore-

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Devil Daniels joined as free act. Brownie Miller arrived in Englewood to take over duties as adjuster. Mrs. Miller put on a penny pitch. Ace Martin framed a very attractive posing show. Mr. and Mrs. Earl Nelson joined in Cheyenne. He to take charge of public-address system. Mrs. Nelson to assist Mrs. Paul Towe in office. Jack Williams, lot superintendent, congratulated on way he is moving show on and off lot. Riding devices and show fronts are all being repaired and painted.

BILL STARR.

Clyde's

Coolport, Pa. Week ended June 4. Location, ball park. Auspices, American Legion. Weather, good. Business, fair. Everything set to go Decoration Day at 9 a.m. Good crowd turned out and business was good. Saturday night best crowd of season, but business was marred by a hard rain at 9:30. Mr. and Mrs. George and Nellie King joined with musical acts and Punch and Judy show and Mr. and Mrs. Jay Berman joined with girl show, as did Mr. and Mrs. Frank Warner with theirs. Doc Venner came on with posing show. Mr. and Mrs. C. H. Perry joined with Frozen Delight. Gus Stergion returned to show with cookhouse after a week layoff.

WILLIAM NATHAN.

Imperial

Mishawaka, Ind. Week ended June 4. Weather, clear. Business, fair. New Tilt-A-Whirl topped midway and Butch Thompson's Loop-o-Plane was close second. Bob Kenosian keeps Big Eli Wheel and Merry-Go-Round in good shape. Tex Shelton joined as emcee on Night in Hawaii show. Visitors: J. C. Weer, street commissioner, formerly of J. C. Weer Shows, and Mr. and Mrs. Robert B. Kline, of Kline Greater Shows.

BERNICE BALANEY.

Miller Bros.

Fremont, Neb. June 6 to 11. Auspices, V.F.W. Location, 23d and Clarkson. Weather, fair. Business, good. Show played new lot opposite regular show grounds which was still muddy. Nebraska V.F.W. convention drew huge crowd on midway nightly which in turn drew a smile of entire satisfaction from members of show. On day of parade Miller Bros. Shows was well represented. Newspapers co-operated nicely. All rides and shows have been completely painted and midway looks bright and fresh. Ernie McCulloch, staff electrician, has never failed to have opening nights illumination ready.

CHICK FRANKLIN.

O. J. Bach

Dolgeville, N. Y. Week ended June 11. Auspices, Progressive Italian-American Society. Weather, good except Saturday. Business, worst in show's history. With Dolgeville over, everyone is heaving sighs of relief, convinced that nothing worse can possibly come along.

Nightly attendance was unbelievably small and even these gathered in small groups and discussed the crops and weather. Whole affair resembling nothing so much as an old-fashioned family reunion. It was all very sad. Two terrific windstorms hit show during week, first one coming Tuesday afternoon and leveling George White's One-Ring Circus and blowing in front of Dave Kahala's Hawaiian Polies. Second one struck about 6 o'clock Saturday night, accompanied by a torrential downpour of rain and spitting evening. No damage this time as prompt action prevented loss of several tops. A birthday party in honor of Mrs. Dave Kahala was enjoyed by entire show personnel Wednesday evening at a near-by Inn. Entertainers during evening were George Kingsley, Ray La Fountain, Jimmy Payne, Lynn Webb, Harold Chevrier, Howard Bennett, Oscar Barrow, Patay Vlticore, Joseph and Nellie Hovey, Doc Murray, Thelma Green and village constable, Bill Delaney and Dave Kahala were amusee with Jack Wolfe, floor manager for dancing. While finding business in general decidedly off, manager feels that Bach Shows are fortunate in comparison after reading some other show letters.

LEO GRANDY.

Marks

Bridgeton, N. J. Week ended June 11. Auspices, American Legion. Location, Park Drive at ball park. Weather, ideal. Business, fair.

Bridgeton, a new stand for Marks Shows, proved a disappointment and not at all up to expectations. Short move by truck of 16 miles from Vineland, N. J. A street parade headed by Legion Band opened festivities Monday night. Marks' trucks and open lion cages, as well as the sound truck in the lineup. Much was expected of Tuesday night which was named "Onelide Nite" because of fact that semi-weekly pay day of Illinois-Owens Glass Factory occurred at that time, but attendance was not up to par. Children's Party Saturday afternoon was sponsored by Evening News with two quarter pages of free display advertisements and plenty of news stories. Had good attendance, but night business was poor. Death of Willard Watkon by drowning Wednesday cast a shadow over week's festivities. Another baby monkey was born Monday in C. Jack Shaffer's Monkey Speedway attraction. Second birth in Simian family within past two weeks. Both mothers and babies on exhibition. Tuesday afternoon Marks Radio unit broadcasted from local station WSNJ with Chief El Coyote, from Sioux Indian Pine Ridge Agency, and Princess Wanza added to roster. Public wedding was staged in lion den arena Thursday night and drew largest gate attendance of week. Helen Boultinghouse and Merle Ruberts, both of Bridgeton, were married by Police Judge Elder Hacker in presence of over 3,000 spectators and later held receptions in Beauty Revue and March of Time shows. K. H. Hawkins and wife, Mickey, are in charge of Digges concession. Charlie Metro, ex-

champion wrestler and a Marks veteran has the Chairplane and has been with Marks for several years. Nat Both, of concession row, operates roll down and a penny pitch concession. Another International semi-trailer truck arrived from Richmond, Va., to augment truck fleet in transportation department. New shop truck, complete in every detail, 34 feet in length, completed by George Griswold, master mechanic, and his efficient crew. Pat Flynn holds down front

of Parisian Models posing girl revue in fine style. Frank Martin is in charge of nicely framed grab stand. Cash Miller bought a new truck here to be delivered in the next ten days. Jake Shapiro, of Triangle Printing Co., was a visitor. Funeral services for William Watkinson, drowned Wednesday in Sunset Lake, were conducted Thursday at 10 a. m. from Carl Chapel with Rev. Thompson officiating and majority of Marks Shows' personnel in attendance. Many beauti-

ful floral tributes from showfolks and a large wreath from towns people. Remains were taken by train to Morristown, Tenn., where services were held Friday afternoon. Internment at that city. Mr. and Mrs. R. C. McCarter, mother and stepfather accompanied remains to its last resting place. Jack Horbett operates Chromium stand on midway. New Grand Whip is operated by Bert Clawson and is doing excellent business. WALTER D. NEALAND.

son, illusions and juggling; Mr. and Mrs. Jimmie Odell, acrobatic act, and Mary Morris, annex attraction. Four other acts that writer has not met yet came with Morris. Buster Cutler is handling tickets on front of side show, and Jack Leonard is talker. This is largest and neatest framed side show that has ever been with this show. Despite fact that four members of the show were injured last week in an automobile accident at Ripley, Ohio, while enroute to join the show, they opened Friday night to near top money of all shows. Sam Petralli, veteran wrestler with this show for the past six years, is topping all shows, and says his only complaint is that the top is not big enough for the patrons. Sam is an oddtimer in the wrestling game and much credit is due him for the way he handles his show. Manager W. J. Bunte completed a new 90-foot panel front for side show and has added 30 more feet of banner line to the athletic show. Doc Carlo Marco is doing nice business with Life show and Two Headed Baby. He added a new show that will open next week, title unknown. R. O. FELMET.

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Sales and Service in All Principal Cities

Bantly's

Dennison, Ohio, June 4 to 11. Auspices, Dennison Band Mothers. Location, Pennsylvania Railroad show grounds. Weather, rain and threatening all week. Business, poor.

During entire week it rained at some time during afternoon and night but on Saturday night with several hundreds of cars waiting outside front gate it started to pour rain and continued to do so until 11 p. m. When it stopped the moon and stars came out but it was too late to do any good. Committee consisted of mothers of children in high school band Monday evening. Band consisting of 60 pieces paraded thru Urichsville and Dennison and right to lot where they gave a concert. Wednesday Special Kiddies' Day saw only about 600 kids on lot but they spent liberally. Committee, consisting of women, proved very efficient and a pleasure to do business with. Howard, 10-year-old son of Bennie Smith, joined to spend his vacation with his parents. Thelma Miller, a relative of the Smiths also joined to spend several weeks with them. Lankfords Band left to join a circus where they had a better proposition and all were sorry to see them go. Goodfellows Club meeting held in Keystone Night Club a huge success, thanks to Sailor Myers, emcee. HARRY E. WILSON.

Johnny J. Jones

Washington, Pa. Week ended June 11. Auspices, American Legion. Weather, one night rain. Business, good.

An early arrival of show train made it possible to have everything on lot and setting up well under way before dusk. Perhaps shortest run of season and shortest run so far. A big gate and a fair midway gross greeted opening. Business picked up daily but at no time were any records broken. Weather for first five days ideal. Saturday night at 10 p. m., a steady downpour set in, resulting in closing of shows and rides for stand. Here new troupe for Temple dea Rumba arrived. Many new faces including native Hawaiians. Many Cuban and Spanish performers remaining. Those to join included: Wiki Bird, show's feature; Princess Luana, dancer; Vic Kalei and his electric steel guitar; Laul Kuhns and Lei Kuhns, soprano. Show now offers a very pleasing performance and is well received by showgoers. Another new company made their debut for a pre-showing here Saturday night. Bob Edwards and his Cavalcade of Girls. Featuring Dorothy Martin. Performance is new, modern, and has many entertaining features, a real Edwards production, who in the past has proven himself a progressive showman. Show's roster a bit incomplete, missed names of several well-known showmen and women. Those that were not mentioned were: Mr. and Mrs. Sol Wasserman, operators of three penny pitches and a center hoop-la; Mr. and Mrs. Eddie McDermott, agents; Earl Fox, agent; Charles Rigby, night watchman; and Walter Williams, night watchman and custodian of the front gate. Johnny J. Jones, Jr., arrived from Haines City and Florida Military Academy to spend his vacation with the show and now "Captain Jones," having been promoted to that rank and title. STARR DEBELLE.

Crystal

Morristown, Tenn. Week ended June 11. Auspices, ball club. Location, baseball park. Weather, fair. Business, good last three days.

Notice from a lot of shows comes the word "recession." Crystal Shows would like to know just what it means outside the dictionaries, as Crystal Shows so far this season has had wonderful business. Saturday night was one of the biggest nights this show has ever had in the early part of the season. Over 5,000 people were on the grounds Saturday and everybody got money. Co-operation extended show by baseball club was 100 per cent. Many new people joined here: Leonard Ross, manager, side show, bringing with him Clarence Cattlet, midget magician; Mr. and Mrs. Frank Hender-

Weer

Coldwater, Mich. May 30 to June 4. Auspices, Odd Fellows. Weather, clear. Business, good.

First break in weather came here, every night was clear and crowds thronged midway. Same old trouble of short funds was in evidence but patron spent a little. Jerry Fish and wife joined with cookhouse, girl show and four concessions and did business. Girl show ran first money of shows. Joe Hilton joined with snake show and reported fair business. New office arrived and Mrs. Weer is besieged with visitors and inspectors of it. It is a 20-foot car and has three rooms and office. Rides did good, with Tilt-A-White and Big Eli Wheel leading. Many new lights have been added to midway. MRS. M. R. WEER.

De Luxe

Troy, N. Y. Week ended June 11. Auspices, Veterans of Foreign Wars. Weather, fair, except Saturday. Business, good.

Saturday night was lost because of rain. Lot was flooded. Everybody was sorry about drowning of Earl Chapman, assistant on Hi-De-Ho Funhouse. He drowned in Hudson River. Body was shipped to his home in Baltimore for interment. New sound truck arrived: amplifying system is under Ray Seball. An innovation in way of a rat game has been installed, wheel is eight feet in diameter and decorated in variegated colors. Concession top is 16 by 16 feet, with striped awning covering. It clicked at once and indications are its success will be permanent. New restaurant, under management of Mrs. Parker, is well patronized by personnel and public. Tom Brock, manager of Side Show, received a severe laceration of his right hip. GEORGE C. VAN ANDEN

Krekos' West Coast

San Francisco, June 1 to 11. Fisherman's Wharf. Weather, cold. Business, good.

Business started off good and held up all week with big Saturday and Sunday. Dates to run to June 26. Carl Holt and M. E. Arthur's shows were big money getters. Bull Martin with athletic arena did fairly well first part of engagement and showed increase nightly. Rides did a thriving business all week. Eddie Harris joined with three concessions. Louie Dresser joined with Hoop-la. Famous team of Ike and Mike, local detectives, world known, visited office and midway nightly. William Wright was welcome visitor. Hugh Bowman visitor on business pertaining to his Joyland Shows. Tony Whitneck had big week with banners. For a new boy at this business he is breaking all records. Louie Leo doing plenty of fishing. Mike Krekos away to Jackson for 49th annual Italian picnic where No. 2 unit managed. Hule Bowman played. George Kocan doing good with midway cafe. F. P. Shirley, master electrician, did a good job. No trouble with local electrical department. Ralph Deering

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made a record run with train and had it spotted on team tracks on time. Quite a feat as train had to be switched by two railroads and ferry before it could be spotted. Writer busy arranging printing for entire route, thru Blanchard Printing Co. Harry Meyers, Hunter Farmer, Charles Youngman and Joe Zoller all put on new concessions. Jack Pollit handled newspapers and did fine job. Art Grayson busy at Weed Celebration for July. So far has several big stories in San Francisco papers and Los Angeles Times. Charles Tye, of Outdoor Poster Service and local snipe plant, gave show good billing. Ben Brundage and Al White, business agents for Local 44, claim that all local men are employed steadily here. IABP note: M. E. Arthur added dope show, making him five shows. Phil Williams, general agent Craft Enterprises, on lot daily.

W. T. JESSUP.

Rubin & Cherry

(Railroad)
Sheboygan, Wis. Week ended June 11. American Legion co-operating. No official auspices. Weather, clear but uncomfortably cool. Business, poor. Crowds arrived late and departed early, affording a normal gate but spending little on various shows, rides and concessions. Chill blasts off lake discouraged hangers. Mrs. Florence Workman returned from a visit to her son, Leo, in Shreveport, La., and daughter, Gladys, in College Station, Tex. Hughie Mack replaced Owen Bennett as manager of "Tops" show, adding to its personnel Bob Lynn as emcee and Billie and Chickie Dorsey and Jackie Bruce to strengthen the line and furnish specialties. Charlie Gerston, "Tops" trombonist, winning lusty applause with his clever pantomime. "Mindy Takes a Bath." General Manager Joe Redding luncheoning with Sheboygan society and cutting quite a swath. Bill Voss, cafe owner and circus fan, on midway nightly. Skeet Davis, griddle man, rejoined cookhouse crew.

RALPH WILLIAMS.

Gold Medal

(Motorized)
Chicago Heights, Ill. Engagement ended June 13. Auspices, joint committees American Legion and Fire Department. Location, 27th street and Miller avenue. Business, fair when weather permitted.

Eleventh week of season found show in home town of Owner-Manager Oscar Bloom. Judging from old friends who came out to see him, he was a very popular young man around town not too long ago. Show got in its fifth Sunday of season here and also remained Monday due to lot conditions in next stand. Evanston will be last stand in the Chicago territory. Many city-bred dogs joined out since show invaded this territory. Buck Allen's Bing and writer's bugs are still topnotch dogs on midway. Showfolks took advantage of near-by Lake Michigan beaches for first swims of season, and bathing suits, some nifties, are in evidence. Five Flying Fishers replaced Flying Leaters here. They have a beautiful act. Harold and Yolanda Mitchell entertained friends on lot nightly. Harold was secretary and treasurer of show for four years. He is now shipping clerk for Montgomery Ward & Co. Visitors: Ned Torki, Gene Berni, Phil Smith, Charlie Lens, Al Hodgkin and party, Johnny Lorman, Joe Streiblich, and John Bloom, father of manager, and his side kick, Harry Judas. Pauline Dunn and Stella Sullivan on front gate ticket boxes. Pat Ford is getting plenty of banners and has them well displayed. He also has a strong candid camera complex. Bally Nance absent from his Loop-o-Plane a few days on account of sickness. Billy and Irene Pitzer left here, as did Baron G. Von West, who will join his wife, who is spending summer in Arkansas.

H. B. SHIVER.

Happyland

Dearborn, Mich. June 1 to 12. Auspices, Veterans of Foreign Wars. Weather, good. Business, fair.
Lost a day moving here from Ann Arbor. Opened Wednesday night with a good crowd and fair business which increased every night up to and including first Sunday. While not as good as last year was quite satisfactory. Monday was almost a total loss because of a severe electrical and rain storm, but no material damage was done. Business was not so good second week but still it was not so bad. A special Kiddies' matinee Saturday brought out good crowd and all rides did well. Mrs. Frank Allen is recovering from a broken ankle and will soon be up and around again. New organ on Chairplane is helping to liven up back end of midway and customers seem to like it. Mr. and Mrs. Schindler, of Smith & Smith, were visitors. Aubrey Solter is now riding in Captain Rita's Motordrome and doing very well. Robert Woods is now talking on front of Bernard Matteson's Ro-Lo funhouse and has new truck in which he is hauling it.

V. L. DICKEY.

Endy Bros.

Philadelphia, Pa. Week ended June 11. Location, circus grounds, 11th street and Erie avenue. Auspices, Thomas Reath Post, American Legion. Weather, variable. Business, good.
This third week in Philadelphia proved best of season to date, although completely rained out Tuesday night. Many visitors, including George E. Roberts, of Panahaska's Pets; William B. Martin, of Quaker City; Harry Witt, of Boomerang Mfg. Co.; Jake Pegley and band leader Ken Nichols, of Poitstown, Pa. Professor Kuntz and Bobby Mansfeld installed new public-address systems. Matt Crown doing well with Harlem Broadcasters. New International tractor and trailer purchased and David B. Endy bought another LaSalle. Jack Stone's new Oldsmobile was delivered, as well as Ford truck for Louis Kaufman. Heavy storm

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WANT FOR THESE DATES AND BALANCE OF SEASON, CLEAN CONCESSIONS THAT WORK FOR STOCK ONLY. PRIVILEGE \$18.00 WEEKLY.
All open except Bingo and Poppers. CAN PLACE Frome, Contard, Cigarette Gallery, Hoop-La, String Game, Fish Pond, Photo Gallery, American Ventriloquist (No Girl Ventriloquist) and Ferris Arcade. WILL BOOK ANY SHOWS except Girl Shows. Terms, 50% to reduce. WILL BOOK Cook House Ferris in meal tickets. Must cater to show folk. Good show to make money on.
We play Yonkers, Ill. (on the streets), July 1, 2, 3, 4, so here is your chance to get even for all the bad weather you have suffered from since April 1. We start our Fair shortly after July 4, and will be out until November 15. All address WILLIAM M. YUCKER, Mgr., Al G. Hodge Shows, Inc., Princeton, Ill., this week; then Yonkers, Ill., week of June 27.

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CAN PLACE legitimate Concessions of all kinds, \$1.00 front foot (minimum charge, \$12.00 a Concession). Positively no Flat Shows. CAN PLACE attractive Shows (no Girl Shows). Also First-Class Cook House and Chairplane for Adrian and balance of our season, including our Fair Circuit. Will be at Adrian to locate Thursday afternoon, June 30. Address all inquiries to
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CAN PLACE FOR LONG SEASON OF FAIRS, CELEBRATIONS AND CHOICE STILL DATES: Grand Shows that can cater to women and children. Will furnish outfits for same. Good opening for Grand Shows that throw out stock. Particularly interested in Fat Show, Midget Show, Mechanical City and Monkey Circus. Connellsville, Pa., June 20-27.

BIG 4th JULY CELEBRATION

Mantoe, N. C. (Roanoke Island) July 2-3-4
WANT KIDDIE AUTOS, AIRPLANE, LOOP-O-PLANE, OCTOPUS, TILT OR WHIP.
CONCESSIONS - Sell X on Peppern, Candy Apples, Novelties, Long Range, Dev's Bowling Alley, small clean Grab. We have 12 Pairs, Celebrations following. Fair Secretaries and Committees Desiring a clean Amusement Co. without gambling Device, write CRESCENT AMUSEMENT CO., L. O. McHenry, Mgr. SHERMAN MUSTED, Gen'l Agent, Hartford, Conn. C. this week; Marion, N. C., June 27 to July 10. Permanent address, 408 W. 6th St., Gastonia, N. C. P.O. - Floyd Sheeks, write, FULL SALE - 10x20 Grab Top, green, roof two weeks. \$40.00.

broke at closing time Saturday, necessitating quick action by Boss Carvasman Chuck Connors and Master of Transportation Bill Yastedt. George Hall joined with high striker. Mrs. Ralph N. Endy came on from Poitstown, Pa., and will travel with show for balance of season.
GLENN IRETON.

WANTED

CLEAN SHOWS
JULY 4 - AT HILSDALE, MICH.
One of the Best Fourth of July Spots in the State.
ROY WEER RIDES
Boston Harbor, Mich.

Reading's Shows

Concessions, must work for stock; Contard Machine to join for season; American Ventriloquist, Dent pond, etc. Need Grand Shows, also Acts for Side Shows, Ride Help, Concession Agents, Station, N.Y. this week; Ben Barton, Ky., for the 4th of July; start August 1 - 1 1/2 weeks of fair. Write Roy Weer, Toledo-Whitt, W. J. WILLIAMS, Mgr.

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Want people to take over Ten-to-One, Pic Show, New equipment. Can use Penns and July, also Maryland, Show Games, Concessions, etc. Legitimate Concessions, Austin, Texas, June 25-28. Address W.B. BARNHART, GOLDEN WEST SHOWS.

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Can place Mechanical, Monkey, Athletic, Gook or any Grand Show, Funhouse. Have outfit for Five-to-One or Hinder. Concessions, Scales, Photo, and Photo-Two-Win, Bowling Alley, American Ventriloquist, Show, etc. Place Octopus or Loop for celebrations and fairs. Dale Parrish shows, Robinson, Ill., this week; Sullivan, Ind., next week; Ben Tabor, Ind., for the 4th. MRS. STELLA BARKER.

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Can place Clean Shows, Concessions. Want Ferris Wheel, Kiddie Ride, Chair-Plane and other Rides.
Also Free Acts.
Remable Celebrations and Fairs start June 27th.
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Continuing with a string of important fairs in Maine and Canada.

WANTED

550 or Motordrome. Herman Singer wants Acts for Side Shows. Good Money would like to hear from girls for Girl Shows. Can use Idle Help for Skooter, Tilt-a-Whirl, etc.
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Hill Billy or other Acts. State terms and amount.

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Geo. Rhodes, Whitestown, Ind.

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ANNUAL AMERICAN LEGION REUNION
JULY 4, 5, 6, 7, 8, 9, MARENGO, IND.
Address E. J. HAWKING, Marengo, Ind.

CARNIVAL WANTED

MUST CARRY AT LEAST 10 MAJOR RIDES AND 12 SHOWS.

TRI-STATE EXPOSITION --- COUNTY FAIR --- RACES

WEEK OF OCTOBER 10 --- FAIR DATES, OCTOBER 13-14-15.

First Fair in 20 Years. Write Secretary, Junior C. of C.
Opening New Fair Grounds, Liberal, Kansas.

WISCONSIN—Upper MICHIGAN Resort Section—MINNESOTA

WE ARE IN THE MONEY. COMMITTEES WRITE US.

CITY OF PARK FALLS, WIS. ON THE STREETS, JULY 2 to 7. Sponsored by City and Firemen.
HURLEY, WIS. VOL. FIRE DEPT. BENEFIT CARNIVAL, JULY 9 TO 17, two Saturdays and two Sundays. Bear Creek Business Men's Street Celebration following. NO GATE. Two Months of Celebrations. WANT INDEPENDENT RIDES, 15% Shows, 20%. Fun House, Mechanical, Girl or Boyish, Athletic, Ice Shows, any Shows and Rides with own transportation. Johnny Weiss, Cook, the Turtle Bay, 50% on wife. WANT Concessions. NO RACKET. NO TIMBERL. Steak and Sham Steaks, \$15.00; Grab and Photo, \$20.00; Cook House, \$30.00; Popcorn, Show, Ice Cream, etc., \$15.00. SEND DIPLOM. FREE SENSATION AND THRILL ACTS WANTED FOR HURLEY.

E. J. McARDILL ATTRACTIONS, Park Falls, Wis.

OAK HARBOR, OHIO, 8th FALL FAIR AND FESTIVAL

OCT. 4-5-6. HOLD OVER IN CASE OF RAIN

Average Attendance, 15,000 People.

Sponsored and Financed by The Business Men's Association.

Best and One of the Largest Apple Shows in Ohio.

WANTED — CONCESSIONS AND FREE ACTS — No Gambling.

HAROLD J. MILLER, Chairman. S. J. MYLANDER, Secy.

Sponsored Events

Veteran, Lodge and Other Organisation Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

20th Century Shows At Ind. Celebration

BLOOMINGTON, Ind., June 18. — P. Maurice Wood, manager of 20th Century Exposition Shows, who said early this spring that the show would not take to road until the Fourth of July because of inclement weather, will open the season at the Merchants' and Manufacturers' Exposition and Celebration here. On the midway will be riding devices, shows, five free acts and a uniformed band. Show executives are directing the celebration under auspices of Military Order of Cootie No. 2, Overseas Veterans of the World War. Merchants are co-operating 100 per cent and advance ticket sale is reported big. Admission tickets are also being issued thru a merchant's hook-up, with more than 150,000 in the hands of merchants and public.

Special events each day and night will include a legal public wedding, giving away of a live baby, hillbilly contests, old fiddlers' contests, amateur contests, with eliminations until winners are judged; balloon jumps, fireworks and award of a new 1938 de Luxe Chevrolet sedan. There are being staged a young women's popularity contest, boys and girls' industrial contest, favorite baby contest and a parade.

Executive staff of show and production are P. Maurice Wood, director and manager; R. C. Hart, assistant director; Mrs. R. C. Hart, secretary; Mrs. P. Maurice Wood, treasurer; Charles Schweitzer, in charge of exhibits and press; Al Rogers, program; Mrs. Allen Read, contests; Allen Read, public wedding and special events. Committee for veterans is Frank Gibbons, chairman; Earl Hettie, E. C. Robertson, Mrs. Pete Henderson, Robert Smith, John Dalton, Charlie Barton and Bob Romine. The show has booked a long list of fairs and celebrations.

Adrian, Mich., Has Budget

ADRIAN, Mich., June 18.—Budget for a Free Merchants and Manufacturers' Annual Celebration here, expected to draw around 40,000, has been set at about \$4,000, said A. D. Billings, secretary.

F. L. Flack will again furnish shows and rides.

Committees have been appointed to raise a fund by assessment to finance the event and to arrange for concessions, fireworks, free attractions, horse races and competitive sports.

Shows and Diving Act Set For 25th Annual Festival

SOUTHRIDGE, Mass., June 18. — Maria S. S. Del Grazia Society's 25th annual Celebration here in old Gibraltar ball park will be extended to a week this year in anticipation of increased attendance, reports Bernard L. Raimondo, show committee chairman. Last year 10,000 attended on final night of the three-day event.

R. & V. Shows will be on the midway and the Leash diving act will be presented nightly as free attraction. There will be fireworks on the final night.

Others on the committee are Eugene Barnaby, general chairman; Eustachio Smarelli, secretary, and Vincent Vecchia, assistant to Raimondo.

Clovis Pioneer Day Fete Draws Crowds of 30,000

CLOVIS, N. M., June 18.—Fourth Annual Pioneer Day Celebration here on June 2 and 3 was a success, reported Secretary K. C. Lea, attended by an estimated 30,000.

Western States Shows were featured, playing a week on a downtown lot. Curley Daugherty staged a rodeo on both days, under direction of the Pioneer Day Committee and the contests were lauded by cowboy entrants. Connie Wendell and his 10-piece orchestra played for the queen's ball and other dances.

Milton Brown's Musical Brownies played for street dancing and entertainment. John Lindsey, rodeo clown, also worked streets. Air show was furnished by Clint Breedlove, Lubbock, Tex.

Cotton Festival Continued

JACKSON, Miss., June 18.—Clarksdale, Miss., will not abandon its annual Cotton Festival, it has been decided. A 1938 event will be held, altho it has been feared sponsors would abandon it. Dan Crumpton, high school athletic director, elected president of Mississippi Delta Cotton Festival Association, succeeding the founder of the celebration, E. W. Still.

Watermelon Fete Is Saved

WATER VALLEY, Miss., June 18.—Altho threatened with abandonment because of "lack of interest," the annual Watermelon Festival will be held here as usual. American Legion Post and Rotary Club came to the rescue to preserve the celebration after Junior Chamber of Commerce announced it would drop the event. This year's festival has been set for height of the watermelon season.

Home Show to Have Acts

SHREVEPORT, La., June 18.—National Home Show in Municipal Auditorium here, sponsored by the Real Estate Board, will have 50 booths, a Federal Housing Administration exhibit and five circus and vaude acts, including the DeKobla, balancers, said N. B. Stoeber, general chairman. On the committee are Edwin N. Williams, director; F. C. Macatee, E. C. Hamilton and M. C. Sherman.

Bigger Water Fete Planned

GRANITE FALLS, Minn., June 18.—Due to an aggressive advertising campaign and a program augmented by the Art B. Thomas Shows and an Illinois Fireworks Co. display, attendance at the third annual Water Carnival here, sponsored by the Junior Association of Commerce, is expected to greatly exceed last year's 20,000 mark, said Arthur Shetno, chairman of concessions. There will also be swimming and diving events, boat races, log rolls, ball game, water parade and bathhouse dedication.

HELP This Department by Telling Committees About It.

East Moline Vets Book a Varied Bill

EAST MOLINE, Ill., June 18.—American Legion Post has completed details for entertainment of at least 10,000 expected at its annual celebration, reports Don Sweet, newspaper man, pro magician and expo director. Post will spend about \$2,000 for fireworks, stage show and free attractions to be presented in the city's new \$100,000 stadium. Fireworks will be provided by Theatre-Duffield, a display having been sold by Ray W. Anderson. Talent, booked by Sweet independently, includes Willa Levola, slack and tight wire; Steiner Trio, novelty band; Three Macks, comedy knockabout; the Huffords, posture posing and chair balancing; Smiley, dummy and table rock, and the Great Eugene, contortion and high pole. Local talent will augment the bill, to run about 90 minutes twice daily during the two-day event. Lyle Willets and his St. Louis Swingsters will be in the pit. In addition to stage show and fireworks, for which an admission will be charged, Capt. Frank Heistand, balloonist, will make double and triple parachute jumps daily as a free attraction.

William Hoffman has booked his Merry Go-Round and there will be other rides. More than a dozen concessions have been signed. Proceeds will be used in financing a new post clubhouse. Recently the vets sponsored Hennies Bros. Show and despite rain the post's share amounted to nearly \$850.

38th ANNUAL OLD SOLDIERS REUNION

MYMERA, IND. — AUGUST 4, 5, 6, 1938.
WANTED—Legitimate Concessions of all kinds.
Write or wire GARNET ERAUBERRY or OLD SOLDIERS' COMMITTEE, Box 323, Mymera, Ind.

WANTED

SHOWS, CONCESSIONS AND FREE ACTS
CLOVERDALE ANNUAL PICNIC AND
HOMECOMING,
JULY 28, 29, 30,
Rides are booked. Write
H. C. HURST, Secy., Cloverdale, Ind.

Prairie Grove Annual Confederate Reunion and Homecoming

AUGUST 3, 4 AND 5, 1938.
J. H. ORNAHAN, Chairman Concession Committee.
Prairie Grove, Ark.

WANTED

Rides, Shows and Concessions, July 1, 2, 3, 4,
TIA JUANA, OKLA.
By Grand River Dam Site.
Write or Phone
G. P. McHREE, Box 919, Miami, Okla.

48th Annual Reunion

Soldiers, Sailors, Marines,
MAMMOTH SPRING, ARK.,
August 14-20, Inc.,
WANTS Carnival with 5 or more Rides, Shows,
Concessions, etc.
E. E. STERLING, Secy.

WEEK HOME-COMING CELEBRATION

July 25 to 30, inclusive.
For Concession Privilege write
J. C. EDWARDS, Mayor, Newark, Ark.

FAIRBURY, ILL.

American Legion Celebration

July 3 and 4
Two Days—Two Nights
For information write or wire
GEO. H. DEOKER, Secy.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read
"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Dickey on Talent Junket for Festival

KANSAS CITY, Mo., June 18.—Headquarters for the staff of the 1938 Jubilests were moved from the Chamber of Commerce to the Hotel Kansas Citizen this week. Lincoln O. Dickey, new general manager, was in New York dickering for acts and other attractions for the third annual event of nine days in Municipal Auditorium.

Budget is set at more than \$55,000. Big name radio, vaude and movie stars will be used. All four parts of the building, music hall, main arena, exhibition hall and Little Theater, will be in operation with different attractions.

Sponsored this year by hotel men, merchants and Chamber of Commerce, the Jubilests is expected to be the most lavish of any yet offered. Show went into the red to the tune of \$35,000 last year, but a profit of nearly \$15,000 was registered in 1936, first year the Jubilests was held. Infantile paralysis, which kept all schools closed three weeks later than usual, was blamed for the 1937 loss, altho economic conditions were factors. Newspapers are giving the event good publicity.

Shorts

HISTORICAL pageant, staged by John B. Rogers Producing Co., was featured at Fort Madison (Ia.) Centennial Celebration, sponsored by the Chamber of Commerce on May 23-28, but due to bad weather a \$800 deficit was shown, said R. W. O'Connor, secretary. Event was advertised by a special newspaper edition and radio.

ANNUAL Tomato Festival, Bowling Green, O., will have the J. R. Edwards Attractions as midway feature.

FOR a celebration sponsored by Central Fire Engine Co., No. 1, Pasco, Wis., Buckeye State Shows have been contracted for shows, rides and concessions. Several attractions will be in municipal park and others on a lot opposite the Ritz Theater. W. W. Walker is chairman of the committee in charge.

ACTS and fireworks will feature a Merchants' Festival in Jefferson City, Mo., reports Ernest L. Schneider, of the committee.

WITH Bob Burns, of films and radio, entering his pet rattler, first Arkansas Battlesnake Derby will be held in North Little Rock, Ark. Purpose of the derby, Joe Poch, director, says, is to create a different type of excitement for holiday observers, and if successful it will be an annual event.

MISSISSIPPI Negroes' committee of 1,000 is planning for a celebration of 75 Years of Progress of Negroes in Mississippi in Jackson. B. A. Green, mayor of Mississippi's only all-Negro community, Mound Mayou, is temporary chairman. State-wide observance will be patterned along lines of a similar event in Mound Bayou last year which attracted nationwide attention.

CELEBRATION sponsored by Salem (Ore.) American Legion on the State Fair Grounds will have fireworks and a free raudeville show.

SHOWS, rides, concessions, free acts, fire works, ball games and a parade will be featured at Whitewater (Wis.) American Legion Celebration.

PETER GRANT, Station WLW, Cincinnati, was enscue at Van Wert (O.) Peony Festival on June 8, attended by 75,000.

STREET FAIR and Exposition, sponsored by Hubbard (O.) Cricket Club, will have Roy Gooding's rides, Larry Larimore's concessions, and C. A. Klein's free acts and shows on the midway.

FIREWORKS and midjet auto racing will be on the program of Wheeling (W. Va.) American Legion Celebration and Homecoming.

CIVIC and fraternal organizations of Crooksville, Ohio, will sponsor a celebration and homecoming featuring fireworks.

FOR a celebration of the American Legion Post on Knox County Fair Grounds, Knoxville, Ill., Fair Secretary Hilding L. Johnson reports Hoefner & LeVell's Great Hippodrome Shows have been booked on the midway and for a grandstand show Pluto City Fair Attractions and fireworks have been contracted.

SHOW LETTERS

(Continued from page 65)
sets. E. W. Bernard has front on Hippodrome. J. J. Fontana has been away on booking trips. Leon Elliott, ride superintendent, has been in his trailer with influenza and is now making a fast comeback. To be on job soon. L. J. Heth has bought new top for Athletic Show and also new motor for the Swooper.
THOMAS PARKER.

J. F. Sparks

Dolphos, O. Week ended June 11. Auspices, American Legion. Ten-cent gate. Weather, fair and warm except Saturday, then rained out. Business, good.

One of best stands this show has played this season. Excellent co-operation from committee and nice write-ups in local newspaper. People came early and stayed late spending money. All shows and rides did good business. Writer is busy framing Illusion show. New Kiddie Autos ride, purchased by Manager Sparks from Allan Herschell Co., arrived and in operation. Mr. and Mrs. Douglas Wright left show. Mr. and Mrs. J. T. Sparks now have penny pitch in addition to diggers.

JAMES H. TIMMONS.

Strates

(Railroad)

Logan, W. Va. Week ended June 11. Auspices, Gunther-McNeely Post American Legion. Business, fair.

For once this season weatherman only visited with his downpours one night, and a really fair week's business was had in this little West Virginia city. Had mines been working a little better gross would have been piled up for Strates Shows. One of largest Saturday night turnouts this season was had, besides a real children's matinee Saturday, which turned week from wrong side of Harold Inglish's ledger to right side by a scant margin. Wally Smithly's Lion Auto-drome topped midway on shows and Dinty Moore's Scooter top money ride on week, with Choc and Mona Phillip's Folies de Nuit a close second on shows and Ridee-O second on rides. Sammy Green's minstrel show had a very good week; in fact, all shows and rides received nice patronage from huge crowds in attendance. Ted Williams has been appointed ride superintendent by Managing Director James E. Strates. Ted is a real mechanic and will make a valuable asset to Strates staff. Michael Olson will celebrate his birthday in Charleston, W. Va. Mike has spent past 15 years with Jimmie Strates and has legions of friends on show. Chief of Construction Jimmie Yotas is busiest person around show, having built a new frozen custard wagon for Mrs. Mahel F. Strates' concession. He is now engaged on two new wagons that will be used for new front of Folies de Nuit show of Choc and Mona Phillips. A 90-foot front designed by Artist Fred Jule. Pete Christopher, manager of Pete's Superior Cafe and third vice-president Peter Stamos of Jones Bingo Co. left for Ithaca, N. Y., to attend a wedding. Roy B. Smith and Harry Blake, of Williamson (W. Va.) Post of American Legion, were visitors and were escorted around midway by Manager Strates and General Agent C. W. Cracraft. Harry P. Logan, old buddy of writer, was visitor in Huntington and again at Logan. Mrs. Ben H. Voorheis, wife of writer, busy here entertaining friends and relatives, as old home place is just 18 miles away in Mingo County.
BEN H. VOORHEIS.

New England

(Motorized)

Berlin, N. H. Week ended June 4. Location, Community Field. Auspices, Veterans of Foreign Wars. Business, good.

An earnest and efficient committee helped make this spot a success. Gate was extremely good. Russ Stewart and wife joined. Russ is manager of P. S. McLaughlin's twin Big Elj Wheel. Mrs. Charles Arnold joined and is operating ice cream sandwich concession. Ridee-O topping all rides. Weekly meeting of Benefit Association well attended. Outside talent volunteered and a two-hour entertainment was enjoyed. Following Kangaroo Court members were elected: Mrs. William J. Giroud, judge; Mrs. Clarence Giroud, prosecuting attorney; Mrs. Beatrice Barry, defense attorney; David Mann, sheriff; Mrs. Charles Arnold, Mrs. Edward De Almo, Theresa Pourier, Irene Mary Newton, Mrs. Marion De Vany, jury. Financial Committee members elected were Slim Barry, chairman; Frank Pope, Al Ventres, Cy

Davis and Ducky Miller. Irene Mary Laroche, of Lacoona, N. H., denies that she is engaged. Gladys Pourier is wearing an engagement ring but she will not reveal man's name. Bill Giroud and brother Clarence, with their families, spent week in trailer camp two miles from lot. Steve Bennett is managing set of diggers for Frank Pope, and Harry De Mario is in charge of Frank Pope's bingo. Visitors: Specks Norton, Al Gerand, Harry White, all of Pine Tree State Shows; also Louis Rappaport.

ALFRED P. YOUNG.

Royal

Clairton, Pa. Week ended June 11. Weather, fine. Business, fair.

Attendance was good, but not much money was spent. Revue had a good play Wednesday night. Tommy Allen, late of Johnny J. Jones Exposition, has griddle of midway restaurant. Edward Lester is chef. Eddie Lewis left to join Keystone Shows. Harry Agne, who has bingo concessions on three different shows, said his bingo here was topping all others. Swimming parties were popular with a fine pool near lot. Mrs. Harry Agne spent Tuesday with Bantly's Shows at Dennison, O., where Harry Agne has bingo concession. Weekly meeting of Good Fellow Club was well attended. Visitors: John Coggins, of Bright Light Shows; Saul Eilensberg and wife; Mr. and Mrs. Victor Allen and Mr. and Mrs. Floyd Smith, of Keystone Shows; Mr. and Mrs. Robert Coleman, Bob White and Curtis L. Bockus, of Winters Shows.

RAMON METTLER.

World's

Herkimer, N. Y. Auspices, Young Men's Republican Club. Lot, South Side Playgrounds. Ten-cent gate. Weather, fair, some rain. Business, poor.

Business here fell off 40 per cent from last year in spite of big billing and plenty of publicity in *Utica Press*, *Utica Observer Dispatch*, *Little Falls Times*, *Rion Sentinel*, and *Herkimer Evening Telegram*. Bemington-Band factory at Ilon had but few working and that source of income cut off. Local industries at a standstill. Altho attendance Friday and Saturday was good but little money spent. Fair matinee helped, however. Last two days rain fell heavily just before and after night showing. Nothing omitted to make show effective and attractive, alterations and new talent added, but so far little avail. Among newcomers Al Paulert, veteran of girl show fame, who has taken over management of Norman Wolf's Esquire attraction, which has suffered much from lack of good talkers on front. Elsie Wolf efficiently operating inside. Dr. Ross Perrier has taken over Life show, which is now being altered. L. E. Blondin, animal trainer with old Bostock-Perrier Shows, and more recently with the Hagenbeck-Wallace Circus, took over Monkey Circus. Pats Lorrain negotiating for Look attraction. Dallas and Ruth Duncan joined. Mrs. Verne Soules and Mrs. Helen Bibbs with Diggers returned to fold and Verne Soules visited, going on to Buffalo. Vernon and Mitzi Moore joined with three concessions. Pancakes Hewett took a week's rest on account of health. Okeh now and going strong. Princess Peggy and her kiddies popular in this town. French Casino again topped midway and Little Dawn still big attraction. Cherry Sisters, Wilhamena and Lottie May, also please. Professor King, silver-tongued orator, still persuasive and suave on the front. Business under Al Paulert on Esquire growing. Jean-Eugene as popular as ever. Monroe Bros. with Hall of Fame running up their totals and among leaders on midway. New features order of day with them. Mrs. Max Gruberg suffering from want of patronage on her frozen

joy concession and not doing any too well with the bingo and ball games. Lack of money evidently reason here as people spent very little. "Cyclone" Bell, who rides a motorcycle thru a blazing wall, at rehearsal proved it to be a great thriller. Jimmy Rafferty, assistant manager, now quite at home and has everything well in hand to Max Gruberg's entire satisfaction. John Moran as usual very efficient. Edde Rahn again a visitor with Mrs. Rahn. They celebrated their 35th wedding anniversary on show. Mrs. Max Gruberg made trip to Philadelphia and returned.

DICK COLLINS.

Sims

Bellefille, Ont., Can. June 8 to 11. Location, Cricket Field. Auspices, Quinte Bay Beaches Association. Weather, four days rain, which included Saturday. Business, fair.

Week's engagement started with a parade to grounds headed by Bellefille Collegiate Institute Band under leadership of Ross Hunter. Opening address was made by Mayor Bone, who urged everyone to attend entertainment offered by Sims Exposition Shows and in this way to assist Beaches Association to continue their work of providing for city a beach with modern facilities. Other addresses were made by Reg Mochrieff and Joe Imiah, of Beaches Association, also by owner of shows, Fred W. Sims. Business started off good but with four days of intermittent rain week was not on par with last year. Jungledland lost two big alligators during week presumably caused by the continued cold weather. A number of new concessions joined during the week for jump to Lachute, Que., first fair of season for show. Altho show fronts and rides all looked fine, Manager Sims instructed all attractions to be repainted for fairs. Many of showfolks anticipated making a break in jump by a stop-over in Montreal. Helen Clayburn, who has been in hospital for some time, reported well enough to return home.

WILLIAM DAVIS.

A STELLAR ATTRACTION WITH SPLIT-SECOND ACTION

4 Sensational WISHARDS

SOMERSAULTING AERIALISTS

Address 3706 N. Drake Avenue, Chicago.

CONCESSIONS & ENTERTAINMENT WANTED FOR WATERMELON DAY

AUGUST 16, AT SANBORN, MINN.

Write

H. J. WEBER, Sanborn, Minn.

WANTED

Legitimate Concessions, Shows, Games, Free Acts.

Twelfth Annual Firemen-Legion Street Fair

J. C. Wiser, Rides July 11-19, Indiana.

JNO. W. LLOYD, Secy., Rockford, O.

4th JULY CELEBRATION

Clayburg, Pa.

For week starting on 4th want Novelties, Jewelry, High Striker, S. Dalmatry, other Legitimate Concessions. My farmers' picnic start after this celebration.

R. A. BEAN, Windsor, Pa.

MONMOUTH COUNTY FAIR

Rides, Shows, Thrill Acts and Concessions. Week of July 23 to 30. Everything Open. Address FAIR MANAGER, 62 West Main St., Freehold, New Jersey.

MAMMOTH STREET FAIR AND 4th OF JULY CELEBRATION

DEFIANCE, OHIO, JULY 4 to 9, ON THE STREETS

Can place Concessions. No X. No racket. Also Lunch Stands. A few good Shows. Rides all booked.

C. M. FRANKLIN, Concession Chairman, Defiance Club, Defiance, Ohio.

1938 FAIR DATES

Alabama - Alexander City-East Ala. Fair Assn. Oct. 12-13. Lewis R. Dean. Andalusia-Covington Co. Fair. Oct. 11-12. Thos. P. Littlejohn, mgr., Troy, Ala. Arab-Arab District Fair. Oct. 10-13. Leon N. Hinds. Athens-Limestone Co. Fair Assn. Sept. 18-24. I. V. Lee. Athens-Limestone Co. Colored Fair. Sept. 29-Oct. 1. H. T. Redus. Birmingham-Alabama State Fair. Sept. 26-Oct. 1. P. C. Strider, gen. mgr. Calhoun-Calhoun Co. Fair. Sept. 20-24. Mai Martin, secy.; Thos. F. Littlejohn, mgr. Courtland-Lawrence Co. Fair Assn. Oct. 2-8. G. C. Weston. Cullman-Cullman Co. Fair Assn. Late 10 Sept. E. A. Horton. Dallas-Houston Co. Fair. Oct. 24-25. Mrs. L. J. Lamford. Enterprise-Coffee Co. Fair Assn. Oct. 10-13. Florence-North Ala. State Fair. Oct. 3-8. C. H. Jackson, secy.; Dr. E. R. Brady, mgr., Lawrenceburg, Tenn. Lexington-Lexington Fair Assn. Sept. 25-Oct. 1. Ives French. Lott-Crenshaw Co. Fair. Oct. 18-23. Thos. P. Littlejohn, mgr., Troy, Ala. Ocala-Lee Co. Fair. Week of Oct. C. B. Downey. Troy-Pike Co. Fair Assn. Oct. 25-29. Thos. P. Littlejohn, mgr. Tuscumbia-Colbert Co. Fair. Oct. 17-22. O. E. Wood.

Arizona - Douglas-Cochise Co. Fair Assn. Oct. 6-8. James H. Barrett. Prescott-Northern Ariz. State Fair & Frontier Days. July 1-4. Grace M. Sparkes. Arkansas - Batesville-Independence Co. Fair Assn. Second week in Oct. Rebekka Club. Berryville-Benton Co. Free Fair Assn. Oct. 5-7. H. G. Luckens. Bryherille-Mississippi Co. Fair. Sept. 27-Oct. 2. J. Moll Brooks. Camden-Quarkita Co. Fair Assn. Oct. A. Hale. Danville-Yell Co. Free Fair Assn. Oct. 18-22. Lenore Abbud. Geny-Homes Products Fair. Probably Sept. 22-24. E. G. Sugg. Heald-Ratford Fair Assn. Aug. 5-8. Mrs. Joe Lewis. Helena-Phillips Co. Fair Assn. Sept. 11-17. L. G. Helley. Hope-Hempstead Co. Fair Assn. Sept. 19-24. R. P. Bowen. Hot Springs-Garland Co. Fair. Sept. 25-Oct. 1. Ed Barnsack. Ozark-Franklin Co. Fair Assn. Oct. 6-8. Garland D. Nichols. Russellville-Pope Co. Free Fair. Oct. 4-7. E. W. Hogan. Sheridan-Grant Co. Fair Assn. Sept. 13-17. C. P. Pearce.

California - Anderson-37th District Shasta Co. Fair. Sept. 22-24. Ina F. Torrey. Calhoun-Calhoun Fair. July 2-4. Conrad W. Jr. Caruthers-Caruthers District Fair Assn. Oct. 6-8. G. L. Walton. Cedarville-Surprise Valley. Modoc Co. Fair Assn. Sept. 18-19. J. Ray Golden. Colusa-City of Colusa Fair. Sept. 21-23. Chas. A. Cronkrite. Del Mar-San Diego Co. Fair. Oct. 8-15. Frank Dupree. Dorcas-Ninth Dist. Agril. Assn. Sept. 26-Oct. 2. Ivan W. Paul. Folsom-Humboldt Co. Fair. Aug. 17-21. Jos. N. D. Hill. Fresno-Fresno District Fair. Sept. 13-18. Tomka Dodge. Galt-Galt Fair, Horse Show & Rodeo. Aug. 4-7. Eugene Kennel. Hackberry-Trinity Co. Fair. Aug. 7-8. Gene Hobb. Hollister-13th Dist. Agril. Assn. Oct. 7-8. Roy A. Hubble. Imperial-Imperial Co. Fair. March 4-13. V. W. Brown. Lakeport-4th Dist. Agril. Assn. Sept. 3-5. Burt Healdon. Marthur-Shasta Co. Inter-Mountain Fair. Sept. 16-21. Mariposa-Madera Co. Fair. Oct. 13-18. Frank H. Davis. Merced-Merced-Mariposa. Sept. 20-Oct. 2. J. Emmet McNamara. Monterey-Monterey Co. Fair. Sept. 23-25. V. W. Adams. New Hope Co. Fair & Horse Show. Aug. 18-21. Tom Camp. Orland-Glenn Co. Fair. Sept. 27-Oct. 1. George P. Cantwell. Palmdale-Fourth District Fair. Aug. 5-7. Ralph Young. Placerville-El Dorado Co. Fair. Oct. 15-16. L. J. Anderson. Placerville-Alameda Co. Fair. Aug. 4-7. Pomona-Los Angeles Co. Fair. Sept. 16-Oct. 2. C. R. Adlerbach. Riverdale-Placer Co. Fair Assn. Sept. 30-Oct. 2. Judge Don L. Bass. Sacramento-California State Fair. Sept. 2-11. Robert Muckler. San Francisco-San Francisco-San Mateo 1st Live-Stock Expo. Nov. 13-21. C. H. Booy. San Jose-Santa Clara Valley Fair Assn. Sept. 14-18. Russel E. Pettit. Santa Barbara-Santa Barbara Fair & Horse Show. July 20-31. Sam E. Kramer, mgr. Santa Maria-77th Dist. Agril. Assn. July 20-24. J. H. Chambers. Santa Rosa-Sonoma Co. Fair Assn. Aug. 9-14. B. Lansing Hunt. Sonoma-Tiburon Co. Fair & Horse Show. Sept. 16-18. R. M. Doyle. Stockton-San Joaquin Co. Fair Assn. Aug. 19-23. E. G. Yellman. Stockton-Lassen Co. Live-Stock Show & Rodeo. Aug. 22-24. W. W. Packwood. Tulare-Tulare-Kings Co. Fair. Sept. 20-24. A. J. Elliot. Turlock-Stanislaus Co. Fair & Horse Show. Aug. 1-6. Cook. Ukiah-12th District Agril. Assn. Aug. 23-27. Edward J. James. Ventura-Ventura Co. District Fair. Aug. 1-4. E. C. Maxwell, Genard, Calif. Watsonville-Santa Cruz Co. Fair. Sept. 23-24. O. S. Larson. Woodland-Fourth District Fair. July 23-24. Chas. Hardy. Yreka-Bufiley Co. Fair. Sept. 18-19. W. L. Kiever.

Colorado - Akron-Washington Co. Fair. Aug. 17-19. R. E. Fisher. Calhan-El Paso Co. Fair Assn. Sept. 23-24. Dr. Henry C. Gage. Castle Rock-Douglas Co. Fair. Sept. 17-18. W. A. Carr. Clear Fork-Montezuma Co. Fair. Sept. 15-17. George A. McMillen. Denver-National Western Stock Show. Jan. 28-Feb. 4. C. R. Jones, Stock Yards, Denver. Greeley-Weld Co. Jr. Fair. Aug. 17-18. C. O. Staver. Hayden-Routt Co. Fair Assn. Sept. 13-14. A. E. Erwin. Hotchkiss-Delta Co. Fair Assn. Sept. 13-14. George S. Boller. Kremmling-Grand Co. Fair. Sept. 14-17. Logansport-Northern Colo. Fair Assn. Aug. 23-25. T. G. Thompson. Montrose-Grand Valley Rodeo & Fair Assn. Sept. 9-12. R. A. Miller. Pueblo-Corralito State Fair. Aug. 25-Sept. 3. Frank H. Meena, mgr. Rocky Ford-Arkansas Valley Expo. & Fair Assn. Aug. 31-Sept. 3. Carl Hoffer. Sterling-Larson Co. Fair. Aug. 24-26. Wm. J. Truitt, mgr.; Logan H. Smith, secy. Yuma-Yuma Co. Fair & Rodeo. Aug. 18-22.

Connecticut - Bethelham-Bethelham Fair Soc. Sept. 3 (carnival nights Aug. 31-Sept. 3). Rita M. Butler, Watertown, Conn. Brooklyn-Windsor Co. Agril. Soc. Sept. 20-22. Walter O. Bruce, Danbury, Conn. Cannondale-Canaan Orange Fair. Sept. 10. O. Evans Hubbard, Wilton, Conn. Chaplin-Natchaug Orange Fair Assn. Sept. 10. Helen M. Weeks, N. Windham, Conn. Chester-Chester Fair Assn. Sept. 30. Clarence F. Spencer. Danbury-Danbury Fair. Oct. 1-4. O. M. Neville. Durham-Durham Agril. Fair Assn. Oct. 5-6. John A. Jackson. Goshen-Goshen Agril. Soc. Sept. 5. Louise W. Blacklee. Guilford-Guilford Agril. Soc. Sept. 28. Marie E. Orisford. Haddam-Haddam Neck Fair Assn. Sept. 3. Leonard J. Selden, E. Hamden, Conn. Hamberg-Lyme Orange Fair Assn. Aug. 31. Curtis D. Clifford, R. P. D. 1, Old Lyme, Conn. Hamden-Hamden Agril. Soc. Oct. 1. Louis L. Campbell, mgr., R. P. D. 2, Box 244, Torrington. Hazardville-Union Agril. Soc. Sept. 23. R. R. Grant, Meriden, Conn. Meriden-Meriden Orange Fair. Sept. 16-17. Mrs. J. E. Megowan. North Stonington-North Stonington Orange Fair Assn. Sept. 18-19. Edna M. Cook. North Stonington-New London Co. 4-H Fair. Aug. 19-20. Marjorie Lord, N. Franklin. Norwinton-Newinch Orange Fair. Sept. 16-17. Dorothy W. Concklin. Plainville-Plainville Orange Fair (Indoors). Wm. Henry Wood, Plainville. Riverton-Silverton Fair. Oct. 12. H. P. Deuing, Winsted, Conn. Terryville-Terryville Fair. Sept. 24. Marion C. Melrose, Plymouth, Conn. Waterbury-Waterbury Fair. Near Waterbury. Sept. 10. M. E. Fitzmont. West Avon-Hartford Co. 4-H Fair Assn. Sept. 3. Helen Carlson, E. Hartford. Woodstock-Woodstock Agril. Soc. Sept. 13-14. Freeman R. Nelson, Pomfret Center, Conn. DISTRICTS - Harrington-Kent & Sussex Fair Assn. July 26-30. Ernest Baughly. Live Oak-Suwannee Co. Fair. Nov. 7-12. Louise C. Wrenworth. Pensacola-Pensacola Interstate Fair Assn. Oct. 1-7. John E. Frenkel. Perry-Taylor Co. Fair Assn. Nov. 8-12. J. E. Powell. Tampa-Pa. Fair & Pan-American Expo. Jan. 31-Feb. 8. P. T. Strider.

Georgia - Adel-Cook Co. Fair. Sept. --. James T. Dampier. Americus-Semler Co. Fair Assn. Week of Nov. 7. John E. Jones. Albany-Southeastern Fair. Oct. 2-9. Virgil Meigs. Albany-American Legion Fair. Oct. 17-22. W. A. Hodgson. Baldwin-Baldwin Co. Fair. Oct. 10-15. T. E. Rich. Columbus-Chattahoochee Valley Expo. Oct. 10-15. Felix L. Jenkins. Conyers-Rockdale Co. Legion Fair. Oct. 17-22. L. O. Summers, mgr. Connington-Newton Co. Fair. Early in Oct. Henry Deum. Dallas-Paulding Co. Fair Assn. Between Oct. 1-5. W. P. Kincaid. Dawson-Southeastern Peanut Festival. Oct. 28-31. W. B. Johnson. Dublin-Oceanic Fair Assn. Oct. 3-5. Effie M. Lumpkin. Dublin-Laurens Co. Fair, American Legion. Oct. 10-15. Chas. A. Hodges, Commander. Elberton-Dodge Co. American Legion Fair. Week of Oct. 11. L. Bush. Elberton-Elberton Fair. Oct. 15-18. I. V. Hales. Elberton-Elberton Co. Colored Fair Assn. Oct. 4-8. Lee Roy Dooty. Fitzgerald-Ben Hill Co. Fair. Oct. --. Homer Waters. Gainesville-Gainesville Fair. Sept. 25-Oct. 1. I. V. Hales, Elberton, Ga. Hartsfield-Pulaski Co. Fair Assn. Oct. 24-28. Miss Elmer McSatcher. Lawrenceville-Gwinnet Agril. Ind. Fair. Probably Oct. P. V. Kelley. Meron-Georgia State Expo. Oct. 17-22. E. Ross Jordan. Milledgeville-Tri-Co. Fair Assn. Sept. 28-30. Oct. 1. Wesley Griffith. Marietta-Cobb Co. Fair Assn. Sept. 29-Oct. 1. I. J. Langley. Milledgeville-Middle Co. Fair Assn. Oct. 4-8. Lee Roy Dooty. Newnan-Owens Co. Fair, American Legion. Sept. 26-Oct. 1. R. S. Alexander. Quitman-Brooks Co. Fair Assn. Week of November 7. Frank Benson.

Florida - Live Oak-Suwannee Co. Fair. Nov. 7-12. Louise C. Wrenworth. Pensacola-Pensacola Interstate Fair Assn. Oct. 1-7. John E. Frenkel. Perry-Taylor Co. Fair Assn. Nov. 8-12. J. E. Powell. Tampa-Pa. Fair & Pan-American Expo. Jan. 31-Feb. 8. P. T. Strider. GEORGIA - Adel-Cook Co. Fair. Sept. --. James T. Dampier. Americus-Semler Co. Fair Assn. Week of Nov. 7. John E. Jones. Albany-Southeastern Fair. Oct. 2-9. Virgil Meigs. Albany-American Legion Fair. Oct. 17-22. W. A. Hodgson. Baldwin-Baldwin Co. Fair. Oct. 10-15. T. E. Rich. Columbus-Chattahoochee Valley Expo. Oct. 10-15. Felix L. Jenkins. Conyers-Rockdale Co. Legion Fair. Oct. 17-22. L. O. Summers, mgr. Connington-Newton Co. Fair. Early in Oct. Henry Deum. Dallas-Paulding Co. Fair Assn. Between Oct. 1-5. W. P. Kincaid. Dawson-Southeastern Peanut Festival. Oct. 28-31. W. B. Johnson. Dublin-Oceanic Fair Assn. Oct. 3-5. Effie M. Lumpkin. Dublin-Laurens Co. Fair, American Legion. Oct. 10-15. Chas. A. Hodges, Commander. Elberton-Dodge Co. American Legion Fair. Week of Oct. 11. L. Bush. Elberton-Elberton Fair. Oct. 15-18. I. V. Hales. Elberton-Elberton Co. Colored Fair Assn. Oct. 4-8. Lee Roy Dooty. Fitzgerald-Ben Hill Co. Fair. Oct. --. Homer Waters. Gainesville-Gainesville Fair. Sept. 25-Oct. 1. I. V. Hales, Elberton, Ga. Hartsfield-Pulaski Co. Fair Assn. Oct. 24-28. Miss Elmer McSatcher. Lawrenceville-Gwinnet Agril. Ind. Fair. Probably Oct. P. V. Kelley. Meron-Georgia State Expo. Oct. 17-22. E. Ross Jordan. Milledgeville-Tri-Co. Fair Assn. Sept. 28-30. Oct. 1. Wesley Griffith. Marietta-Cobb Co. Fair Assn. Sept. 29-Oct. 1. I. J. Langley. Milledgeville-Middle Co. Fair Assn. Oct. 4-8. Lee Roy Dooty. Newnan-Owens Co. Fair, American Legion. Sept. 26-Oct. 1. R. S. Alexander. Quitman-Brooks Co. Fair Assn. Week of November 7. Frank Benson.

Idaho - Boise-Floyd Co. Fair. Sept. 19-24. J. L. Shorsy. Sandersville-Washington Co. Fair. Oct. 19-22. O. S. Chapman. Sumnerville-Gnatsoga Co. Fair Assn. Oct. 27. O. J. Eppy. Swainville-Idaho Co. Fair. Week of Oct. 7. R. E. Roundtree. Tilton-Tobacco Belt Fair. Oct. 11-15. A. B. Phillips. Valdivia-South Georgia Fair. Nov. 9-12. H. K. Wilkinson. GERMANY - Leipzig-Leipzig Trade Fair. Aug. 23-Sept. 1. IDAHO - Blackfoot-Eastern Idaho Dist. Fair. Sept. 20-23. Eric Sandquist. Boise-Western Idaho State Fair. Aug. 23-27. C. D. Rankin. Burley-Catawa. Fair Assn. Aug. 21-Sept. 3. J. P. Mahoney, Declo, Idaho. Caldwell-Southwest Idaho 4-H Club Dist. Fair. Aug. 18-20. Chas. Laurensen. Elgin-Twin Falls Co. Fair & Rodeo. Sept. 1-5. Thomas Park. Gooding-Gooding Co. Fair. Aug. 29-31. C. L. Mink. Nampa-Nampa Harvest Festival Assn. July 14-16. E. W. Blasing. Pocatello-Bannock Co. Fair. Sept. 15-17. E. D. Baker. Preston-Franklin Co. Fair & Round-Up. Aug. 18-20. Angus Condie. Sandpoint-Sonner Co. Fair Assn. Sept. 11-17 (tentative). Ralph E. Knight. ILLINOIS - Albia-Edwards Co. Fair Assn. Aug. 9-13. Lyman Denton, Kiley, Ill. Alton-Mercer Co. Agril. Soc. Aug. 27-27. W. W. Warrick. Anna-Anna Fair. Aug. 23-27. J. P. Norris. Antioch-Antioch Co. Fair. Aug. 23-27. Mrs. R. McGuire, Lake Villa, Ill. Arbia-Arbia Home-Coming Fair. July 25-30. E. S. S. Monahan. Ashley-Washington Co. Fair Assn. July 13-16. O. F. Speer. Arthur-Arthur Moultrie-Douglas Co. Fair. Aug. 9-13. H. E. Hood. Augusta-Augusta Community Live-Stock Assn. Aug. 9-11. Ross L. Clark. Belvidere-Belvidere Co. Agril. Soc. Aug. 23-27. Roy E. Moss. Benton-Franklin Co. Fair. Aug. 3-5. Harry W. Nolen. Bloomington-McLean Co. Fair. Aug. 9-11. Lloyd D. Graham. Breese-Chilton Co. Agril. Fair Assn. Aug. 24-25. A. W. Grans. Bridgeport-Lawrence Co. Fair. Aug. 29-Sept. 1. E. S. S. Monahan. Brownstown-Payette Co. Fair Assn. Sept. 4-10. L. A. Tador. Cambridge-Henry Co. Fair. Aug. 9-12. George W. Rogers. Carlinville-Macoupin Co. Fair. Aug. 9-13. Wayne Morgan. Carmi-White Co. Fair Assn. Aug. 16-19. Max Endicott. Carrolton-Greene Co. Fair Assn. July 18-22. H. C. Beal, R. F. D. 1-7. Chicago-Chicago. Deon-Lee Co. Fair & Horse Show. Aug. 26-28. C. R. Leske. Du Quoin-Du Quoin State Fair Assn. Sept. 5-10. H. E. Strong. Elgin-Kane Co. Agril. Soc. Aug. 22-24. E. C. Zentgraf. Fairbury-Fairbury Fair. Aug. 24-27. George H. Decker. Fairfield-Wayne Co. Fair Assn. Aug. 24-27. J. F. Schaefer. Fairview-Fairview Co. Fair. Aug. 10-13. John E. Cass, pres. Farmer City-Farmer City Fair Assn. July 31-Aug. 5. Slim Wilson. Golconda-Pope Co. Fair. July 26-29. Phillip Sell, H. Godwin. Greenup-Greene-Cumberland Co. Fair. Aug. 3-13. Pres. Jennine. Harrisburg-Saline Co. Agril. Assn. July 25-30. W. V. Rathbone, secy.; Arthur Frank, gen. mgr. Hartsville-Marshall Putnam Fair. Sept. 8-9. R. E. Monier, Sparkland, Ill. Highland-Madison Co. Fair. Aug. 23-Sept. 2. Harold W. Hossman. Industry-McDonough Co. Agril. Soc. Aug. 10-14. J. L. Zentgraf. Jacksonville-Morgan Co. Breeders Fair Assn. Aug. 23-28. Roy E. Welch. Jerseyville-Jersey Co. Fair Assn. Sept. 3-4. Bill Ryan, Box 346, Springfield. Kaskaskia-Kaskaskie Co. Agril. Soc. Aug. 23-26. G. T. Swain. Knoxville-Knox Co. Fair. Aug. 2-5. Hilding L. Johnson, Galesburg, Ill. La Fayette-La Fayette Horse & Fair Assn. Aug. 24-26. A. K. Kaser. Lexington-Pulaski Co. Fair Assn. Aug. 9-12. E. C. Gillam. Lincoln-Logan Co. Fair Assn. Aug. 9-12. Wilbur E. Layman. McLeansboro-McLeansboro Fair Assn. July 4-9. H. Mead. Marion-Williamson Co. Agril. Assn. Aug. 30-Sept. 2. Ray Miller. Marshall-Marshall Community Fair. Sept. 7-10. Chas. Blundell, Jr. Mascoutah-Grundy Co. Fair Assn. Sept. 2-3. Walter Carter. Melvin-Melvin Community Fair. Sept. 7-10. R. M. Otto. Mendota-La Salle Co. Agril. Soc. Aug. 9-11. Ed G. Turner. Metropolis-Massac Co. Agril. Soc. Sept. 13-17. T. E. McCartney. Millfork-Trogonis Co. Agril. Soc. Aug. 24-26. A. L. Hixson. Modesto-McDonough Co. Agril. Fair. Sept. 12-14. Ed G. Turner. Moline-Rock Island Co. Agril. Soc. Sept. 8-9. Halsey Miles, Cordova, Ill. Monticello-Piatt Co. Fair Assn. Aug. 29-Sept. 2. C. R. Cobble. Mount Airy-Central Agril. Soc. Central Agril. Soc. Aug. 30-Sept. 2. S. M. Dearinger. Mount Carmel-Wabash Co. Fair & Agril. Soc. Aug. 23-25. Pete Harvath.

Indiana - Akron-Akron Agril. Fair. Sept. 14-17. E. A. Wren. Anderson-Anderson Free Fair Assn. July 6-9. Earl J. McCaree. Aurora-Aurora Farmers' Fair Assn. Sept. 10-Oct. 1. Earl H. Green. Blandford-Blandford, Farm Fair Assn. Aug. 9-12. O. L. Barr. Bluffton-Bluffton Free Street Fair Assn. Sept. 27-Oct. 1. Carl Helms. Boonville-Boonville Fair Assn. Aug. 1-4. Albert C. Derr. Brownstown-Crawford Co. Fair Assn. July 1-4. Robert A. Lynch. Bourbon-Bourbon Fair Assn. Sept. 20-23. M. M. Beck. Brookville-Franklin Co. Fair. July 24-26. Earl Portion. Cayuga-Vermillion Co. Fair Assn. Aug. 18-19. V. M. Asbury, Newport, Ind. Chalmers-Chalmers Horse Show & 4-H Club Fair. Aug. 18-20. J. A. Carroll. Clinton-Fair Festival. Aug. 11-13. E. A. Carson. Columbus-Bartholomew Co. Fair Assn. July 19-22. P. M. Overstreet. Connersville-Payette Co. Free Fair. Aug. 15-19. J. L. Kennedy. Converse-Adams Co. Agril. Assn. Sept. 13-16. E. W. Warrick. Corydon-Harrison Co. Agril. Soc. Aug. 22-26. Dr. L. B. Wolfe. Covington-Covington Free Fair. Aug. 23-27. George P. Schwinn. Crawfordsville-Montgomery Co. Fair. Aug. 22-24. Ward McClelland. Crown Point-Lake Co. Agril. Soc. Aug. 16-20. George H. Nettes. Elkhart-Elkhart Twp. Fair Assn. Aug. 23-27. W. L. Toney. Fairmount-Grant Co. Agril. Fair. Aug. 31-Sept. 1. John R. Little. Fairview-Schwartz and Ohio Co. Fair Assn. Sept. 15-17. Walter Lee, pres. Fairview-Allen Co. Fair. July 25-31. Don W. Long. Frankfort-Clinton Co. Fair Assn. Aug. 14-19. Will G. Ross. Franklin-Johnson Co. Free Fair. July 12-16. Neil H. Godwin. French Lick-Farmers' Fall Festival. Aug. 23-27. Clarence Mill. Goshen-Ekharth Co. Fair. Aug. 20-Sept. 3. Wallace C. Massey. Greencastle-Greene Show & 4-H Club Fair. Aug. 18-20. Eugene Akers. Greenwood-Hancock Co. Agril. Assn. Aug. 22-25. Bert Swain. Hartford City-Farmers & Merchants Agril. Assn. Sept. 20-24. Ross Daugherty. Indianapolis-Bohlo Co. Fair. Aug. 8-13. J. F. Overbeck. Indianapolis-Indiana State Fair. Sept. 3-9. Harry O. Templeton, mgr. Indianapolis - Indianapolis Colored Fair. July 28-30. Albert Neuberger. 4461 E. 10th St. Jaccoville-Tri-County Fair Assn. Aug. 14-20. Ivan Conder. Kendallville-Noble Co. Fair. Aug. 15-19. Aug. 24-27. Eugene Akers. Kenland-Newton Co. Fair Assn. Sept. 13-16. A. M. Schuh. Kingman-Kingman Community Fair. Aug. 10-12. E. P. Moore. Linton-Linton Co. Fair Assn. Aug. 23-27. A. L. Trice. Ladoga-Ladoga Fair. Aug. 10-13. Omer Himes. Lawrenceburg-Deaerborn Co. Fair. July 25-28. Leonard Heag. Lawrenceburg-Cass Co. Fair Assn. July 24-28. Babe Thomas. Lyons-Lyons Fair & Stock Show. Sept. 14-17. Tex Edwards. Mena-Mena Community Fair Assn. Aug. 24-27. Eugene Akers. Millard-American Legion Fair. Aug. 10-13. Eugene W. Pelkner. Montpelier-Montpelier Speed Assn. July 30-32. H. L. Kelley. Mount Carmel-Fair. July 31-Aug. 5. F. J. Claypool. North Vernon-Jennings Co. Fair. July 15-19. S. B. Berkshire. Ocedo-Ripley Co. Fair. Aug. 2-6. H. L. K. O. Orland-Jay Co. Fair Assn. Aug. 8-13. M. S. Akrom. Princeton-Cibola Co. Fair Assn. Aug. 29-Sept. 2. H. W. Reinhart.

Illinois - Albia-Edwards Co. Fair Assn. Aug. 9-13. Lyman Denton, Kiley, Ill. Alton-Mercer Co. Agril. Soc. Aug. 27-27. W. W. Warrick. Anna-Anna Fair. Aug. 23-27. J. P. Norris. Antioch-Antioch Co. Fair. Aug. 23-27. Mrs. R. McGuire, Lake Villa, Ill. Arbia-Arbia Home-Coming Fair. July 25-30. E. S. S. Monahan. Ashley-Washington Co. Fair Assn. July 13-16. O. F. Speer. Arthur-Arthur Moultrie-Douglas Co. Fair. Aug. 9-13. H. E. Hood. Augusta-Augusta Community Live-Stock Assn. Aug. 9-11. Ross L. Clark. Belvidere-Belvidere Co. Agril. Soc. Aug. 23-27. Roy E. Moss. Benton-Franklin Co. Fair. Aug. 3-5. Harry W. Nolen. Bloomington-McLean Co. Fair. Aug. 9-11. Lloyd D. Graham. Breese-Chilton Co. Agril. Fair Assn. Aug. 24-25. A. W. Grans. Bridgeport-Lawrence Co. Fair. Aug. 29-Sept. 1. E. S. S. Monahan. Brownstown-Payette Co. Fair Assn. Sept. 4-10. L. A. Tador. Cambridge-Henry Co. Fair. Aug. 9-12. George W. Rogers. Carlinville-Macoupin Co. Fair. Aug. 9-13. Wayne Morgan. Carmi-White Co. Fair Assn. Aug. 16-19. Max Endicott. Carrolton-Greene Co. Fair Assn. July 18-22. H. C. Beal, R. F. D. 1-7. Chicago-Chicago. Deon-Lee Co. Fair & Horse Show. Aug. 26-28. C. R. Leske. Du Quoin-Du Quoin State Fair Assn. Sept. 5-10. H. E. Strong. Elgin-Kane Co. Agril. Soc. Aug. 22-24. E. C. Zentgraf. Fairbury-Fairbury Fair. Aug. 24-27. George H. Decker. Fairfield-Wayne Co. Fair Assn. Aug. 24-27. J. F. Schaefer. Fairview-Fairview Co. Fair. Aug. 10-13. John E. Cass, pres. Farmer City-Farmer City Fair Assn. July 31-Aug. 5. Slim Wilson. Golconda-Pope Co. Fair. July 26-29. Phillip Sell, H. Godwin. Greenup-Greene-Cumberland Co. Fair. Aug. 3-13. Pres. Jennine. Harrisburg-Saline Co. Agril. Assn. July 25-30. W. V. Rathbone, secy.; Arthur Frank, gen. mgr. Hartsville-Marshall Putnam Fair. Sept. 8-9. R. E. Monier, Sparkland, Ill. Highland-Madison Co. Fair. Aug. 23-Sept. 2. Harold W. Hossman. Industry-McDonough Co. Agril. Soc. Aug. 10-14. J. L. Zentgraf. Jacksonville-Morgan Co. Breeders Fair Assn. Aug. 23-28. Roy E. Welch. Jerseyville-Jersey Co. Fair Assn. Sept. 3-4. Bill Ryan, Box 346, Springfield. Kaskaskia-Kaskaskie Co. Agril. Soc. Aug. 23-26. G. T. Swain. Knoxville-Knox Co. Fair. Aug. 2-5. Hilding L. Johnson, Galesburg, Ill. La Fayette-La Fayette Horse & Fair Assn. Aug. 24-26. A. K. Kaser. Lexington-Pulaski Co. Fair Assn. Aug. 9-12. E. C. Gillam. Lincoln-Logan Co. Fair Assn. Aug. 9-12. Wilbur E. Layman. McLeansboro-McLeansboro Fair Assn. July 4-9. H. Mead. Marion-Williamson Co. Agril. Assn. Aug. 30-Sept. 2. Ray Miller. Marshall-Marshall Community Fair. Sept. 7-10. Chas. Blundell, Jr. Mascoutah-Grundy Co. Fair Assn. Sept. 2-3. Walter Carter. Melvin-Melvin Community Fair. Sept. 7-10. R. M. Otto. Mendota-La Salle Co. Agril. Soc. Aug. 9-11. Ed G. Turner. Metropolis-Massac Co. Agril. Soc. Sept. 13-17. T. E. McCartney. Millfork-Trogonis Co. Agril. Soc. Aug. 24-26. A. L. Hixson. Modesto-McDonough Co. Agril. Fair. Sept. 12-14. Ed G. Turner. Moline-Rock Island Co. Agril. Soc. Sept. 8-9. Halsey Miles, Cordova, Ill. Monticello-Piatt Co. Fair Assn. Aug. 29-Sept. 2. C. R. Cobble. Mount Airy-Central Agril. Soc. Central Agril. Soc. Aug. 30-Sept. 2. S. M. Dearinger. Mount Carmel-Wabash Co. Fair & Agril. Soc. Aug. 23-25. Pete Harvath.

Indiana - Akron-Akron Agril. Fair. Sept. 14-17. E. A. Wren. Anderson-Anderson Free Fair Assn. July 6-9. Earl J. McCaree. Aurora-Aurora Farmers' Fair Assn. Sept. 10-Oct. 1. Earl H. Green. Blandford-Blandford, Farm Fair Assn. Aug. 9-12. O. L. Barr. Bluffton-Bluffton Free Street Fair Assn. Sept. 27-Oct. 1. Carl Helms. Boonville-Boonville Fair Assn. Aug. 1-4. Albert C. Derr. Brownstown-Crawford Co. Fair Assn. July 1-4. Robert A. Lynch. Bourbon-Bourbon Fair Assn. Sept. 20-23. M. M. Beck. Brookville-Franklin Co. Fair. July 24-26. Earl Portion. Cayuga-Vermillion Co. Fair Assn. Aug. 18-19. V. M. Asbury, Newport, Ind. Chalmers-Chalmers Horse Show & 4-H Club Fair. Aug. 18-20. J. A. Carroll. Clinton-Fair Festival. Aug. 11-13. E. A. Carson. Columbus-Bartholomew Co. Fair Assn. July 19-22. P. M. Overstreet. Connersville-Payette Co. Free Fair. Aug. 15-19. J. L. Kennedy. Converse-Adams Co. Agril. Assn. Sept. 13-16. E. W. Warrick. Corydon-Harrison Co. Agril. Soc. Aug. 22-26. Dr. L. B. Wolfe. Covington-Covington Free Fair. Aug. 23-27. George P. Schwinn. Crawfordsville-Montgomery Co. Fair. Aug. 22-24. Ward McClelland. Crown Point-Lake Co. Agril. Soc. Aug. 16-20. George H. Nettes. Elkhart-Elkhart Twp. Fair Assn. Aug. 23-27. W. L. Toney. Fairmount-Grant Co. Agril. Fair. Aug. 31-Sept. 1. John R. Little. Fairview-Schwartz and Ohio Co. Fair Assn. Sept. 15-17. Walter Lee, pres. Fairview-Allen Co. Fair. July 25-31. Don W. Long. Frankfort-Clinton Co. Fair Assn. Aug. 14-19. Will G. Ross. Franklin-Johnson Co. Free Fair. July 12-16. Neil H. Godwin. French Lick-Farmers' Fall Festival. Aug. 23-27. Clarence Mill. Goshen-Ekharth Co. Fair. Aug. 20-Sept. 3. Wallace C. Massey. Greencastle-Greene Show & 4-H Club Fair. Aug. 18-20. Eugene Akers. Greenwood-Hancock Co. Agril. Assn. Aug. 22-25. Bert Swain. Hartford City-Farmers & Merchants Agril. Assn. Sept. 20-24. Ross Daugherty. Indianapolis-Bohlo Co. Fair. Aug. 8-13. J. F. Overbeck. Indianapolis-Indiana State Fair. Sept. 3-9. Harry O. Templeton, mgr. Indianapolis - Indianapolis Colored Fair. July 28-30. Albert Neuberger. 4461 E. 10th St. Jaccoville-Tri-County Fair Assn. Aug. 14-20. Ivan Conder. Kendallville-Noble Co. Fair. Aug. 15-19. Aug. 24-27. Eugene Akers. Kenland-Newton Co. Fair Assn. Sept. 13-16. A. M. Schuh. Kingman-Kingman Community Fair. Aug. 10-12. E. P. Moore. Linton-Linton Co. Fair Assn. Aug. 23-27. A. L. Trice. Ladoga-Ladoga Fair. Aug. 10-13. Omer Himes. Lawrenceburg-Deaerborn Co. Fair. July 25-28. Leonard Heag. Lawrenceburg-Cass Co. Fair Assn. July 24-28. Babe Thomas. Lyons-Lyons Fair & Stock Show. Sept. 14-17. Tex Edwards. Mena-Mena Community Fair Assn. Aug. 24-27. Eugene Akers. Millard-American Legion Fair. Aug. 10-13. Eugene W. Pelkner. Montpelier-Montpelier Speed Assn. July 30-32. H. L. Kelley. Mount Carmel-Fair. July 31-Aug. 5. F. J. Claypool. North Vernon-Jennings Co. Fair. July 15-19. S. B. Berkshire. Ocedo-Ripley Co. Fair. Aug. 2-6. H. L. K. O. Orland-Jay Co. Fair Assn. Aug. 8-13. M. S. Akrom. Princeton-Cibola Co. Fair Assn. Aug. 29-Sept. 2. H. W. Reinhart.

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Mount Sterling-Brown Co. Fair. Aug. 3-4. Walter Manby. Mount Vernon-Mt. Vernon State Fair Assn. Sept. 12-17. Joe Marquis. Murphysboro-Murphysboro Co. Fair Assn. June 30-July 3. Mrs. Jack Stump, Pinesville. Newman-Newman Fair Assn. Aug. 18-20. J. H. Graham. Newton-Jasper Co. Fair. July 18-22. V. A. Jones. Olney-Hickland Co. Fair Assn. Sept. 5-10. A. C. Roberts. Oregon-Ogle Co. Fair. Sept. 3-5. Ed Landers. Parkersburg-Co. Agril. Assn. Aug. 31-26. C. S. Hunter. Peatonville-Winnetago Co. Fair Assn. Aug. 18-21. Everett James. Peosco-Will Co. Fair Assn. Aug. 30-Sept. 1. Milton F. Koster. Petersburg-Menard Co. Agril. Fair. Sept. 7-9. Lloyd W. Chalcraft. Pontiac-Livestock Co. Agril. Soc. Aug. 10-11. Mrs. Jennie Hansen. Potosi-Scott Co. Agril. Soc. Aug. 9-12. J. W. Stump. Princeton-Bureau Co. Agril. Assn. Aug. 30-Sept. 1. G. P. Selbel. Roseville-Warren Co. Fair. Aug. 23-26. E. H. R. Spahr. St. Joseph-Champaign Co. Fair. Aug. 23-26. Everett R. Peters. Salem-Marion Co. Agril. Soc. Sept. 29-Oct. 1. Fred J. Blackburn. Samburg-Samburg Fair Assn. Sept. 7-9. C. L. Elinson. Shawneetown-Shawneetown Fair. Week of Sept. 19. H. Mead, McLeansboro, Ill. Sparta-Handolph Co. Fair Assn. July 24-28. E. Beevy. Springfield-Illinois State Fair. Aug. 13-21. E. E. Irwin, gen. mgr. Stronghurst-Henderson Co. Fair Assn. Sept. 7-9. Ralph Butler. Taylorville-Taylor Co. Agril. Fair Assn. July 24-29. C. C. Hamler. Vienna-Johnson Co. Fair. Aug. 14-19. George Oray. Warren-Warren Fair. Aug. 24-

Spencer—Jasper Co. Fair. Aug. 30-Sept. 2.
 George M. Reed.
 Reynolds—Reynolds Fair. Sept. 7-10. Albert Geter.
 Rockport—Spencer Co. Fair Assn. July 27-30. E. J. Pelt.
 Rockville—Parke Co. Fair Assn. Aug. 30-Sept. 3.
 Rushville—American Legion Free Fair. Aug. 1-6. F. E. Hinckman.
 Searsville—Wayne Co. Fair Assn. Aug. 9-12. Fred L. Jonez.
 Sheridan—Sheridan Free Fair. Aug. 24-27. Tom L. Baker.
 South Bend—Michiana States Fair Assn. Aug. 1-7. M. D. Drost.
 Summit—American Legion Fair. Sept. 9-10. E. W. Howrey.
 Terre Haute—Vigo Co. Agri. Assn. Aug. 27-Sept. 1. Paul Josch.
 Tipton—Thorton Fall Fair & Festival. Sept. 15-17. H. B. Spencer.
 Wanamaker—Marion Co. Fair. Aug. 2-4. Harry C. Roberts.
 Warsaw—Kosciusko Co. Fair Assn. Sept. 27-Oct. 1. C. H. Tontz.
 Washington—Graham Farms Fair Assn. Aug. 20-Sept. 1. Leo J. Hoedling.

IOWA

Ackley—Four County Fair. Nov. 10-21. Martin J. Hyken.
 Adel—Dallas Co. Fair. Aug. 22-24. Roger W. Leitch.
 Albia—Monroe Co. Agri. Assn. Aug. 22-25. Mrs. Bejo Ewart.
 Alton—Kossuth Co. Agri. Assn. Sept. 5-6. E. L. Vincent.
 Anson—Butler Co. Fair. Sept. 5-8. C. H. Wild.
 Alta—Buena Vista Co. Agri. Soc. Aug. 18-19. C. Jay Balza.
 Atlantic—Cass Co. Agri. Show. Aug. 17-19. Eleanor Feltner.
 Audubon—Audubon Co. Fair. Sept. 12-16. W. G. Wilson.
 Aurora—Aurora Agri. Soc. Aug. 30-Sept. 1. E. D. Matteson, Lament, Ia.
 Avoca—Pottawattami Co. Fair Assn. Aug. 17-20. R. P. McKinley.
 Bedford—Taylor Co. Fair Assn. Aug. 9-13. James Sailer.
 Bloomfield—Davis Co. Fair. Aug. 14-19. I. O. Jenkins.
 Boone—Boone Co. Achievement Show. Aug. 22-24. C. E. Judd.
 Burlington—Burlington Tri-State Fair. Aug. 7-13. A. L. Rikkin.
 Cedar Rapids—All Iowa Fair. Sept. 4-9. C. D. Johnson.
 Central City—Wapello Valley Fair Assn. Aug. 4-7. P. O. Satter.
 Clarinda—Page Co. Agri. Fair. Aug. 11-12. C. B. Strom.
 Clay—Clay Co. Fair. Aug. 22-24. E. J. Morrissey, pres. Valeria Is.
 Columbus Junction—Linn Co. Fair. Aug. 16-19. F. H. Wiegner.
 Coon Rapids—Fremont County Fair. Sept. 24-29. A. M. Schablin.
 Council—Adams Co. Fair Assn. Aug. 22-26. A. L. Gauthier.
 Corydon—Wayne Co. Fair. Aug. 21-24. R. B. Jantz.
 Decorah—Howard Co. Fair. Aug. 20-Sept. 1. J. G. Meyer.
 Davenport—Miss Valley Fair & Expo. Aug. 14-28. H. W. Power.
 Decatur—Winnebago Co. Fair. Aug. 17-20. H. R. Pearson.
 Derby—Derby District Agri. Assn. Sept. 5-8. O. W. Norris.
 Des Moines—Iowa Centennial State Fair & Expo. Aug. 24-Sept. 2. A. R. Corey.
 Des Moines—Des Moines Co. Fair Assn. Aug. 24-27. W. A. Krehl.
 Eagle Grove—Eagle Grove Dist. Jr. Fair. Aug. 22-24. John Dochow.
 Elgin—Wapello Co. Agri. Fair. Assn. Aug. 22-25. L. W. Hall.
 Elkhart—Hardin Co. Agri. Soc. Aug. 9-12. C. W. Haase.
 Elkhart—Elkhart Fair. Sept. 2-5. Lea Oelke.
 Emmetsburg—Palo Alto Co. Fair. Aug. 17-19. E. E. Barron.
 Fayette—Fayette Co. Fair Assn. Sept. 2-4. L. M. Rock.
 Fest Dodge—National Beef Cattle Show. Sept. 4-9. S. P. Stump.
 Gering—Hancock Co. Achievement Show. Aug. 22-23. T. C. Peterson.
 Greenfield—Adair Co. Fair. Sept. 12-15. T. Howe.
 Grundy Center—Grundy Co. Fair Assn. Sept. 4-9. C. S. Macy.
 Guthrie Center—Guthrie Co. Agri. Assn. Sept. 12-13. M. J. Hennan.
 Hampton—Franklin Co. Fair Assn. Aug. 22-25. Glenn D. Craighton.
 Harlan—Shelby Co. Fair Assn. Aug. 22-25. H. L. Miesker.
 Humboldt—Humboldt Co. Fair. Aug. 29-Sept. 1. Oils Nelson, pres.
 Independence—Buchanan Co. Fair. Aug. 16-19. W. J. Campbell, Jessup, Ia.
 Indianola—Warren Co. Fair. Aug. 15-20. Victor Felter.
 Iowa Falls—Central Iowa Agri. Assn. Sept. 21-22. Chas. H. Benedict.
 Keosauqua—Van Buren Co. Fair. Aug. 9-13. Arthur J. Seccor.
 Knoxville—Marion Co. Fair Assn. Aug. 20-22. C. E. Berry.
 Lorimer—Lorimer Agri. Fair. Aug. 22-25. W. L. Means.
 Manchester—Delaware Co. Fair. Aug. 30-Sept. 2. F. W. Williams.
 Mason—Calhoun Co. Fair. Sept. 1-4. W. L. Wheeler.
 Marshalltown—Central Iowa Fair. Sept. 11-16. E. B. Gubben.
 Mason City—North Iowa Fair. Aug. 14-19. E. D. Mohrweith.
 Mount Pleasant—Jones Co. Fair Assn. Aug. 22-26. T. J. George.
 Missouri Valley—Harrison Co. Fair. Assn. Sept. 4-9. Frank C. Burke.
 Mount Vernon—Woodbury Co. Fair Assn. Aug. 30-Sept. 2. Verne Carrel.
 Nashua—Big 4 Fair Assn. Aug. 22-26. Norton Bloom.
 National—Clayton Co. Agri. Soc. Aug. 26-28. L. L. Ica, Arvada, Ia.
 Northwood—Worth Co. Fair Soc. Aug. 11-17. R. T. Nelson.
 Onawa—Monroe Co. Fair. Aug. 18-19. Sanford Wallace.
 Orange City—Blount Co. Agri. Soc. Aug. 22-26. C. E. Stridland.
 Osage—Mitchell Co. Agri. Soc. Aug. 22-26. C. E. Jehl.
 Ottumwa—Southern Iowa Fair Assn. Sept. 3-8. Clyde Hanna, New Sharon, Ia.

Postville—Big Four Agri. Soc. Sept. 16-19. L. D. Walter.
 Rock Rapids—Lyon Co. Fair. Aug. 17-19. W. H. Sisterman.
 Rockwell City—Rockwell City Fair. Aug. 11-13. E. E. Trickett.
 Sac City—Sac Co. Fair Assn. Aug. 23-25. Chas. A. Hicke.
 Sheldon—O'Brien Co. 4-H Club Show. Aug. 18-19. M. G. Birlingham, Pringhar, Ia.
 Silas—Oceola Co. Fair. Sept. 6-9. Paul R. Nelson.
 Spencer—Clay Co. Fair Assn. Sept. 12-17. J. H. Peterson.
 Tipton—Cedar Co. Fair Assn. Aug. 9-12. C. S. Sells.
 Vinton—Benton Co. Fair. Aug. 11-13. James Green.
 Waterloo—Dairy Cattle Congress. Sept. 26-Oct. 2. K. S. Estel.
 Watkinson—Albion Co. Fair Assn. Sept. 6-9. A. M. Monerud, Harpers Ferry, Ia.
 Waverly—Bremer Co. Fair Assn. Aug. 20-22. W. P. Harva.
 Webster City—Hamilton Co. Expo. Sept. 5-9. L. L. Lytle.
 West Liberty—Union District Agri. Soc. Aug. 22-25. Ray Wuestenberg.
 West Union—Wayette Co. Fair. Aug. 22-26. Ed Bauer.
 What Cheer—Keokuk Co. Fair. Aug. 22-25. E. P. Lally.

KANSAS

Abilene—Central Kan. Free Fair. Sept. 27-30. Ivan Robinson.
 Allen—Northern Lyon Co. Fair Assn. Sept. 19-21. E. E. Edwards.
 Anthony—Anthony Fair Assn. July 18-22. C. P. Morrison.
 Auburn—Auburn Orange Fair. Oct. 1-4. Mrs. Ina Sellers.
 Barnes—Washington Co. Banner Fair. Sept. 18-20. D. Lynn Lyvers.
 Bellvue—Neosho Central Kan. Free Fair. Aug. 29-Sept. 2. Homer Alkire.
 Beloit—Beloit Co. Fair Assn. Sept. 6-10. J. E. Morris Jr.
 Berryton—Berryton Orange Fair. Sept. 1-3. E. W. Rogers, R. J. Topek.
 Big Spring—Douglas Co. Agri. & Livestock Fair Assn. Aug. 31-Sept. 3. Pete Bahnmaler, Leecompton, Kan.
 Bize Rapids—Marshall Co. Stock Show & Fair Assn. Sept. 22-29. H. C. Lathrop.
 Butler—Butler Community Fair. Oct. 27-29. J. A. Johnson.
 Eudora—Eastern Cowley Co. Fair Assn. Aug. 21-Sept. 3. Dr. E. E. Brooks.
 Irvington—Coffey Co. Free Fair. Aug. 8-12. John Redmond.
 Caldwell—Sumner Co. Fair Assn. Sept. 14-16. George W. Murray.
 Chanute—Neosho Co. Fair. Sept. 5-11. T. F. Morrison.
 Clinton—Gray Co. Fair Assn. Aug. 25-26. Charles S. Sturtevant.
 Clay Center—Clay Co. Free Fair Assn. Sept. 6-10. Floyd Shoaf.
 Coffeyville—McPherson Co. Fair Assn. Sept. 6-10. Albert Walker.
 Colby—Thomas Co. Fair Assn. Aug. 16-19. J. B. Kuska.
 Columbus—Cherokee Co. American Legion Free Fair. Aug. 22-27. Cooper Osterhout.
 Cozad—Cozad Co. Fair Assn. Aug. 22-24. O. L. Carl A. Bading.
 Council Grove—Morris Co. 4-H Club Fair. Aug. 24-25. D. Z. McCormick.
 Delphos—Ottawa Co. Fair (Rodeo). Aug. 11-14. F. W. Powell.
 Dighton—LeFlore Co. Free Fair. Aug. 17-19. R. C. Wheatcroft, mgr.
 Dodge City—Great Southwest Free Fair Assn. Sept. 5-10. Frank Dunkley.
 Effingham—Effingham Atchison Co. Fair. Aug. 18-19. Clarence Hogarty.
 Emporia—Greenwood Co. Agri. Assn. Aug. 2-5. Harrison Brookover.
 Garden City—Pleney Co. Fair. Oct. 6-7. Ben Grimsley.
 Garnett—Anderson Co. 4-H Fair Assn. Sept. 1-3. Fred L. Coleman.
 Girard—Girard Co. Fair Assn. Week of Aug. 22. Walter Jones.
 Glasco—Cloud Co. Fair. Aug. 31-Sept. 3. R. M. Sawhill.
 Goodland—Northwest Kansas District Free Fair. Aug. 22-26. H. R. Edmestill.
 Greensburg—Kiowa Co. Free Fair Assn. Aug. 21-Sept. 3. C. A. Cochran.
 Hardinge—Barber Co. Fair Assn. Aug. 20-Sept. 2. J. M. Mals.
 Harper—Harper Co. Agri. Fair Assn. Oct. 14-21. R. E. Dresser.
 Hartford—Hartford Co. Fair Assn. Sept. 22-24. W. K. Thomas.
 Haven—Community Fair Assn. Sept. 22-23. F. C. Tubey.
 Hill City—Graham Co. Free Fair. Aug. 24-26. Earl P. Stout, Studley, Kan.
 Holton—Holton Co. Fair Assn. Oct. 4-7. C. P. Ashcraft.
 Horton—Tri-County Fair Assn. Sept. 7-9. H. W. Wilson.
 Hutchinson—Kansas State Fair. Sept. 17-23. S. M. Mitchell.
 Independence—Montgomery Co. Farm Bureau Fair. Aug. 31-Sept. 3. Mrs. Guy Kidd.
 Iman—Iaman Community Fair. Oct. 21-22. Fred H. Schallis.
 Iola—Allen Co. Fair Assn. Aug. 29-Sept. 2. W. W. Reed.
 Junction City—Osage Co. 4-H Club Show. Aug. 26-Sept. 1. Paul B. Gwin.
 Kincaid—Kincaid Farmers' Fair Assn. Sept. 29-Oct. 1. W. R. Brown.
 Kingman—Kingman Co. Fair Assn. Oct. 2-12. S. J. Dahlsten.
 LaCrosse—Linn Co. Fair & Stock Show. Aug. 31-Sept. 2. Joe W. Payne.
 Lane—Lane Agri. Fair. Sept. 1-3. W. O. Henderson.
 Lindsay—Lindsay Dist. Fair Assn. Oct. 2-12. S. J. Dahlsten.
 McDonald—McDonald-Rawlins Co. Fair Assn. Sept. 6-9. Dr. M. N. Miller.
 Meade—Meade Co. Fair Assn. Aug. 22-26. Agnes W. Todd.
 Miltonvale—Miltonvale Fair Assn. Sept. 22-24. George L. Palmer.
 Minneapolis—Ottawa Co. Horse Show & Fair Assn. Aug. 24-26. P. L. Zuker.
 Mound City—Linn Co. Fair Assn. Sept. 6-9. James W. Wallace.
 North Topeka—Indian Creek Orange Fair. Oct. 9-16. Harrison Collins.
 Norton—Norton Co. Fair. Sept. 6-9. Jean W. Kiesel.
 Norwich—Norwich Fall Fair & Festival. Oct. 2-5. D. F. Willis.

Onaga—Pottawattami Co. Fair Assn. Aug. 31-Sept. 2. R. G. Leinbach.
 Oswego—Labette Co. Free Fair. Aug. 29-Sept. 2. Joe A. Carpenter.
 Osage—Osage Co. Agri. Assn. Aug. 29-Sept. 2. E. Lister.
 Overbrook—Overbrook Free Fair Assn. Aug. 22-27. Gerald Coffman.
 Overland Park—Johnson Co. Fair. Aug. 29-Sept. 3. W. D. Fleming.
 Parkville—Tribune Fair Assn. Aug. 18-19. J. H. Rockhold.
 Richmond—Richmond Free Fair Assn. Aug. 22-25. John H. Rockers.
 Rush Center—Rush Co. Agri. & Fair Assn. Aug. 22-27. Joe Steward.
 Salina—Salina Free Fair. Aug. 29-Sept. 3. H. N. Eller.
 Sedan—Chautauqua Co. Free Fair. Oct. 6-8. Carl Ackerman.
 Silver Lake—Silver Lake Co. Fair. Aug. 31-Sept. 2. M. F. Colter.
 Smith Center—Smith Co. Fair Assn. Aug. 22-26. J. D. Flaxbeard.
 Stafford—Stafford Co. Fair Assn. Aug. 30-Sept. 2. J. H. Edin.
 Stockton—Stocks Co. Fair. Aug. 30-Sept. 2. Carl Bray.
 Sylvan Grove—Agri. Fair Assn. Sept. 27-30. Ira C. McKay.
 Tanager—Tanager Home-Coming Picnic & Fair. Sept. 7-9. H. M. Minnich.
 Tonganoxie—Leavenworth Co. Fair Assn. Sept. 22-23. Walt Niebarger.
 Topeka—Kansas Free Fair. Sept. 11-17. Maurice W. Japp.
 Union—Union Co. Fair Assn. Aug. 9-12. W. A. Stroud.
 Valley Falls—Jefferson Co. Fair Assn. Aug. 31-Sept. 1. Bert W. Booth.
 Wakeney—Wagon Co. Free Fair. Aug. 23-26. Lee H. Galloway.
 Washington—Washington Co. Fair Assn. Sept. 15-17. Frank E. Trumbo.
 Watson—Shawnee Orange Fair. Sept. 9-10. Roy E. Lewis, pres. Berryton, Kan.
 Walnut—Wade Co. Fair Assn. Aug. 22-25. Kimball L. Backus, Court House, Kansas City, Kan.
 Wellsville—Wellsville Picnic-Fair. Sept. 8-9. Carl C. Warnock.
 West Mineral—West Mineral District Free Fair. Sept. 7-10. R. O. Mizer.
 Wetmore—Wetmore Free Dist. Fair Assn. Aug. 22-27. W. A. Busenbaker.
 Winfield—Cowley Co. Fair Assn. Oct. 11-14. O. B. Woodard.

KENTUCKY

Alexandria—Alexandria Fair. Sept. 3-5. J. W. Smith, 233 York St., Newport, Ky.
 Bowling Green—Warren Co. Fair Assn. Aug. 31-Sept. 3. W. H. Ribeston.
 Brodhead—Brodhead Fair. Aug. 18-19. W. O. Yadon.
 Burksville—Cumberland Co. Fair. Aug. 3-5. C. C. Nicholas Co. Agri. Fair. Oct. 1-3. S. C. Vaughn.
 Columbia—Columbia Fair Assn. Aug. 10-12. C. M. Kelsoy.
 Ellettsburg—Ellettsburg Co. Agri. Fair. Aug. 16-20. Fred W. Wainwright.
 Falmouth—Falmouth Fair. Aug. 17-20. Mrs. Dempsey H. Barnes.
 Fulton—Fulton Co. Fair. Aug. 24-27. Jno. R. Wade, Trenton, Tenn.
 Germano—Germano Fair Assn. Aug. 24-27. G. D. Ashby, Augusta, Ky.
 Grayson—Carroll Co. Fair Assn. July 29-31. J. Lowell Lushy.
 Harrodsburg—Merces Co. Fair. July 23-29. J. C. Williams.
 Harford—Ohio Co. Fair Assn. Sept. 6-10. S. A. Williams.
 Irvington—Breckinridge Co. Fair. Sept. 6-10. Hodgenville—Larue Co. Fair Assn. Aug. 21-Sept. 3. W. C. Kenney.
 Lawrenceburg—Lawrenceburg Fair, American Legion, Aug. 17-20. Frank E. Martin.
 Lawrenceburg—Lawrenceburg Colored Fair. Aug. 24-26. W. M. Coleman.
 Lebanon—Lebanon Legion Fair. Aug. 22-25. James M. Huber.
 Lexington—Lexington Colored Fair Assn. Aug. 15-20. Jno. B. Caulder.
 Louisville—Kentucky State Fair. Sept. 12-17. H. S. Cleveland.
 Mt. Vernon—Montgomery Co. Fair. July 23-29. P. M. Allen.
 Paducah—Carson Park Fair Assn. Sept. 20-24. H. N. Sullivan.
 Russell Springs—Russell Co. Fair Assn. Aug. 3-6. W. C. Porter.
 Russellville—Logan Co. Fair. Sept. 8-10. A. D. Mansfield.
 Shelbyville—Shelby Co. Fair. Aug. 10-12. T. E. Webber.
 Smith Grove—Smiths Grove Fair Assn. Sept. 6-9. U. R. Randall.
 Somerset—Pulaski Co. Fair Assn. Aug. 30-Sept. 2. Beecher Smith Jr.
 Springfield—Washington Co. Fair Assn. Aug. 22-25. J. W. Edwards.
 Stamping Ground—Stamping Ground Community Fair. Sept. 22-23. Virgil Lucas.

LOUISIANA

Alexandria—Rapides Parish Fair. Oct. 8-8. S. W. Baker.
 Conshata—Red River Parish Fair Assn. Oct. 7-8. W. H. Tyler.
 Covington—St. Tammany Parish Fair. Oct. 7-10. Ralph N. Menard.
 Deridder—Deaneburg Parish Fair Assn. Oct. 12-15. C. J. Leboux.
 Donaldsonville—South La. State Fair. Oct. 9-16. Harrison Young.
 Eunice—Tri-Parish Fair Assn. Oct. 30-23. E. O. Oullory.
 Franklinton—Washington Parish Fair Assn. Oct. 12-13. L. R. Mills, Bogalusa, La.
 Jennings—Jeff Davis Parish Fair. Oct. 27-30. E. W. DeLan.
 Jonesboro—Jackson Parish Fair Assn. Last week in Sept. W. T. Holloway.
 Leesville—Vernon Parish Fair. Sept. 29-Oct. 1. J. M. Oakes.
 Louisiana—Missisipi Free Fair. Sept. 28-Oct. 1. Clyde J. Malone.
 Many—Iberville Parish Fair. Oct. 4-6. Byron P. Bellate.
 Marksville—Averyelles Parish Fair Assn. Oct. 6-8. W. C. Edwards.
 Natchitoches—Natchitoches Parish Fair. Oct. 11-15. S. B. Thornton.
 New Roads—Pointe Coupee Parish Fair Assn. Sept. 30-Oct. 2. J. Wade LeBeau.
 Olla—North Central La. Fair Assn. Oct. 4-8. E. C. French.
 Port Allen—West Baton Rouge Parish Fair Assn. Sept. 23-25. A. E. Camus.
 Strevport—State Fair of La. Oct. 22-31. W. R. Hirsch.

Sitcher—Caldwell-Cameron Fair. Oct. 24-26. Dr. A. H. Lafargue, mgr.
 Tallulah—Louisiana Delta Fair Assn. Oct. 4-7. P. O. Henkamin.
 West Monroe—Ouachita Valley Fair Assn. Oct. 4-9. John H. Birdson.

MAINE

Acron—Shapleigh & Acron Agri. Soc. Aug. 29-31. F. E. Young.
 Arundel—Arundel Agri. Soc. Aug. 31-Sept. 1. Roger L. Thurston.
 Athens—Wassersunset Valley Fair Assn. Sept. 13-14. W. A. Dore.
 Bangor—Eastern Maine State Fair. Aug. 22-27. Joe Steward.
 Blue Hill—Blue Hill Fair. Sept. 5-7. Ed. O. Williams.
 Cherryfield—Cherryfield Fair Assn. Sept. 20-22. G. H. Small, Addison, Me.
 Corinth—Corinth Agri. Assn. Aug. 2-6. Leon M. Ayer.
 Cumberland—Cumberland Farmers' Club. Sept. 19-24. H. L. Mearner.
 Damascus—Lincoln Co. Fair. Aug. 20-Sept. 1. John W. Childen.
 DeLorge—Piscataquis Valley Fair. Aug. 26-27. Frank A. Pierce.
 Ekester—Penobscot & Piscataquis Fair Assn. Aug. 30-Sept. 3. A. W. Hill, 64 Third St., Bangor.
 Farmington—Franklin Co. Agri. Soc. Sept. 20-22. Frank E. Knowlton.
 Fryeburg—Fryeburg Fair. Oct. 4-6. Myron Kimball.
 Gorham—Western Me. Fair Assn. Aug. 8-13. F. S. Moulton, West Scarborough, Me.
 Guilford—Guilford Athletic Assoc. Sept. 2. Donald Page.
 Leeds—Leeds Agri. Assn. Oct. 4. Althea L. Russell.
 Lewiston—All Maine Fair Assn. Sept. 8-10. J. J. Jacobus, 100 Washington St., Auburn, Me.
 Litchfield—Litchfield Farmers' Club. Oct. 4-6. Chas. H. Harvey, Gardiner.
 Livermore Falls—Androscoggin Co. Agri. Fair. Sept. 2-3. Chas. D. Dyke.
 Machias—Washington Co. Agri. Soc. Sept. 13-15. J. L. Andrews, Jonesboro, Me.
 Monmouth—Cochewegan Agri. Assn. Sept. 2-3. W. B. Reynolds.
 Monroe—Monroe Fair. Sept. 6-7. G. A. Palmer.
 North Waterford—World's Fair Assn. Sept. 30-Oct. 1. Roy G. Wardwell.
 Penabroke—Washington Co. Pomona Grange Fair. Sept. 18-17. Alice M. Ayers, Ayres, Me.
 Phillips—North Franklin Agri. Soc. Aug. 24-25. H. W. Worthley.
 Presque Isle—Northern Maine Fair. Aug. 22-Sept. 1. Clayton H. Steale.
 Scarborough—Scarborough Fair. Aug. 13-30. Harold G. O'Leary.
 South Paris—Oxford Co. Agri. Soc. Sept. 13-11. Stanley M. Wheeler.
 Springfield—North Penobscot Agri. Soc. Presque Isle, Sept. 3-7. L. A. Merrill, Presque Me.
 Topsham—Topsham Fair. Oct. 11-13. E. C. Fatten.
 Union—North Knox Fair. Sept. 27-29. H. L. Brinsell.
 Unity—Unity Park Assn. Sept. 13-14. E. B. Farwell.
 Windsor—South Kennebec Agri. Soc. Sept. 3-5. Earle R. Hays.

MARYLAND

Cumberland—Cumberland Fair. Aug. 15-20. Harry A. Manley.
 Frederick—Great Frederick Fair. Oct. 11-14. Guy K. Motter.
 Hagerstown—Washington Co. Agri. Assn. Oct. 1-5. Chas. W. Wolf.
 Taneytown—Carroll Co. Fair. Aug. 9-12. George E. Dodder.
 Timonium—Md. State Fair & Agri. Soc. of Baltimore Co. Sept. 4-15. S. L. Daisey.
 White Hall—White Hall Fair. Sept. 21-24. H. Ross Alimony.

MASSACHUSETTS

Acton—Acton Agri. Assn. Sept. 15-17. Albert F. Duffee, RFD, West Concord, Mass.
 Andover—Union Agri. Soc. Sept. 5-8. C. R. Ripley.
 Bridgewater—Plymouth Co. Agri. Soc. Sept. 3 and 5. Mrs. L. B. Nichols.
 Brockton—Brockton Fair. Sept. 11-17. Frank H. Kingman.
 Commington—Hillside Agri. Soc. Sept. 27-28. Leon A. Stevens.
 Great Barrington—Barrington Fair Assn. Sept. 22-17. Robert W. Foster.
 Greenfield—Franklin Co. Agri. Soc. Sept. 12-14. Whitman B. Wells.
 Heath—Heath Agri. Soc. Aug. 21. Homer B. Tanner.
 Littleton—Huntington Community Fair Assn. Sept. 16-17. Elmer O. Olds, Huntington, Mass.
 Marshfield—Marshfield Agri. Soc. Aug. 22-27. Horace C. Keene.
 Middlefield—Highland Agri. Soc. Sept. 2-8. Winard A. Fiske, Chester, Mass.
 Nantucket—Nantucket Agri. Soc. Aug. 24-25. Herbert P. Smith.
 Northampton—Hampshire, Franklin and Hampden Agri. Soc. Sept. 29-Oct. 3. John L. Barber.
 Segreanet—Bristol Co. Young Farmers' Show. Oct. 5-7. Florence M. Corcher.
 Springfield—Eastern States Expo. Sept. 18-24. Charles A. Nash, gen. mgr.
 Stratham—Middlesex Agri. Assn. Sept. 2-8. Samuel T. Sheard.
 Topsfield—Essex Co. Fair. Sept. 1-11. Robert P. Trask, gen. mgr.

MICHIGAN

Adrian—Lenawee Co. Fair. Sept. 19-24. F. A. Bradish.
 Allegan—Allegan Co. Agri. Soc. Sept. 30-34. E. W. DeLan.
 Almerick—MacKinnon Co. Fair Assn. Sept. 3-3. Robert Saxon, Moran, Mich.
 Alpena—Alpena Co. Agri. Soc. Sept. 3-9. J. J. Bushey.
 An Arbor—Washtenaw Co. Fair Soc. Aug. 29-Sept. 2. R. H. Albee.
 Armada—Armada Agri. Soc. Aug. 25-28. Harvey G. Crull.
 Bad Axe—Bad Axe Fair. Aug. 16-19. S. F. Baskley.
 Baraga—Baraga Co. Fair Assn. Aug. 10-20. Mrs. M. L. Stark.
 Big Rapids—American Legion Agri. Fair Assn. Aug. 30-Sept. 3. Oscar W. Franck.
 Burt Lake—Burt Lake Agri. Assn. Oct. 22-23. Charles W. Walker.
 Cadillac—Northern District Fair. Sept. 18-19. P. E. Biehselmer.
 Caro—Tuscola Co. Fair Assn. Aug. 22-26. Carl P. Mantey.

Champaign—Cass Co. Agri. Show, Aug. 14-20. G. R. McHenry.

Centerville—St. Joseph Co. Orange Fair Assn. Sept. 19-24. L. R. Schrader, gen. mgr.

Charlotte—Tipton Co. 4-H Agri. Soc. Aug. 19-20. H. H. Kordel.

Chelsea—Chelsea Community Fair, Oct. 14-15. Roy Wallis.

Colfax—Branch Co. Agri. Soc. Aug. 23-27. Robert H. Beck.

Corunna—Shawnee Co. Agri. Soc. Aug. 17-20. Mrs. Edna Cooley.

Crowsville—Crowsville Agri. Soc. Aug. 30-Sept. 1. Kyle G. Lemason.

Danvers—Danvers Agri. Assn. Sept. 29-Oct. 1. O. E. Galt.

Detroit—Michigan State Fair, Aug. 27-Sept. 1. Frank N. Isbey, gen. mgr.

East Jordan—Charlevoix Co. Agri. Soc. Sept. 6-9. Chas. P. Murphy.

Excelsior—Upper Peninsula State Fair, Aug. 6-14. R. C. Fryal.

Foxville—Powersville Fair, Aug. 3-8. Thomas G. Woods.

Freemont—Freemont Community Fair, Oct. 14-15. Clarence C. Mullett.

Gladin—Gladin Co. Fair Assn. Sept. 20-22. Roy C. Austin.

Harrison—Clare Co. Agri. Soc. Aug. 30-Sept. 1. Ira P. H. Kelly.

Hart—Oscoda Co. Agri. Soc. Sept. 6-9. O. E. Wyckoff.

Hartford—Van Buren Co. Agri. Soc. Sept. 13-17. Paul P. Richter.

Hartland—Hartland Area Agri. Soc. Sept. 27-28. R. C. Fryal.

Hastings—Barny Co. Agri. Soc. Week of Sept. 5. Wm. Green.

Hillsdale—Hillsdale Co. Agri. Soc. Sept. 25-26. Mrs. I. H. Kelly.

Hudsonville—Hudsonville Community Fair, Sept. 8-10. Henry Van Record.

Inlay City—Inlay City Fair, Aug. 8-12. Frank Halburner.

Ionia—Ionia Free Fair, Aug. 15-20. Fred A. Chapman.

Iron River—Iron Co. Agri. Soc. Aug. 17-20. Carl Lundquist.

Ironwood—Oscoda Co. Fair, Aug. 23-28. Victor J. Lemmer.

Ishpeming—Ishpeming Co. Agri. Soc. Aug. 9-12. George B. Winget.

Jackson—Jackson Co. Agri. Soc. Aug. 30-Sept. 2. Ernest R. Hively.

Ladington—Western Mich. Fair Assn. Aug. 23-27. Frank Jerome.

Marengo—Ontonagon & Kent Agri. Soc. Aug. 30-Sept. 2. Mrs. Harvey Walcott. R. R. 2. Coopersville.

Marquette—Marquette Co. Agri. Soc. Aug. 23-27. Milton E. Spencer.

Marshall—Calhoun Co. Fair Assn. Aug. 23-27. B. D. Carpenter.

Mason—Tusam Co. Fair, Aug. 24-27. George Graham.

Moreau—Oakland Co. Fair Assn. Aug. 10-13. W. S. Loveloy.

Muskegon—Muskegon Co. Jr. Exps. Sept. 21-24. Carl H. Knopf, mgr.

Newaygo—Garfield Community Fair, Sept. 23-28. Frank Jerome.

Norway—Ontonagon Co. Menominee Agri. Range Soc. Sept. 1-5. Amos Dishaw, Secy. Mich.

Onekama—Manistee Co. Agri. Soc. Aug. 21-22. George J. Walker, Bear Lake.

Paw Paw—Paw Paw Cape Growers' Agri. Soc. Sept. 9-11. Clarence Brown.

Peck—Peck Agri. Soc. Oct. 6-7. Hale Pierce.

Petoscany—Emmett Co. Orange Fair, Aug. 23-28. Harold G. Beiler, Alanson, Mich.

Pickford—Pickford District Fair, Aug. 30-Sept. 1. John H. Wise.

Plainwell—American Legion Agri. Fair Assn. Aug. 31-Sept. 3. Chas. H. Wade.

Saginaw—Saginaw Fair-Mich. Farm Products Show, Sept. 11-17. Wm. P. Jahnke.

Sault Ste. Marie—Chippewa Co. Agri. Soc. Sept. 2, 3 and 4. O. G. Walker.

Stewart—Stewart Agri. Soc. Sept. 8-9. R. O. Crawford.

Traverse City—Northwestern Mich. Fair Assn. Aug. 30-Sept. 2. Arnel Engstrom.

MINNESOTA

Ada—Norman Co. Fair, June 27-29. A. G. Pederson.

Alexandria—Freeborn Co. Fair, Aug. 23-25. Andrew C. Hanson.

Atkins—Atkins Co. Agri. Soc. Aug. 23-24. C. H. Lind.

Alexandria—Douglas Co. Fair, Aug. 24-27. E. S. Thornton.

Anoka—Anoka Co. Agri. Soc. Aug. 29-Sept. 1. E. J. Bell.

Appleton—Swift Co. Fair Assn. Aug. 18-21. G. O. Anderson.

Argyle—Argyle Co. Agri. Assn. Aug. 12-14. C. B. Vesta.

Austin—Mower Co. Agri. Assn. Aug. 11-14. B. H. Huseby, Adams, Minn.

Beigley—Clearwater Co. Agri. Soc. Aug. 19-22. L. Reine.

Barnevick—Clay Co. Fair & Agri. Assn. June 23-25. P. O. Bolum.

Barnum—Carlton Co. Agri. Assn. Aug. 23-25. A. H. Dalze.

Baudette—Lake of the Woods Co. Fair Assn. Aug. 11-13. John F. Clark.

Bayport—Washington Co. Agri. Soc. Aug. 18-21. Tom Lammer, Stillwater, Minn.

Bemidji—Beltrami Co. Agri. Assn. Aug. 23-26. M. M. Taylor.

Blue Earth—Newville Co. Agri. Soc. Sept. 12-14. H. W. Mielke.

Blue Earth—Fairbault Co. Agri. Assn. Aug. 31-Sept. 1. L. R. Erdahl, Frost, Minn.

Brookridge—Wilkin Co. Agri. Soc. Aug. 23-25. E. J. Mead.

Caladonia—Houston Co. Agri. Soc. Sept. 1-3. Ed. Zimmerhaki.

Casbridge—Hans Co. Fair, Sept. 1-4. L. O. Carlson.

Casby—Yellow Medicine Co. Fair Assn. Aug. 23-25. J. I. Thissen.

Cannon Falls—Cannon Valley Agri. Assn. July 1-3. Carl O. Olson.

Clinton—Big Stone Co. Agri. Soc. Aug. 23-26. P. W. Watkins, R. 3, Oranville, Minn.

Devault Lake—Becker Co. Fair Assn. Aug. 11-12. Dan Nelson.

Elk River—Shetburne Co. Agri. Soc. Aug. 18-20. J. L. Currell.

Farmington—Martin Co. Agri. Soc. Sept. 15-17. C. W. Noll.

Faultland—Fauquier Fair & Agri. Assn. Aug. 18-19. Dr. Carl Hansen.

Farmington—Dakota Co. Agri. Soc. Aug. 17-20. A. H. Elvers.

Fergus Falls—Custer Tail Co. Agri. Soc. Sept. 1. M. H. Anderson.

Fergus—Polk Co. Agri. Fair Assn. June 30-July 2. Jos. W. Roseland.

Poston—Northwestern Minn. Agri. Assn. Aug. 23-25. H. Algaard.

Garden City—Blue Earth Co. Agri. Soc. Aug. 23-24. Wm. Jensen, Rapidan, Minn.

Oshtemo—Oshtemo Co. Fair, Aug. 27-29. W. H. Engbretson.

Grand Marais—Cook Co. Agri. Soc. Sept. 14-16. William Clench.

Grand Rapids—Hassan Co. Agri. Assn. Aug. 23-25. George W. Deam.

Hallock—Kilbuck Co. Agri. Soc. July 4-8. Duffie Larson.

Herman—Grant Co. Agri. Assn. Aug. 23-25. E. K. Bessy.

Hibbing—St. Louis Co. Agri. Fair Assn. Aug. 23-25. George G. Paulsen.

Hopkins—Hennepin Co. Agri. Soc. Aug. 23-27. Jimmy Manchester.

Howard Lake—Wright Co. Agri. Soc. Aug. 15-17. George W. Collins, Monticello, Minn.

Hutchinson—McLeod Co. Agri. Assn. Sept. 19-22. Everett Olson.

Jackson—Jackson Co. Fair Assn. Sept. 2-6. George B. Peterson.

Jordan—Scott Co. Good Seed Assn. Sept. 14-17. Herbert G. Hiral.

Kasson—Dodge Co. Fair Assn. Aug. 23-25. O. A. Erickson.

LeCenter—LeSueur Co. Fair Assn. Aug. 19-21. W. J. Baker.

LeRoy—Webber Co. Agri. Soc. Aug. 23-25. D. E. Murphy, Dassel, Minn.

Little Falls—Morrison Co. Agri. Co-Op. Soc. Aug. 12-14. Warren Gibson.

Long Prairie—Todd Co. Agri. Soc. Aug. 15-17. R. C. Fryal.

Luverne—Rock Co. Tri-State Fair, Aug. 23-27. George W. Fried.

Madison—Lac qui Parle Co. Agri. Assn. Sept. 11-14. Chas. T. Mark.

Madison—Madison Co. Agri. Soc. July 23-25. E. A. Rumlach.

Mankato—Mankato Fair & Blue Earth Co. Agri. Assn. Aug. 12-16. Hubert O. Smith.

Marshall—Lyon Co. Fair, Sept. 6-9. Roy W. Montevideo.

Montevideo—Chippewa Co. Fair Assn. Sept. 19-21. Carl Engstrom.

Mora—Kanabos Co. Agri. Soc. Aug. 19-23. Victor Ekstrum, Wabikon, Minn.

Mora—St. Louis Co. Fair, Sept. 3-5. S. F. Tomlin.

Novis—Hubbard Co. Agri. Assn. Aug. 29-31. Mrs. John Avenson, Park Rapids, Minn.

New Ulm—Brown Co. Agri. Soc. Aug. 23-28. A. Lindemann.

Northfield—Rice Co. Agri. Soc. Sept. 1-3. W. F. Schilling.

Northome—Koochiching Co. Agri. Soc. Aug. 15-17. C. W. Bray.

Oxton—Steele Co. Agri. Soc. Aug. 18-21. C. A. Fischer.

Park Rapids—Sheil Prater's Agri. Assn. Aug. 8-10. H. E. Bremer, Osage, Minn.

Pegues—Crow Wing Co. Agri. Soc. Aug. 14-16. A. G. Larson.

Pewabic—Cher Trail Co. Fair, Aug. 12-14. C. W. Lotzner.

Pillager—Cass Co. Agri. Soc. Aug. 23-30. P. H. Sorg.

Pine City—Pine Co. Fair, Aug. 18-20. W. S. McCaskey.

Pine River—Cass Co. Agri. Assn. Sept. 1-3. Alice Henry.

Piperton—Pipestone Co. Agri. Soc. Aug. 23-27. Bert Sanders.

Plainville—Wabasha Indust. Fair Assn. Aug. 23-25. C. H. Roca.

Preston—Fillmore Co. Agri. Soc. Aug. 23-28. Chas. H. Utley.

Princeston—Mille Lacs Co. Agri. Soc. Aug. 17-20. R. O. Angeman.

Proctor—St. Louis Co. Fair, Aug. 18-21. A. J. Sundquist.

Red Lake Falls—Red Lake Co. Fair, Sept. 23-24. E. A. Palmer.

Reduced Falls—Redwood Co. Agri. Soc. Aug. 23-25. R. C. Fryal.

Rochester—Olmsted Co. Agri. Soc. Aug. 11-14. A. C. Burgan.

Roseau—Roseau Co. Agri. Soc. July 23-27. Chas. Christianson.

Rosita City—Chippewa Co. Agri. Soc. Aug. 23-27. George W. Larson, North Branch, Minn.

St. Charles—Winona Co. Agri. & Ind. Fair Assn. Aug. 19-21. R. M. Dixon.

St. Cloud—Benton Co. Agri. Soc. Aug. 18-21. Frank L. Smith.

St. James—Waterwan Co. Agri. Assn. Aug. 21-24. E. C. Vestrum.

St. Paul—Minnesota State Fair, Sept. 7-10. Raymond A. Lee, State Fair Grounds.

St. Peter—Nicollet Co. Agri. Soc. Sept. 1-4. H. H. Miller.

St. Vincent—St. Vincent Union Industrial Assn. Sept. 13-16. Mark McGovern.

Stark Centre—Stearns Co. Agri. Soc. Aug. 27-30. J. Aschendorff.

Stargis—Scott Co. Agri. Soc. Aug. 23-27. R. T. Schumacher.

Stayton—Murray Co. Agri. Soc. Sept. 1-3. W. M. Leebens, Fulda, Minn.

Thief River Falls—Preston Co. Agri. Soc. Aug. 1-4. Robert J. Lund.

Two Harbors—Lake Co. Agri. Soc. Aug. 30-Sept. 2. Fred D. W. Thiel.

Tyler—Lincoln Co. Fair Assn. Aug. 23-28. Jess B. Bollesen.

Wadena—Farmers' Co-Op Agri. Soc. Aug. 18-21. W. J. Schaefer.

Wadena—Wadena Co. Free Fair, Aug. 18-19. Whitney Murray.

Warren—Marshall Co. Agri. Assn. July 7-9. O. M. Mattson.

Wasson—Wasson Co. Fair, Aug. 23-31. E. H. Smith.

Whitson—Traverse Co. Agri. Assn. Sept. 14-17. J. B. Bruha.

White Bear Lake—Ramsey Co. Agri. Soc. Aug. 15-17. R. Freeman, Courthouse, St. Paul.

Willmar—Kandiyohi Co. Fair Assn. Sept. 14-17. Wm. O. Johnson.

Winnow—Cottonwood Co. Agri. Soc. Aug. 29-Sept. 1. D. R. Schroeder.

Winthrop—Kohler Co. Fair Assn. Aug. 27-29. J. P. Hoffman.

Zumbrota—Goodhue Co. Agri. Soc. Sept. 14-17. Lewis Steinfeld.

MISSISSIPPI

Clarksdale—Gothonia Co. Negro Fair Assn. Oct. 6-8. Marion M. Reid, Sherrard, Miss.

Columbus—Columbus Region Fair Assn. Week of Oct. 24. W. J. Ballentine.

Forest—Scott Co. Colored Fair Assn. Oct. 17-22. Annas Ward.

Hattiesburg—Forest Co. Fair Assn. Oct. 3-8. Fred P. Wilson, Petal, Miss.

Jackson—Miss. State Fair, Oct. 10-15. Mabel L. Bire.

Jackson—Miss. Negro State Fair, Oct. 17-23. H. H. Young.

Kosciusko—Attala Co. Fair, Oct. 3-8. Nelson Sigrist.

Laurel—South Miss. Fair, Sept. 19-24. H. K. Dick, South.

Louisville—Winston Co. Fair, Sept. 24-Oct. 1. Mrs. R. W. Boydston.

McComb—Pike Co. Fair, Oct. 5-8. Junior O'Mara.

Macon—Nacoochee Co. Fair, Sept. 5-11. T. S. Rogers.

Madison—Catoosa Co. Colored Fair, Oct. 4-7. Joe Reed.

Marks—Quitman Co. Fair Assn. Week of Sept. 26. Harry Lipson.

Meridian—Franklin Co. Fair Assn. Oct. 24-26. W. K. Soper.

Meridian—Miss. Fair & Dairy Show, Sept. 26-Oct. 1. Hillman Taylor.

Monticello—Lawrence Co. Fair Assn. Sept. 29-Oct. 1. A. C. Bethell.

Oakbluffs—Oktobon Fair Assn. Sept. 18-23. H. M. Dossel.

Pascagoula—Jackson Co. Agri. Indust. Fair, Oct. 27-28. A. J. Franklin.

Philadelphia—Neshoba Co. Fair Assn. Aug. 1-3. W. H. Sanford.

Tunica—Madison Co. Fair & Dairy Show, Oct. 2-3. P. A. Henderson.

Tyertown—Walsh Co. Fair, Sept. 27-Oct. 1. D. A. Richmond.

West Point—Clay Co. Fair Assn. Oct. 3-5. G. R. Justice.

Yazoo—Jefferson Co. Fair, American Legion, Oct. 10-13. J. O. Cook, Jr.

Yazoo City—Yazoo Co. Fair Assn. Oct. 2-8. J. N. Ballard.

Yazoo City—Yazoo Negro Fair Assn. Oct. 10-13. H. J. Fierce.

MISSOURI

Appleton City—Appleton City Fair Assn. Aug. 24-28. Clay Neale.

Aurora—Tri-Co. Fair, Sept. 21-24. Harry Riechardt.

California—Monticene Co. Fair, Aug. 30-Sept. 2. James W. Holt.

Caruthersville—American Legion Fair, Oct. 4-9. H. E. Mallows.

Concordia—Concordia Fair Festival, Sept. 15-17. W. H. F. Walkenhorst.

Easton—Buchanan Co. Agri. Soc. Sept. 7-10. J. C. Baker.

Farmington—St. Francois Co. Fair Assn. Sept. 23-24. Paul H. Teal.

Freemont—Freemont Fair, Oct. 7. K. C. Parmann, pres.

Fulton—Fulton Fair, Sept. 23-26. J. C. Baker.

Jasper—Jasper Free Fair, Sept. 15-17. N. M. Todd.

Kahoka—Clark Co. Agri. Assn. Aug. 3-5. Lynne Gregory.

Kennett—Missouri American Royal Live Stock & Horse Show, Oct. 12-21. A. M. Peterson.

Louisiana—Louisiana Fair Assn. Sept. 18-17. J. R. Morrison.

Macon—Macon Fair, July 26-29. W. H. Cessna.

Marion—Osark Summit Expo, Aug. 3-8. W. C. Goday.

Memphis—Scottland Co. Free Fair, Sept. 14-15. O. R. Pitney.

Mexico—Andrain Co. Fair, Aug. 10-13. Ross C. Spring.

Mountain Grove—Tri-County Fair, Sept. 29-Oct. 1. J. E. Shelby.

Neosho—Newton Co. Harvest Show, Sept. 28-Oct. 1. W. H. Hushler.

Osage—Christian Co. Fair Assn. Sept. 1-3. H. C. Miles.

Platte City—Platte Co. Agri. Assn. Aug. 21-Sept. 2. J. Frank Sexton.

Prairie Home—Cooper Co. Agri. Soc. Aug. 10-11. Dr. A. L. Meredith.

Scottsbluff—State Fair, Aug. 23-25. Chas. W. Green.

Seneca—Seneca District Fair, Sept. 21-24. John Kelly.

Shelbina—Shelby Co. Fair Assn. Aug. 30-Sept. 2. Ernest E. Kray.

Springfield—Clark Empire District Free Fair, Sept. 11-17. Edwin W. Watts.

Tipton—Farmers & Merchants Fair, Aug. 17-19. R. L. Collier.

MONTANA

Baker—Falcon Co. Fair, Sept. 5-7. Oib Zeidler.

Billings—Midland Empire Fair, Aug. 8-13. Harry L. Pitton, mgr.

Chinook—Blaine Co. Fair, Sept. 4-8. Floyd Bowen.

Deerlodge—Phillips Co. Fair, Aug. 20-21. S. E. Ksiazek.

Foray—Rosebud Co. Fair, Sept. 12-14. Frank Barnum.

Fort Benton—Chouteau Co. Fair, Sept. 8-10. L. R. Lounsbury.

Great Falls—Custer Co. Fair Assn. Sept. 1-3. Claude Ulterback.

Great Falls—North Mont. State Fair, Aug. 1-6. Harold F. DePue.

Hamilton—Ravalli Co. Fair, Sept. 15-17. W. E. McLaughlin.

Harlem—Bill Co. Fair Assn. Aug. 23-25. Earl J. Bronson.

Kalispell—Northwest Montana Fair, Aug. 15-17. Ray J. Ellis.

LeWiston—Central Montana Fair, Aug. 29-31. W. E. McDonnell.

Miles City—Eastern Mont. Fair, Sept. 8-10. J. H. Rohling.

Sidney—Richland Co. Fair Assn. Aug. 29-31. Jack M. Buckstaff.

NEBRASKA

Albion—Boone Co. Agri. Assn. Sept. 13-14. E. J. Mills, Norfolk, Neb.

Arlington—Washington Co. Fair, Aug. 23-27. Howard Rhea.

Arthur—Arthur Co. Agri. Soc. Sept. 1-3. M. B. Reynolds.

Auburn—Nemaha Co. Fair, Aug. 14-19. G. E. Collins, Onida.

Aurora—Hamilton Co. Agri. Soc. Aug. 29-Sept. 1. H. E. Toof.

Bartlett—Whitaker Co. Fair, Aug. 17-20. Owen J. Boyles.

Bassett—Rock Co. Agri. Assn. Aug. 18-31. G. E. Collins, Onida.

Beatrice—Dodge Co. Fair & Agri. Soc. Aug. 23-26. P. Glenn Eszarth.

Beaver City—Purnas Co. Agri. Soc. Aug. 18-19. John J. Metzger.

Beatrice—Beatrice Co. Fair, Aug. 24-27. Joe W. Lounsbury.

Bladen—Webster Co. Fair Assn. Aug. 24-26. Frank Keal.

Bloomfield—Knox Co. Fair, Sept. 11-12. Henry J. Kahl, Plainville, Neb.

Burrhead—Coffey Co. Fair Assn. Sept. 5-7. J. Cedric Coover.

Broken Bow—Custer Co. Agri. Soc. Aug. 3-5. P. G. Richardson.

Burrhead—Garfield Co. Frontier Assn. Aug. 3-12. F. W. Manasil.

Central City—Merrick Co. Fair, Sept. 12-15. Agnes Anderson.

Chadron—Dodge Co. Fair & Agri. Soc. Sept. 14-17. Carl Peterson.

Chambers—Holt Co. Agri. Soc. Sept. 13-16. Clair Orimes.

Chapco—Deuel Co. Fair Assn. Aug. 23-24. E. E. Olson.

Clay Center—Clay Co. Agri. Soc. Aug. 1-3. H. H. Harvey.

Concord—Dixon Co. Agri. Soc. Aug. 24-26. Roy E. Johnson.

Crete—Saline Co. Fair, Sept. 13-16. Harry C. Wicks.

Cuba—Hitchcock Co. Agri. Soc. July 27-30. Henry Kleven.

David City—Deuel Co. Fair Assn. Aug. 28-Sept. 1. Chas. Lemley, Rising City, Neb.

Deshler—Thayer Co. Fair Assn. Aug. 3-5. T. R. Struss.

Dunning—Blaine Co. Agri. Assn. Sept. 13-17. Pete Whitecarver.

Elwood—Gosper Co. Live Stock Show & Festival, Sept. 14-15. M. R. Morgan.

Elwood—Frontier Co. Fair, Sept. 7-9. C. C. Hurdle.

Franklin—Franklin Co. Fair Assn. Sept. 12-16. A. T. Ready, Hiverton, Neb.

Fullerton—Nance Co. Fair Assn. Aug. 24-28. H. H. Black.

Genoa—Fillmore Co. Agri. Soc. Sept. 14-17. Chas. G. McEachran.

Gordon—Sheridan Co. Fair, Aug. 30-Sept. 2. Fred R. Plich.

Grand—Perkins Co. Fair Assn. Aug. 24-27. Chas. Marshall.

Hartsville—Banner Co. Fair, Sept. 5-8. Mrs. W. W. Downer.

Harrison—Strom Co. Fair Assn. Aug. 23-27. V. E. Mastaber.

Harrison—Cedar Co. Agri. Soc. Sept. 3-8. E. C. Hest.

Hastings—Adams Co. Fair, Aug. 8-12. H. R. Fauch.

Hemingford—Box Butte Co. Agri. Soc. Aug. 21-Sept. 3. Frank Dec.

Hickman—Fitch Co. Jr. Fair, Aug. 24-26. Robert M. Morrison, Loomis, Neb.

Homer—Dakota Co. Fair, Aug. 29-Sept. 1. Walter E. White, Dakota City, Neb.

Hopler—Dodge Co. Fair, Sept. 5-8. John Woolner.

Hunterdon—Richardson Co. Agri. Soc. Sept. 14-16. F. J. Pipal.

Hyannis—Grant Co. Fair & Legion Bodeo, Aug. 29-31. Ira R. Ashley.

Johnstown—Brown Co. Fair, Sept. 8-10. C. O. Honner.

Kearney—Buttala Co. Agri. Assn. Aug. 15-20. S. A. Wilson.

Kimball—Kimball Co. Agri. Soc. Aug. 24-26. V. R. Kirghil.

Leola—Colfax Co. Agri. Soc. Aug. 30-Sept. 1. J. D. Wudeman.

Lexington—Dawson Co. Fair, Aug. 15-19. Monte Kimm.

Levell—Garden Co. Fair Assn. Sept. 7-9. Paul Temple.

Lindsay—Lancaster Co. Agri. Soc. Sept. 4-8. B. P. Preston, R. 2.

Lincoln—Nebraska State Fair, Sept. 4-9. Perry Reed.

McCook—Red Willow Co. Fair, Sept. 13-16. Elmer Kay.

Madison—Madison Co. Agri. Soc. Sept. 12-14. O. P. Metzchke.

Mitchell—Scotts Bluff Co. Agri. Soc. Sept. 14-17. O. P. Burrows.

Nehalem—Antelope Co. Agri. & Fair Assn. Sept. 14-16. David Hoar.

Neisum—Nuckolls Co. Agri. Soc. Aug. 31-Sept. 2. Madison Sage.

Norden—Keya Paha Co. Agri. Fair Assn. Sept. 14-18. Chas. R. Langer.

Omaha—Seari Co. Fair, Aug. 14-17. C. R. Walton, Lyons, Neb.

Omaha—Ak-Sar-Ben Live Stock & Horse Show, Oct. 23-29. J. J. Isaacson.

Ord—Levy Valley Agri. Soc. Sept. 12-14. Ervin E. Post.

Orleans—Barnard Co. Jr. Fair Assn. Aug. 23-25. Elmer Watkins.

Oscola—Polk Co. Fair Assn. Aug. 23-26. Jay Hastings.

Pawnee City—Pawnee Co. Fair Assn. Oct. 4-7. D. W. Darr.

Pierce—Pierce Co. Agri. Soc. Aug. 23-26. W. A. Socha.

St. Paul—Howard Co. Fair, Sept. 6-9. Chas. Doby.

Severy—Sargent Community Fair, Sept. 1-3. Severy—Beward Co. Agri. Soc. Aug. 31-Sept. 3. Stanley A. Matzke.

Sidney—Cheyenne Co. Fair, Sept. 8-9. O. A. Olson.

Spalding—Crosby Co. Free Fair, Aug. 23-25. Land H. Woodley.

Springfield—Searcy Co. Fair, Aug. 25-27. Leslie B. McCamley.

Stapleton—Logan Co. Agri. Assn. Aug. 21-Sept. 3. C. F. Coahiser.

Stanton—Stanton Co. Agri. Soc. Aug. 16-19. Ervin E. Post.

Stockville—Frontier Co. Fair, Aug. 23-25. Ralph E. Lidgard.

Syracuse—Otoe Co. Fair Assn. Aug. 30-Sept. 1. J. F. Becwell.

Tennant—Johnson Co. Fair, Aug. 6-11. T. J. Current.

Waltham—Thurston Co. Fair, Sept. 7-9. Alfred D. Rann.

Waterloo—Douglas Co. Fair, Sept. 14-17. Robert Herrington.

Wayne—Wayne Fair & Agri. Assn. Sept. 14-17. Wm. E. Van Bogaert.

Weeping Water—Cass Co. Agri. Assn. Sept. 12-14. Frank Wood.

West Point—Dodge Co. Fair, Aug. 28-Sept. 1. Ed M. Baumann.

NEVADA

Elko—Elko Co. Agri. Assn. Sept. 13-18. Hayden Henderson, Jr.

Fallon—Nevada State Fair, Sept. 21-23. O. J. Thornton.

Winnemucca—Humboldt Co. Fair Assn. Sept. 2-5. Millie R. Jones.

NEW HAMPSHIRE

Contoocook—Hopkinton Fair, Sept. 20-22. A. Nelson.

Laconia—Laconia Fair, Sept. 3-5. Carroll Stoughton.

Plymouth—Union Grange Fair, Sept. 13-15. W. J. Neal, Meredith, N. H.

Rochester—Rochester Agri. Assn. Sept. 27-29. Ralph G. Gann.

Sandwich—Sandwich Town & Grange Fair, Oct. 12. Chas. H. Hoyt, mgr., Center Sandwich.

NEW JERSEY

Coltsville-Coleman Live-Stock & Agri. Fair Aug. 1-10. Sept. 3. Fred G. Liepe.
Harbo City-Atlantic Co. Agri. Fair. Aug. 29-Sept. 3. A. G. Vaurinot.
Pomington-Pomington Agri. Fair Assn. Aug. 29-Sept. 3. Major E. B. Allen, mgr.
Piscataway-Morris Co. Fair. July 25-30. Wm. Merritt.
Hackettstown-Hackettstown Fair. Aug. 8-13. Howard S. Sulton.
Madison-Madison Fair. June 20-23. M. Metcalf Jr.
Morristown-Morris Co. Fair. Sept. 8-10. E. K. Kosterbader.
Piscataway-Gloucester Co. Orange Fair. Aug. 10-12. Harry S. Bateman.
Trenton-New Jersey State Fair. Sept. 25-Oct. 1. George A. Hamid, gen. mgr.; Harry E. LaBrecque, mgr.
Woodstown-Halem Co. Agri. & Indust. Fair. Sept. 20-23. Howard Harris Jr.

NEW MEXICO

Albuquerque-New Mexico State Fair. Oct. 9-18. Leon Hiss.
Belen-Valencia Co. Fair Assn. Oct. 7-8. W. F. Kilmeyer.
Portales-Roosevelt Co. Fair Assn. Sept. 14-17. W. G. Vinzant.
Roswell-Esper N. M. State Fair. Oct. 5-8. E. C. Hollis.
Willard-Torrance Co. Fair Assn. Oct. 5-7. Marvin B. Jones.

NEW YORK

Afton-Afton Fair. Aug. 16-20. Harry O. Horton.
Albany-Otsego Co. Fair Assn. Aug. 3-6. Wilbur W. Mull.
Albion-Albion Fair. Aug. 22-27. Roy F. Peugh.
Albion-Albion Co. Agri. Soc. Aug. 24-27. Alvin S. Stillie.
Albion-Silver Lake Agri. Soc. Aug. 23-26. H. M. Wagenbliss, R. D. Warsaw, N. Y.
Aron-Onessee Valley Breeders' Assn. Horse Show. Aug. 26-27. Craig W. Wadsworth.
Baltimore-Baltimore Spa Fair. Aug. 29-Sept. 2. James Huxton.
Bellevue-Onessee Co. Agri. Soc. Aug. 15-20. Glen W. Grinnell.
Bain-Schenck Co. Agri. Soc. Sept. 13-17. J. Victor Paucet.
Beaumont-Beaumont Fair. Aug. 3-6. R. A. Vaughn.
Bristol-Ontario Co. Agri. Soc. Aug. 24-27. Mrs. J. D. Dewey, R. D. 1. Canandaigua.
Brookfield-Brookfield-Madison Co. Agri. Soc. Sept. 5-8. C. C. Craine.
Caldonia-Caldonia Fair. Aug. 9-13. G. H. Callings.
Cambridge-Cambridge Valley Agri. Soc. Aug. 17-19. P. J. Houston, Hootick Falls, N. Y.
Canandaigua-Ontario Co. Agri. Soc. Aug. 3-8. James F. Donnan.
Chatham-Columbia Co. Agri. Soc. Sept. 3-7. Wm. A. Darross.
Cobleskill-Cobleskill Agri. Soc. Sept. 19-23. Wm. H. Colding.
Cortland-Cortland Co. Agri. Soc. Aug. 23-27. Harry H. Tanner.
Dundee-Dundee Fair Assn. Sept. 6-8. L. R. Hauser.
Dunkirk-Chautauque Co. Fair. Sept. 5-8. A. L. Pfeiffer.
Elmira-Chester Co. Fair. Aug. 29-Sept. 3. J. E. Williamson.
Fonda-Montgomery Co. Agri. Soc. Sept. 5-8. Edward Rehmeyer, Tribes Hill, N. Y.
Governors-Governors Agri. Soc. Aug. 16-19. High A. Dodds.
Oranburg-Rockland Co. Agri. Assn. Aug. 16-20. High A. Dodds.
Simsbury-Erie Co. Agri. Soc. Aug. 22-27. J. C. Newton.
Herknock-Herknock Union Agri. Soc. Sept. 7-10. Glenn C. McIninch, Catskill, N. Y.
Jiaca-Tompkins Co. Agri. Soc. Aug. 16-20. Leon C. Rothermel.
Klinton-Ulster Co. Agri. Soc. Aug. 24. K. H. Hitchcock.
Little Valley-Cattaraugus Co. Agri. Soc. Aug. 17-20. J. W. Watson.
Lockport-Niagara Co. Fair Assn. Aug. 8-11. F. E. Pease, gen. mgr.
Lorraine-Lewis Co. Agri. Soc. Aug. 23-27. M. L. Linn.
Malone-Franklin Co. Agri. Soc. Aug. 23-27. H. Bernard Kelley.
Middletown-Orange Co. Agri. Soc. Aug. 15-20. Alan C. Madden.
Minerva-Minerva Fair. Sept. 20-24. Fred D. Baldwin.
Morris-Morris Fair Assn. Sept. 13-16. C. L. Smith.
Naples-Nayles Union Agri. Soc. Sept. 1-3. Leon Cornish.
Newark-Newark Co. Agri. Soc. Sept. 14-17. Edward J. Mutterer.
Newrich-Chenango Co. Agri. Soc. Aug. 9-13. Frank B. Littlefield.
Orangeburg-Rockland Co. Agri. Assn. Aug. 23-27. W. J. Elliott, West Nyack, N. Y.
Oranburg-Tioga Co. Agri. Soc. Aug. 9-12. Leon Finch.
Palmyra-Union Agri. Soc. Sept. 21-24. W. Ray Coe.
Peach Valley-Yates Co. Agri. Soc. Aug. 24-28. Wm. G. Dowell.
Rhinebeck-Dutchess Co. Fair. Aug. 20-Sept. 3. Benson R. Frost.
Riverhead-Suffolk Co. Fair. Aug. 23-27. Frank M. Corwin.
Rochester-Rochester Co. Fair & Rochester Expo. Sept. 3-10. Wm. B. Boothby.
Sandy Creek-Sandy Creek Fair. Aug. 16-19. Dr. H. Hollis.
Schaghticoke-Rensselaer Co. Agri. Soc. Sept. 1-3. Farham P. Caird, Troy, N. Y.
Syracuse-New York State Fair. Aug. 23-Sept. 10. Paul Smith, dir.
Trumansburg-The Union Fair. Sept. 23-Oct. 1. Frank R. Tunison.
Union-Vernon Agri. Soc. Sept. 14-17. Fred C. Smith.
Walton-Delaware Co. Fair. Aug. 22-27. C. O. Peck.
Watkins-Schenck Co. Agri. Soc. Sept. 13-16. George F. Jarvis.
Watkins-Otsego-Beheryer Co. Agri. Soc. Sept. 14-16. Miss Hitchcock, Oades, N. Y.
Watport-Essex Co. Agri. Soc. Aug. 23-25. Robert G. Goodnow, Crown Point, N. Y.
White Plains-Westchester Co. Agri. Assn. Sept. 14-17. Mrs. John McAllister, Scarsdale, N. Y.
Whitney Point-Broome Co. Agri. Soc. Aug. 2-5. Osmer J. Brooks.

NORTH CAROLINA

Albemarle-Stanly Co. Fair. Assn. Oct. 3-6. T. H. Peaslee.
Asheville-Huncombe Co. Dist. Agri. Fair & Jubilee. Sept. 19-24. E. W. Pearson.

Beaufort-Carteret Fair Assn. Oct. 10-13. Wm. H. Hassell.
Barnwell-Yancey Co. Fair Assn. Week of Oct. 10-13. S. Chas. L. Proffitt, pres.
Carrboro-Moore Co. Agri. Fair Assn. Oct. 24-29. Paul H. Waddill.
Charlotte-Charlotte Agri. Expo. Oct. 10-15. B. Arp Lowrance.
Cherokee-Cherokee Indian Fair Assn. Oct. 1-7. J. L. Walters.
Clinton-Salmon Co. Fair. Oct. 4-8. Norman Y. Chambliss, Greensboro, N. C.
Durham-American Legion Tobacco Fair & Festival. Sept. 5-10. Mel J. Thompson.
Durham-Durham Co. Fair Assn. Week of Oct. 19. G. E. Isaac, pres.
Elkboro-Collax Free Fair. Sept. 8-10. Curtis Price.
Fayetteville-Cumberland Fair. Sept. 20-Oct. 1. B. Cobb.
Frost City-Spindale-Rutherford Co. Fair Assn. Sept. 19-24. F. E. Patson, Rutherford.
Gaston-Gaston Co. Fair. Oct. 10-13. P. A. Whiteside.
Greensboro-Wayne Co. Fair. Week of Oct. 17. W. C. Denmark.
Greensboro-Greensboro Fair. Oct. 17-22. Norman Y. Chambliss.
Greenville-Pitt Co. Fair Assn. Oct. 17-22. R. C. Dillard.
Hamlet-Richmond Co. Agri. Fair. Oct. 3-8. Harold F. Brown.
Henderson-Golden Belt Fair. Oct. 3-8. C. M. High.
Henderson-Vance Co. Colored Fair. Oct. 10-15. Robert Hawkins mgr.
Hickory-Catawba Fair Assn. Oct. 4-8. John W. Robinson.
High Point-High Point Fair Assn. Oct. 24-29 or Oct. 31-Nov. 5. A. C. Ingram.
Kinston-Wayne-Biz Counties Fair. Oct. 3-8. N. G. Bartlett.
Leakwater-Rockingham Co. Fair Assn. Sept. 12-17. J. L. Clayton, pres.
Lexington-Davidson Co. Fair. Week of Sept. 12. Dave Leonard.
Linton-Lenoir-Tri-Co. Fair. Oct. 24-29. T. R. Walker.
Louisburg-Franklin Co. Fair. Sept. 15-24. A. H. Fleming.
Lumberton-Robeson Fair Assn. Sept. 27-30. W. C. Thompson.
Mebane-Mecklenburg-Biz Counties Fair. Oct. 31-Nov. 5. C. B. Parnell.
Mocksville-Davie Co. Fair. Sept. 28-30. P. B. Young.
Monroe-Union Co. Fair Assn. Oct. 10-13. M. W. Williams.
Mount Airy-Mt. Airy American Legion Fair. Sept. 5-10. W. L. Snyder.
Murphy-Cherokee Co. Fair. Sept. 27-Oct. 1. T. W. Axby.
New Bern-Five-County Agri. Fair. Oct. 24-29. J. H. Hixson.
North Wilkesboro-Great Northwestern Fair. Sept. 12-18. W. A. McNeil.
Raleigh-North Carolina State Fair. Oct. 11-15. Dr. J. S. Dorton, mgr.; Shelby, N. C.
Ridgeway-Lenoir-Tri-Co. Fair Assn. Sept. 26-Oct. 1. Aaron Weinstein.
Rocky Mount-Rocky Mount Fair. Oct. 25-29. Norman Y. Chambliss, Greensboro, N. C.
Roxboro-Person Co. Agri. Fair. Oct. 24-29. C. O. Garrett.
Salisbury-Rowan Co. Fair. Oct. 11-15. Norman Y. Chambliss, Greensboro, N. C.
Shelby-Cleveland Co. Fair Assn. Sept. 17-Oct. 1. Dr. J. S. Dorton.
Shelby-Cleveland Co. Negro Fair. Oct. 6-8. Rev. A. W. Foster.
Spruce Pine-Wash. Co. Fair. Sept. 26-Oct. 1. Hobart Brantley.
Spruce Pine-Toe River Fair Assn. Sept. 13-17. W. M. Wiseman.
Statesville-Iredell Co. Agri. Oct. 17-22. George Neal, mgr.
Tarboro-Central Plains Fair Assn. Oct. 18-22. E. L. Clayton.
Warsaw-Duplin Co. Agri. Fair. Nov. 7-12. R. D. Johnson.
Washington-Beaufort Co. Fair. Oct. 10-15. Francis D. DeWitt.
Weldon-Halifax Co. Fair. Sept. 26-Oct. 1. T. R. Walker, Littleton, N. C.
Wendell-East Wake Fair. Oct. 2-8. O. H. Wright Jr.
Wilmington-Wilmington Fair. Sept. 27-Oct. 1. Norman Y. Chambliss, Greensboro, N. C.
Wilmington-Coastal Fair. Sept. 26-Oct. 1. Wm. A. Peschan.
Wilson-Wilson Co. Fair. Oct. 3-8. W. H. Dunn.
Winston-Salem-Winston-Salem & Forsyth Co. Fair. Oct. 4-8. G. C. McNeil.
Woodland-Roanoke-Chowan Fair. Oct. 10-15. T. R. Walker, Littleton, N. C.
Zebulon-Five-County Fair. Sept. 19-24. E. Dabney Gill.

NORTH CAROLINA

Bohlinand-Bohlinand Co. Agri. Soc. Second week in Sept. Dr. J. C. Jirkowic.
Cando-Towner Co. Fair Assn. June 29-July 1. Lyle Brightbill.
Cooperstown-Griggs Co. Fall Fair. Sept. 19-20. T. A. Marquardt.
Fargo-D. D. DeWitt Fair for Fargo. Aug. 29-Sept. 2. Frank S. Talcott.
Fessenden-Wells Co. Free Fair. July 12-13. E. W. Vancura.
Flaxton-Burke Co. Fair & Agri. Assn. July 23-25. H. C. Bockels, N. D.
Grand Forks-N. D. State Fair for Grand Forks. June 27-July 2. D. F. McCowan.
Hamilton-Pembina Co. Fair. July 21-23. Franklin Pace.
Jamestown-Burke Co. Fair Assn. July 23-25. H. C. Bockels.
Langdon-Cavalier Co. Fair Assn. July 16-20. Dick Forkner.
Minot-North Dakota State Fair. July 4-8. H. L. Pinks.
Oshland-Ashland Co. Agri. Assn. Sept. 22-24. F. A. Heestand.
Ashley-Ashley Ind. Agri. Soc. Aug. 3-8. Harry S. Wighton.
Atlanta-Robesa Co. Agri. Soc. Aug. 23-26. Herb J. Parker.
Attica-Attica Fair. Sept. 24-30. Carl B. Carpenette.
Barlow-Barlow Agri. Assn. Sept. 29-30. C. F. Lawton.
Bellevue-Bellevue Logan Co. Agri. Soc. Sept. 20-23. Carl G. Kirk.
Belvidere-Belvidere Ind. Agri. Soc. Sept. 14-17. E. O. Kochmeister.
Beres-Carrington Co. Agri. Soc. Aug. 17-21. T. H. Peaslee.
Bluffton-Bluffton Agri. Soc. Oct. 19-21. Harry P. Barnes.

OHIO

Ashland-Ashland Co. Agri. Soc. Sept. 22-24. F. A. Heestand.
Ashley-Ashley Ind. Agri. Soc. Aug. 3-8. Harry S. Wighton.
Atlanta-Robesa Co. Agri. Soc. Aug. 23-26. Herb J. Parker.
Attica-Attica Fair. Sept. 24-30. Carl B. Carpenette.
Barlow-Barlow Agri. Assn. Sept. 29-30. C. F. Lawton.
Bellevue-Bellevue Logan Co. Agri. Soc. Sept. 20-23. Carl G. Kirk.
Belvidere-Belvidere Ind. Agri. Soc. Sept. 14-17. E. O. Kochmeister.
Beres-Carrington Co. Agri. Soc. Aug. 17-21. T. H. Peaslee.
Bluffton-Bluffton Agri. Soc. Oct. 19-21. Harry P. Barnes.

Bucyrus-Crawford Co. Agri. Soc. Aug. 16-19. Morris Knisely, R. D. 1, Crestline, O.
Burton-Oseaga Co. Agri. Soc. Sept. 2-5. Chas. A. Riley.
Cadia-Harrison Co. Agri. Assn. Sept. 14-18. Howard J. Coffland.
Caldwell-Noble Co. Fair. Aug. 21-Sept. 3. G. J. Lorentz.
Canton-Canton Co. Agri. Soc. Sept. 1-3. S. E. R. Zieger, 1004 Central Tower, Youngstown.
Canton-Stark Co. Agri. Soc. Sept. 8-8. Ed S. Wilson.
Carrollton-Carroll Co. Agri. Soc. Sept. 22-23. Mrs. J. M. Scott, Harlan Springs, O.
Carthage-Cincinnati-Hamilton Co. Agri. Soc. Sept. 13-17. D. R. Van Atta, 418 Court House Cincinnati.
Celle-Celco Co. Fair. Aug. 14-19. Albert C. Stein.
Circleville-Circleville Pumpkin Show. Oct. 19-22. George E. Roth.
Columbus-Ohio State Fair. Aug. 27-Sept. 2. Carl H. Hanefeld, dir.
Columbus-Ohio State Fair. Oct. 8-18. Lloyd Birmingham.
Columbus Grove-Putnam-Allen Fair. Dec. 20-22. T. M. Tegaradin.
Columbus-Columbus Co. Fair. Oct. 4-8. G. C. Dillard.
Croton-Hartford Ind. Agri. Soc. Sept. 8-19. C. H. H. Stanley, Centerburg, O.
Dayton-Montgomery Co. Fair. Sept. 5-8. R. C. Halnes.
Delaware-Delaware Co. Fair. Sept. 21-24. Bruce Burgess.
Delphos-Allen Co. Fair. Aug. 23-27. Art O. Wolfhorst.
Dover-Tuscarawas Co. Agri. Soc. Sept. 20-22. J. H. Franke.
Eaton-Freble Co. Fair. Aug. 9-12. A. H. Merion, Camden, O.
Elyria-Lorain Co. Fair. Sept. 3-10. Robert J. Apple.
Fredericktown-Fredericktown Community Fair. Sept. 23-24. Herbert Coochener.
Fremont-Sandusky Co. Agri. Soc. Sept. 8-9. Russell S. Hull.
Georgetown-Brown Co. Agri. Soc. Oct. 5-7. S. Teaford.
Greenview-Clarke Co. Fair. Aug. 21-26. Dec. 2. S. Teaford.
Hamilton-Butler Co. Agri. Soc. Sept. 27-Oct. 1. John W. Cochran.
Harrison-Harrison Co. Agri. Soc. Aug. 23-26. M. H. Berington.
Hilliards-Franklin Co. Agri. Soc. Aug. 17-19. Arch A. Ader.
Jefferson-Ashland Co. Agri. Soc. Aug. 16-19. E. W. Lampton.
Kinsman-Kinsman Fair. Aug. 30-Sept. 2. Lloyd C. Jewell.
Lancaster-Fairfield Co. Fair. Oct. 12-15. Pearl G. Webb.
Lebanon-Warren Co. Fair. Sept. 20-23. Lyle Stewart.
Lisbon-Columbiana Co. Agri. Soc. Sept. 13-15. H. E. Marsden.
London-Madison Co. Fair. Aug. 23-28. Fred M. Guy, Irwin, O.
London-Londonville Agri. Soc. Oct. 3-7. O. K. Andress.
Lucasville-Seloto Co. Agri. Soc. Aug. 3-5. H. T. Caldwell, Portsmouth, O.
McArthur-Vinton Co. Agri. Soc. Sept. 7-10. John S. Galloway.
McConnelsville-Morgan Co. Agri. Soc. Sept. 14-18. Walter W. Barkhurst.
Mansfield-Richard Co. Agri. Soc. July 27-29. Walter M. Shaffer, Lexington, O.
Marion-Marion Co. Agri. Assn. Sept. 3-7. L. E. Apple.
Marion-Marion Co. Agri. Soc. Aug. 23-26. James W. Hunsate.
Marysville-Union Co. Agri. Soc. Sept. 7-10. H. A. Taylor.
Medina-Medina Co. Agri. Soc. Sept. 6-8. Jay V. Einhart.
Millersburg-Holmes Co. Agri. Soc. Sept. 7-10. H. C. Logsdon.
Morrow-Williams Co. Agri. Soc. Sept. 13-17. A. C. Hausz.
Mt. Pleasant-Morrow Co. Agri. Soc. Sept. 28-Oct. 1. O. E. Smith.
Mt. Vernon-Knox Co. Agri. Soc. Aug. 9-12. Guy L. Clatter.
Napoleon-Henry Co. Agri. Soc. Aug. 31-Sept. 3. James Murray.
Newark-Licking Co. Agri. Soc. Sept. 13-17. Keith W. Lowery, Buckeye Lake, O.
Norwalk-Huron Co. Agri. Soc. Aug. 30-Sept. 2. J. H. Reininger.
Old Washington-Guernsey Co. Agri. Soc. Aug. 18-12. J. P. St. Clair.
Ottawa-Putnam Co. Agri. Soc. Oct. 4-8. Joseph L. Erickmer.
Owensville-Chernoff Co. Agri. Soc. Aug. 18-19. Allan Rapp.
Painesville-Lake Co. Agri. Soc. Sept. 14-17. Chas. J. Gray.
Paulding-Paulding Co. Agri. Soc. Sept. 21-23. W. R. Montzer.
Piketon-Pike Co. Agri. Soc. Aug. 9-12. J. O. Black.
Plain City-Plain City Ind. Agri. Soc. Aug. 2-6. J. L. Rini.
Pomeroy-Mingo Co. Agri. Soc. Sept. 14-18. J. O. Black.
Prestonville-Lawrence Co. Fair. Aug. 8-15. D. E. Lewis, Ironton, O.
Randolph-Randolph Agri. Soc. Sept. 30-Oct. 1. R. P. Hamilton.
Richwood-Richwood Tri-Co. Fair. Aug. 9-13. Chas. J. Gray.
St. Clairsville-Belmont Co. Agri. Soc. Sept. 8-10. Carter Thornburg.
Sidney-Shelby Co. Agri. Soc. Sept. 13-16. Ben O. Harman, Box 27, Anna, O.
Smithsboro-Person Co. Fair. Sept. 21-23. O. J. Hayne.
Smyma-Tri-County Fair. Sept. 27-29. Scott Bond, R. D. 4, Freeport, O.
Somerset-Somerset Pumpkin Show & Agri. Assn. Sept. 27-30. A. W. King.
Tiffin-Seneca Co. Agri. Soc. Aug. 23-26. O. H. Baker.
Toledo-Lucas Co. Agri. Soc. Sept. 15-18. Charles Glann.
Troy-Miami Co. Agri. Soc. Aug. 16-19. E. O. Ritter.
Upper Sandusky-Wyandot Co. Agri. Soc. Sept. 13-16. Ira T. Mattheson.
Urbana-Champaign Co. Agri. Soc. Aug. 6-12. John W. Yoder.
Van Wert-Van Wert Co. Agri. Soc. Sept. 5-9. N. E. Stucker.
Wapakoneta-Auglaize Co. Agri. Soc. Aug. 28-Sept. 2. Harry Kahn.
Warren-Trumbull Co. Agri. Soc. Aug. 9-13. J. H. Mackey.
Washington Co. H. Fayette Co. Fair. Sept. 13-17. George L. Gozard.

Wauson-Fulton Co. Agri. Soc. Sept. 4-8. Orlo Whittecar.
Wellington-Wellington Fair Assn. Aug. 23-25. A. H. Branson.
Wellston-Jackson Co. Fair. Aug. 14-19. C. H. Ramsey.
Westerville-Westerville Ind. Agri. Soc. Sept. 15-17. Karl H. Schott.
West Union-Adams Co. Agri. Soc. Aug. 10-13. H. M. Statterfield.
Wilmington-Canton Co. Agri. Soc. Aug. 10-12. Frank A. Peche.
Woodfield-Monroe Co. Agri. Soc. Aug. 2-4. G. O. Dougherty.
Woodsport-Wayne Co. Agri. Soc. Sept. 12-16. H. H. Hux.
Kenia-Greene Co. Agri. Soc. Aug. 2-5. Mrs. J. Robert Bryson.
Zanesville-Muskingum Co. Agri. Soc. Aug. 15-20. Carl Elliott, New Concord, O.
Zanesville-Pumpkin Show. July 23-31. O. M. Wageman.

OKLAHOMA

Ada-Ponotoc Co. Free Fair Assn. Sept. 1-3. W. R. Montgomery.
Aba-Boods Co. Fair. Sept. 14-17. George Felket.
Anadarko-American Indian Expo. Aug. 24-27. Edgar Halfmoon.
Anadarko-Caddo Co. Free Fair. Sept. 12-17. E. C. Dillard.
Antlers-Pushmataha 4-H Club Fair. Sept. 16-17. R. I. Hilyeah.
Armore-Southern Okla. Fair & Expo. Sept. 12-17.
Beaver-Beaver Co. Free Fair Assn. Early in Sept. Otto C. Barry.
Blackwell-Kay Co. Free Fair Assn. Sept. 13-17. E. H. Martin.
Bristow-Creek Co. Fair Assn. Sept. 13-16. Fred Brawner.
Burlington-Margot Co. Free Fair. Sept. 15-17. W. E. Hland.
Canton-Canton Fair & Racing Assn. July 3-3. Troy Stannbury.
Cherokee-Alfalfa Fair Assn. About Sept. 15. Chas. H. Stephens.
Cherokee-Mills Co. Club Fair. Sept. 16-17. L. J. Cunningham.
Duncan-Stephens Co. 4-H Club Fair. Sept. 15-17. Murray Cox.
Duncan-Bryan Co. Free Fair Assn. Sept. 14-17. Earl Hill.
Enid-Garfield Co. Free Fair Assn. Week of Oct. 24. J. B. Horst.
Fairview-Major Co. Free Fair. Sept. 19-21. W. B. Hanly.
Hessney-Hessney Free Fair Assn. Sept. 15-17. W. C. Gamlich.
Hobbsville-Hughes Co. Fair. Sept. 13-17. Henry P. Polson.
Hugo-Choctaw Co. Free Fair. Oct. 3-8. W. R. Schooler.
Hugo-Choctaw Co. 4-H & Women's Club Fair. Sept. 16-17. C. L. Weatherford.
Kingfisher-Kingfisher Co. Fair. Sept. 14-16. R. G. Coulter.
Miami-Ottawa Co. Fair Assn. Sept. 6-8. Clarence H. Merritt.
Muskogee-Okla. Free State Fair. Oct. 2-6. Ethel Murray Simonds.
Norman-Cleveland Co. Free Fair. Sept. 20-22. Clarence Burch.
Oklahoma-Oklahoma Co. Fair Assn. Sept. 8-10. Clarence Burch.
Oklahoma City-Oklahoma State Fair & Expo. Sept. 24-Oct. 1. Ralph T. Hroughill.
Oklahoma City-Oklahoma Co. Free Fair. Sept. 19-21. A. T. Burge.
Pawnee-Pawnee Co. Free Fair Assn. Sept. 15-17. Russel Pierson.
Pawnee-Osage Co. Free Fair Assn. Sept. 12-15. Fred Ahberg.
Perry-Noble Co. Free Fair. Sept. 15-17. E. C. Coulter.
Pond Creek-Grant Co. Free Fair. First week in Sept. Emery E. Jacobs, Medford, Okla.
Poteau-LeFlore Co. Free Fair Assn. Sept. 11-24. C. C. Garrett.
Pocahontas-McClain Co. Free Fair. Sept. 14-17. Ed Davis.
Stillwater-Payne Co. Fair Assn. Sept. 13-16. W. Cromwell.
Tahlequah-Cherokee Co. 4-H Club Fair. Sept. 15-17. Thos. A. Manasco.
Tulsa-Tulsa State Fair. Sept. 17-24. H. R. Bridges.
Vinita-Craig Co. Fair & Will Rogers Memorial Rodeo. Sept. 2-5. Frank Bailey.
Wagoner-Maine Co. Free Fair Assn. Sept. 23-24. Floyd C. Dowell.
Wewaka-Seminole Co. Free Fair Assn. Sept. 7-10. C. L. Sullivan.

OREGON

Burns-Harney Co. Fair. Sept. 14-18. Nelson B. Higgs.
Cannon-Blickamas Co. Fair. Aug. 31-Sept. 2. J. P. Telford, Oregon City, Ore.
Eugene-Lane Co. Fair Assn. Sept. 21-24. Allen P. Wheeler, Goshen, Ore.
Fossil-Wheeler Co. Fair. Sept. 9-10. Arnold C. Albert.
Gold Beach-Curry Co. Fair. Sept. 3-4. Beatrice Williams.
Grants Pass-Josephine Co. Fair. Sept. 1-3. F. G. Roper.
Gresham-Multnomah Co. Fair Assn. Aug. 22-24. H. A. Hays, 219 Oregon Bldg. Portland.
Hillsboro-Washington Co. Fair. Sept. 1-3. Ed L. Moore.
Hood River-Hood River Co. School Fair. Aug. 31-Sept. 1. L. B. Gibson.
Juntura-Tillamook Co. Fair. Sept. 23-24. Chas. L. Trowbridge.
LaGrande-Union Co. Fair Assn. Last week in Sept. W. R. Getzler.
Monmouth-Polk Co. Fair. Sept. 1-2. Josiah Willis, Dallas, Ore.
Mount Sherman Co. Fair Assn. Sept. 23-25. LeRoy C. Wright.
Myrtle Point-Coos Co. Fair Assn. Sept. 14-16. L. H. Pearce.
Ontario-Malheur Co. Fair Assn. Sept. 3-5. Bill Colburn.
Philomath-Benton Co. Fair. Sept. 25-Oct. 1. Portland-Pacific Intern'l. Livestock Expo. Oct. 1-9. O. M. Plummer, gen. mgr.
Redmond-Deschutes Co. Fair Assn. Sept. 23-Oct. 1. Clare L. Colgrove.
St. Helens-Columbia Co. Fair Assn. Aug. 29-31. Earl C. Dowler.
Salem-Oregon State Fair. Sept. 5-12. Leo G. Bplitzart.
Tillamook-Tillamook Co. Fair. Aug. 17-30. C. H. Bergstrom.
Toledo-Linncoln Co. Fair. Sept. 2-3. W. F. McLee.
Troy Valley-Wasco Co. Fair Assn. Sept. 18-19. J. W. Dudd.
TULSA

PENNSYLVANIA

Abbotstown-United Farmers' Assn. Aug. 16-20. C. J. Mockley.

Allentown—Great Allentown Fair. Sept. 29-34. M. H. Beary.

Arendville—South Mountain Fair Assn. Sept. 14-17. A. D. Sheely.

Barren Hill—Barren Hill Farmers' Fair. June 17-25. Edwin Lightner, Lafayette Hill, Pa.

Bedford—Bedford Co. Fair Assn. Aug. 29-Sept. 3. Robert C. Jurek.

Bloomburg—Bloomburg Fair Assn. Sept. 28-Oct. 1. Harry B. Corwell.

Burgess—Union Agr. Assn. Sept. 8-16. J. L. McDonagh.

Burrhead—Burrhead Fair Assn. Aug. 14-20. C. M. Miller.

Cambridge Springs—Cambridge Springs Community Fair. Sept. 8-16. R. L. Whipple.

Carmichaels—Greene Co. Fair. Aug. 29-Sept. 1. Dave Trumble, Mission, Pa.

Centre Hill—Centre Co. Fair & Orange Encampment. Aug. 28-Sept. 2. Mrs. Edith H. Dale, State College, Pa.

Clearfield—Clearfield Co. Fair Assn. Sept. 18-24. Wm. Brice Jr.

Cochran—Cochran Community Fair Assn. Sept. 22-24. A. K. Skaifer.

Columbia—Columbia Harvest Home Assn. Oct. 11-13. Lester Leber.

Conestoga—Conestoga Community Fair Assn. Sept. 15-17. Kenneth Mowry.

Conowingo—Conowingo Fair. July 6-18. Samuel M. Glass.

Cockport (P. O. Commodore)—Greene Township Community Fair. Sept. 15-17. E. L. Denton, Conover, Pa.

Dayton—Dayton Agr. Assn. Aug. 23-27. J. R. Norland.

Doylestown—Doylestown Fair Assn. Sept. 13-17. J. Allen Garty.

Ebensburg—Cassia Co. Fair Assn. Sept. 4-8. H. B. Dyer.

Edinboro—Edinboro Fair. Sept. 13-17. Hiron E. Decker.

Ephrata—Ephrata Farmers' Day Assn. Oct. 15-18. Fred H. Janda.

Farm Grove—Farm Grove Improvement Assn. Aug. 10-13. R. M. Brown, Bridgeton, Pa.

Fleetville—Fleetville Township Comm. Fair Assn. Sept. 21-24. B. K. Horner.

Flintstone—Flintstone Fair. Aug. 5-13. Wm. J. Goss.

Ford City—Armstrong Co. Fair. Aug. 11-13. Walter H. Bower.

Forkville—Sullivan Co. Agr. Soc. Sept. 7-10. J. R. Whiteley.

Grain—Grain Fair Assn. Sept. 22-24. Guy R. Winger.

Greensburg—Harold Community Fair Assn. Aug. 25-27. R. H. Amalson.

Hanover—Forest Park Fair. Sept. 8-11. A. F. Kretz.

Harford—Harford Agr. Soc. Aug. 31-Sept. 2. Walter H. Bower.

Hatfield—Montgomery Co. Fair Assn. Sept. 5-12. Samuel D. Conner.

Honesdale—Wayne Co. Agr. Soc. Sept. 20-23. E. W. Gammell.

Horseshoe—Horseshoe Co. Fair Assn. Aug. 24-27. Edward E. Francis.

Huntingdon—Huntingdon Co. Agr. Assn. Aug. 20-Sept. 1. James C. Morgan, bus. mgr.

Indiana—Indiana Co. Agr. Assn. Aug. 30-Sept. 3. B. W. Lichtenberger.

Jennersburg—Jenners Fair Assn. Sept. 13-18. A. O. Laps, Jenners, Pa.

Kutztown—Kutztown Fair Assn. Aug. 18-19. Claude L. Reutner.

Lampeter—W. Lampeter Comm. Fair Assn. Sept. 15-17. Wayne B. Remickler.

Lehighton—Lehighton Fair. Aug. 30-Sept. 2. Frank R. Diehl.

Lewistown—Mifflin Co. Fair. Aug. 1-4. S. B. Russell.

Ligonier—Ligonier Community Fair Assn. Aug. 7-8. O. A. Porter.

McConnellsburg—Pulaski Co. Fair Assn. Sept. 15-17. Lloyd W. Mellett.

Mansfield—Smyth Park Assn. Sept. 21-24. Frank Marvon.

Marysville—Machin Farm Show. Sept. 28-Oct. 1. E. A. Auld.

Martinsburg—Morrison Core Community Fair. Oct. 20-22. Ella B. Ebersole, Curryville.

Mechanicsburg—Orangeburg (Picnic) Fair. Aug. 28-Sept. 3. R. E. Richkiew.

Merwin—Merwin Central Agr. Soc. Sept. 13-18. J. P. Orr.

Meyersdale—Somerset Co. Fair Assn. Sept. 6-8. Wm. A. Allhouse.

Millersburg—Millersburg Farmers' Fair Assn. Sept. 15-17. Nell B. March.

Millville—Manor Farm Fair. Sept. 29-Oct. 1. H. P. Sgittin.

Millport—Oswayo Valley Rural Community Fair. Sept. 14-16. Louis Perkins, R. D. Shingohans, Pa.

Mo. Coy—Mt. Joy Agr. Soc. Oct. 30-22. M. C. Stauffer.

Montrose—Susquehanna Co. Agr. Soc. Aug. 24-25. Thomas M. Jenkins.

Mt. Holly Springs—Cumberland Co. Dairy Show Assn. Aug. 3-5. H. E. McCullough, 28 Mills Dr.

Myersstown—Myersstown Comm. Fair Assn. Oct. 13-14. J. T. Auld.

New Castle—New Castle Agr. Assn. Aug. 29-30. A. C. Shoaf.

New Holland—New Holland Fair. Oct. 4-8. W. C. Cramer.

Newfoundland—Greene-Dreher Community Fair Assn. Sept. 8-10. W. B. Pritchard.

Newport—Perry Co. Fair Assn. Sept. 13-15. A. H. Ludwig.

Neville—Scriffin Orange Fair. Sept. 8-9. E. M. Miller.

North East—North East Community Fair Assn. Sept. 23-Oct. 1. Mrs. Mildred Henderson.

Northampton—Black Branch Springs Agr. Soc. Sept. 14-16. W. F. Tollinger.

Pittsburg—Albany Co. Fair at South Park. Sept. 17-18. Cliff J. Ryan.

Port Royal—Janata Co. Agr. Soc. Sept. 5-10. J. H. Beck.

Pottsville—Schuylkill Co. Fair. Sept. 5-10. P. W. Hays.

Quakertown—Bucks Co. Agr. Soc. Aug. 23-26. Robert L. Reinhardt.

Reading—Reading Fair. Sept. 11-18. Chas. W. Switzer.

Red Bank—Red Lion Gala Week Fair. Aug. 22-27. H. M. Spangler.

Rehoboth—Carnival & Night Fair. Week of July 18. Roland E. Fisher.

Northampton—McKean Co. Fair Assn. Sept. 8-9. J. W. Hilson, pres.

Springburg—Springburg Fair. Sept. 13-17. J. A. Whitney.

Stoneboro—Great Stoneboro Fair. Sept. 1-3 and 5. Walter B. Parker.

Sugar Grove—Sugar Grove Community Fair. Sept. 8-10. T. R. Sponder.

Towanda—Bradford Co. Agr. Soc. Aug. 30-Sept. 3. Karl D. Shiner.

Troy Agr. Soc. Aug. 33-27. H. D. Holcombe.

Tunahunko—Wyalusing Co. Fair Assn. Sept. 5-8. Percy H. Brungler.

Ulysses—Ulysses Community Fair Assn. Sept. 4-10. Don C. Roumaville.

Washingtonville—Montour-Delong Fair. Oct. 15-21. George W. Green.

Walburg—Walburg Agr. Soc. Aug. 30-Sept. 2. H. M. Barrows.

Waynesburg—Waynesburg Fair & Agr. Assn. Sept. 14-18. Ambrose Bradley.

West Alexander—W. Alexander Agr. Assn. Sept. 15-17. Paul Rogers.

White River—Richhill Soc. of Greene Co. Aug. 18-18. O. J. Dicks.

Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 28-29. Howard F. Max. Loyal, York, Pa.

York—York Interstate Fair. Oct. 4-8. Samuel S. Lewis, gen. mgr.

Youngsville—Youngsville Community Fair Assn. Sept. 14-17. R. L. Albright.

RHODE ISLAND

Kingston—Rhode Island State Fair. Aug. 21-Sept. 3. A. N. Peckham, mgr.

SCOTLAND

Olango—Scotland's Empire Exh. in Bella-houston Park. May 1-Oct. 31.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 31-Nov. 2. J. A. McIlhenny.

Anderson—Anderson Co. Colored Fair. Nov. 8-12. J. A. O'Grady.

Bishopville—Lee Co. Fair Assn. Week of Oct. 31. M. B. McQuinn.

Cades—Kershaw Co. Fair Assn. Oct. 10-13. D. J. Green.

Central—Pickens Co. Fair Assn. Oct. 10-13. L. S. Griffin.

Chester—Chester Co. Colored Fair. Last week in Oct. Wayman Johnson.

Columbia—South Carolina State Fair. Oct. 17-22. Paul W. Moore.

Conway—Horry Fair Assn. Oct. 10-13 (tentative). Chas. R. Scarborough.

Dillon—Dillon Co. Fair. Oct. 3-8. Joe Cabell Davis.

Florence—Florence Fair. Oct. 11-15. Wm. S. Douglas.

Greenville—Greenville Co. Fair. Oct. 24-28. C. A. Herlong, Green, R. C.

Greenville—Greenville Co. Colored Fair. Oct. 28-31. James A. Tolbert, pres.

Greenwood—Greenwood Fair. Oct. 17-22. A. T. Pison.

Kingsree—Williamsburg Co. Fair Assn. Oct. 17-22. H. C. Crawford.

Loris—Loris Fair Assn. Oct. 25-29. J. H. Von.

Millin—Marion Co. Fair. Week of Sept. 26. C. L. Schofield.

Newberry—Newberry Co. Fair. Oct. 21-Nov. 3. P. J. Moon.

Orangeburg—Orangeburg Co. Fair Assn. Oct. 25-29. J. M. Hughes.

Orangeburg—Orangeburg Co. Colored Fair Assn. Oct. 11-14. W. C. Lewis.

Owings—Mt. Carmel Fair. Nov. 2-5. Andrew D. Galt.

Rock Hill—York Co. Fair. Oct. 3-7. P. M. Powell.

Spartanburg—Spartanburg Co. Fair Assn. Oct. 11-15. John P. Felder.

Sumter—Sumter Co. Fair Assn. Oct. 10-13. J. Cliff Brown.

Union—Union Co. Fair Assn. Oct. 17-23. A. M. Vick.

Waterboro—Colleton Co. Fair Assn. Nov. 1-6. E. E. Jones.

Wentworth—Crawford Fair Assn. First week in Oct. R. L. Robinson.

York—York Co. Colored Fair Assn. Oct. 17-22. L. A. Wright.

SOUTH DAKOTA

Aberdeen—Brown Co. Fair. Sept. 8-7. Hlad J. Tallman.

Edmore—Fall River Co. Fair Assn. Sept. 1-5. C. P. Perdue.

Clear Lake—Deuel Co. Fair. Sept. 7-9. Fred Steger.

Fair—Falah Fair Assn. Aug. 23-27 (tentative). Ray M. Bernd, mgr.

Fairview—Stanley Co. Fair. Sept. 5-4. C. E. Sumner.

Gettysburg—Fotter Co. Fair Assn. Sept. 1-3. H. Hixon.

Huron—South Dakota State Fair. Sept. 11-20. J. R. E. Magister.

Marlin—Bennett Co. Fair Assn. Aug. 25-27. Fred A. Beers.

Michell—Corn Palace Festival. Sept. 28-Oct. 1. Dyer H. Campbell.

Montrose—Jones Co. Fair Assn. Aug. 23-27. P. J. Carpenter.

Nisland—Butte Co. Fair. Sept. 1-3. Deyer Anne, Newell, S. D.

Ossola—Sully Co. Fair Assn. Aug. 14-20. D. J. Norgaard.

Waverly—Turner Co. Fair. Aug. 24-28. L. P. Collins.

Selby—Walworth Co. Fair Assn. July 3-3. Robert Abel.

Tripp—Hutchinson Co. Fair Assn. Aug. 30-Sept. 3. R. E. Magister.

Vermillion—City Co. Fair Assn. Aug. 30-Sept. 2. H. B. Collier.

Webster—Day Co. Fair. Sept. 8-10. Halvor Thompson, Ltr. S. D.

TENNESSEE

Alexandria—DeKalb Co. Fair. Aug. 31-Sept. 3. Rob Roy.

Athens—Tenn County Fair Assn. Sept. 19-24. Fred E. Wankam.

Holly—Hardeman Co. Fair Assn. Sept. 24-Oct. 1. Asher M. Kamm.

Lebanon—Hardeman Co. Colored Fair. Oct. 8-9. Frank Beard.

Brownsville—Harwood Co. Colored Fair Assn. Oct. 12-15. P. E. Jeffries.

Syracuse—Pickett Co. Fair. Sept. 9-10. 18624 Parrott.

Camden—Madison Co. Fair Assn. Sept. 28-Oct. 1. E. L. Davis.

Carthage—Carthage Agr. Assn. Aug. 10-13. W. B. Robinson.

Celina—Clay Co. Fair Assn. Aug. 3-8. W. C. G. G. G.

Celina—Clay Co. Agr. Prev Fair. Sept. 15-17. Guy B. Johnson.

Centerville—Stuckman Co. Fair Assn. Sept. 14-17. Grady J. Carothers Jr.

Chattanooga—Chattanooga Inter-State Fair. Sept. 23-31. Wm. B. Braxton.

Clarksville—Cumberland Valley Fair & Live-Stock Show. Nov. 17-19. Leabie Booth.

Clarksville—Montgomery Co. Colored 4-H Agr. Fair. Oct. 3-8. James A. Belle.

Cockeysville—Putnam Co. Agr. Fair. Sept. 8-10. O. D. Mass.

Cottage Grove—Cottage Grove Community Fair. Sept. 18. Dan H. Snow.

Corning—Tipton Co. Fair Assn. Sept. 4-8. S. H. Bennett, mgr. Brighton, Tenn.

Crossville—Cumberland Co. Fair Assn. Sept. 8-10. John Lammack.

Dayton—Knox Co. Fair. Sept. 8-10. Robert K. H.

Decaturville—Decatur Co. Fair. Oct. 17-23. R. O. G. Parsons, Tenn.

Dickson—Dickson Co. Fair. Sept. 23-Oct. 1. C. K. Buttery.

Dever—Stewart Co. Fair. Oct. 4-7. Mabel Crowe.

Erin—Houston Co. Fair. Oct. 1. Nathan Brown.

Fayetteville—Lincoln Co. Fair Assn. Aug. 24-28. Hiram Higgins.

Franklin—Williamson Co. Fair. Sept. 8-10. Chas. J. E. Gillet.

Gallin—Sumner Co. Colored Fair. Aug. 23-27. Edw. V. Anthony.

Greenback—Greenback Community Fair. Sept. 5-10. Wm. D. Kerr.

Hodgeson—Chester Co. Fair Assn. Oct. 11-14. J. E. G. G.

Huntingdon—Carroll Co. Fair. Oct. 4-8. J. F. Walters.

Huntington—Carroll Co. Colored Fair Assn. Sept. 14-17. W. A. Cox.

Jackson—West Tennessee District Fair. Sept. 18-21. A. G. G. G.

Jackson—Madison Co. Agr. Assn. (Colored). Sept. 19-24. J. E. McNeely.

Jasper—Marion Co. Fair. Sept. 15-17. W. M. Cameron.

Keokuk—Tennessee Valley Agr. Fair. Sept. 26-Oct. 1. H. D. Panst.

La Fayette—Marion Co. Fair. Sept. 3-3. D. Henry Piper.

LaFollette—Fry County Fair. Sept. 5-10. B. A. Waller.

Lawrenceburg—Lawrence Co. Middle Tenn. Dist. Fair. Sept. 28-Oct. 1. Dr. H. R. Brady.

Lebanon—Wilson Co. Fair. Aug. 17-20. A. W. McCaskey.

Lexington—Wilson Co. Colored Fair. Sept. 1-3. J. R. McDaniel.

Lexington—Henderson Co. Fair Assn. Week of Sept. 19. A. S. Montgomery.

Lexington—Henderson Co. Colored Free Fair. Sept. 7-10. C. G. Bond.

Linden—Ferry Co. Fair. Sept. 8-10. John Goodwin.

Livingston—Overton Co. Agr. Fair. Sept. 29-Oct. 1. H. B. Smith.

McMinnville—Warren Co. Fair Assn. Sept. 15-17. H. R. Wilson.

Manchester—Coffee Co. Fair Assn. Sept. 23-24. David W. Shields Jr.

Martin—Martin Community Fair. Nov. 11-12. Milburn Gardner.

Maynardville—Union Co. Fair. Sept. 23. C. L. Logg.

Maury—Maury Co. Fair Assn. Sept. 13-17. Hugh E. Decker.

Memphis—Mid-South Fair. Sept. 13-17. Frank D. Puller.

Memphis—Colored Tri-State Fair. Sept. 29-30. D. G. G. G.

Merfreesboro—Rutherford Co. Fair Assn. Sept. 7-10. Pauline Johnson.

Nashville—Tennessee State Fair. Sept. 10-24. Phil C. Travis, mgr.

Oak Ridge—Scott Co. Fair. Sept. 12-17. E. G. Terry.

Poison—American Legion Fair. Sept. 19-24. K. K. Houston.

Petersburg—Petersburg Colt Show Assn. Sept. 4-7. I. M. Davidson.

Pittsburg—Madison Co. Fair. Sept. 28-Oct. 1. H. E. Gibson.

Ramer—Ramer Community Fair. Sept. 29-Oct. 1. Dottie Milledale.

Rutherford—Rutherford Community Fair Assn. Sept. 28-Oct. 1. Wilson Roberts.

Smith—Maury Co. Fair. Sept. 14-15. T. S. Wade.

Seymour—Sevier Co. Fair. Sept. 23-24. John A. McFaban.

Sparta—White Co. Fair. Sept. 15-17. Wm. L. Hill.

Spokane—Van Buren Co. Fair. Sept. 13-12. H. L. Hollingsworth.

Tracy City—Grundy Co. Fair Assn. Aug. 25-27. Dr. W. T. Roberts.

Trenton—Gibson Co. Fair. Sept. 7-10. Jno. H. W. M.

Union—City of Union Co. Fair. Sept. 19-24. Fred Latimer.

Waverly—Humphreys Co. Fair. Sept. 14-17. J. S. Bowen.

Waynesboro—Wayne Co. Fair Assn. Oct. 3-8. H. L. Edwards.

Westland—East Sumner Fair. Sept. 9-10. Cyrus Simmons.

Wheat—Wheat Community Fair. Sept. 19-19. Charles Arnold.

Whiteville—Whiteville Harvest Festival & Horse Show. Aug. 29-Sept. 2. O. P. Robinson.

Winchester—Franklin Co. Fair. Aug. 21-Sept. 2. J. P. Vaughan.

Woodbury—Cannon Co. Fair Assn. Sept. 16-17. Mrs. Hesta M. Cummins.

TEXAS

Ablene—West Texas Fair Assn. Oct. 3-8. T. M. Carroll.

Amarillo—Tri-State Fair. Sept. 19-24. O. L. Taylor.

Arborea—Grimes Co. Fair. Sept. 22-Oct. 1. Gladys Best.

Arlington—Tarrant Co. Fair. Sept. 22-24. Mickey Maguire.

Banders—Banders Co. Fair Assn. Probably Lobo Day. J. E. Adams.

Beaumont—South Texas State Fair. Nov. 3-13. L. B. Herring Jr.

Bellville—Austin Co. Fair Assn. Sept. 28-Oct. 3. H. M. Brouillette.

Boerne—Kendall Co. Fair Assn. Sept. 3-4. A. D. Gull.

Bonham—Fannin Co. Fair Assn. Sept. 27-Oct. 1. J. I. Hoon.

Burger—Hutchinson Co. Fair. Sept. 14-17. H. N. Probst.

Bowie—Bowie Fair Assn. Oct. 12-15. Major H. H. H.

Brenham—Washington Co. Fair Assn. Oct. 4-8. F. W. B. Zschappel.

Center—Shelby Co. Fair. Oct. 4-8. O. P. Metz.

Cooper—Montgomery Co. Fair Assn. Oct. 11-13. J. W. Coleman, pres.

Corvairs—Corvairs Live Stock & Agr. Show. Oct. 3-8. R. W. Knick.

Crossett—Houston Co. Fair Assn. Oct. 24-29. B. W. Mims.

Crossett—Pears Turkey Trok. Nov. 16-19. J. W. Arnold.

Dallas—State Fair of Texas. Oct. 8-23. Roy Shepard.

Deaton—Wise Co. Fair Assn. Late in Sept. 1938. J. C. McMurtry.

Denison—Denison Co. Fair. Oct. 4-4. O. L. Fowler.

Eastland—Eastland Co. Fair Assn. Sept. 26-Oct. 1. H. J. Tanner.

Emory—Emory Co. Fair. Sept. 18-Oct. 1. George Leebster.

Fl. Worth—Southwestern Expo. & Fat Stock Show. March 10-12. John H. Davis.

Franklin—Robertson Co. Fair Assn. Sept. 23-Oct. 1. V. M. Harris.

Fredricksburg—Allamie Co. Fair Assn. Aug. 18-21. O. H. Burdorf.

Galveston—Cooks Co. Fair Assn. Aug. 22-27. Claude Jones.

Graham—North Central District Fair. Oct. 28-31. Glenn Jones.

Greenville—Hunt Co. Fair. Aug. 29-Sept. 1. C. A. Duck.

Harrison—Lower Rio Grande Valley Mid-Winter Fair Assn. Nov. 22-26. Sidney Krink.

Haskell—Central West Texas Fair Assn. Oct. 19-22. A. M. Turner.

Henderson—Husk Co. Fair. Sept. 4-4. J. W. Harris.

Hendville—Walker Co. Fair Assn. Oct. 18-22. G. E. Sawyer.

Jana Park—Wagner Co. Fair Assn. Sept. 21-22. Mrs. R. V. Van Horn.

Jasper—Jasper Co. Fair Assn. Oct. 19-23. R. W. Curtis.

LaGrange—Fayette Co. Fair Assn. Oct. 12-18. G. A. Koning.

Larissa—Lawson Co. Fair. Oct. 15-18. A. G. Bearden.

Leonard—Leonard Fair Assn. Sept. 20-24. J. C. Dodson.

Liberty—Liberty Co. Fair Assn. Oct. 17-23. Max Karkoski.

Linden—Linden Co. Fair. Sept. 27-Oct. 1. W. D. Berry.

Loringston—Polk Co. Fair Assn. Oct. 18-23. A. E. Peebles.

Lockhart—Caldwell Co. Fair Assn. Oct. —. Fielder.

Longview—Texas Exhibit Assn. Sept. 17-17. M. D. Abernathy.

Lubbock—Panhandle South Plains Fair. Sept. 28-Oct. 1. A. B. Davis, mgr.

Lufkin—Texas Forest Festival. Oct. 11-13. Wm. C. Burris.

McKinney—Collin Co. Fair Assn. Sept. 27-30. W. Hammond Moore.

Madisonville—Madison Co. Fair Assn. Sept. 28-Oct. 1. Mrs. R. H. Magnus.

Maria—Highland Fair Assn. Oct. 6-8. R. L. Shidner.

Marshall—Central East Texas Fair. Sept. 26-Oct. 1. John A. Brogitt.

Mequite—Mequite Fair Assn. Sept. 14-17. John E. Davis.

Mequite—Mequite Co. Fair. Oct. 1-4. J. M. Meek.

New Boston—Bowie Co. Fair Assn. Probably early part of Oct. M. E. Mellon, Texaskana.

New Braunfels—Comal Co. Fair Assn. Sept. 22-25. M. T. Whittemore.

Ocala—Ocala Co. Fair Assn. June 23-25. W. W. West.

Palestine—Texas Fruit Palace. Anderson Co. Fair. Oct. 10-13. C. O. Miller, Jr.

Paris—Lamar District Fair. Sept. 3-10. H. L. Peck.

Pearson—Winter Garden Fair Assn. Oct. 13-15. J. K. Mastor.

Pittsburg—North East Texas Fair Assn. Sept. 14-19. W. J. Morgan.

Quitman—Wood Co. Fair. Oct. 6-8. O. M. Smith.

Israel—Israel Fair Assn. July 13-16. Truman Pundt.

Rosenberg—Richmond—Fort Bend Co. Fair Assn. Oct. 7-9. C. I. Snedeker.

San Antonio—Red River Valley Fair. Oct. 3-4. Frank Thompson.

Sweetwater—Midwest Expo. Third or fourth week in Sept. George D. Barber.

Tyler—East Texas Fair Assn. Sept. 19-24. V. F. Fitzhugh.

Waco—Waco Valley Free Fair. Oct. 13-24. Sam J. Evans.

Wharton—Wharton Co. Fair Assn. Oct. 18-22. H. C. Copenhaver.

Yorktown—Yorktown Fair Assn. Oct. 18-21. Paul A. Schmidt.

UTAH

Brigham City—Box Elder Co. Peach Days & Rodeo. Sept. 1-10. W. L. Holt, mgr.

Cannonville—Cannonville Co. Fair Assn. Sept. 1-1. Walter Shepherd, S. F. D. I. Royalties, Utah.

Fort Duchesne—Utah Basin Indust. Conv. & Indian Fair. Aug. 22-24. Robert L. Brown.

Heber City—Wasatch Co. Fair. Aug. 25-27. Jno. Barnard.

Logan—Cache Co. Fair Assn. Sept. 12-14. N. J. Crockett.

Monticello—Cannonville Co. Fair. Aug. 31-Sept. 2. M. B. Smith.

Murray—Salt Lake Co. Fair. Sept. 3-3. Chester Bello.

Provo—Utah Co. Fair. Sept. 15-17. M. E. Harrison.

Richfield—Sevier Co. Fair Assn. Aug. 29-31. Ray E. Carr.

Salt Lake City—Utah State Fair Assn. Oct. 1-8 (tentative). E. S. Holmes, mgr.

Tremonton—Box Elder Co. Fair. Sept. 15-17. C. J. Dewey.

VERMONT

Barton—Orleans Co. Fair. Aug. 18-20. F. G. Brown.

Emek Junction—Champlain Valley Expo. Aug. 29-Sept. 3. Harris K. Drury.

Hardland—Hardland Fair. Aug. 24-26. Wm. R. Jordan, mgr.

London—London Fair Assn. Oct. 12. A. E. Phillips.

Lysander—Caledonia Co. Fair. Aug. 29-31. A. E. Donahue.

Mooreville—Lamoille Valley Fair. Aug. 18-20. Edwin H. Gimstead.

Rutland—Rutland State Fair. Sept. 5-23. Carl W. Oney.

Tacahoke—Union Agr. Soc. Sept. 20-22. Edw. R. Mint.

VIRGINIA

Abingdon—Southwest Va. Fair. Week of Aug. 22. A. McBradley.

Amherst—Amherst Co. Fair Assn. Oct. 3-5. L. H. Shrader.

Berryville—Clarke Co. Horse & Coll Show. Aug. 18-19. A. H. Humber.

Beaumont—Covington-Record Fair Assn. Sept. 19-24. Alexander Hodgkin.

Chase City-Mecklenburg Co. Fair Assn. Oct. 11-14. E. I. Emory.
 Chesterfield C. H.-Chesterfield Co. Fair Assn. Oct. 8-8. Wm. C. Shawen, Chester, Va.
 Covington-Albemarle Co. Fair Assn. Sept. 8-10. Theo. C. McCaleb.
 DeWitt-DeWitt Fair Assn. Oct. 11-14. Col. H. B. Watkins.
 Dunganon-Scott Co. Fair Assn. Sept. 7-10. H. L. Stallard.
 Emporia-Emporia Fair. Oct. 18-22. B. M. H. Hines.
 Farmville-Five-County Fair Assn. Sept. 18-24. R. A. Wilmetts.
 Fincastle-Hotelier Co. Fair Assn. Sept. 29-30. Cecil E. Blusser.
 Galax-Great Galax Fair. Sept. 13-17. G. F. Carr.
 Keller-Eastern Shore Agr. Fair Assn. Aug. 29-Sept. 3. J. Milton Mason.
 Lexington-Leckford Co. Fair Assn. Sept. 18-24. Curtis C. Humphris, E. Lexington.
 Luray-Page Co. Fair. Aug. 23-27. H. B. Smith.
 Madison Heights (Lynchburg) - Madison Heights 6-County Fair Assn. Sept. 17-17. L. H. Ehrlich, Lynchburg.
 Manassas-Manassas Horse Show & Fair Assn. Sept. 5-8. James M. Haucum.
 Martinsville-Henry Co. Fair Assn. Oct. 17-22. C. B. Hensley.
 Norfolk-Norfolk Fair Assn. Sept. 5-10. Mrs. Mary L. Piddy.
 Pennington Gap-Lee Co. Fair Assn. Sept. - E. C. Loughman.
 Petersburg-Southside Virginia Fair. Oct. 18-19. H. W. Hanes.
 Richmond-Virginia State Fair Assn. Sept. 26-Oct. 1. Chas. A. Somma.
 Roanoke-Roanoke Agr. Fair. Sept. 5-10. Carlton Peun.
 Roanoke-Roanoke Colored Fair Assn. Sept. 6-12. H. P. W. Williams, R. 2, Box 44, Forest, Va.
 Rocky Mount-Franklin Co. Fair Assn. Sept. 6-10. H. P. Fralin.
 Shenandoah-Nelson Co. Fair Assn. Oct. 11-14. H. Kent Loving.
 South Boston-Halifax Co. Fair Assn. Oct. 4-3. W. W. Wilkins.
 Staunton-Staunton Fair. Aug. 29-Sept. 2. H. H. Halton.
 Suffolk-Tidewater Fair Assn. Oct. 18-21. W. H. Crocker.
 Tazewell-Tazewell Fair Assn. Sept. 20-24. C. B. Parnell, Mebane, N. C.
 Warsaw-Northern Neck Fair Assn. Sept. 20-21. L. F. Allen.
 Woodstock-Shenandoah Co. Fair Assn. Sept. 13-16. D. O. Dymock.

WASHINGTON
 Chabals-Centralia-Lewis Co. Fair Assn. Aug. 28-29. H. E. Wood, Centralia.
 Colville-Sterens Co. Orange Fair Assn. Sept. 8-15. A. K. Millay.
 Inchelium-Inchelium Ceanh Spatakum Fair Assn. Sept. 3-5. Merle Hagmann.
 Lynden-Northwest Washington Fair Assn. Sept. 14-17. Jackson Elliot.
 Oroville-Okanogan Co. Fair. Sept. 9-9. Lyle A. Green.
 Port Angeles-Glialm Oa. Fair Assn. Aug. 28-28. W. C. Keller.
 Pulling-Wentworth Washington Fair Assn. Sept. 19-23. A. E. Bartel.
 Riverville-Adams Co. 4-H Fair. Sept. 2-3. George C. Burckhalter.
 Spokane-Spokane Valley Fair. Sept. 1-3. J. P. Allen.
 Walla Walla-Southeastern Washington Fair Assn. Sept. 1-3. H. F. Clark.

WEST VIRGINIA
 Belington-Belington Festival & Fair Assn. Sept. 15-17. Mrs. J. E. McCollam.
 Charleston-Kanawha 4th & Four-H Fair. Sept. 3-11. E. M. Johnson.
 Clay-Clay Co. Farm Bureau Fair Assn. Sept. 21-24. George C. Deems.
 Cowen-Webster Co. Fair. Sept. 8-10. Ralph Cunningham.
 East Halleck-Western Greenbrier District Fair. Aug. 15-20. L. Young, mar.
 Fayetteville-Fayette Co. Fair. Aug. 19-20. J. Haynes Miller.
 Gosholt-Gosholt Co. Fair. Sept. 6-9. Guy B. Young.
 Belington-Belington Festival & Fair Assn. Sept. 15-17. Mrs. J. E. McCollam.
 Hovells-Hovells Community Fair Assn. Sept. 15-15. Mrs. James McCall.
 Jacksons Mills-Jacksons Mill 4-H Fair. Sept. 29-29. R. H. Old, Morgantown, W. Va.
 Lewisburg-Greenbrier Valley Fair. Aug. 28-Sept. 2. W. L. Tabacco.
 West Virginia Dist. Fair Assn. Sept. 7-10. H. G. Moore, pres.
 Marlinton-Pocahontas Co. Fair. Aug. 22-27. Fred G. Allen.
 Moundsville-Marshall Co. Fair Assn. Sept. 8-7. O. B. Bona.
 New Hope-New Hope Dist. Co-op. Farmers' Club. Sept. 14-16. C. F. Hylton, R. F. D. 1, Box 73, Princeton.
 Parsons-Tucker Co. Fair Assn. Aug. 31-Sept. 1. L. W. Sturm.
 Penobscot-Ritchie Co. Fair Assn. Aug. 30-Sept. 2. H. J. Scott.
 Petersburg-Tri-County Co-op. Fair Assn. Sept. 14-15. C. L. Sticker.
 Phillips-Barbour Co. Street Fair Assn. Sept. 6-10. M. B. Snyder, sec'y.
 Ripley-Jackson Agr. Fair. Aug. 25-28. Frank McCraw Jr.
 Shinnston-Shinnston Inter-Community Fair Assn. Sept. 14-18. O. C. Randolph.
 Summersville-Nicholas Co. Fair Assn. Aug. 31-Sept. 3. R. M. Snyder.
 Sutton-Braxton Co. Fair Assn. Sept. 13-17. Earle Morrison.
 Wheeling-Panhandle Regional 4-H Fair. Oglebay Park. Aug. 28-28. G. S. Myers.

WISCONSIN
 Ashigo-Lansdale Co. Agr. Soc. Aug. 17-19. T. H. Omerick.
 Ashland-Ashland Co. 4-H Fair. Sept. 2-4. J. F. Magnus.
 Athens-Athens Agr. Assn. Aug. 30-Sept. 1. A. W. Braun.
 Aurora-East Claire Co. 4-H Fair. Aug. 18-19. B. B. Eves.
 Baraboo-Sauk Co. Fair. Aug. 30-Sept. 2. Wm. T. Marriott.
 Beaver Dam-Dodge Co. Fair. Sept. 19-13. J. F. Malone.
 Bay View-Falls-Jackson Co. Fair Assn. Sept. 10-12. Douglas J. Carran.
 Bloomington-Blake Prairie Agr. Assn. Aug. 26-28. B. J. Oates.
 Cedarburg-Ozaukee Co. Fair. Aug. 12-14. H. F. Kaul, Thiensville, W. J.
 Chilton-Calumet Co. Agr. Assn. Sept. 2-5. T. Henry Weeks.

Chippewa Falls-Northern Wisconsin District Fair. Aug. 3-7. A. L. Putnam.
 Grandon-Forest Co. Agr. Soc. Sept. 8-9. Ray M. Ritter.
 Darlington-Lafayette Co. Agr. Soc. Aug. 6-7. F. P. McCounell.
 De Pere-De Pere-Haven Co. Fair. Aug. 11-13. Wm. S. Klaus, DePere.
 Durand-Peppis Co. 4-H Fair. Sept. 3-3. Myrtle Schatts.
 Eagle River-Vilas Co. Agr. Soc. Aug. 20-21. Chas. A. Becke.
 Eau Claire-Eau Claire Co. 4-H Fair. Aug. 15-17. P. R. Eves, County Agent.
 Elkhorn-Walworth Co. Fair. Sept. 2-5. F. M. Porter.
 Elkhornville-Verona Co. Fair Assn. Sept. 2-5. O. C. Hall.
 Krop-Eroy Fair Assn. Aug. 11-14. O. D. Whitehill.
 Fond du Lac-Fond du Lac Co. Free Fair. Aug. 18-18. R. H. Cameron.
 Friendship-Adams Co. Fair Assn. Sept. 2-4. Robert M. Roseberry.
 Galeville-Trempealeau Co. Fair. Sept. 2-3. Alfred N. Bagen.
 Oxy Mills-Crawford Co. Fair. Sept. 8-11. Charles W. Peterson, Prairie du Chien, Wis.
 Grantburg-Burnett Co. Co-op. Agr. Soc. Fair. Aug. 23-27. Ray G. Lidbom.
 Glenwood City-Glenwood Inter-Co. Fair Assn. Aug. 8-10. M. E. Fraber.
 Harpeth-Sawyer Co. Agr. Fair. Sept. 3-5. J. K. Walker.
 Iron River-Bayfield Co. Fair Assn. Aug. 26-28. R. J. Halverson, Washburn, Wis.
 Janesville-Rock Co. 4-H Fair. Aug. 18-18. H. G. Hanson.
 Jefferson-Jefferson Co. Fair. Sept. 15-18. Ernst Nass.
 LaCrosse-LaCrosse Inter-State Fair Assn. Aug. 9-13. Joseph J. Frisch.
 Lehigh-Rusk Co. Fair. Aug. 30-Sept. 2. F. J. Manning.
 Lancaster-Grant Co. Agr. Soc. Aug. 15-19. L. L. Sefco.
 Lodi-Lodi Union Agr. Soc. Sept. 7-9. G. R. Bissell.
 Luxemburg-Keweenaw Co. Fair. Sept. 3-5. Julius Cahn.
 Madison-Dane Co. Agr. Soc. Aug. 18-20. Frank W. Lucas.
 Manitowish-Manitowish Co. Fair. Aug. 17-21. George W. Kral.
 Marshfield-Central Wisconsin State Fair Assn. Sept. 4-8. R. H. Williams.
 Mauston-Juneau Co. Fair. Aug. 15-18. John P. Heery.
 Mayfield-Taylor Co. 4-H Fair. Sept. 2-5. Alex. C. Hanson.
 Menomonie-Dunn Co. Free Fair. Aug. 30-23. R. L. Pierce.
 Merrill-Lincoln Co. Free 4-H Fair. Aug. 8-11. G. W. A. Sell, gen mgr.; Harold Edmund, Iron, Wis. sec'y.
 Milwaukee-Wisconsin State Fair. Aug. 20-28. Ralph E. Ammon State Fair Park.
 Mineral Point-Southwestern Wisconsin Fair Assn. Sept. 3-5. C. L. Wynn.
 Mondovi-Suffolk Co. Agr. Soc. Aug. 14-16. A. R. Pecker.
 Monroe-Green Co. Fair. Aug. 9-14. Leland C. White.
 Neillsville-Clark Co. Agr. Soc. Aug. 18-20. C. H. Heckstead.
 Oshkosh-Winneshago Co. Fair & Expo. Aug. 29-Sept. 2. Taylor G. Brown.
 Phillips-Price Co. Agr. Soc. Sept. 2-5. Karl W. G. Pitts.
 Platteville-Rix Badger Fair. Aug. 25-28. W. G. Pitts.
 Plymouth-Sheboygan Co. Fair. Sept. 2-6. W. H. Kridgde.
 Portage-Columbia Co. Fair Assn. Aug. 4-7. G. R. Bissell.
 Rhineland-Oneida Co. Agr. Fair. Aug. 14-16. Jess Reed.
 Rice Lake-Barron Co. Agr. Soc. Aug. 31-Sept. 4. A. M. Christak.
 Rhineland-Crandall Co. Agr. Soc. Sept. 15-18. H. J. Oebenaum.
 Robolt-Robolt Free Community Fair Assn. Sept. 3-5. Lester Peterson.
 St. Croix Falls-Pock Co. Fair Assn. Aug. 15-17. Conway Standard, Taylors Falls, Minn.
 Seymour-Seymour Fair Assn. Aug. 5-8. F. W. Huth.
 Shawano-Shawano Co. Agr. Soc. Sept. 6-8. Louis J. Gratias.
 Sparta-Sparta Fair Assn. Sept. 12-16. John P. Nicol.
 Spooner-Washburn Co. 4-H Fair. Aug. 23-24. Paul S. E. Tacke, R. 1, Box 58, Trepo, Wis.
 Sturgeon Bay-Door Co. Fair Assn. Aug. 29-29. John H. G. Lockie.
 Superior-Tri-State Fair Assn. Aug. 22-30. M. H. Levine.
 Turtle Lake-Turtle Lake Inter-Co. Fair. Sept. 9-10. Walter Cornwall.
 Union Grove-Pequis Co. Agr. Soc. Aug. 30-30. Earl A. Polley, Rochester, Wis.
 Verona-Vernon Co. Agr. Soc. Sept. 20-23. Fred S. Rogers.
 Wausau-Marathon Co. Agr. Soc. Aug. 14-14. Bert E. Walters.
 Wausau-Marquette Co. Fair. Sept. 9-11. Chas. E. Drevny, Marinette, Wis.
 Wautoma-Wautoma Co. Fair. Aug. 22-23. E. A. Jorgenson.
 Webster-Central Butte Co. Fair Assn. Sept. 8-10. R. E. Kruse.
 West Bend-Washington Co. Fair Assn. Aug. 9-10. E. E. Skallaker.
 Westfield-Margarette Co. Agr. Assn. Sept. 6-9. W. P. Fuller.
 Weyauwega-Wausau Co. Agr. Soc. Aug. 25-25. H. W. Glocke.
 Wilcox-Kenosha Co. Fair. Aug. 17-18. E. V. Ryall, Kenosha, Wis.

WYOMING
 Douglas-Wyoming State Fair. Sept. 14-17. F. H. Bird.
 Powell-Powell Co. Fair. Aug. 17-20. H. L. Rains.
 Rawlins-Carbon Co. Fair Assn. Sept. 8-10 (tentative). H. Breitenstein.
 Riverton-Fremont Co. Fair. Aug. 31-31. C. E. Hutchings.

CANADA
ALBERTA
 Benalto-Benalto Agr. Soc. July 18-20. A. Boston.
 Calgary-Calgary Exhn. & Stampede, July 11-16. E. L. Richardson.
 Camrose-Camrose Exhn. Assn. July 25-27. C. R. Pearson.
 Didsbury-Didsbury Agr. Soc. July 20. C. E. Ross.
 Edmonton-Edmonton Exhn. Assn. July 18-23. F. W. Abbott, mgr.

Ooos Creek-Ooos Creek Agr. Soc. Aug. 2. M. Pringle, Loughheed, Alta.
 Hays-Hays Agr. Soc. Aug. 8. H. S. Murray, Louisa, Alta.
 Lacombe-Lacombe Agr. Soc. July 15-16. D. F. Chisholm.
 Lacombe-Lehrbridge Exhn. July 4-6. A. E. Russell.
 Olds-Olds Agr. Soc. July 23-23. S. Edwards.
 Priddy-Priddy & Millerville Agr. Soc. Aug. 13. Robert Elliott, Midnapore, Alta.
 Red Deer-Red Deer Agr. Soc. July 7-9. R. S. Gillespie.
 Vegreville-Vegreville Exhn. July 23-27. J. P. McLean.
 Vermillion-Vermillion Agr. Soc. July 23-30. G. M. Heckbert.
 Wainwright-Wainwright Agr. Soc. Aug. 13. E. C. Coffman.

BRITISH COLUMBIA
 Abbotsford-Abbotsford Agr. Soc. Sept. 13-14. L. J. Kettle.
 Agassiz-Agassiz Agr. Soc. Sept. 14. E. C. Baica.
 Armstrong-Interior Provincial Exhn. Sept. 12-15. Mat Haasen.
 Burnaby-Burnaby Agr. Soc. Sept. 10. Chisholm-Chisholm Agr. Assn. Sept. 21-22. H. B. Bacon.
 Cobble Hill-Cobble Hill Dist. Agr. Assn. Sept. 7-8. R. B. Moulton.
 Coombs-Coombs Agr. Assn. Sept. 14-15. J. M. Boyd, Millers, B. C.
 Courtenay-Courtenay Agr. Soc. Sept. 6-7. H. P. Alberry, Sandwick.
 Creston-Creston Agr. Soc. Sept. 5. E. W. Payne.
 Delta-Delta Agr. Soc. Aug. 17.
 Duncan-Duncan Agr. Soc. Sept. 16-17. Wm. W. Hudson.
 Edgewood-Edgewood Agr. Soc. Sept. 13-14. Mrs. M. E. Daly.
 Fort Fraser-Fort Fraser Agr. Soc. Sept. 8. Mrs. J. P. Myers.
 Falloon-Falloon-Valley Harbor Agr. Soc. Sept. 2. Mrs. M. E. Drummond.
 Henry-Maple Ridge-Henry Agr. Soc. Sept. 15.
 Harrop-Harrop Agr. Assn. Aug. 31. Mrs. W. J. McDonald.
 Inverness-Inverness Agr. Assn. Aug. 20-27. T. W. Turner, Windermere.
 Kamloops-Kamloops Exhn. Assn. Aug. 24-25. H. H. Baker.
 Kimberley-Kimberley Agr. Assn. Sept. 8-7. E. M. Hughes.
 Kikathinaw-Kikathinaw Agr. Soc. Aug. 18. Ladysmith-LadySmith Agr. Assn. Sept. 14-15. Rev. C. McDiarmid.
 Lasqueti Island-Lasqueti Island Agr. Assn. Sept. 15. Mrs. M. E. H. H. H.
 Little Port-Little Port Agr. Soc. Sept. 5. Maitiqui-Maitiqui Agr. Assn. Sept. 18. R. B. Whitson.
 Milner-Langley Agr. Soc. Sept. 7. W. V. Stafford.
 Mission-Mission Agr. Soc. Sept. 2. Victor Ogil.
 Nelson-Nelson Agr. & Indust. Assn. Sept. 21-23. G. Heerstead.
 Peachland-Peachland Agr. Soc. Sept. 8. C. Duquemin.
 Pender Island-Pender Island Agr. Soc. Aug. 17.
 Port Moody-Port Moody Agr. Soc. Sept. 9. Powell River-Powell River Agr. Soc. Sept. 9-10.
 Prince George-Prince George Agr. Soc. Sept. 7. G. W. Frey.
 Quesnel-Quesnel Agr. Soc. Sept. 14-15. P. D. Thomson.
 Reid Lake-Reid Lake Agr. Soc. Aug. 24.
 Richmond-Richmond Agr. Soc. Sept. 15. M. G. Clark.
 Salmon-Salmon Agr. Soc. Sept. 17-18. S. O. Stoddard.
 Smithers-Bulkley Valley Agr. Assn. Sept. 1-2. S. G. Preston.
 Spokane-Spokane Agr. Soc. Sept. 23.
 Surrey-Surrey Dist. Agr. Assn. Sept. 23. W. Currie, R. 3, New Westminster.
 Vancouver-Vancouver Exhn. Assn. Aug. 29-Sept. 5. Sydney C. McLennan.
 Victoria-V. C. Agr. Assn. Sept. 10-17. W. H. Kearns, Victoria Park, Victoria.
 Whonnock-Whonnock Agr. Assn. Sept. 22. T. G. Crowe.
 Williams Lake-Williams Lake Agr. Soc. Aug. 31. Jean E. Yorston.
 Williams Lake-Stock Show. Oct. 5-7. Jean E. Yorston.

MANITOBA
 Arborg-Arborg Agr. Soc. July 3. Mrs. E. L. Johnson.
 Beccovain-Beccovain Agr. Soc. July 20. E. H. Gowler.
 Brandon-Brandon Provincial Exhn. of Man. July 4-8. J. R. Rennie.
 Brokenhead-Brokenhead Agr. Soc. Sept. 16. H. B. Towle.
 Carberry-Carberry Agr. Soc. July 19-20. H. L. Dempsey.
 Carman-Dufferin Agr. Soc. June 30-July 2. J. A. Munn.
 Dauphin-Dauphin Agr. Soc. July 14-16. Dr. O. McQuirk.
 Elkhorn-Elkhorn Agr. Soc. July 21. H. J. Jones.
 Emerson-Emerson Agr. Soc. June 30-July 1. Mrs. H. M. Breckon.
 Erikdale-Erikdale Agr. Soc. Aug. 23. J. H. Willette.
 Gilbert Plains-Gilbert Plains Agr. Soc. July 23. E. J. Brown.
 Gladstone-Gladstone Agr. Soc. July 11. W. W. Douglas.
 Gladstone-Gladstone Agr. Soc. July 20. J. P. Broadfoot.
 Greenway-Greenway Agr. Soc. July 13. Hudson Stone.
 Hamiota-Hamiota Agr. Soc. July 23. I. P. Erdman.
 Harding-Harding Agr. Soc. July 20. J. A. Bastard.
 Holland-Holland Agr. Soc. July 15. W. N. Scharrif.
 Killarney-Killarney Agr. Soc. July 14. H. E. Walker.
 Kinostota-Kinostota Agr. Soc. Sept. 14. H. H. Strass.
 Macgregor-Macgregor Agr. Soc. July 8. Thomas Clarke.
 Manitow-Manitow Agr. Soc. July 23. W. T. Bragg.
 Melita-Melita Agr. Soc. July 15. A. A. Forsyth.
 Minnedosa-Minnedosa Agr. Soc. July 13. John Fleming.

Oak Lake-Oak Lake Agr. Soc. July 18. Alex. Forrest.
 Oak River-Oak River Agr. Soc. July 13. R. J. Hays.
 Pimnas-Pimnas Agr. Soc. Sept. 20. H. A. McEwen.
 Prairie-Portage-Portage Indust. Exhn. Assn. July 11-13. Keith Stewart.
 Rhineland-Rhineland Agr. Soc. Sept. 23. J. C. Swartzky, Alberta, Man.
 Rollin-Rollin Agr. Soc. July 28. I. L. Mitchell.
 Rosburn-Rosburn Agr. Soc. July 27. W. T. McDonald.
 Russell-Russell Agr. Soc. July 22. H. R. Harry.
 Seaton-Settlers Agr. Soc. Aug. 20. E. McClure, Whittles, Man.
 Shoal Lake-Shoal Lake Agr. Soc. July 19. W. Stone.
 Souris-Souris Agr. Soc. July 1. C. E. Southon.
 Springfield-Springfield Agr. Soc. July 15. St. Agathe-St. Agathe Agr. Soc. July 5. S. Beaudoin.
 St. Claude-St. Claude Agr. Soc. July 8. Paul M. Martin.
 St. Jean-St. Jean Agr. Soc. June 28. Arthur St. Pierre.
 St. Pierre-St. Pierre Agr. Soc. July 1. A. Jobert.
 St. Vital-St. Vital Agr. Soc. Aug. 19-20. W. W. Thorpe.
 Swan Lake-Swan Lake Agr. Soc. July 14. G. O. Couch.
 Swan River-Swan River Agr. Soc. Aug. 2. R. C. Taylor.
 Strathclair-Strathclair Agr. Soc. July 26. J. M. Howell.
 Taché-Taché Agr. Soc. Sept. 19. A. H. Campbell.
 Treherne-Treherne Agr. Soc. Sept. 3. J. R. Scott.
 Virden-Virden Agr. Soc. July 14. Charles McLean.

NEW BRUNSWICK
 Chatham-Miramichi Agr. Exhn. Assn. Sept. 26-30. H. B. McDonald.
 Fredericton-Fredericton Exhn. Sept. 10-11. C. L. Spilner.
 Saint John-Saint John Exhn. Sept. 3-10. G. W. Frost.
 St. Stephen-St. Stephen Exhn. Aug. 20-Sept. 2. W. S. Stevens.
 Stanley-Stanley Fair. Sept. 20-22. T. Allan.
 Woodstock-Woodstock Exhn. Sept. 19-24. R. W. Maxwell.

NOVA SCOTIA
 Bear River-Bear River Agr. Soc. Sept. 23-23. Capt. K. R. Forrester.
 Bridgewater-Lunenburg Co. Exhn. Sept. 6-3. H. G. Cross.
 Caledonia-Queens Co. Fair Assn. Sept. 20-22. Fred Kempton, Kemp, N. S.
 Halifax-Nova Scotia Provincial Exhn. Aug. 29-Sept. 3. Frank Lordly.
 Lunenburg-Annapolis Co. Exhn. Sept. 15-16. Donald White.
 Little Brook-Clarke Exhn. Oct. 4-8. Armand R. Comesa.
 Middle Musquodoboit-Middle Musquodoboit Agr. Soc. Sept. 20-21. R. H. Reid.
 Miramichi-Miramichi Exhn. Becton Farmers' Assn. Sept. 3-3. R. M. Jackson.
 Oxford-Cumberland Co. Exhn. Sept. 14-16. D. W. Wood.
 Pictou-Pictou Co. & N. Colchester Exhn. Sept. 13-15. J. A. Adams.
 Shelburne-Shelburne Co. Agr. Soc. Sept. 30-29. Leslie MacKay.
 Siewiacko-Colchester & E. Hants Exhn. Sept. 12-14. Dyson H. Crowe.
 Windsor-Windsor Exhn. Sept. 20-23. Harry M. Clark.
 Yarmouth-Yarmouth Co. Agr. Soc. Sept. 21-23. E. L. Crosby.

ONTARIO
 Acton-Acton Agr. Assn. Sept. 20-21. F. L. Wright.
 Almonte-North Lanark Agr. Soc. Sept. 7-9. E. P. Kaye.
 Aylmer-Aylmer & E. Elgin Agr. Soc. Sept. 26-28. H. Byckman.
 Belleville-Belleville Agr. Soc. Aug. 30-Sept. 2. R. H. Ketcheson.
 Brantford-South Huron Agr. Soc. Sept. 22-23. Jerry Dickie.
 Coldwater-Coldwater Agr. Soc. Sept. 9-10. F. C. M. Robinson.
 Collingwood-Nottawasaga & Great Northern Exhn. Sept. 20-21. O. G. Bernhart.
 Delta-Delta Fair. Sept. 3-7. Isaac Stevens, Harlem, Ont.
 Dresden-Camden Agr. Soc. Sept. 21-23. H. J. French.
 Elmira-Elmira & Woolrich Agr. Soc. Sept. 2. W. J. Willis.
 Enniskillen-Floa Agr. Soc. Sept. 24-24. Thos. E. Smith.
 Fort William-Port Arthur-Canadian Lakt-head Exhn. Aug. 13-30. W. Walker, Fort William.
 Kingston-Kingston & District Agr. Soc. Sept. 20-23. G. H. Wilmut.
 Leamington-Leamington Dist. Agr. Soc. Sept. 26-Oct. 1. Emma Alkina.
 Lindsay-Lindsay Central Exhn. Sept. 14-17. Agnes.
 London-Western Fair. Sept. 13-17. W. D. Jackson.
 Markham-Markham Fair. Sept. 20-Oct. 1. R. H. Crosby.
 Melville-Tiny & Tay Agr. Soc. Sept. 19-17. Ross, G. Nesbitt.
 Napante-Lennox Agr. Soc. Sept. 8-8. G. M. Van Leuen.
 Oshawa-South Ont. Agr. Soc. Sept. 12-14. R. B. Faith.
 Ottawa-Central Can. Exhn. Assn. -Aug. 23-27. H. H. McElroy.
 Owen Sound-Owen Sound Fair. Oct. 1-4. Otto Johann.
 Peterborough-Peterboro Indust. Exhn. Aug. 19-24. F. J. A. Hall.
 Rainy River-Atwood Agr. Soc. Aug. 29-31. E. J. Gosselin.
 Richmond-Carleton Co. Agr. Soc. Sept. 22-24. O. M. Stewart.
 Ridgeway-Howard Agr. Soc. Oct. 4-4. J. D. Brien.
 Rodney-Rodney Fair. Sept. 26-27. J. A. Maclean.
 South Ste. Marie-Central Algoma Agr. Soc. Sept. 13-16. R. Doherty.
 Six Nations Reserve-Oshawken Agr. Soc. Oct. 11-13. Arthur Anderson, Oshawken, Ont.
 Stratford-Stratford Agr. Soc. Sept. 19-21. James Stewart.

Strathroy—Strathroy Agrl. Soc. Sept. 29-Oct. 1. J. N. Ratcliff.
 Sulphur—Sulphur Agrl. Soc. Aug. 4-6. C. B. Whitley.
 Tillamook—Tillamook & Derham Agrl. Soc. Aug. 30-Sept. 1. M. Ostrander.
 Toronto—Canadian Natl. Exhbn. Aug. 26-Sept. 10. H. H. Hughes, exec. mgr.
 Vanleek Hill—Vanleek Hill Agrl. Soc. Sept. 8-10. J. L. Campbell.
 Welland—Welland Co. Agrl. Soc. Sept. 27-29. A. A. Marshall.
 Woodbridge—Woodbridge Agrl. Soc. Oct. 7-10. N. George Wallace.
PRINCE EDWARD ISLAND
 Charlottetown—Charlottetown Driving Park & Provincial Exhbn. Assn. Aug. 13-21. J. W. Seauter.
QUEBEC
 Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 25-27. H. G. Curtis, Stanstead, Que.
 Aymer—Gatineau Agrl. Soc. Div. A. Sept. 8-10. R. K. Edey.
 Beaufort—Montreal Agrl. Soc. Sept. 1-3. C. O. Jones.
 Beauveville—Beauveville Agrl. Soc. Sept. 15. Jos. Roy.
 Breeme—Breeme Co. Agrl. Soc. Sept. 8-7. E. Caldwell, Knowlton, Que.
 Cape Core—Cape Agrl. Soc. Oct. 1. Sydney.
 Chapeau—Agrl. Soc. of Chapeau. Sept. 20-22. Irvin P. Cahill.
 Chicoutimi—Chicoutimi Agrl. Soc. Sept. 1-3. J. A. Oubell.
 Cookshire—Compton Co. Agrl. Soc. No. 1. Aug. 25-26. R. Labrecq, Hudson, Que.
 Gantilly—Nicolet Agrl. Soc. Aug. 10. Achille Thorette.
 Granby—Granby Fair. Sept. 9-10. Walter R. Legge.
 Ham-Nord—Wolfe Agrl. Soc. No. 2. Sept. 7. J. A. Comtois.
 Hawkeville—Hawkeville Agrl. Soc. Div. 2. Sept. 13. W. P. Fisher, Hemmingford.
 Montpelier—Montpelier Agrl. Soc. Div. A. Sept. 8-9. John Small.

ALABAMA
 Birmingham—Knights of Pythias. Aug. 8. A. C. Bennett, Box 1558.
 Montgomery—Order of Odd Fellows. Aug. 9. H. C. Folland, Box 628, Huntsville, Ala.
 Montgomery—American Legion. July 18-12. D. T. Jones, Box 1093.

ALASKA
 Ketchikan—American Legion. Second week in Sept.

ARIZONA
 Douglas—American Legion. July 4-6. E. P. McDowell, 409 Ark. State Bldg., Phoenix.

ARKANSAS
 Hot Springs—Veterans of 31st Reg. Engineers, AEF. July 2-4. F. E. Love, 1044 First st., S. W., Cedar Rapids, Ia.
 Texarkana—American Legion. July 17-19. Bert Preston, Box 1068, Little Rock.

CALIFORNIA
 Del Monte—Order of Mks. Sept. ---. L. Lewis, Los Angeles.
 Hollywood—State Assn. of Nursesmen. Sept. 28-30. H. W. Krueckberg, 240 San Pedro st., S. Los Angeles.
 Los Angeles—4th Div. Sec. of Southern Calif. Exh. 1931. J. H. Kerlin, 2443 S. Mansfield ave.
 Los Angeles—American Legion, National. Sept. 19-23. F. E. Samuel, 777 N. Meridian st., Indianapolis, Ind.
 Oakland—Pacific States Assn. of Colored Elks. June 23-25. W. B. Hunt, 843 34th st.
 San Jose—Pacific Coast Assn. of Magicians. July 19-21. H. O. Shaw, 1151 Minnesota ave.
 San Francisco—Stat. Div. Assn. Sept. 23-25. A. O. Bona, 624 Market st.
 Santa Barbara—State Command, Can. Legion British Empire Service League. July 1-4. Chas. Mollard.
 Santa Barbara—Order of Moose. Aug. 18-20. Jas. C. Flint, 213 E. Anselo ave., Glendale, Calif.
 Santa Barbara—State Firemen's Assn. Sept. 25-27. H. Strasser, Box 596, San Diego.
 Santa Monica—American Legion. Sept. 16-17. J. K. Pink, 117 Veterans' Bldg., Civic Center, San Francisco.
 Vallejo—Order of Red Men. Aug. 14-18. Louis Bosa, Box 247.

COLORADO
 Denver—Outdoor Adv. Assn. of Amer. Aug. 23-25. H. E. Fahl, 163 W. Wacker drive, Chicago, Ill.
 Denver—Knights of Pythias. Aug. 23-24. Wm. C. Steiner, 411 Bank Bldg.
 Denver—Rocky Mountain Outdoor Adv. Assn. Aug. 23-24. G. W. Hardy, Sheridan, Wyo.
 Glenwood Springs—American Legion. Aug. 28-30. Ed Oberst.

CONNECTICUT
 Hartford—State Gladiolus Soc. Aug. 11-12. F. W. Lorenz, Meriden, Conn.
 Hartford—Disabled Amer. Veterans of World War. June 26-July 3. Samuel McOUIE Jr., 599 Goodwin st., E. Hartford.
 Meriden—State Moose Assn. June 24-25. Chas. Bennett, 78 N. 1st st.
 New Haven—31st Inf. Assn. Sept. 24. R. A. Carter, 120 Cedar Creek pkwy., Phila., Pa.
 New London—Junior Order. Sept. 24. J. Wellington, Franklin, Conn.
 New London—American Legion. July 23-25. Waterbury—Order of Foresters. Sept. 4-6. Wm. Edwards, 26 Dwight st., Ansonia, Conn.
 Waterbury—Canadian Legion, British Empire Service League. Sept. 9-11. R. H. Lawrence, 14 Roland st.

DELAWARE
 Newark—State Volunteer Firemen's Assn. Sept. 7-8. W. Pettyjohn, Dover.

DISTRICT OF COLUMBIA
 Washington—American Legion. Aug. 11-13.

GEORGIA
 Brunswick—Junior Order. Aug. 9-12. V. Echols, Atlanta.

IDAHO
 Boise—G. A. R. of Idaho. June 23-24. Amelia A. Pappa, State House, Boise.
 Boise—F. & A. Masons. Sept. 13. C. F. Pike.
 Boise—Order of Moose. July 23-25. D. Wilkerson, Caldwell, Ida.
 Coeur d'Alene—Veterans of Foreign Wars. July 14-15. H. G. Knaggs, 420 N. 8th st., Pocatello—American Legion. Aug. 21-23. Mrs. Vera Holman, Box 37.

ILLINOIS
 Bloomington—State Farmers' Union. Aug. 23. L. Winterroth.
 Chicago—Second Div. Assn. AEF. July 14-18. Lt. Col. C. M. Babcock, Box 1230, Washington, D. C.
 Chicago—Knights of Pythias. July 18-21. Wm. H. Jones, 824 Lake Park ave.
 Chicago—Aedorian Managers' Assn. July 21-Aug. 2. Jos. G. Orlich, 400 W. Kilbourn ave., Milwaukee, Wis.
 Chicago—Fash. Assn. of Music Merchants. Aug. 1-4. W. A. Menzie, 45 W. 45th st., New York City.
 Chicago—Adv. Specialty Natl. Assn. Sept. 12-14. R. M. Searle, Washington, D. C.
 Chicago—Great Lakes Command of Can. Legion. Sept. 2-4. Walter Keith, 1230 Pa. ave., Detroit, Mich.
 Chicago—American Cosmetics' Natl. Assn. Sept. 13-15. Frances Martell, 127 N. Dearborn st.
 Chicago—Popeleers of Amer. June 27-30. Don Vestal, 1438 Astor st.
 Danville—356 Div. Neumann. June 25. W. K. Keith, 127 N. Dearborn st., Chicago.
 Peoria—Veterans of Foreign Wars. June 29-July 2. F. E. Foley, 33 W. Jackson Blvd., Chicago.
 Peoria—Knights Templar. Sept. ---. E. A. Chad, 2410 N. Kedzie Blvd., Chicago.
 Quincy—State Moose Assn. Sept. 23-25. J. Heckingamp.
 Rockford—American Legion. Aug. 20-22. Wm. C. Mundt, McBurnie Bldg., Bloomington, Ill.
 Springfield—Knights of Pythias. Sept. 27-29. Allen Douglas, 618 E. 5th st.

INDIANA
 Indianapolis—Junior Order. Aug. 25-28. Itha McFarland, Box 603, Portland, Ind.
 Indianapolis—American Legion. Aug. 31-33

IOWA
 Belle Plaine—State Firemen's Assn. Sept. 30-31. F. A. Soener, Box 486, Independence.
 Clear Lake—P. M. Odd Fellows. July 3. E. Wunder, Harlan, Ia.
 Davenport—American Legion. Aug. 8-10. R. J. Laird, Argentine-Armory Bldg., Des Moines.
 Des Moines—State Poultry Improvement Assn. Sept. 20-22. V. C. Ramsey, Okobato, Ia.
 Des Moines—G. A. R. Natl. Encampment. Sept. 4-8. O. Sands, S. E. Memorial Hall, Pittsburgh, Pa.
 Marshalltown—Knights of Pythias. Aug. 23-25. R. H. Hubbs, Box 169, Marengo, Ia.
 Spirit Lake—Knights Templar. July 4-6. Clinton Keatner, Boone, Ia.

KANSAS
 Abilene—3553 Inf. Reunion. Sept. 3-6. G. H. Burnett.

MAINE
 Bangor—State Foresters' Assn. July 17-21. I. C. Bunch, Fredonia, Kan.
 Bangor—Veterans of Foreign Wars. Sept. 4-6. Harold Bates.

KENTUCKY
 Bowling Green—American Legion. July 12-20. Covington—Junior Order. Aug. 23-24. O. Hobbs, 411 N. 1st, Bank Bldg.
 Frankfort—Veterans of Foreign Wars. July 7-9. J. W. Schneider, 201 S. Western Parkway, Louisville.
 Frankfort—Order of Red Men. Aug. 9-10. E. H. Mendenhall, 2233 Stowen st., Louisville.

LOUISIANA
 Lafayette—American Legion. July 15-17. R. Cochran, 201 Massaco Temple, New Orleans.
 Minden—State Firemen's Assn. Sept. ---. E. Wright, Houma, La.
 New Orleans—Dancing Masters of Amer. Week of Aug. 1. W. U. Bobby, 253 Farmington ave., Hartford, Conn.
 Shreveport—Veterans of Foreign Wars. July 1-4. J. V. McConnell, 723 Giddens-Lane Bldg.

MAINE
 Bath—Order of Red Men. Sept. 28. H. D. Seal, 22 Waverly st., Portland.
 Waterville—American Legion. June 24-26. T. K. Weeks, Main st.

MARYLAND
 Baltimore—Order of Elks. Colored. Aug. 23-27. J. E. Kelley, 620 N. 12th st., Birmingham, Ala.
 Baltimore—American Legion. Aug. 17-20. J. N. Tribby, War Memorial, Baltimore.
 Baltimore—20th Div. Assn. Sept. 2-4. R. Bedford, Haleshorpe, Md.
 Baltimore—Veterans of Foreign Wars. June 24-26. Col. Robt. A. Grams, War Memorial.
 Frederick—Knights of Pythias. Sept. 30-21. A. E. Martak, Baltimore.

MASSACHUSETTS
 Boston—Order of Eagles. June 27-29. M. L. Foley, 28 E. Roxbury st., Pittsfield, Mass.
 Worcester—American Legion. Aug. 14-19. H. P. Redden, State House, Boston.
 Worcester—Soc. of Magicians, Assembly No. 18. Sept. 17-18. Wm. N. Moore, 218 Water st., Clinton, Mass.

MICHIGAN
 Battle Creek—American Legion. Aug. 31-33. D. O. Olanoff, 602 Barham Tower, Detroit.
 Battle Creek—Barnum's 2228th F. A. Veterans' Assn. Aug. 21. L. J. Lynch, 1747 Madison ave., Grand Rapids.
 Detroit—Amer. Assn. of Nursesmen. July 19-21. R. P. White, 636 Southern Bldg., Washington, D. C.
 Detroit—Jewish War Veterans of U. S. Sept. 2-5.
 Grand Haven—State Gladiolus Soc. Aug. 19-21. W. J. Dittman, 1971 Kenfield ave., Detroit.
 Grand Rapids—Natl. Soc. Army of Philippines. Aug. 13-16. J. S. Wood, Box 413, Boston, Ma.
 Grand Rapids—Disabled American Veterans of World War. Aug. 29-31. V. D. Corby, 2843 Melrose ave., Cincinnati, O.

MINNESOTA
 Duluth—Order of Red Men. Aug. 8. A. R. Wenzling, Minneapolis.
 Hibbing—U. S. Spanish War Veterans. June 26-28. Daniel Thorsdale, Box 718.
 Mankato—Veterans of Foreign Wars. July 6-8. J. A. Johnson, 602 S. 3th ave., Virginia, Minn.
 St. Cloud—American Legion. Aug. 7-10. C. Zwiesler, Room 9, Historical Bldg., St. Paul.
 St. Paul—Knights Templar. June 23-25. O. P. Montgomery, Masonic Temple.
 St. Paul—Intl. Baiter Chick Assn. July 15-21. H. V. Hicks, 3718 Broadway, Kansas City, Mo.
 St. Paul—American Poultry Assn. July 15-17. Mrs. E. B. Campbell, 653 W. Third st., Ft. Wayne, Ind.
 St. Paul—Intl. Rainbow Div. Veterans Assn. July 15-16. E. C. Cover, 6543 Nottingham road, Detroit, Mich.
 St. Paul—State Florists' Assn. Sept. 14. C. A. Mathis, 1228 Osceola ave. MISSISSIPPI
 Gulfport—American Legion. July 17-20. I. W. Maples.

MISSOURI
 Cape Girardeau—American Legion. Sept. 6-4. J. F. Duggan, Kansas City.
 Chillicothe—Veterans of Foreign Wars. July 2-4. J. Mulvihill, Kansas City.
 St. Joseph—Lower Grand Canyon, Mandolin, Bass & Guitarists. June 26-28. Mrs. A. H. Merrifield, Williamstown, Conn.
 Trenton—State Firemen's Assn. Sept. 7-8. M. J. Mulvey, St. Louis.

MONTANA
 Anaconda—State Elks' Assn. Third week in July. H. R. Carlson, Billings.
 Anaconda—Order of Red Men. Early in Aug. A. Nelson.
 Billings—A. F. & A. Masons. Aug. 17-18. L. T. Heuberg, Box 696, Helena, Mont.
 Bozeman—Knights of Pythias. Sept. 19-20. D. B. Hopkins, Pythian Castle, Butte.
 Great Falls—O. A. H. of Mont. June 23-25. Helena—American Legion. June 23-25. James Kreis.
 Red Lodge—Order of Eagles. July 14-16. Wm. Molloy, Box 1215, Butte, Mont.

NEBRASKA
 Fremont—American Legion. Aug. 1-3. R. G. Patterson, State Capitol, Lincoln.
 Hastings—333th Inf. Assn. Sept. 11-12. J. M. Mead, 1707 W. 5th st.

NEVADA
 Reno—Knights of Pythias. Sept. 15. W. P. Thrall, 404 W. 4th st.

NEW HAMPSHIRE
 The Weirs—Veterans of Foreign Wars. July 15-17. J. D. Cantin, 71 S. Main st., Concord, N. H.
 The Weirs—Un. Spanish War Veterans. July 20-21. F. B. Morse, 33 Vernon st., Keene, N. H.

NEW JERSEY
 Asbury Park—American Legion. Sept. 8-12. R. P. Cowan, Memorial Bldg., Trenton, N. J.
 Asbury Park—Veterans of Foreign Wars of N. J. June 23-26. E. P. Thomas, Box 622, Trenton.
 Atlantic City—Knights of Pythias. Sept. 21-22. E. E. Margueron, Box 47, Trenton.
 Atlantic City—State Firemen's Assn. Sept. 16-17. E. W. Barrera, Chamber of Commerce Bldg., Newark.
 Atlantic City—Army & Navy Union. Sept. ---. C. H. Baker, Hightstown, Md.
 Atlantic City—Order of Elks, Grand Lodge. July 11-13. J. E. Masters, 2780 Lake View ave., Chicago, Ill.

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 Billings—A. F.

Atlantic City—Soe. 34 Dev., AEF. July 7-9. R. E. Craig, Box 137, Camden, N. J.

Atlantic City—Order of Eagles, June 24-25. P. J. Leaper, 16 Arden ave., Jersey City.

NEW MEXICO

Albuquerque—Knights of Pythias, Sept. 18-19. J. E. Eider.

Raton—American Legion, Aug. 4-6. H. W. Neely, 344 Korber Bldg., Albuquerque.

NEW YORK

Albany—Veterans of Foreign Wars, June 29-July 2. D. F. Terry, 13 Arcadia Place.

Arany—27th Div. Assn. Sept. 20. E. Collins, Troy, N. Y.

Albany—Cattaraugus Co. Vol. Firemen's Assn., July 18-22. L. J. Lippert.

Bolivar—Allegany Co. Firemen's Assn. Week of July 11. L. E. Root, 71 Wellsville st.

Buffalo—F. M. Order of Odd Fellows, June 23-24. S. Keller, Albany, N. Y.

Chickawago—Western N. Y. Volunteer Firemen's Assn., July 26-27. H. A. Clark, 134 W. Main st., Batavia.

Cortland—Junior Order of U. S., Sept. 12-13. C. W. Ambrose, 63 Grant ave., Brooklyn.

Danville—Livingston Co. Firemen's Assn., July 23-25. A. C. Crowling, Bunda, N. Y.

Elmira—Order of Red Men, Aug. 8-10. G. V. Vinton, Box 3026, Federal Sta., Rochester.

Endicott—American Legion, Aug. 11-12. Maurice Steuber, Room 303, Hall of Records, New York City.

Ithaca—Northernmost Postry Producers' Council, June 21-24. H. D. Copeland, R. 4, Ansoctia, D. C.

New York—Amer. Soc. Teachers of Dancing, Aug. 15-20. C. W. Lipps, 3416 Carrollton ave., Indianapolis, Ind.

New York—American Dahlia Soc. Sept. 20-21. L. A. King, West Haven, Conn.

New York—Premium Adv. Assn. of Amer. Sept. 12-18. Howard W. Dunk, 500 Fifth ave.

Norwich—Central N. Y. Firemen's Assn. July 25-27. C. W. Farbell, Ithaca, N. Y.

Rochester—Order of Odd Fellows, Aug. 16-18. C. W. Boyce, 31 Union Sq., New York City.

Saratoga Lake—State Firemen's Assn., Aug. 18-19. F. A. Davis, 140 Broadway, Port Edward, N. Y.

Saratoga—Un. Spanish War Veterans, July 19-12. J. J. Fitzpatrick, Box 8, Capitol, Albany.

Saratoga Lake—State Moose Assn., July 14-16. C. A. Pross, Moose Temple, Syracuse.

Shesman—Chautauque Co. Firemen's Assn., July 18-19. L. A. King, West Haven, Conn.

Ulster—Knights of Pythias, Last week in July. S. G. Harneft, 35 W. 44th st., New York City.

NORTH CAROLINA

Charlotte—Junior Order, Aug. 23-24. E. V. Harris, Box 2297, Raleigh, N. C.

Greensboro—Spanish War Veterans, July 2-4. C. K. Brown, 948 W. McCulloch st.

High Point—State Moose Assn., July 2-4. E. J. Jones, Radio Station WMFR, High Point.

Winston-Salem—American Legion, June 24-28. J. Caldwell, Fayetteville, N. C.

Winston-Salem—D. H. Assn., Sept. 29-30. Irwin Monk, Box 851, Asheville, N. C.

OHIO

Akron—State Moose Assn., June 24-26. Lawrence Grove, 2536 Euclid ave., Cleveland.

Akron—36th Engineers, Co. C, Aug. 6-7. Lee Stauffer, Sandusky.

Canton—Veterans of Foreign Wars, June 21-22. C. A. Kintner, Columbus.

Cedar Point—State Elks' Assn. Week of Aug. 23. Harry D. Hale, Newark, O.

Cincinnati—Nail Inventors Congress, July 15-22. Arthur Livermore.

Cincinnati—American Legion, O. C. July 24-26. J. J. Salsavaky, 13 N. High st., Columbus.

Cincinnati—Order of Eagles, National, Aug. 11-13. C. H. Mann, 1907 Commerce Bldg.

Cincinnati—Knights of Columbus, Supreme Council, Aug. 18-19. W. J. McKinley, 43 Wall st., New Haven, Conn.

Cleveland—Supreme Council MOPVEN (Ortolan), June 28-29. O. E. Hatch, 1046 Lincoln-Alliance Bank Bldg., Rochester, N. Y.

Cleveland—State Ortolan Assn., June 29-30. C. Schmidt, 248 Hotel Statler.

Cleveland—World's Poultry Congress, July 28-Aug. 7.

Columbus—Supreme Council 33d Degree A. A. Scottish Rite, N. W. Masonic Jurisdiction, Sept. 27-29. C. H. Spelman, 1117 Statler Bldg., Boston, Mass.

Columbus—Veterans of Foreign Wars of U. S., Aug. 21-26. R. B. Handy Jr., 1192 Medical Arts Bldg., Kansas City, Mo.

Columbus—O. A. N. of Ohio, June 26-24. Miss L. B. Lucas, Memorial Hall, Columbus.

Dayton—Junior Order, Aug. 30-31. W. A. Clark, Box 110, Urbana, O.

Galipeds—Order of Odd Fellows, June 21-23. C. T. Cross, 12 N. 2d st., Columbus.

Lakeland—Internat'l Lyceum Assn., Aug. 29-Sept. 1. C. E. Jones, Andover Hotel, Chicago.

Springfield—Disabled Amer. Veterans World War, July 15-16. A. L. Daniels, 311 Wyan-dotte Bldg., Columbus, O.

Zanesville—7th Div. AEF Veterans' Assn., Sept. 3-5. Kenneth Little, 1191 Wyan-dotte Bldg., Columbus, O.

OKLAHOMA

Muskogee—American Legion, Sept. 4-6. M. Phillips, Box 37, State Capitol Bldg., Oklahoma City.

Oklahoma City—Odd Fellows, Sovereign Grand Lodge, Sept. 19-24. J. E. Krob, 16 W. Chase st., Baltimore, Md.

Saltur—Veterans of Foreign Wars, July 2-5. Roy H. Williams, Box 1585, Muskogee.

OREGON

Klamath Falls—Order of Eagles, June 30-July 2. J. L. Veerth, 310 S. W. Columbia st., Portland.

McMinnville—Un. Spanish War Veterans, July 17-20. George F. Walker, 228 Morgan Bldg., Portland.

Medford—State Moose Assn., Aug. —. W. S. Wistrand, Portland.

Pendleton—American Legion, Sept. 1-3. C. D. Franz.

Pendleton—State Assn. Fire Chiefs, Sept. —. —. Coles, Tillamook, Ore.

Portland—Un. Spanish War Veterans, National Sept. 11-15. F. J. Callan, Box 1913, Washington, D. C.

PENNSYLVANIA

Chambersburg—Cumberland Valley Vol. Fire-

men's Assn., Aug. 10-12. O. L. Jacoba, 208 Trittville ave., Waynesboro, Pa.

Dickson City—American Legion, July 11-16. Leon M. Mark, 810 Main st.

Lebanon—Central Dist. Volunteer Firemen's Assn., Aug. 23-26. P. B. Dillman.

Easton—Junior Order, Sept. 2-9. C. H. Itall, Box 4473, Philadelphia.

Erie—Western Pa. Moose Assn., July 1-4. H. A. Ziegler, McKees Rocks, Pa.

Harrisburg—Veterans of Foreign Wars, June 23-25. C. A. Onau, 356-7 Dauphin Bldg.

Indianapolis—6th Div. Veterans' Assn., Aug. 4-7. M. H. Byrne, 413 Plaza Bldg., Pittsburgh.

Lancaster—Soe. 4th Div. U. S. Army, Sept. 3-5. R. D. Peters, 211 E. Orange st.

Laurelton—5th Div. Veterans' Reunion, Sept. 3-4.

Lebanon—Fraternal Order of Orioles, Aug. 7-10. C. F. Pfaffman, 700 Brisbane Bldg., Buffalo, N. Y.

New Castle—State Elks' Assn., Aug. 21-26. Glarke K. Buehl.

Philadelphia—Order of Odd Fellows, Sept. 23-25. John McCall, 121 Martin Drive W., Mt. Lebanon, Pittsburgh.

Pittsburgh—Loyal Order of Moose, Supreme Lodge, Aug. 31-Sept. 4. M. R. Gilman, Moonheart, Ill.

Reading—Veterans 314th Inf., AEF, Sept. 23-26. G. E. Hentschel.

Scranton—American Legion, Aug. 18-23.

Serbury—Knights of Pythias, Aug. 18-19. H. F. Trumbore, 1133 Chestnut st., Philadelphia.

Westfield—Firemen's Assn. of N. Y. and Pa. July 21-22. Garrison Ford.

RHODE ISLAND

Westerly—American Legion, Aug. 25-27. C. W. Lambert, 1930 Main st., W. Warwick, R. I.

SOUTH CAROLINA

Florence—American Legion, July 10-12. R. T. Pailey, Box 253, Columbia, S. C.

SOUTH DAKOTA

Aberdeen—American Legion, July 10-12. T. C. Kasper.

Aberdeen—State Moose Assn., Sept. 4-5. J. W. Thomas, 424 First ave., S. E.

Huron—Veterans of Foreign Wars, June 27-29. J. Johnson.

Michelle—Order of Odd Fellows, June 20-24. L. L. Trotter, Box 57, Huron, S. D.

TENNESSEE

Knoxville—American Legion, Aug. 21-23. George Caldwell, Gay st., Knoxville.

Monticello—State Firemen's Assn., Sept. 8-10. J. J. Martin, Fire Hdqrs., Nashville.

TEXAS

Austin—American Legion, Aug. 23-25. Y. E. Young, Drawer C, Capitol Bldg., Austin.

Houston—State Florists' Assn., July 15-14. Wise Adams, 2100 Greenville, Tex.

Waco—Order of Red Men, Aug. 24-25. C. R. Lemke, 415 Austin ave.

UTAH

Cedar City—American Legion, Aug. 5-6. O. Wesley, Salt Lake City.

Provo—State Firemen's Assn., Aug. —. J. J. Creedon, Box 23, Bingham Canyon.

Salt Lake City—Pacific Coast Assn. of Fire Chiefs, Sept. 5-8. J. W. Stevens, 1014 Merchants Bldg., San Francisco, Calif.

VERMONT

Bennington—American Legion, July 28-30. Montpelier—Junior Order, Sept. 1. C. C. Duval, W. Burke, Vt.

VIRGINIA

Charlottesville—American Legion, August 14-17.

Luray—Firemen's Assn. of Va., Aug. 9-12. O. W. Dabney, 228 N. Madison st., Staunton, Va.

Newport News—State Elks' Assn., Aug. —. H. E. Dyer, Elks' Home, Roanoke, Va.

WASHINGTON

Bellingham—American Legion, Aug. 13-20. Blanton Luther, Box 134.

Hoquiam—Veterans of Foreign Wars, July 20-22. H. F. Stengel, Seattle.

Kelso—State Elks' Assn., July 23-26. L. B. Harlow, Elks' Club, Walla Walla.

Long Beach—Order of Red Men, Aug. 8-9. G. D. Mitchell.

Seattle—Order of Elks (Colored), June 25-29. W. Hunt, 1009 Stuart st., Berkeley, Calif.

Spokane—Un. Spanish War Veterans, July 21-23. F. E. Hosking, 228 Pacific st.

Tacoma—Northwest Moose Assn., July 21-23. J. P. France, 2215 York st., Vancouver, B. C., Can.

WEST VIRGINIA

Bluefield—Junior Order, Aug. 25-26. R. F. Lambert, Box 81, Huntington.

Bluefield—State Moose Assn., July 15-17.

Clarksburg—American Legion, Sept. 4-6. V. A. Rogerson.

Clarksburg—Knights of Pythias, Aug. 24-25. J. G. Van Meter, Box 750, Elkins, W. Va.

Princeton—Knights of Pythias, Aug. 24-25. Ashland—American Legion, Aug. 13-16. J. J. Bloomquist, Box 6.

Pond du Lac—Dis. Amer. Veterans of World War, July 1-3.

Pond du Lac—Order of Eagles, June 23-25. Henry Korster, 112 N. Commercial st., Neenah, Wis.

Kenosha—State Moose Assn., July 23-24. H. J. Reden Jr., Box 223, Chippewa Falls, Wis.

La Crosse—State Elks' Assn., Aug. 25-27. Lou Uecker, 1618 Washington st., Two Rivers, Wis.

La Crosse—Knights of Pythias, Aug. 16-17. V. E. Moser, 152 W. Wisconsin ave., Milwaukee.

Manitowoc—Knights Templar, June 24-25. J. W. Lindroth, 814 N. Y. ave.

Milwaukee—Amer. Inst. Park Kroes, and Am. Park Soc., Sept. 1-23. W. O. Doolittle, Box 422, Tulsa, Okla.

Superior—Veterans of Foreign Wars, June 23-26. Robt. Crank, 2325 Oakes ave.

Superior—Order of Red Men, Aug. 10. W. J. Patterson.

Wisconsin Dells—Auto Tourists' Assn. of Minn.-Wis., July 17-21.

WYOMING

Casper—Knights Templar & R. A. Masons, July 11-12. E. J. Tregloan, Masonic Temple.

Cheyenne—Knights of Pythias, Aug. 26-27. Henry Jones, Hanna, Wyo.

Cheyenne—American Legion, Aug. 26-27. Chas. Hughes, Cheyenne Light Co.

Cheyenne—Order of Odd Fellows, July 22. J. O. Murray.

Kenosha—State Moose Assn., Aug. 5-6. J. H. Mansel, 913 Cedar ave.

Laramie—Order of Odd Fellows, July 13-19. R. Chase, Casper, Wyo.

Roswell—A. F. & A. Masons, Aug. 22-23. J. M. Lowndes, Masonic Temple, Casper.

CANADA

Bridgewater, N. S.—Order of Odd Fellows, Aug. 9-12. E. B. Munro, Box 264, Warden.

Hollis, N. S.—Knights of Pythias, Aug. 16-17. A. K. Priest, 49 Hollis st.

Halifax, N. S.—A. F. & A. Masons, July 18-12. J. C. Jones, Box 322.

Lebanon, N. S.—Order of Elks, Grand Lodge, July 27-29. J. M. Parker, care of Elks' Club.

Niagara Falls, Ont.—Can. Florists & Gardeners' Assn., July 21-Aug. 2. C. Thompson, Peterborough, Ont.

Niagara Falls, Ont.—Can. Order of Foresters, July 21-24. A. F. Van Someren, Branford, Ont.

St. John, N. B.—Knights Templar, Aug. 1-3. J. Mackenzie, Montreal.

Toronto, Ont.—Order of Moose, July 29-Aug. 1. W. G. Heyd, 314 Confederation Bldg.

Vancouver, B. C.—Canadian Legion, British Empire Service League, Aug. 4-6.

Wallaceburg, Ont.—Knights of Pythias, July 13. A. Coulter, 63 Park rd., Toronto.

Winnipeg, Man.—Knights of Pythias, June 28. Chas. Tipper, 61 Melvin st.

COMING EVENTS

These dates are for a five-week period.

ARKANSAS

Fayetteville—Soldiers and Sailors' Celebration, July 4-9. W. W. Kennell.

Nashville—Fest. Festival, Latter part of July. Percy Wilson.

Rogers—Fire Dept. Celebration, July 4-9. Howard Fowler.

CALIFORNIA

Coronado—Nail Horse Show, July 19-24. Mrs. W. W. Crosby.

Los Angeles—Nail, Aquatic Show, July 2-4. Carleton S. Barker.

Santa Monica—Pioneer Days Celebration, July 24.

Truckee—Home-Coming Week, June 23-28. Chamber of Commerce.

COLORADO

Almosa—Fiesta, July 2-4. O. L. Dynes, Chamber of Commerce.

Victor—Homecoming, July 2-4. Dr. Glenn R. Chaffee.

FLORIDA

Key West—Overseas Highway Celebration, July 2-4. Warren Smith.

Cocur d'Alene—Swedish Festival, June 23-26.

IDAHO

Arctic—Homecoming, July 23-29. Thomas F. Monahan.

Bellefonte—American Legion Celebration, July 3-4. C. H. Baumgarten.

Cahokia—VFW Homecoming, July 3-4. Frank H. Knudsen.

Carrolla—Homecoming, July 4-8. Norman C. Baker.

Cherry—Homecoming, July 29-31. Victor Pozzi.

Chicago—Puppet Festival, June 27-29. Don Vestal.

Climax—American Legion Celebration, July 4-9.

Daniel—Homecoming, July 2-4. Louis Palella.

Danville—American Legion Celebration, July 2-4. Phil Thresher.

East Dibble—Firemen Festival, July 27-30. Max C. Freeman.

Malheurville—Homecoming, July 22-24. Doc McHellen.

Olney—American Legion Celebration, July 4-9. Phil H. Heyde.

Peru—Italian Fiesta, July 1-4. Joe Rossi.

Rock Island—Celebration, June 29-29. Mort Chambers.

Salem—Marion Co. Soldiers and Sailors' Reunion, July 23-30. Earl W. Merritt.

Stockton—Street Carnival, July 29-30. F. C. Niesmeyer.

Troy—Homecoming, July 30-31. L. R. McVelle.

Wenatchee—Midsummer Festival, July 27-30. Raymond Miller.

INDIANA

Bloomington—Overseas Vets. of World War Celebration, June 27-July 4. F. Maurice Wood.

Cleveland—Picnic and Homecoming, July 28-29. H. C. Hurst.

Connersville—Homecoming, July 30-31. Harlan Bros.

English—Reunion and Homecoming, July 18-23. K. D. Patton.

Geary—Auto Races, June 26.

Greensburg—City Celebration, July 29-31. Zan Woods.

Hammond—Auto Races, July 24.

Hope—American Legion and Business Men's Celebration, July 4-9. Ed Reed.

Indianapolis—Hazard Grays, July 19-23. Albert Feuerburg, 4401 E. 19th st.

Jasper—Legion Celebration, June 26-26. George J. K. Kinlin.

Marengo—Homecoming, July 4-8. S. J. Hawkins.

Marshall—Homecoming and Horse Show, July 7-8. L. P. Keenan.

Oreans—Homecoming, July 11-16. M. C. Shriber.

Paoli—Street Fair, July 14-22. S. R. McIntosh.

South Whitley—Street Celebration, June 30-July 2. Bishop.

Troy—Haute-Rike' Celebration, June 20-23. C. L. Shideler.

Vincennes—Celebration, June 29-July 4. American Legion.

West Baden Springs—Homecoming, July 4-8. Clarence H. Radcliff.

Winchester—Auto Races, July 19.

IOWA

Cedar Rapids—Kolek Festival, July 20-23. J. I. Prochaska.

Charles City—Jubilee, June 24-25.

Dubuque—Street Railway Employees' Celebration, July 29-30. Elmer Brauhn.

Earlville—Oals Days, July 27-28. F. S. Oils.

Leimert—Old Settlers' Picnic, July 4. J. R. Bahne.

Manning—Firemen and Legion Celebration, July 15-16. J. J. Kuhl.

Taber—Farmers and Merchants' Picnic, July 26-28. Charles O. Adamson.

Wapello—Homecoming, July 19-21.

West Liberty—Centennial Celebration, June 29-30. Robert Brooks.

KANSAS

Topeka—Celebration, July 14. George Cobbe.

Topeka—Mexican Fiesta, July 18-20. Mrs. Tom McDee.

Dodge City—Celebration, July 4-9. Frank Leiberich.

Downs—Anniversary Celebration, July 27-30. Charles H. McConnell.

Topeka—Celebration, July 14. George Cobbe.

Winfield—Race Meet, July 23-29. Martin E. Jarvis.

KENTUCKY

Cloverwood—Celebration, July 4-8. Edgar Weedman.

MAINE

Rockland—Old Home Week, June 28-July 1. L. R. Flint.

MARYLAND

Martins Springs—Firemen's Carnival, July 14-Aug. 1. Elton H. Bounds.

MASSACHUSETTS

Danvers—Celebration, June 29-July 4. H. J. Walker.

Frankston—Celebration, June 29-July 4. Earl F. Crawford.

Hayannis—Celebration, Last week of July or first in August. Daniel J. Fern.

Quincy—Celebration, July 4-8. Leo H. Brauh.

Salem—American Legion Jamboree, July 3-8. Thomas E. Ketho.

MICHIGAN

Escanaba—Fishing Bodeo, June 26.

Prescott—Homecoming, July 27-28. Clarence Kempf.

Gaylord—American Legion Drum Corps Festival, July 11-16. Leo K. Schram.

Iron Mountain—Eagles' Celebration, July 23-30. G. E. McGowan.

Kingsford—American Legion Celebration, July 11-16. Edward Chandler.

Manistee—Nail Forest Festival, July 1-4. George O. Nye.

Metromine—Daily Show, July 27-28. Carl W. Rye.

Roseville—Centennial Celebration, July 1-4. William Beyer.

Roseville—Firemen's Field Day, July 29-Aug. 7.

Traverse City—Nail, Cherry Festival, July 13-15. D. C. Weeks.

Ulster—Anniversary Celebration, July 4-30.

MINNESOTA

Alexandria—Business Remembrance Days, Chamber of Commerce, June 22-23. R. S. Thorton.

Lakefield—Carnival and Celebration, July 3-8.

MISSISSIPPI

Osprey—Water Sports Carnival, July 2-6. J. Chamber of Commerce.

MISSOURI

Beane Terra—Homecoming, June 30-July 4. George M. Spain.

Centralia—Horse Show, July 26-28. G. H. M. M.

Charleston—Watermelon Festival, July 23-30. Joe Ellis Jr.

Craig—Reunion and Homecoming, July 28-31. R. E. Lapps.

Cuba—Homecoming, July 29-30. A. M. Mans.

Dexter—Legion Celebration, June 27-July 4. Max Gledfelder.

Edwards Springs—Anniversary Celebration, July 19-21. M. L. Jennings.

Magoo—Celebration, July 24-25. W. H. C.

Overland—American Legion Celebration, July 18-17. Arthur E. Johnson.

Farnell—Annual Picnic, July 23-30.

Trenton—Celebration, June 27-July 4. Dewey Wra.

Wendous—Reunion, July 7-9. John Allen.

MONTANA

Troy—Business Men's Celebration, July 2-3. Whitefish—VFW Celebration, June 29-July 3. R. D. Shoaf, adj.

NEBRASKA

Jansen—Picnic, July 25-25. H. T. Fast.

Omaha—American Legion Celebration, July 8-17.

Ponca—Days of '38, June 24-25. H. M. Rakon.

NEW JERSEY

Fegansmock—American Legion Celebration, July 18-22. Harold Burd.

Mill Hill—Fire Dept. Celebration, June 19-July 2. Harold Eber.

NEW YORK

Akron—Celebration, July 1-5. R. E. Emswarter.

Allgany—Old Home Week, July 18-23. L. J. Lippert.

Albany—Cattaraugus Co. Vol. Firemen Assn. Celebration, July 21-22. W. Clyde Lee.

Elmira Heights—Old Home Week, June 19-23. L. D. Roberts.

Franklinville—Celebration, June 29-29. Raymond R. Roberts.

Hanover-on-Hudson—Firemen's Celebration, June 27-July 5. Ray F. Logus.

Livonia—Firemen's Celebration, July 21-23. Roy Long.

Orango—Sequelcentennial and Old Home Week, July 1-3.

Rochester—Monroe Co. Vol. Firemen Assn. Celebration, July 13-14. E. R. Wendell.

Salamanca—American Legion Celebration, June 27-July 2. Edward Richter.

Shesman—Firemen's Celebration, July 14-18. H. A. Land.

Troy—State Dept. Encampment Army and Navy Reunion, July 4-9.

Wellsville—Celebration, July 4-9.

NORTH DAKOTA

Hope—Community Celebration, June 24. Dr. A. L. Pusher.

Holla—Fifty Years of Progress, July 3-4. A. Poyser.

OHIO

Bethesda—Centennial Celebration, July 13-16. Paul R. Steffan.

Eversville—Homecoming, July 29-29. Roy A. Cox.

Cincinnati—Covler Press Club Outing, June 27. L. A. Hickey, 23 Garfield Place.

Cleveland—World Poultry Congress, July 25-Aug. 7. S. A. Edwards.

DAKOTA
 Devils—Auto Races, July 11.
 DeSmet—Northwest Ohio 150th Anniversary Celebration, July 4-5. E. F. Wanley.
 Grafton—Volunteer Firemen Street Fair, July 14-17. J. A. Novak, Chief.
 Green Camp—Centennial Celebration, July 22-23. E. G. Barber.
 Harrison—Firemen's Festival, June 28-29. George B. Loe.
 Hubbard—Trickett Club Street Fair, July 20-23. D. J. Miller.
 Isaburn—Homecoming, July 28-30. Clarence Kehler.
 Maxella—American Legion Celebration, July 2-9. B. A. Moore.
 Marietta—Northwest Territory Celebration, July 13-17.
 North Bakumore—Legion Street Fair, June 28-29.
 Oak City—Volunteer Firemen Street Fair, July 25-29. P. A. Beach.
 Warren—Western Reserve Historical Celebration, June 27-July 4. George P. Konoal Jr.
 Zanesville—Pumpkin Show, July 23-24. George Weagman.

OHIO
 Grove—Picnic and Rodeo, July 2-4. O. A. Ferrine.
 Dux—Celebration, June 23-25. Grady F. Westbrook.

OREGON
 Hood River—Mt. Hood Legion Club, July 16-17. Kent Shoemaker.
 Salem—VFW Celebration, July 9-13. Willard Lightkeap.
 Harborside—Old Home Week, July 4-8. Omar House.
 Bradford—American Legion Celebration, July 4-9. Boyd Herman.
 Galesville—Firemen's Fair, July 14-21. W. J. McHenry.
 Clatsop—Celebration, June 27-July 2. Fred W. Hahn.
 Conchocken—Spring Mill Fair, amp. Fire Co. No. 1, July 8-16. Samuel M. Glass.
 Clatsop—Celebration, June 23-25. John Beck, Chairman.
 Dickon—American Legion Celebration, July 11-12. L. H. Mruk.
 Everett—Firemen's Celebration, July 18-23. E. L. Newhouse.
 Philerville—Firemen's Celebration, June 28-29.
 Homer City—Old Home Week, July 2-9. H. E. Walbeck.
 Kane—Old Home Week, July 18-23. James McKenna.
 Kirkcubbin—Celebration, July 4-9. Mark Edmunds, Chief.
 Knox—Firemen's Celebration, June 20-25. J. B. Tracy.
 Lafayette Hill—Barren Hill Firemen's Fair, June 17-25. Edwin Lightkeap.
 Leechburg—Firemen's Jamboree, July 23-28. Edward Bach.
 Marysville—Forest Festival, June 27-July 1. E. M. McDonald.
 Middletown—Firemen's Night Fair, June 28-29. H. E. Baker.
 Mount Pleasant—Firemen's Street Fair, June 25-27.
 North Wales—Firemen's Carnival, July 18-22. L. A. Keyser.
 Oakdale—Firemen's Week, July 18-23. J. D. Gamble.
 Onondago Hill—Firemen's Fair, July 1-4. William J. Delansky.
 Petrolia—Firemen's Celebration, July 18-23. George T. Grant.
 Phillipsburg—Celebration, June 26-July 4. Richard E. Harris.
 Richwood—Old Home Week, July 1-5. E. L. Eby.
 Rockwood—Old Home Week, July 11-16. Harold S. Meyers.
 Sharon—Auto Races, July 3.
 Saxonburg—Firemen's Celebration, July 18-22. John J. Duke.
 Serran—Celebration, June 13-24. William E. Bernhard.
 Scottsdales—Celebration, July 4-9. Earle C. Shurlis.

SOUTH DAKOTA
 Armore—Armour Days Festival, July 15-18. Arthur Armore.
 Belle Fourche—Celebration, July 1-5. Wm. F. Fick, Chairman, S. D.
 Hooch—Oats Day, June 23.
 Bryant—Legion Celebration, June 28-29. L. A. Jacobson.
 Caspola—Sports Day, July 14.
 Chamberlain—Niangua Highway Celebration, June 22-24.
 Custer—Old Discovery Days, July 17-22. J. F. Broyles.
 Hot Springs—Water Carnival and Race Meet, July 15-16. Rex Joyce.
 Madison—Yankee Doodle Days, July 22-23.
 Montrose—Frolic Day, June 26.
 Spearfish—O. S. Farm Picnic, July 18.
 Spearfish—Black Hills Airfair, July 23-24. Tommy Matthews.
 Watertown—Celebration, July 3-8. Robert Schall.

TENNESSEE
 Martin—Celebration, June 28-July 4. H. L. Whitcomb.
 Belmont—Tomato Festival, July 7-9. R. Humphrey.

TEXAS
 Atlanta—Watermelon Festival, July 27. W. S. Cantel.
 Brady—Jubilee, July 4-6. O. C. Kirk.
 Huntington—Homecoming, July 11-17. J. P. Walters.
 Pecos—Picnic, July 21-23. W. J. Mount.
 Round Rock—Old Settlers' Reunion, July 9-16. Mrs. E. T. Atkins, Georgetown.
 Sweetwater—Water Carnival and Beauty Contest, July 11-17. George D. Barber.
 Valley Mills—Reunion, July 4-9. J. C. Howard.

UTAH
 Ogden—Pioneer Days Celebration, July 21-23.
 Salt Lake City—Covered Wagon Days, July 28-29. Gus F. Beckman.

VERMONT
 Brattleboro—Horse Show, July 14.

VIRGINIA
 Colonial Beach—Legion Festival, June 24-26. Franklin C. Caruthers.
 Locusts—Firemen's Fair, July 4-9. L. S. Kuy.
 New River—Fun Festival, July 23-25. Mrs. Florence Shaver.
 Norton—Rhodesdendron Festival, June 28-July 3. H. E. Hyatt.

WASHINGTON
 Everett—Celebration, June 27-July 4. L. M. DeGan.
 Hoquiam—VFW Encampment, July 28-31. Joren E. Adams.
 Morice—Celebration, July 1-4. George Patterson.
WEST VIRGINIA
 Bridgeport—Air Show, July 4-9. Owen Tripgett.
 Jackson—Homecoming, July 5. American Legion.
 Racine—Goodwill Celebration, June 28-July 10. George J. Armbruster.
 Shiloh—Firemen's Celebration, July 4-9. Fire Chief.
 Webster Springs—Rhodesdendron Festival, July 1-2.

WISCONSIN
 Bayfield—Strawberry Festival, July 2-3. Arthur Peary.
 Brillion—American Legion Picnic, July 17. Miriam Peary.
 Cedarburg—Fire Dept. Celebration, July 9-10. George J. Armbruster.
 Hales Corners—American Legion Celebration, July 15-16.
 Kenosha—American Legion Celebration, June 27-July 4. Dr. A. E. Erling.
 Milwaukee—Midsummer Festival, July 17-23. Otto Hanner, Mayor's office.
 Milwaukee—Fiesta, July 15-24. Madonna del Lume Society.
 Oconto—Celebration, July 4-9. Clyde M. Davis.
 Orono—Water Carnival, July 23-24. C. W. Burns.
 Oshkosh—Celebration, July 2-8. Phil Lambert.
 Park Falls—Celebration, July 2-7.
 St. Croix Falls—Centennial Celebration, July 2-9. James Thompson.
 Two Rivers—Snow Festival and Ice Carnival, July 17-23. American Legion.
CANADA
 Morrisburg, Ont.—Lions' Club Street Carnival, July 20-23. S. G. Pinnis.

ARKANSAS
 Vandervoort—July 4-5. H. E. Sandefur.

CALIFORNIA
 Oceanside—Mary E. Welch.
 Watsonville—July 2-4. Art Sargent.
 Weed—July 3-4. Citizens Committee.

COLORADO
 Creede—July 2-4. J. M. French, care of Elks.
 Victor—July 2-4.

GEORGIA
 Cartersville—H. M. Crane.
 Cuthbert—Dr. L. E. Brown.

ILLINOIS
 Barry—K. P. Wagy, Fire Dept.
 Bryant—Carl Gosd.
 Casey—July 2-4. Jim M. Brown.
 Cairo—July 2-4.
 East Moline—July 2-4. Don Sweet, American Legion.
 Fairbury—July 2-4. George H. Decker, Fair Assn.
 Farmer City—July 2-4. E. S. Wightman.
 Frankfort—Berbert Lambrecht.
 Hampshire—C. W. Seyler.
 Hopston—Walter H. Webber, American Legion.
 Inwood—July 2-4. C. E. Hatch.
 Kampsville—July 2-4. Arthur F. Kamp, American Legion.
 Knoxville—July 2-4. Amer. Legion, H. L. Johnson, Oakesburg, Ill.
 Mendota—A. S. Spender, American Legion.
 Millersburg—Fire and Police Dept.
 Morrison—W. Ross Decker, American Legion.
 Prophetstown—C. A. Conrad.
 Rock Island—American Legion.
 Savannah—July 4-5. Soldiers and Sailors' Reunion.
 Scales Mound—Firemen.
 Streator—F. J. Hart.
 Sullivan—A. K. Merriman.
 Tazewell—July 1-4. M. J. Drennon, Commercial Club.
 Tazewell—Police and Firemen, F. Dowdall.
 Unionville—A. C. Derr.
 Brazil—Botsky Club.
 Connersville—American Legion, Frank Starkey.
 Corydon—Dr. L. B. Wolfe.
 Crown Point—July 2-4. D. W. Milliren.
 Knox—July 2-4. at Bass Lake Park, Harry Tunnells.
 Sycamore—Lacey Cook.
 Rockdale—July 2-4. Olen B. Irwin.
 Sunman—E. W. Hower, American Legion.

IOWA
 Algon—E. L. Vincent, Fair Assn.
 Centerville—American Legion.
 Chariton—W. Jerry Gebrecht.
 Garner—C. H. Schlessel.
 Humboldt—American Legion.
 Iowa Falls—July 2-4. Chamber of Commerce.
 Manchester—E. W. Williams, Fair Assn.
 Mason City—Veterans of Foreign Wars.
 Redka—July 2-4. Business Men's Assn.
 Rockford—F. M. Weber.
 Rock Rapids—American Legion.
 Waukon—July 2-4. A. M. Monserud.

KANSAS
 Garden City—Ben Grimsley.
 Herington—Paul H. Olinger, Chamber of Commerce.
 Lyndon—Raymond Krutinger.
 Ness City—Chamber of Commerce.
 Wamego—American Legion.
 Wellington—C. H. Collett.

KENTUCKY
 Eminence—Carl W. ...
 Filinouth—Alvin Courtney, Lake View Park.
 Russell Springs—W. W. Gwath.

MASSACHUSETTS
 Duxbury—Duxbury Days, July 2-4. Walter O. Primes, American Legion.
 Framingham—Earl Cravetford.

MICHIGAN
 Adrian—A. D. BURNS, Chamber of Commerce.
 Charlevoix—L. Allard, American Legion.
 Hilldale—H. J. Perrin, American Legion.
 Kalkaska—Baseball Assn.
 Mecosta—July 2-4. Wm. Kerlock.
 Monticello—July 2-4. Charles Langdon.
 Northville—Wayne Fair.
 Sand Lake—Roy Bassett.

MINNESOTA
 Brockton—July 2. Leo Drey, American Legion.
 Detroit Lakes—July 2-4. Dan Nelson.
 Floodwood—July 2-4. Civic Club.
 Howard Lake—July 2-4. A. E. Strache, American Legion.
 Hutchinson—July 2-4. Fair Assn.
 Janesville—July 2-4. American Legion.
 Jasper—American Legion.
 Mastokadee—July 2-4. Address Box 128.
 Pipestone—Civic Club.
 St. Peter—July 2-4. H. E. Miller.
 Tintah—July 2-4. Veterans of Foreign Wars.

MISSOURI
 Carthage—July 2-4. J. T. Hamley.
 Farmington—July 4-5. W. Kemper Bruton.
 Richland—American Legion.
 St. Patrick—
 Salem—Theo. Stuke.
 Stockton—July 1-2. Commercial Club.
 Washington—July 2-4. Henry J. Tibbs, American Legion.

MONTANA
 Roundup—July 2-4. George A. Sweetelle.

NEBRASKA
 Kearney—Alvin Brown.
 Lyons—E. M. McCombs.
 Schuyler—Dr. H. E. Tagg, American Legion.
 Wells—Commercial Club.

NEW YORK
 Akron—E. E. Kendorfer, American Legion.
 Bath—J. V. Puccio, Fair Assn.
 Livingston Manor—Chamber of Commerce.
 Lyons Falls—Firemen, J. E. Farney.
 Olean—C. J. Holmer, American Legion.
 Troy—Elks' Picnic, Harry H. McCarthy.

NORTH DAKOTA
 Beulah—July 2-4. E. M. Moe.
 Bismarck—H. M. Pippin.
 McLeod—July 2-4. Oscar Hoage.

OHIO
 Ashville—July 1-4. A. B. Cooper.
 Canton—On Fair Grounds.
 Crooksville—
 Hamilton—At Fairgrounds, Harry W. Hestrich.

OKLAHOMA
 Fairfax—Chamber of Commerce.
 Grove—July 2-4. O. A. Perrine, American Legion.
 Stillwater—July 4-5. Ralph G. Archer, Websterka—Chamber of Commerce.

OREGON
 Creswell—Volunteer Fire Dept.
 Klamath Falls—Buckaroo Days, July 2-4.
 Tillamook—July 2-4. Tillamook Associated Branches.

PENNSYLVANIA
 Easton—E. C. Baker, American Legion.
 Ephrata—American Legion.
 Folk—July 2-4. E. S. Ely.
 Wilkes-Barre—Slovak Day, Sans Souci Park.
VERMONT
 Plandreep—July 2-4. American Legion.
 Woonsocket—E. B. Oddy, Chamber of Commerce.

TEXAS
 Austin—July 1-4. George Cabbell, American Legion.
 Brady—Jubilee, July 4-8. O. C. Kirk.
 Cisco—July 2-4. P. O. Berry.
 Fairburn—Celebration, Rodeo.
 Rockdale—W. P. Marshall.

VIRGINIA
 Louisa—Firemen's Fair, L. S. Key.

WASHINGTON
 Hoquiam—Gray's Harbor Sebass, American Legion, July 2-3. C. H. Johnson.
 Seattle—Joseph Platt.

WEST VIRGINIA
 West Cowe—
 Wheeling—American Legion.

WISCONSIN
 Algon—July 2-4. American Legion.
 Alton—July 2-4. Victor James, American Legion.
 Harabeo—July 2-4. Veterans of Foreign Wars and Exiles, E. Tinkham.
 Beaver Dam—Wm. R. Stoddart, American Legion.
 Black Earth—July 2-4.
 Brookhead—July 2-4. American Legion.
 Burlington—American Legion.
 Chippewa Falls—July 2-4. American Legion.
 Deerfield—July 2-4. American Legion.
 De Pere—July 2-4. Clarence Riley, American Legion.
 Fennimore—July 2-4. Legion-Firemen.
 Green Bay—July 2-4. American Legion.
 Janesville—Chamber of Commerce.
 Manitowish—L. W. Robertson.
 Marinette—
 Middleton—July 2-4. American Legion.
 Milwaukee—Municipal Celebration.
 Mineral Point—July 2-4. C. L. Winn, American Legion.
 Monroe—July 2-4. Leland C. White, Fair Assn.
 Neenah—American Legion.
 New Haven—July 2-4. J. Mustl.
 New Richmond—T. J. Madden.
 Oshkosh—Veterans of Foreign Wars.
 Park Falls—American Legion.
 Plainville—Fa. Assn.
 Rhineland—July 2-4. Earl Merrill.
 Rice Lake—July 2-4. L. W. Webster, American Legion.
 Spooner—July 2-4. Chamber of Commerce.
 Thors—July 2-4. Otto Hiller.
 Twohick—Ed Comesa, Veterans of Foreign Wars.
 Watertown—John L. Bruggert, Gymnastic Assn.
 Waukesha—July 2-4. John E. Doer, American Legion.
 Waupun—Walter Pauley, American Legion.

MISSOURI
 Carthage—July 2-4. J. T. Hamley.
 Farmington—July 4-5. W. Kemper Bruton.
 Richland—American Legion.
 St. Patrick—
 Salem—Theo. Stuke.
 Stockton—July 1-2. Commercial Club.
 Washington—July 2-4. Henry J. Tibbs, American Legion.

MONTANA
 Roundup—July 2-4. George A. Sweetelle.

NEBRASKA
 Kearney—Alvin Brown.
 Lyons—E. M. McCombs.
 Schuyler—Dr. H. E. Tagg, American Legion.
 Wells—Commercial Club.

NEW YORK
 Akron—E. E. Kendorfer, American Legion.
 Bath—J. V. Puccio, Fair Assn.
 Livingston Manor—Chamber of Commerce.
 Lyons Falls—Firemen, J. E. Farney.
 Olean—C. J. Holmer, American Legion.
 Troy—Elks' Picnic, Harry H. McCarthy.

NORTH DAKOTA
 Beulah—July 2-4. E. M. Moe.
 Bismarck—H. M. Pippin.
 McLeod—July 2-4. Oscar Hoage.

OHIO
 Ashville—July 1-4. A. B. Cooper.
 Canton—On Fair Grounds.
 Crooksville—
 Hamilton—At Fairgrounds, Harry W. Hestrich.

OKLAHOMA
 Fairfax—Chamber of Commerce.
 Grove—July 2-4. O. A. Perrine, American Legion.
 Stillwater—July 4-5. Ralph G. Archer, Websterka—Chamber of Commerce.

OREGON
 Creswell—Volunteer Fire Dept.
 Klamath Falls—Buckaroo Days, July 2-4.
 Tillamook—July 2-4. Tillamook Associated Branches.

PENNSYLVANIA
 Easton—E. C. Baker, American Legion.
 Ephrata—American Legion.
 Folk—July 2-4. E. S. Ely.
 Wilkes-Barre—Slovak Day, Sans Souci Park.

VERMONT
 Plandreep—July 2-4. American Legion.
 Woonsocket—E. B. Oddy, Chamber of Commerce.

TEXAS
 Austin—July 1-4. George Cabbell, American Legion.
 Brady—Jubilee, July 4-8. O. C. Kirk.
 Cisco—July 2-4. P. O. Berry.
 Fairburn—Celebration, Rodeo.
 Rockdale—W. P. Marshall.

VIRGINIA
 Louisa—Firemen's Fair, L. S. Key.

WASHINGTON
 Hoquiam—Gray's Harbor Sebass, American Legion, July 2-3. C. H. Johnson.
 Seattle—Joseph Platt.

WEST VIRGINIA
 West Cowe—
 Wheeling—American Legion.

WISCONSIN
 Algon—July 2-4. American Legion.
 Alton—July 2-4. Victor James, American Legion.
 Harabeo—July 2-4. Veterans of Foreign Wars and Exiles, E. Tinkham.
 Beaver Dam—Wm. R. Stoddart, American Legion.
 Black Earth—July 2-4.
 Brookhead—July 2-4. American Legion.
 Burlington—American Legion.
 Chippewa Falls—July 2-4. American Legion.
 Deerfield—July 2-4. American Legion.
 De Pere—July 2-4. Clarence Riley, American Legion.
 Fennimore—July 2-4. Legion-Firemen.
 Green Bay—July 2-4. American Legion.
 Janesville—Chamber of Commerce.
 Manitowish—L. W. Robertson.
 Marinette—
 Middleton—July 2-4. American Legion.
 Milwaukee—Municipal Celebration.
 Mineral Point—July 2-4. C. L. Winn, American Legion.
 Monroe—July 2-4. Leland C. White, Fair Assn.
 Neenah—American Legion.
 New Haven—July 2-4. J. Mustl.
 New Richmond—T. J. Madden.
 Oshkosh—Veterans of Foreign Wars.
 Park Falls—American Legion.
 Plainville—Fa. Assn.
 Rhineland—July 2-4. Earl Merrill.
 Rice Lake—July 2-4. L. W. Webster, American Legion.
 Spooner—July 2-4. Chamber of Commerce.
 Thors—July 2-4. Otto Hiller.
 Twohick—Ed Comesa, Veterans of Foreign Wars.
 Watertown—John L. Bruggert, Gymnastic Assn.
 Waukesha—July 2-4. John E. Doer, American Legion.
 Waupun—Walter Pauley, American Legion.

MICHIGAN
 Spring Lake—July 23. A. W. Dow, Box 214, Detroit.

OHIO
 Ashland—June 28. Mrs. R. L. Foster.
PENNSYLVANIA
 Greensburg—July 9. Mrs. O. R. McHenry.
 Switzky—July 2. Foley, Inc., 2039 West 4th St., Philadelphia.
WISCONSIN
 Lake Geneva—July 6. A. W. Dow, Box 214, Detroit, Mich.

Frontier Contests

These Dates Are for a Five-Week Period

ARIZONA
 Prescott—Prescott Frontier Days, July 1-4. Grace M. Sparks.

CALIFORNIA
 Alturas—Alturas Round-Up, July 2-4. Harold Morgan.
 Lakeside—Rodeo, July 4.
 Long Beach—Rodeo, July 2. G. T. Gunderson.
 Long Beach—Long Beach Rodeo, June 28-30.
 Salinas—California Rodeo, Horse Fair & Stock Show, July 14-17. Fred S. McGarvey.
 Willits—Willits Frontier Days, July 2-4.

COLORADO
 Greeley—Rodeo, Races & Celebration, July 4. E. H. Polbrecht.
 Gunnison—Pioneer Days, July 13-18.

IDAHO
 Grangeville—Border Days Celebration & Rodeo, July 2-4. Al J. Wagner.
 Idaho Falls—Rodeo, July 28-30.
 Nampa—Snake River Stampede & Stock Show, July 14-16. E. W. Rising.

IOWA
 Waukon—Millers Rodeo, susp. Fair Assn. July 2-4. A. M. Monserud.

KANSAS
 Sun City—McLain's Round-Up, July 2-10. M. F. McLain.

MASSACHUSETTS
 Boston—Rodeo at Suffolk Downs, July 23-24. George A. Hensley, Inc.

MINNESOTA
 Canby—American Legion Stampede, June 26-July 1. J. L. Thiesen.

MONTANA
 Hardin—Rodeo, June 24-25. H. O. Chambers.
 Lewistown—Lewistown Stampede, July 2-4. W. C. McGonigal.
 Livingston—Livingston Round-Up, July 2-4. Sol Frank.
 Red Lodge—Rodeo, July 2-4. L. M. Stevens.
 Wolf Point—Wolf Point Stampede, July 2-4. Bruce Randall.

NEVADA
 Reno—Reno Rodeo, July 2-4. Dud H. Day.

NEW MEXICO
 Carlsbad—Carlsbad Cavalcade, July 2-4.
 Hobbs—Hobbs Rodeo, July 28-31. Bert Weir.
 Silver City—Silver City Rodeo, July 2-4. Sam W. Ayer.

NEW YORK
 Rochester—Rochester Rodeo, Week of July 18. Roy R. Hamoff.

NORTH DAKOTA
 Van Hook—Rodeo, July 2-4. A. M. Ulrich.

OKLAHOMA
 Buffalo—Rodeo at Doby Springs, eight miles west, July 15-17. Ace Howard.
 Collinsville—Rodeo, susp. Chamber of Commerce, July 2-4. D. W. Buchanan.
 Custer City—Custer City Rodeo, July 27-28. Elmo C. Rankin.
 Dewey—Dewey Round-Up, July 3-5.
 Kingfisher—Kingfisher Co. Rodeo and Frontier Days Celebration, July 2-4. Tony Cleaver.
 Mangum—Greer Co. Frontier Reunion & Rodeo, July 28-30. L. M. Tuttle.

OREGON
 Baker—Mining Jubilee & Rodeo, July 2-4. Mrs. Margaret Slocum.
 Crawfordville—Calapoosia Round-Up, July 2-4. Dr. P. McCrecher.
 Klamath Falls—Klamath Buckaroo Days, July 2-4. Dewey Perrell.
 Molalla—Molalla Buckaroo, July 2-4. M. L. Simmons.

SOUTH DAKOTA
 Belle Fourche—Black Hills Round-Up, July 3-5. D. Wayne Groot.

TEXAS
 Big Spring—Cowboy Reunion, July 2-4. Ira J. Driver.
 Canadiano—Amvill Park Rodeo, July 2-4. C. A. Stader.
 Coleman—Coleman Rodeo, July 13-14. Sam Cobb.
 Electric—Electric Rodeo & Celebration, June 24-26. Chamber of Commerce.
 Fairburn—American Legion Rodeo, July 2-4. Irlain Schultz.
 Kerrville—Rodeo, July 3 and 4. Joe W. Paschek.
 Pecos—Pecos Rodeo, July 2-4. Keele Dan-Can.
 Rocksprings—Rodeo, July 16-18.
 Stamford—Cowboy Reunion, July 4-6. L. L. Bennett.

UTAH
 Nephi—Rodeo, July 2-4.
 Ogden—Ogden Pioneer Days, July 18-23. H. W. Perry.
 Salt Lake City—Rodeo, July 21-23.

WASHINGTON
 Kennewick—Kennewick Rodeo, July 2-4. E. C. Tweet.

WYOMING
 Cheyenne—Cheyenne Frontier Days, July 28-30. Robert D. Hanaworth.
 Cody—Cody Stampede, July 4-8. Dr. Raymond Howe.
 Dubois—Dubois Rodeo, July 29-31.
 Gillette—Gillette Round-Up, American Legion, July 2-4. Earl P. Burke.
 Lander—Lander Pioneer Days, July 2-4. E. L. Newton.
 Sheridan—Sheridan-Wyo-Rodeo, July 13-28. Harold Pfeiffer.

CANADA
 Calgary, Alta.—Calgary Stampede, July 11-16. E. L. Richardson.
 Cardston, Alta.—Stampede, July 20-21.
 Lethbridge, Alta.—Stampede, July 4-8.
 Peace River, Alta.—Stampede, July 27-29.
 Raymond, Alta.—Stampede, July 1-3.
 Sundre, Alta.—Stampede, June 29-July 1.

Dog Shows

These Dates Are for a Five-Week Period

CALIFORNIA
 Del Monte—July 24. Marion Kingsland, Carmel, Calif.
 Long Beach—July 23-26. E. E. Ferguson, 6283 Sunset Blvd., Los Angeles.
 Santa Cruz—July 31. A. L. Rosemont, 20 Eysmore st., San Francisco.

MASSACHUSETTS
 Springfield—July 10. Mrs. J. M. Berdeaux, East Longmeadow, Mass.

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AGENTS—EARN \$50.00 WEEKLY SELLING Dancing Samba Tap Dancing Dummy. Samples, 50c. **SESLER COMPANY**, 5730 Kingsbury Blvd., St. Louis, Mo.

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AFTERNOONS FREE UP TO \$300 MONTH. home! No canvassing. Expect surprise! **FOLIO BX1636**, 52a. D. Los Angeles, Calif.

AMBITIOUS? THAT CLEAR PROPERTY, CITY or highway, for power-equipped factory. Established years (am retiring) making twenty "good sellers." Give all details. "AMERICAN," 146 1/2 Sq. Main St., Marion, O.

BIG PROFITS! ADDRESSING, MAILING Postals! Samples, Complete Plans, 10c. Other nation-wide opportunities included free! **BGB**, 576 Baseline, San Bernardino, Calif.

BUY FOR 15c—SELL BY MAIL FOR \$1.50. Particulars free. **PERRY MANARD**, 1306 East 75th St., Chicago, Ill.

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. Je25x

DOCTOR—LICENSED IN ILLINOIS. Wonderful opportunity. Local practice. No traveling. Medicine Course Prescribing. **M. GELLERT**, 1809 N. Damen Ave., Chicago, Ill. x

FLASH! NEW ITEMS—SHELL LAMPS, NOV-ELTIES, Coconut Lamps. Florida's oldest and largest manufacturer of Tropical Souvenirs. **LOS TROPICALS, Inc.**, 945 North Miami Avenue, Miami, Fla. Open year round. x

FOOL-PROOF FLOATING RAINBOW CANDY Fibra Machine—New, sensational. Makes three different colors at one time. A hit every place. Representative now working Carlin's Park, Baltimore. For full details write **P. M. REECE**, 129 E. Baltimore Street, Baltimore, Md.

FOR RENT—TEN ACRES GROUND SUITABLE for shows or carnivals adjoining city limits on Highway 41. Address **FRANK MILLER**, 320 N. Fourth St., Vincennes, Ind.

FOR SALE AT A SACRIFICE—THE SHOW-BOAT Parkville. Completely equipped floating theatre furnished to house 14 people. Also suitable for clubhouse, restaurant, night club or houseboat. Box No. 66, **DORMUS & COMPANY**, New York City. x

FROZEN CUSTARD CONFESSION—NEW, mounted on latest type trailer, full electric machine, passes all State health laws, an asset to any show or fair. Available July first. Write **HAM'S TRADING CENTER**, Broadway, Hudson, New York.

GIANT MAIL—OPPORTUNITIES, INCLUDING 52-Page Magazine, has added income ideas. All for 10c. **B. KATZ**, 4254 N. Kimball, Chicago.

HAPPY DAYS POPCORN CHEESE, CORN Candy, Corn Nut and Potato Britches Machines. New sensational Popcorn, Happy Days. Products sell big money. Write **BARNARDS**, Omaha, Neb.

HAVE YOUR OWN PAYING BUSINESS— Start modestly in spare time. "Library of Business Opportunities" tells how. Shows way to huge profits. Free booklet explains. Send today. **MOSHER**, Box 742, 305 West 5th, Los Angeles, Calif.

HOW AND WHERE TO OBTAIN CAPITAL for any purpose fully explained. Free particulars. Write **STAR SERVICE**, Box 333, Wapakoneta, O.

I EARN \$40 A WEEK, SIMPLY BY MAIL— Show you how with six months' subscription at 50c. to **LUCKY BREAKS**, 24-B Delcourt Building, Indianapolis, Ind.

INCREASE YOUR EARNINGS—SEND \$1.00 for Budget of Money-Making Opportunities. **BERNIE PYLES**, 1566 Jones St., San Francisco, Calif. x

MONEY, JOBS ARE YOURS. MAN LONG Jobs got 76 openings. Tell others how. No selling, opportunity of lifetime. **YANCY**, 420 W. Adams, Havana, Ill.

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

PITCHMEN, AGENTS, CANVASSERS—GET that Famous Chinese Ring Mystery. Here's a "peach." Complete outfit, full instructions, one dollar, postpaid, and worth 10. Make them yourself. **L. F. NEWLIN**, 1110 N. Euclid, Indianapolis.

SELL SHOW BALLS—OWN A BUSINESS. 400% profits. Outfits, \$4.75 up. Circular free. Instructions 10c. **SHOW BALL COMPANY**, Jacksonville, Fla. x

SOAP MAKING—LEARN AT HOME. NO machinery needed. Send 3c stamp. **M. NOSERA**, 4545-A N. Bartlett Ave., Milwaukee, Wis.

START A MANUFACTURING MAIL ORDER business. Make and sell your own products. Details free. **PEDERSON**, 1609 East 5th, Duluth, Minn.

10c BRINGS SAMPLE COPY NATIONAL MAIL Order News. Three Months, 25c. One Year, \$1.00. **NATIONAL SALES SERVICE**, Box 1773-BB, Roanoke, Va. x

10c PACKAGE GEIGER'S ORANGELO POW- Drink, makes gallon delicious. Orange Flavor Drink. Send dime. **B. GEIGER**, 6538 North Maplewood, Chicago, Ill.

Show Family Album



McCALL'S CONCERT BAND snapped while with the La Tena Three-Ring Wild Animal Circus in Portland, Mo., June 12, 1915. Standing, left to right, are Frank Reeser, J. Louis Sanderson, Irene Kober (soprano), Ed Hemhauser, Ed Bostwick and M. C. Sherman. Seated: M. M. Baker, E. E. Larson, R. Tronty, C. H. Richardson, Billy Taylor, Ed Phelps, Pascale Perry and W. W. Allen. J. Albert McCall, director, is in front.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

ALL BARGAINS—CHORUS SETS, \$1.50 Costume; Bally Capes, Mulas, Oriental, Evening Gowns, Wraps, Shoes. **CONLEY**, 310 West 47, New York.

BAND COATS, REGULATION BLUES, BLACKS, \$7.50; Caps, all colors, \$1.50; Velvet Curtain, maroon, \$2.50; Celophanes, Minirets. **WALLACE**, 2416 North Halsted, Chicago.

UNIFORMS—USHERS' UNIFORMS, \$5.00; Band Coats, New Caps, \$1.00; New and Used Uniforms. **JANDORF**, 172 West 81st Street, New York.

USED CHORUS WARDROBE—SINGLE OR SETS, 25c each; also Wig and Scenery cheap. **BOX 1491**, Little River Station, Miami, Fla.

USED THEATRICAL COSTUMES FOR SALE— Jazz, Tiller, Modernistic, etc., 15c up. **MILES AMUSEMENT COMPANY**, 404 Ninth Chester Bldg., Cleveland, O.

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 BARGAIN AT \$17.50 EACH—PHOTO FIN- ish, either cash, check or ticket mode. **SQUARE AMUSEMENT COMPANY**, Poughkeepsie, N. Y. x

A-1 CONDITION—20 BALLY RESERVES, like new, \$65.00 each. Lots of five, \$62.50 each. 20 Pace Comets, 5c play, mystery payout, \$42.50; 10 Pace Comets, 10c play, mystery payout, \$45.50; 10 Double Cabinets, \$22.50, 10 Single Cabinets, \$14.50. Cabinets all like new. **MARKPEP CO.**, 1410 Central Parkway, Cincinnati, O. x

ARCADE MACHINES—10 ARCADE MACH- ines, 12 Six-Foot Pokerino Roll Downs, 12 Jap Three-Ball Roll Downs with Coin Slot Attachment. **PALACE AMUSEMENTS**, Asbury Park, N. J.

ATTENTION—3 DAVAL BUMPER BOWLING, \$39.50 each. **SOUTHERN NOVELTY COMPANY**, 123-35 W. Central Ave., Valdosta, Ga.

AAA-1 BARGAINS—SKILL FIELDS, '38 Model, \$145.00; Bangrail, \$95.00; Quinella, seven-coin head, \$110.00. Lot price, Broadway Angels, Heavy-weight, Hi-De-Ho, all three, \$39.50. **MARKPEP CO.**, Cincinnati, O.

BALLY BASKETS, \$39.50; CENTAPACK, \$5.50; Skoe Ball, uncrated, \$49.50; crated, \$50.00 extra. Phonographs, all makes and models, bought, sold, repaired and traded. **RICE MUSIC COMPANY**, 1410 North Robinson, Oklahoma City, Okla.

BARGAIN—10 50c BLUE FRONTS, SERIAL over 400,000, thoroughly reconditioned, buffed and repaired like new, \$49.50 each. **SOUTHERN NOVELTY COMPANY**, 123-35 W. Central Ave., Valdosta, Ga.

BARGAINS—SKILLFIELDS, \$110.00; RAY'S Track, check, \$30.00; ticket, \$60.00; Rosemont, \$25.00; Fairgrounds, \$60.00; Derby Day, Clock, \$17.00; Arlington, \$19.00; Hide-Its, \$7.00; Air Races, \$12.00; Photofinish, \$19.00; Grand Prize, \$15.00; Bee Jay, \$7.00; Playtime, \$15.00; Springtime, \$12.00; Caron, \$15.00; Royal Races, \$12.00; Ponce Races, \$25.00; Mazuma, \$8.00; Hi Card, \$15.00; Classic, \$15.00; Tanforan, \$40.00; Electro Holst, Microscope, Diggers. **CLEVELAND AUTOMATIC VENDING**, 2637 Superior, Cleveland, O. x

BEST PRICES PAID FOR FAIRGROUNDS, Derby Day Consoles, Track Times. What have you? **MARKPEP CO.**, Cincinnati, O.

CLOSING OUT—"FILM RADIO RIFLES," \$79.50 each; lots of five, \$75.00 each. Can use 100 latest model Gostlieb's 3-Way De Luxe Strength Testers. Good condition. Price low. Consider trading "Film Radio Rifles" for Strength Testers. **L. S. GROSS**, 3047 N. Wanamaker Street, Philadelphia, Pa.

ELTORO, HOUND & HARE, GENCO SKI HI, Silver Flash, Duc, Home Stretch, used 10 days, \$32.50 each; Mystic, Firecracker, Bally Bumper, Bally Derby, Bally Ski Hi, Blue Blazer, Lights Out, Jumbos, \$12.00 each; Wurlitzer 1937 Skoe Balls, \$89.00 each; A. C. Calle 7 Slot Sc Belts, \$85.00. **KENYON COMPANY**, 108 High Ave., Canton, O.

EQUALITE, \$10.00; RUNNING WILD, \$10.00; Mystic, \$10.00; Three for \$25.00; Jennings Sportsman, \$25.00. **LOBDELL**, Goshen, N. Y.

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.

FIFTY MILLS CHERRY BELLS, FIFTY 5c PLAY, used three weeks, serials over 420,000, 1/3 cash, balance C. O. D. **PAUL CARROLL**, 619 New Scotland, Albany, N. Y. x

FOR SALE—PERFECT CONDITION. REEL Spots, \$9.50; Lite-a-Pax, \$20.00; Sam Fun, \$6.50; Jennings Cigarola, \$9.50; Tuff Champ, \$27.50; Cavens, \$15.00; Latonia Classic, \$22.50; Chica Baseball, \$32.50; Scoreboard, Equisite, Boosters, Home Run, Double Action, Replay, Daval Baseball, \$10.00 each; Mercury, Skooky, Baffer, Uo, Toumement, Forward March, \$15.00 each; Ball Fun, Bumpers, Ricochet, Fire Ball, Fire Cracker, Sequence, Totalizer, \$8.50 each. Send 1/3 cash deposit. Want Seeburg Royale Phonographs for cash. **DELONG NOVELTY CO.**, Dade City, Fla.

FOR SALE—TWO SUPERIOR COLP BALL Vending Machines, 25c play, excellent condition, \$45.00 each. **KALAMAZOO COIN MACHINE**, 826 Mills, Kalamazoo, Mich.

FOR SALE—MILLS BIG RACE, \$50.00; Jennings Derby Day and Liberty Bell Consoles, \$50.00; Ruff Track, good condition, \$50.00. Wanted: Track Time, Track Odds, Tanforan. **AUTOMATIC VENDING COMPANY**, 152 Houston Street, Mobile, Ala.

FOR SALE—2 RADIO RIFLES, MARKSMAN and Flying Duck, with Soare Photo-Pak and Gun, now being operated at Park Island, Lake Orion, Michigan. All for \$40.00. Also 8 Call-O-Scopes at \$15.00 each; Pancher, \$25.00. Wanted: Cranes, Athletic and Novelty Arcade Machines. **BALDRIDGE**, 1935 Louise, Detroit, Mich.

FOR SALE—PHONOGRAPH ROUTE IN HEART of Fruit Belt of Central Florida, consisting of 32 late Phonographs, Chevrolet Pick-Up Truck, all Records, Parts and Extras. A splendid opportunity to acquire a paying route at reasonable cost. Write for price and all details. Investigate this one. **E. C. DELONG**, Dade City, Fla.

FOR SALE—BUMPERS, \$7.50; OUTBOARD Boo-Hoo Blue Blazer, \$7.50; Mercury, \$15.00; Nuggets Sum Fun, \$4.00. All in good condition. Send third deposit. **ROYAL AMUSEMENT COMPANY**, 892 Ponce De Leon, Atlanta.

GOODBOOY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBOOY**, 1824 East Main St., Rochester, N. Y. x

LATEST BALLY RESERVE NOVELTY TABLE— Used 10 days, like new, guaranteed, \$50.00. One-third deposit, balance C. O. D. **C. B. RHODES**, 2008 Fairfield Ave., Fort Wayne, Ind. x

MILLS DANCE MASTER, \$50.00, OR WILL trade for Mills 1-2-3 Columbia or North-western 5c play, no Globes, \$3.00. **O'BRIEN**, 89 Thames, Newport, R. I.

MILLS GOLDEN BELL, GOLD AWARD, 5c, 10c, \$27.50; Tuff Champ, TKT, \$27.50; Track Stars, Tops, \$22.50; Summer, \$7.50; Penny Smoke Wagon Wheel, \$5.00. **BRADSHAW SERVICE**, Freehold, Pa.

NORTHWESTERN PENNY MERCHANDISERS. Porcelain, good as new, equipped to vend toys and candy, \$6.00 each. **ABY Model V Target Skis**, \$15.00. Send \$1.00 deposit for each machine, balance C.O. **WARD PETERS**, Box 1973, Baton Rouge, La.

ONE SEEBURG SYMPHONOLA B, \$85.00. Used very little in excellent condition. **MEDOUGALL CO.**, 705 North Ave., Chicago, Ill.

ONE CRIP FILLED WITH MAGICAL SECRETS and Used Apparatus. First fifteen dollars takes it. **SHERLOCK EVANS**, Massillon, O.

PACIFIC CONSOLES—DE LUXE BELLS, CORO- nations, Rosemonts, with two nickel coin chutes, \$32.50; Pance Races, \$19.50; Skippers, Challenge, Pance Chans, Ballots, Pinch Hitters, Flickers, Palooka Sr., \$12.50. **THE ATLAS**, Wells, Minn.

PAYTABLES—NAVY, TEN; POST TIME Twelve Sportsman Deluxe nineteen. Tuff Champ, sixteen; also many others. **SQUARE AMUSEMENT COMPANY**, Poughkeepsie, N. Y.

PEANUT MACHINES—VENDEX, \$2.00; Rosbins 2-in-1, \$5.00; Appleton Chrome, \$4.50; Masters, Columbus, Grandbols, \$3.50. **BOSTON EXCHANGE**, 1326 Washington, Boston, Mass.

POPMASTERS, LATE 1937 MODEL, ALL IN good condition and on location. Bargain for cash, \$49.50; will consider swapping for anything I can use. Write **TOM WILSON RINEHART**, 62 Mayfield Ave., Grand Rapids, Mich.

RADIO RIFLE, \$45.00; MILLS WORLD'S HOR- scope, B Buddy Stutz Electric Traveling Cranes, \$100.00 lot. **L. HOROWITZ**, 647 S. 57th, Philadelphia, Pa.

SACRIFICE—4 ERIE DIGGERS, LATE COUNTER Models, look and run perfect, \$10.00 each. **TOM THORNTON**, Route 185, East Pappert, Mass.

SEVEN JENNINGS CHIEFS, LIKE NEW. Serials over 128,000, used six weeks, Seven Dime, One Five-Cent Play, \$35.00 each. **GEORGE MAXXOS**, Dover, O. x

SKILL FIELDS, LATEST MODEL, \$165.00; Entry sample, \$62.50; Latonia, excellent, \$25.00; 3 Daily Races, Flicker, Hialeah, \$12.00 each; Daily Race, Mystery, \$15.00; Red Sails, All Star, Challenger, \$10.00 each; Preakness, \$25.00; Phantom, \$16.00; Novelty Tables; Skooky, Bumpers, \$7.50 each; Forward Marches, Sensation, \$15.00 each; Skipper, \$14.00; Blue Blazer, \$12.00; 1/3 deposit. **LAKE CITY NOVELTY CO.**, 3104 St. Clair Ave., Cleveland, O.

SPECIAL BARGAIN—3 SILVER DOLLAR (\$1.00) Coin guaranteed almost like brand new, \$89.50 each. **SOUTHERN NOVELTY COMPANY**, 123-35 W. Central Ave., Valdosta, Ga. x

TEN PENNY PEANUT AND CANDY VENDERS, only \$25.00, transportation paid. Send remittance at once. **SAMUEL H. DAVIS**, Lansing, Mich.

TWO DANCE MASTERS, LIKE NEW; 5,000 Used up to date Records, best offer. 300 Ladies' Silver Rings. **MEAD CO.**, Middletown, N. Y.

WANTED—TRACK TIMES PENNY PACK, O. T.'s, Blue Fronts. Please give absolute rock-bottom prices in any quantity for cash. **W. B. NOVELTY CO., Inc.**, 3800 N. Grand, St. Louis, Mo.

WANTED—ALL TYPES COUNTER MACHINES. Will trade 1937 Popomatics on above. Send list. **MILLER VENDING COMPANY**, 615 Lyon, Grand Rapids, Mich.

WANTED—MILLS BONUS, MELON BELL. Extraordinary prices. Races, brown cabinet; lowest prices first letter. **UNITED NOVELTY CO.**, Jackson, Miss.

COSTUMES, UNIFORMS, WARDROBE

A-1 NET TRUNKS, 50c; LACE, 75c; BRAS- ions, 25c; G Strings, 25c; Rhinestone G Strings, \$24.00-\$5.00; hip-line measurements. **PAUL'S**, 158 West 44th, New York City.

WANTED—USED BUCKLEY DE LUXE AND T. I. Diggers. Write BOX C-543, care The Billboard, Cincinnati, O. ly2

WANTED—ROTARY MERCHANDISERS. Bally Basket Balls; Hockey, World Series, Atlas, Americans, Baseballs, Bumpers, Bumper-Type Games. Write EMANUEL NACLER, 973 Tiffany Street, New York.

WILL PAY CASH FOR 100 USED MASTER Candy and Toy Vendors, also want Grippers, Suckers, Punching Bags, etc. AUTOMATIC MUSIC, 125 South Davis, Greensboro, N. C.

WILL TRADE GALLOPING DOMINOES, Wurlitzer Phonographs for late-type Bumper Games or Peace Mystery Comets. MARION COMPANY, Wichita, Kan. ly2x

YOUNG COIN MACHINE OPERATOR—GOOD Experienced Mechanic. Factory Training, Slots, Dominoes, Phonographs, Automatics, Penny Arcades. Decent salary, have automobile. Will take job anywhere. JOHN STENGEL, 5568 Palm St., St. Louis, Mo.

3 1/2" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. au13x

4 PISEN "8-SPOTS," PRACTICALLY NEW. Apply WEST VIRGINIA AMUSEMENT COMPANY, Box 576, Logan, W. Va.

5 ART BIG GAME HUNTER 1c PISTOL Target Machines, \$10.00 each; 10 Columbus Sc Peanut Vendors, \$3.50 each; 50 late model Pin Games at discount prices. ROBBINS CO., 11418 DeKalb Ave., Brooklyn, N. Y. ly2

5c CANDY VENDERS, SELLING HERSHEY, Nestle, Suchard and other candy bars; holds 80 standard-size bars in original wrappings, no boxing; only \$8.00. LIPSTON, 232 Lawrence Avenue, Mamaroneck, N. Y. x

10 GROETCHEN ZEPHYRS WITH CIGARETTE or Fruit Reels, \$10.75 each, 1/3 with order. We buy, sell, trade. COUNTER MACHINE EXCHANGE, 3307 Armitage Ave., Chicago, Ill. x

14-FOOT ROCK-O-BALL, 10-FOOT STEPHEN Alley, both in excellent condition, year old. Best offer buys them. C. G. HILLIGOSS JR., 5130 North Broadway, Wichita, Kan. ly2

FORMULAS

ANYTHING ANALYZED—DUPLICATION guaranteed. Practical Formulas for seasonal products. Low cost, long profits, complete directions and buying guide. ASSOCIATED CHEMISTS, Indianapolis, Ind. x

"BA NAN NA"—TROPICAL DRINK, Formula, \$1.00 (Nation's Newest, Biggest, Profitable Summer Drink Sensation). Special: Latest Formulas, Recipes, all kinds, \$1.00 each; Five, \$3.00 (satisfaction guaranteed). RESEARCH BUREAU, 100A Chelsea, Charleston, Mass.

BIG PROFITS—GROW WITHOUT SOIL. Flowers, Vegetables, Plants year around anywhere, use water and chemicals, sell ingredients. Guaranteed Formula, \$1.00. RALPH BROOKS, Arkansas, Wis. x

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. the

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. H-BELFORT, 4042 N. Keeler, Chicago.

KEEP COOL WITHOUT ICE—ICE-OLA, Artificial Ice, keeps food, drinks, cool and fresh. No more ice bills. Few cents to make. Formula, 25c coin. SAMUEL GEORGE, 285 E. Queen, Philadelphia, Pa.

FOR SALE—SECOND-HAND GOODS

ARCADE—COMPLETE, A REAL BARGAIN. Equipment consists of about 100 Machines. Eric Diggers, Mills Punching Bags, Photocopy Machines, Strength Testers, Fortune Telling Machines, etc. Also Electric Arcade Sign. Write quick for detailed list. H. C. EVANS & CO., 1520-30 W. Adams St., Chicago. x

CORN POPPERS—GASOLINE, ELECTRICS. Rotary, Heavy Aluminum 12 Quart Popping Kettles; Camelcorn Equipment, Tanks. NORTHSIDE CO., 1528 19th, Des Moines, Ia. ly2x

FIFTY USED TRUNKS, GOOD AS NEW, Sacrifice; Balloons, Flags, Costume Materials, Cans, Novelties, Favors. SCHORR, 1 W. Pearl St., Cincinnati, O.

FOR SALE—COVERED WAGON, CUSTOM Trailer, new condition. Cost \$1,500, sell for \$1,100. ROBERT W. KNIGHT, Seneca Falls, N. Y.

FOR SALE—TWO LONG-RANGE SHOOTING Galleries, one built to set on trailer. Galleries on hand. H. B. SHERBANH, Wayne, Neb.

FROZEN CUSTARD MACHINES—NEW Electric Portable Aluminum Counter Models. Ultra Ice-salt \$150. CREAMMASTER CO., 310-B East 35th, New York. ly2x

FROZEN CUSTARD, \$350.00; HENRY FREEZER with Motor and new Chromium Supply Tank. Large capacity, good condition. A. J. LAMBERSON, Hazelton, Pa.

FROZEN CUSTARD MACHINERY CO., 849 Thomas St., Memphis, Tenn., offers New and Used Machines of all makes. Write for prices. x

HIGH STRIKERS, PORTABLE, COMPLETE, \$135.00; Mauls Gum Wood, Hickory Handle, \$4.00; Portable Carousel, \$1,400. J. B. ALOY, Rt. 4, Anacostia, D. C.

KARMELORN KRISPETTE OUTFIT, Automatic Popper, Candy Puller, Potato Chip Outfit, Slicing Machine, Lightning Plant, cheap. ANCHOR, 1045 Abbott, Detroit, Mich.

LONG-EAKINS CRISPETTE OUTFIT, LIKE new; also good Crackerjack Outfit. Both cost \$700.00; sacrifice \$200.00 cash. ERNEST BENNINGHOFFEN, Anderson, Ind.

MERRY-GO-ROUND HORSES—WE HAVE 50 Merry-Go-Round Horses for sale at \$15.00 each. JOYLAND AMUSEMENT CO., Inc., Asbury Park, N. J.

NEW "VELVO" FROZEN CUSTARD AND ICE-cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. ly2

POPCORN MACHINES, CRISPETTE, CARMEL-Crisp, Potato Chip, Cheese Coated Corn Equipment. LONG-EAKINS, 1976 High St., Springfield, O. ly23x

SHOWMEN, USED TRAILERS—HIGHWAY, Fruehauf, suitable for show business. Come see what \$100.00 cash and up will buy! Ask for A. J. GINGRICH, care I. H. Gingrich & Sons, Federal Sales & Service, 133 Grandville Ave., S. W., Grand Rapids, Mich. Phone 93127. ly2x

TYPEWRITER, PLATE CAMERA, XYLOphone, Saxophone, Clarinet, Organ Chimes, London Crickets, Swiss Bells, Job Printing Shop. QUALITY PRESS, New Boston, O.

USED CONCESSIONS—TOP, 20x12, Merchandise Wheel, Bumper, Roll Downs, Trunk Flashes, Velvet Backgrounds. SAMUEL WINSTON, 125 Homestead St., Roxbury, Mass.

YORK CUSTARD MACHINE, GOOD CONDITION, \$200.00; Advance Electric Popcorn Machine, \$45.00; B&B Top Frame Packing Box, \$40.00. BOX 5, Dupont, O.

5 H. P. ONE PHASE A. C. ELECTRIC Advance Motor and Pulley, \$30.00; 4 Evans Electric Poker Roll Downs with Bulbs, lot, \$50.00; 2 New Trap Door String Games, \$25.00 each; Mickey Mouse Circus Banner, 8x10, used once, some Props, \$10.00. KORTONIC, 4353 Warner Rd., Cleveland, O.

175 PAIR HENLY RINK SKATES, FIBER Rollers, like new, all sizes, \$1.25 Pair. WM. LORIMER, 424 Sheridan St., Williamsport, Pa.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS—GENUINE FOETUS Twine attached, Wax Crime Show, Giant Octopus, Marionette Show, Snake Museum, Unborn Show; Ant Circus, alive; Two-Headed Baby. "UNIVERSAL," 3238 So. State, Chicago.

BALL GAMES—BOTTLES, CATS, DOLLS, KIDS, Tempis. Complete, attractive outfits. For detailed descriptions write LAMANCE, 782 Marion, S. E., Atlanta, Ga.

BALLOONS, PARACHUTES, INFLATORS—Specify Jumper's weight. Builders and operators since 1903. Also Tent bargains. THOMPSON BROS. BALLOON CO., Aurora, Ill. x

CONCESSION TENTS—RED AND KHAKI, various sizes; Big Six Dice Wheels; Lighting Plants, 5 kilowatt each; Frankfurter Roasters, Orangeade Pumps, Merchandise Bumpers. Good condition. INGALLS, 142 Burhill St., Swampscott, Mass.

CRAZYHOUSE—TURNOVER TYPE, THIRTY-foot panel front, built on International truck, including blower. Working Detroit now. \$400. 11400 WISCONSIN, Detroit.

LAUGHING MIRRORS—NEW, FEW SLIGHTLY used. For parks, carnivals, fairs, museums, etc. Small investment. Big return. C. J. MURPHY, Elyria, O.

MERRY-GO-ROUND—40 FOOT, 3 ABREAST Park Type, with Organ and Chevrolet Motor. Cheap for cash. B-K AMUSEMENT SERVICE, 31 Cliffside Ave., Edgewood, R. I. ly25

NEW KNIFE RACKS WITH HIGH PANEL backs. Beautiful mahogany-finished, gold-trimmed 7-ft. Rack with 10 Pegs, 30 assorted Daggers, 100 Rings, 600 assorted Knives, 2 Trunks for \$120.00. 12-ft. Rack with 15 Pegs, 50 assorted Daggers, 100 Rings, 3 Trunks for \$170.00. A. W. DOWNS, Marshall, Mich.

SEVERAL GOOD, SLIGHTLY USED PUBLIC Address Systems, cheap. Free trial. Shows, concessions, orchestras, write your needs. DON KENNEDY, Shelbyville, Ind.

SLACK-WIRE APPARATUS, COMPLETE. Nickel-plated tubing, perch and belt, ring and trapdoor uprights. Chihuahua Dogs, beauties, and other dogs. Build ringtones. Dogs trained to order. D. D. 4, Billboard Office, Chicago, Ill.

8x8, 11x12, 10x14 SHOOTING GALLERIES; three "Pal" Midget Autos, California, Chuckluck, Arcade Machines, Bacing Wheel, reasonable. WHITTAKER, 6713 Wentworth, Chicago.

HELP WANTED

DOCTOR, NURSE OR SHOWMAN, FINAN-cially responsible, with small capital, to manage Authentic Embryological Sensational Attraction. UNIVERSAL, 3238 So. State, Chicago.

GIRL WIRE WALKER WANTED, STATE lowest salary. BOX C-557, Billboard, Cincinnati, O.

OPERATOR AND SERVICE MAN ON SLOTS and Consoles looking for opening. BOX C-559, Billboard, Cincinnati, O.

SERVICE MAN—A-1 ON DOMINO, TRACK Time, Fair Grounds. State model car or salary. BOX C-558, Billboard, Cincinnati, O.

WANT—SIDE SHOW AND BANNER MAN, Lady Performer. Will buy Monkeys, Bear, lease Elephant. Mail forward. OBERT MILLER, Smith Center, Kan.

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TENOR SAX-CLARINET—EXPERIENCE, READ, score, phrase and ride. College man, age 22. Go anywhere. State all. MONTY COVER, Halesville, Ala.

THREE GIRL MUSICIANS WANT TO JOIN recognized girl band. E-Flat Sax doubles Clarinet, Flute; Stringed Bass doubles Sousaphone; Trombone doubles Sax. Experienced, reliable. LOIS KRAACK, 418 E. University, Bloomington, Ind.

TRUMPET, AGE 22, UNION, DESIRES NIGHT club or resort job with small band. State proposition in first letter. Write MUSICIAN, care General Delivery, Menominee, Mich.

BARB PLAYER—Swing Band with excellent orchestra experience. Ready to travel at once. Young, work with good conductors. CARL N. HOFFMAN, 172 Madison Street, Syracuse, N. Y.

ALTO SAX MAN, DOUBLES Clarinet, Piano and Arranger. Age 22, union. With best band in territory, but desire full-time work. Go anywhere. F. J. SMITH, 478 E. Main St., Kutztown, Pa.

QUINTARIAN—Experienced all types of modern guitar work. Paid 8 years with seed-head bands. Young, union, State all. Join at once if you need hotel. FREDRICK RIVERIE, 858 W. Weaver, Decatur, Ill. je25

VIOLINIST, DOUBLING ACCORDION, Saxophone. Experienced. Expert Musician. Age 29. Liberty. Excellent union member. Will join union if necessary. State everything. Address T. G. WIGAN, 1604 Broadway, New York.

WE CAN PLAY Your Trio arrangement—Violin, Cello, Piano, with Violin Duo featured. Also Viola, Piano, Saxophone doubling Clarinet, Guitar and Accordion. Complete library. Experienced solo, resorts, hotels. Write best offer. BOX 877, Billboard, 1604 Broadway, New York.

AT LIBERTY PARKS AND FAIRS

A BALLOON ASCENSION by daring lady aeronauts available for July 4th. CONTINENTAL BALLOON CO., Georgetown, Ky., Gen. Del. je25

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. je25

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. je25

BALLOON ASCENSIONS—Furnished—Established 1917. Experienced operators. Triple Parachute Drops. O. E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind. je25

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. je25

BALLOONIST—PROF. CHAS. SWARTZ, 4th July Week. Address Humboldt, Tenn. je25

BALLOONISTS AND AIR-plane parachute jumpers. Coast-to-Coast service. Cash bond if desired. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. je25

TUMBLING A TWOODS—Solo Raggedy Ann, Falling House. Billboard, Cincinnati, O. je25

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. je25

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO., Hazlet, O. (formerly of Toledo). je25

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, Spring Lake, Mich. je25

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Teamp Juggling Act, Novelty Trapeze Act, Hand-balancing and Acrobatic Act. BINK'S CIRCUS ATTRACTION, Route 1, Cudahy, Wis. je25

WORLD'S GREATEST ALLIGATOR WRESTLERS, Capturing Alligators Barehanded. Spectacular educational sensation. Headline attraction. ALLIGATOR JACK COPPINGER, 1860 N. W. 19th St., Miami, Fla. je25

GARMENT'S CIRCUS REVUE — FOUR COMPLETE and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamston, Mich. je25

SI, FANNY AND TRICK MULE EBNER—AVAILABLE for Parks, Fairs, night clubs, theaters. 51 OTIS, Billboard, Cincinnati. je25

THE ORIGINAL WOLTERS TRIO—2 MEN, 1 Lady; 3 distinct acts that are tops in acrobatics, balancers and contortion. For fairs, celebrations, July 4th open. We do not discount. Most important. Write, wire care Billboard, 54 W. Randolph, Chicago. je25

AERIAL CLOWNS — Three Standard Acts. Past Double Trapeze, Comedy Revolving Ladder and Illustrated Swing Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. je25

AT LIBERTY—Four separate Acts. Was Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. je25

CHARLES LA CROIX (In Person)—Original, Outstanding Novelty Trapeze Act. A Big-class Platform Act. Available for Street, Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful set, elaborately costumed, big drawing card. Platform received. Act priced reasonable. Address CHARLES LA CROIX, 1304 So. Anthony Blvd., Ft. Wayne, Ind. (Head recommendation from Detroit, Mich.) Dear Mr. La Croix: Please act in excess of the appreciation of the Jefferson Improvement Association for your fine work during our recent Mechanics and Manufacturers' Exposition. I need not tell you that the big crowds were held enthralled during your act, and I know that you contributed very greatly to the success of our show. Will be glad to see you whenever you are in Detroit, and will keep you in mind when we hear of anyone who wants a Big-class Novelty Trapeze Act. Yours very truly, George C. Walsh, secretary Jefferson Improvement Ass'n. je25

OHAS. AUGUSTUS—High-Class Trapeze Artist. Comedians wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor events, get in touch with me. My act and my drawing card platform are featured. I have complete and fully apparatus and do a real act. Literature and price on request. Address OHAS. AUGUSTUS, care Doster Drug Co., 602 Calhoun St., Fort Worth, Tex. je25

GLOWN MOTORCYCLE COP—Juggling, Wire, Acrobatic, and all for pulling contests, etc. General clowning. Aerial grandstand ballroom. Clown dog. A-H lecturers. ART AYTLIA, Billboard, Chicago. je25

EDUCATED AND TRICK PONY—Good looking, wonderful performer, well equipped without harness for G.M.O. ROBERTS, Manager Pampharia's Studio, 515 W. Erie Ave., Philadelphia, Pa. Telephone SA60000 5336. je25

FAIRS AND OUTDOOR Celebrations—Quadrille, String music and sing. Platform or stand stand-up act for dance. Write for details. BOY DOWLER, Broadway and Chestnut St., Louis, Mo. je25

FOR PARKS AND CELEBRATIONS—Horse and Musical Act. The hit of last season. A family troupe. H. R. MILLER, Wilton, Wis. je25

FRED AND MARIE OUTRINE — Four separate acts for piece of one. Double Trick Wire Act, Single Trapeze Act, Lady Juggler from New Act and Double Trapeze Act. Reasonable. Reader, Ill. je25

HIGH SWAYING POLE and Highest Aerial Contortion Act, with original contortion thrilling features. Two different acts. BOX C-580, Billboard, Cincinnati, O. je25

LLOYD SHELTON'S Sensational Hill Climbing Exhibition. 5 attractions drawing thrills. Feature act for Midwest fairs. Reliable, reasonable. Guaranteed releases. 66 ARTHUR AVE., S. E. Minneapolis, Minn. je25

PANAHASKA'S Dog, Pony, Monkey, Bird Circus. For a Good Standard Attraction. Gen. Del. care Manager, PANAHASKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA60000 5336. je25

SENSATIONAL HIGH FIRE DIVE—Has some new time. Address CAPT. EARL McDONALD, care The Billboard, Cincinnati, O. je25

PROF. PEAK—French and Jody. For entertainment work and money market. FRED FOX, care Panahaska's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA60000 5336. je25

SENSATIONAL REVUES—Right to Sixteen Girls in line and specialties, platform, serial acts, bands. For fairs, conventions, etc. Appearance guaranteed. BOY DOWLER, 1445 Broadway, New York City. je25

SUM SUM—The Hollywood Clown, puts real life into any program. Two separate acts. Also the Roadside Performing Dept. In a carnival of fun for the youngsters from 5 to 15. Write for details. BILLBOARD OFFICE, Chicago. je25

PANAHASKA'S Famous Acting Cockatoo. "They're great. They're wonderful. They're famous. A feature for any show. Presented by the well-known Prof. Panahaska himself. Permanent address 515 W. Erie Ave., Philadelphia, Pa. Tel. SA60000 5336. je25

THE LERONES—Lady and Gent. Comedy Table Act, also Aerial Act. 1801 W. Main St., Buffalo, Ill. je25

THREE ACTS—Tight Wire, Slack Wire and Rolling Globe. All acts first-class every way. Write for prices and literature. RALPH AND SYLVIA, CHICKY, Ketchikan, Alaska. je25

TWO ACTS — Spanish Wire and High Trapeze. Colored costumes. Special lighting equipment for night appearance. Bond if desired. BOX C-465, care Billboard, Cincinnati, O. je25

TWO FREE ATTRACTIONS—Sensational High Table Acrobatic Act and Comedy Boxing. Also High-Class Aerial Show. Write for terms. GLENNY AND FORD, Billboard, Cincinnati. je25

WATSELL'S CIRCUS—Ten Dogs, Cats, Monkeys. Two distinct acts. There is no better entertainment for any audience. Price reasonable. We never disappoint. Address Praha, Ill. je25

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST WANTS STEADY work. Write full details to JIMMY, Box 94, Grantville, Ga. je25

PIANIST, DOUBLING ACCORDION. EXPERIENCED all types of dance work. Prefer Northern territory. Allow forwarding time. PIANET, General Delivery, Joplin, Mo. je25

PIANIST-ARRANGER — EXPERIENCED ALL lines, 32, sober, reliable, union. DEX BULEN, 301 Randolph, Meadville, Pa. je25

PIANO PLAYER — YOUNG, EXPERIENCED dance musician. Sight read, etc.; also experienced with shows. Will travel or locate. Wire, write details. EDDIE FELLOWES, 3962 Wallace St., Philadelphia, Pa. je25

EXPERIENCED Rightminded Pianist — Fairs, Restaurants, Reference. Also Boy, nineteen. Juvenile, Characters. Girl, nine. Parts, Roller Skate Tap Dancing, Singing, Director Specialty Team. Essential wardrobe. Salary five to thirty-five dollars. Tickets. NELLIE BOOKER EATON, Fairhope, Ala. je25

PIANIST—Male, thirty, American, single, union. Wide professional experience, concert and dance, trained musician. Now in East. State particulars. BOX C-668, Billboard, Cincinnati, O. je25

RHYTHM PIANIST Good chance. Modern take-off. Young, union, reliable, experienced. Consider location only. Write details. BOX C-661, care Billboard, Cincinnati. je25

AT LIBERTY SINGERS

BARITONE SINGING EMSEIE THAT SELLS voice and personality. Ten years' experience radio, stage, fairs, clubs. Young, reliable, sober. Go anywhere. Correspondence welcome. JIMMIE CRAIG, 1112 W. Highland, Denton, Tex. je25

LADY SOLOIST WANTS RELIABLE Promoter-Agent. DOROTHY ANN CROSBOW, 520 Ohio St., Lawrence, Kan. je25

SINGER—CONTRALTO. SOME NIGHT CLUB experience. Good "mike" voice. Prefer to join band. Will work for reasonable salary as desirous of acquiring finesse. Age 25, good appearance. Strictly business. Address SINGER, 3105 Franklin Ave., Cleveland, O. je25

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—ACROBATIC DANCER DESIRES work in vaudeville. Reliable managers answer. State best salary. Write LUCILLE ZORNES, General Delivery, Logan, W. Va. je25

SENIORITA NORMITA, THE SWEETHEART OF Juarez, celebrated juvenile Mexican dancer-entertainer, has just completed four months at El Chino, New York. Open for summer and winter contracts. FRED M. COHEN, 401 Broadway, San Antonio, Tex. je25

NOVELTY MUSICAL ACT—Single. Many specialties, such as playing three pianos at same time, playing one and clarinet at same time, etc. State all in first. BOX 878, Billboard, 1604 Broadway, New York. je25

DETROIT CARNIVALS—

(Continued from page 50) was originally slated to close early last week. Others were Metropolitan Rebecca Post, Van Dyke and Jordan, June 18-19; St. Rita's Roman Catholic Church, State Fair and Cameron avenues, June 21-29; Venice Post 251, Leigh and Portland avenues, June 20-29; Woodrow Wilson Post 348, Fenelon and Six Mile roads, June 19-July 3, and F. W. Beaudry Drum and Bugle Corps, Warren and Philip avenues, June 20-29. je25

LINE O' TWO—

(Continued from page 50) covered city proper but put up paper in a score of smaller towns bareabouts. Veteran showmen here said they could not recall when a carnival had billed here so extensively. je25

KLAMATH FALLS, Ore., June 18.—The Pioneer Days' Celebration will not be held this year at Centralia, Wash., and has been postponed until next year owing to lumber and general economic conditions prevailing in that section at this time. W. T. Jessup reported here. Jessup, general agent for West Coast Amusement Co., held the contract to furnish the midway amusements at this heretofore annual event. je25

SEATTLE, June 18.—Harry L. Gordon, general agent for W. C. Huggin's West Coast Shows, announced that he booked the show for the annual Potlatch of Progress to be held here in July. Midway will be located on an uptown location. Gordon further stated. je25

CINCINNATI, June 18.—William R. Hicks, general representative P. H. Bee Shows, was here this week on business, accompanied by Edward B. Johnstone, concessioner with the show. After making some purchases they returned to Georgetown, Ky., where the show is rounding out a good week. je25

JACKSON, Miss., June 18.—Joe Galter, of the Buckeye State Shows, has been awarded the contract to furnish the midway attractions for the Yazoo County Negro Fair, to be held at Yazoo City. je25

Miss., in October. R. J. Pierce and T. J. Huddleston Jr. represent this fair. je25

MANISTER, Mich., June 18.—Denny Carlson, following the death of his father, Frank Carlson, has taken over the Carlson Shows and will continue the business until present booking contracts expire, he announced here this week. je25

DOVER, O., June 18.—Olen Z. Wagner, representing the Dover Post, American Legion, booked West's World's Wonder Shows for a week in July. Neil Berk, general agent, represented Frank West in this connection. je25

15 Years Ago (From The Billboard Dated June 23, 1923)

The Showmen's League of America decided to set aside one day in August each year when funds would be asked from outdoor showmen for furthering of league's work and aims for subsequent year. . . . World at Home Shows were split into two units when Irving J. Pollock, owner and manager, sent part of them on road and kept remainder in Coney Island, N. Y. . . . Whitley City, Ky., proved successful engagement for Francis Marion Shows. . . . F. R. Warner, who had Side Show and Animal Exhibition with A. F. Crouse United Shows, was in New York lining up several new attractions. je25

After a week of fair business, Greater Shoeless Shows enjoyed a brilliant opening at Fond du Lac, Wis. . . . Bellville, Ill., proved one of best spots of season for De Kreko Bros.' Shows. . . . Rain week long played havoc with Snapp Bros.' Exposition Shows' stand in Alliance, Neb. . . . Following remunerative engagements at Huntington Beach and Whittier, Calif., A. B. C. Attractions moved to East San Diego, Calif., where they were featured amusements at Prosperity Carnival. . . . Ideal weather and huge crowds greeted Con T. Kennedy Shows as they opened in Dubuque, Ia. . . . Brown & Dyer Shows were playing last of a two-week engagement in Toledo to good results. je25

John Francis Shows had a blowdown in Blackwell, Okla., with considerable damage being done to shows and J. L. Rammie's concessions. . . . United States Exposition Shows, owned and operated by Earl C. Noyes, opened their season June 14 at Erlanger, Ky. . . . Champaign, Ill., proved a banner stand for Nat Reiss Shows. . . . Henry B. Kew, once owner and manager of Bedger State Shows and later associated with J. C. Field, L. J. Beth, Clifton Kelly and Nat Reiss, died June 9 in a Jefferson, Wis., hospital of complications. . . . A. D. (Red) Murray was seriously ill and confined in Masonic Hospital, Chicago. . . . Theo Forstall, after a four-month engagement as secretary for K. O. Barknot Shows, left Lansing, Mich., for Western Canada to take over his last season's position as secretary for J. W. Conklin Jr. string of concessions at Western Canada exhibitions. je25

Why Names and Addresses Should Be on File

His mother died but he did not know it for some time afterward. Read this card to Claude R. Ellis: "Cleveland, June 15. Friend Claude: Had a letter from my aunt in St. Louis stating that my mother died May 24. Seems as tho my brother wired The Billboard. However, have scanned it closely lately but did not see any letter advertised. Sent letter by airmail to my brother last night. Yours very respectfully, Frank D. (Cy) Perkins." je25

Editor's note: If Mr. Perkins had kept his address on file each week with the Mail Department of The Billboard he would have learned of his mother's death sooner. Letters are forwarded promptly if address is known and when telegrams are received for show people and their address is known the telegraph company is advised. Send for your mail and send in your address each week on a postal card. Address Mail Department, The Billboard, Cincinnati, O. je25

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Bingo 'Innocent Amusement' Says Archbishop McNally

Tells youth of Legion of Decency that current agitators against the game are unfair—game brings much-needed revenue to church

HALIFAX, June 18.—Archbishop John T. McNally severely condemned agitation against bingo here in an address before the Legion of Decency gathering of young people. He divided the opponents of bingo, which he described as an "innocent amusement," into three classes. First, the paid agitators; second, the people who do not want the church to get money from bingo parties under auspices of church organizations; third, theater men who feel the church is depriving them of profits. The archbishop, in lashing out at those responsible for the anti-bingo drive, said they were the same as those responsible for the intemperance prevailing nowadays by forcing thru liquor prohibition laws.

The civil law has a right to impose rules against gambling, said the archbishop, but intelligent administration of the law should be able to distinguish between gambling and innocent amusements like bingo under church auspices. He described the present attack as on wholly innocent games.

Forbidding a thing has been, since the Garden of Eden, only a lead to further temptation, according to the archbishop. "There are people who do not want the church to get the few dollars we receive from these innocent gatherings," he charged.

In editorializing on the subject *The Halifax Herald* vigorously pointed out that the greatest gambling institution in the world, the stock speculation, had been responsible for the economic evils besetting the world today, and yet the agitators against bingo had not been prominent in any campaign to close the stock market exchanges. Yet Halifax and Nova Scotia generally had suffered untold hardships physically, economically and financially because of big-time gambling.

New Vent Doll Ideas Hypo Biz

NEW YORK, June 18.—The regularity with which dummy doll versions continue to hit the market indicates that it will be some time yet before the vent doll vogue sees its finish. Since Edgar Bergen introduced his Charlie McCarthy to the nation's radio audience and made the country dummy conscious, there have been countless merchandise versions of the famous Charlie.

N. Shure Co., for instance, combines one of the most popular general doll ideas with the dummy idea, by featuring Dopey the dwarf as a ventriloquist's mannequin. Number was only recently introduced, but a number of concessioners and salesboard ops who have used the doll report that it is doing exceptionally well.

Ralph Freundlich this week introduced to the market another novel idea which should prove tremendously effective. He has the comic characters Kayo, of the famous Moon Mullins strip, Herby of Smitty fame and Dick Tracy, that invincible idol of 1,000,000 kiddies done up as vent dolls.

Judging from the success operators have had with comic characters used in other ways, there is every reason to believe that the comic character ventriloquist dummies will be one of the season's big numbers.

with a new deal, now in the formative stage. Deal will feature a set of six glasses filled with a preparation which looks like beer. They will fool any unsuspecting thirsty soul and should create much merriment at parties and prove to be just what the doctor ordered for practical jokers. Glasses are inexpensive and deal will probably work on a small card.

A new series of World's Fair glasses has recently hit the market and may start the novelty glass craze all over again.

Abby Jacobs is back in town. He was on the road about six weeks.

Ed Messerle dropped into the office the other day and reported that he has by no means given up on his razor deal. The deal is as good as it ever was, he says, but there are a few things which must be ironed out first before he can go ahead. He expects to be set soon.

Other visitors were a couple of boys from Connecticut who came to the big town to pick up a quantity of inexpensive dry shavers. From all reports dry shavers have been on the way out as productive salesboard numbers, yet these two operators claim their only problem has been getting enough shavers to supply the demand in their territory. They have been working the Marvel and Majestic razors on a small card to profitable business.

Blossom Doll Co., a firm which has had a good measure of success manufacturing all fabric, feature face dolls for the salesboard trade, is introducing a new number called Miss America. Miss America is a 31-inch high Majorcette with all the regular Blossom features. Doll is dressed in red, white and blue colored satin.

Judson Ross, of United States Products Co., infos that the Kluster Automatic Cigarette Humidor is available in several new models. He says the firm has closed a number of large orders since its first announcement of the item.

J. Mallory Co. has added a clever automatic repeat pencil to its Candid Camera Deal, which makes it all the hotter, it claims.

Happy landing.



By BEN SMITH

We have often heard the remark made that the hot summer months are not so hot for salesboard operators. People leave town on their vacations and business slows to a crawl. Yet by following the crowds to the resorts enterprising operators can make these months pay good dividends. We know some boys who go to the mountains each summer and clean up playing the country hotels. They find the people there in a spending mood and deals featuring merchandise which help make vacations more enjoyable, such as cameras, athletic equipment, sport wear and portable radios, are sold rapidly. Operators who have stayed in town and found the going rather tough might do well to get out to the seashore or country this season.

Goldfarb Novelty Co. may capitalize on a reawakened interest in novelty glasses

Will of the People

A Bingo Editorial

Bill of rights committee of the New York State Constitutional Convention has turned thumbs down on the proposal to take the anti-gambling provision out of the State's constitution by a vote of 8 to 7. One vote, in other words, killed as sensible a suggestion as was ever put up before the committee. One vote which is contrary to the wishes of the people of the State. That it is contrary has been proved beyond any question of doubt by the attendance of the public in all parts of the State at the various organization and church sponsored bingo parties.

Is it not obviously silly to make gambling an offense regardless of what form that gambling takes. Two little boys playing marbles in the street for "keeps" are actually gambling. According to the anti-gambling ruling these two types are gambling just as are the bulls and bears of Wall Street or the professional card sharp who plays his high-staked game of poker in a hidden hotel room.

Sad part of the situation, however, is that the big-time racket-talented gamblers will continue merrily with their destructive and harmful activities, while the form of gambling which really gives a multitude of citizens a great deal of innocent amusement and more

important creates much-needed revenue for countless churches, organizations and other worthy groups will be stopped.

Legislators who have agitated against bingo are in almost all cases the shortsighted narrow-minded type who can see only one badly distorted side of any picture. The type who make up their alleged minds about a certain condition and with little further ado or investigation set out to lambast and "crusade" against that condition.

If it were possible for someone to gather together figures on the total amount of proceeds from church and organization bingos and to list the many charitable purposes for which that money was spent—if it were possible to picture graphically and in warm, human terms the suffering which has been alleviated, the heartbreak and sorrows which have been lightened, we feel certain that even the bluenoses would see the light.

At any rate we are not particularly worried about the future of bingo in New York or any other State. For as we see it, the situation today is much the same as it was some 13 years ago in connection with alcoholic beverages. The bluenoses were certain that it was their duty to save the country from

(See WILL OF THE PEOPLE on page 91)

Stuffed Toys Continue Big

CHICAGO, June 18.—Stuffed toys, for many years favorites on carnival midways and on park concessions, are reported to be in greater use this year than ever before. Introduction of many appealing new numbers is held to be in large measure responsible for the item's continued popularity.

Old favorites, such as scottie dogs, cats, elephants, bears, kangaroos and rabbits, are still being turned out in great quantities, but manufacturers have shown a good deal of ingenuity in dressing up the animals in the latest, smartest and most colorful styles.

Introduction of new items, featuring little known, but popular and appealing animals, has also had its effect on maintaining stuffed toys popularity. An outstanding example of this is the introduction of the Panda stuffed toys. As most operators know, the Panda is an animal somewhat resembling a bear, but with a natural coloring that gives it a cute and exceptional appeal.

Another reason for the continued usage of stuffed toy animals is that they have a definite appeal to grown-ups as well as to kiddies, and operators find that when an item appeals to both groups the chance for its going over big are always good.



ALTHO THE RATHER COOL WEATHER of recent weeks has not helped bingo operators on carnival midways and parks, it has done much to maintain the high attendance at a number of indoor bingos which are continuing right thru the summer. Now that real warm weather is setting in we hope outdoor and indoor operators will get a big play. The indoor operator cannot give too much attention to the problem of making his games as comfortable as possible for the player. The theater stunt of advertising "40 degrees cooler inside" is being used by some operators with good results, as are a number of other interesting "keep cool" experiments.

SYDNEY RUDERMAN, associated with the bingo field for the past two years, has joined the E. S. Lowe organization and is contacting jobbers and handling general sales. A personable young man, Ruderman should prove a decided asset to the business.

DESPITE THE WALLS OF A NUMBER of supply houses, there are still many who report that business is holding up well. Max Schwartz, Harry Drath and Jerry Gottlieb, at Masco Novelty Co., are running around like a trio of chicks without heads trying to keep up with things around their fast growing organization.

AND YOU CAN STOP IN AT SAVOY almost any day in the week and find committeemen from churches and organizations staking down the merchandise-lined aisles selecting prizes for their bingos.

GENERALLY SPEAKING, it seems to us that one of the main reasons business is bad for a lot of people is because they are so busy squawking about bad business. (See BINGO BUSINESS on page 91)

A FEW OF SPORS 4000 FAST SELLERS OTHERS IN CATALOG SEND FOR A COPY TODAY

BLANKETS

No. C343—Boscon Toba Indian Design Blanket. Bright colors. Attractive pattern. Size 60x90 inches. Each \$1.25. Case of 30 Blankets, Each \$1.20.

No. C347—Boscon "Mingo" Indian Design Blanket. Beautiful variety of colors and patterns. Edges bound with satin tape. Size 60x90. Each \$1.40. Case of 30 Blankets, Each \$1.55.

No. C344—Boscon Magnet Field Blanket. Satin bound edges. Attractive colors. Size 66x90 inches. Each \$1.60. Case of 30 Blankets, Each \$1.55.

No. C345—Dora Indian Design Blanket. Fascinating colors and patterns. Bound edges. Size 64x78. Each \$1.17. Case of 30 Blankets, Each \$1.15.

No. C406—Part Wool Sturdy Bed Blanket. Size 60x90. Bound edges. Popular colors of rose, green or blue. Each 70c. Dozen \$8.55.

BED SPREADS FROM ITALY

No. C172—Blue 72x90 inches, not including fringe. Finished with a 4-inch, fringed fringe. Colors: Pink, blue, gold, green, orange and ocher. Each \$1.36. Dozen, \$1.29 Each.

No. C210—Imported Rayon Bed Spread. Size 72x90 inches. Colors: Blue, gold, rose and green. Each 98c.

NEEDLE BOOKS

No. N291—Round Shaped; Beautiful Covers in 6 Colors. Contains an assortment of 115 golden-eyed needles and a handy needle threader. Dozen 85c. Gross \$6.00.

No. N198—Fashion Quality Needle Book. Contains an assortment of 200 needles with a needle threader. Attractively packaged. Each 9c. Dozen 90c. Gross \$10.05.

No. N200—German Made Needle Book. 112 golden-eyed needle assortment. Dozen 6c. Gross \$7.95.

No. N275—Needle Package. Contains 20 golden-eyed needles. 100 Papers 85c. 1000 Papers \$4.40.

No. N276—Needle Package. Contains 10 assorted silver-eyed needles. 100 Packages 25c. 1000 Packages \$2.65.

No. N208—Army & Navy Needle Book. Contains 30 silver-eyed needles with 1 paper large darning needles. Dozen 15c. Gross \$1.20.

Guaranteed Wrist Watch \$1.45

No. W301—Fine Quality Watch. Torpedo shaped, chrome plated case, will not breakable crystal and adjustable metal band. A three-year guarantee is given with each watch.

4 IN 1 WOOD HANDLE TOOL SET

No. H394—Set consists of: Hammer, Screwdriver, Pencil and Chisel. Made from high-grade steel. Wood handle has compartment for the extra tools. Each 9c. Dozen 98c. Gross \$10.95.

PALM and OLIVE SHAVING CREAM

No. T107—Lather Style. A bargain product at a 10c. Dozen 45c. Gross \$4.95.

No. T256—Wm. A. Woodbury Dental Cream. A good product at a low price. Dozen 6c. Gross \$6.95.

No. T332—Wm. A. Woodbury Talcum Powder in a large size can. Smooth skin, sure to please. Dozen 6c. Gross \$7.95.

LARGE BEACH BALLS

No. J389—Made from tough rubber. Looks like leather, durable. Laced opening. Inflates to 12 inches. May be used as a beach ball or basketball. Each 10c. Dozen \$1.20. Gross \$20.75.

No. J204—Play Ball. Inflates to 7 inches. Each 7c. Dozen 79c.

No. J311—Inflated Rubber Torus. Extra heavy rubber. Has an attached cord and ring. A big value. Dozen 55c. Gross \$9.75.

SALT AND PEPPER SHAKERS WITH TRAY

No. K146—Consists of Salt and Pepper Shakers made of colored and clear glass with metal screw-top and silver color metal tray. Each 9c. Dozen 87c. Gross \$6.00.

ASSORTED MINIATURE CHARMS

No. V89—Consists of Lion, Cat, Bird, Frog, Alligator and other subjects. Made of white or colored resin. Carved lions or leopards made from china. Each fitted with ring and silk cord attached. Packed 1 gross of one style to a box. 10 Gross \$6.30.

A HIT! GETS THE LOCATIONS

Play Ball!

The National Game

WINNER EVERY TIME

It has the names of 70 outstanding baseball players on the cabinet. The fan will pull the player's name to see the prize it will bring. Deal consists of 70 prizes, each worth 10c or more. Last number receives a gift, worth 50c or more. Brings in \$7.00 as 10c a sale. (Shipped express or freight).

Costs you \$3.50. Lots of 15, each \$3.35.

"70 NAMES — 70 PRIZES"

No. D320—Baseball is played in practically every city and town, every school, college and university in the U. S. Therefore it has wide appeal. Just as fans are enthralled over baseball so they will be likewise ardent over "Play Ball" as it is based on the names of well-known baseball players.

Dec. \$1.15. Gross \$12.06.

ANTI-GLARE GOGGLES SUN GLASSES

No. M153—Fitted with smoke colored, full view curved lens, held in metal frame. Lens made of unbreakable material and can be slipped to fit the ear. Each on a card. Dec. \$1.15. Gross \$12.06.

No. M159—Sun Glasses with octagon shaped lens; sturdy metal adjustable comfort ear bows. One dozen in box. Dozen \$1.75. Gross \$12.06.

LEATHER TIES

No. C264—Fifteen clean with a damp cloth. Highly textured patterns in silk-like weaves. Fits any size neck—has elastic neckband. Mailmen, firemen, sportsmen, policemen, railroad men are ready prospects. Sample 25c. Dozen \$2.30.

No. C267—Leatherette Bow Ties. Adjustable to fit any neck size. Dozen 75c. Gross \$9.25.

No. C211—Men's Four-In-Hand Neck Ties. Guaranteed best colors. Dozen 55c. Gross \$6.45.

SHOE LACES

No. C382—Imported shoe laces, 27-inch length. Black or brown. 6 Dozen Pair 39c.

No. C388—American-made Shoe Laces. Five up, 27-inch length. Black or brown color. Dozen Pair 45c. 6 Dozen Pair 64c.

PENCIL WITH MAGNIFYING GLASS

No. H272—Bullet Shaped Mechanical Pencil with a magnifying glass at top. Comes in assorted mottled colors. Sample 8c. Dozen 79c. Gross \$9.55.

HAMILTON PLUNGER PEN SETS

PENS \$16.70 A Gr. and up PENCILS \$10.60 A Gr. and up To Match

Pens come in plain black; mottled and pearl colors. They have a plunger type filler and transparent barrel; fitted with smooth writing non-removable durable point, size 4 or 6. Mechanical pencils in price range have rubber and metal movement. The pens range in price \$10.00 per gross and up. Here is your opportunity to make a long profit on quality pens and pencils.

SEND \$1 FOR 3 SAMPLE PENS AND PENCILS TO MATCH AND CATALOG SHOWING WHOLESALE PRICES.

SPORS COMPANY 6-38 RUG ST., LE CENTER, MINN.

Wm. A. Woodbury Perfumery and Lingerie Toiletary and 2 Pair Hosiery Deal

No. D500—Consists of 1 box of Wm. A. Woodbury perfume; 1 Wm. Woodbury Hosiery; 1 box of quality face powder; 1 pair nose compact; 2 pair of lace 320 needle construction hose. Standard size packages, quality merchandise. Sample Deal 55c. Dozen 54c Each Deal. Gross \$30 Each Deal.

EASTMAN RAZOR BLADE DEAL

No. D272—The latest sensitive. Consists of 3 Eastman Razor Blades, single or double edge; 1 Opera Glass with pearlized body, adjustable focusing lenses that have good magnifying power. Sample Deal 25c. Doz., \$2.76. Gross, 22c Each Deal.

No. H504—Smooth sailing Single Edge Blades. Packed 5 in a pack, 20 packages in a carton. 1 Carton, 100 Blades, 62c. 10 Cartons, \$6.00.

No. H504—Smooth sailing Double Edge Blades. 5 in a pack, 20 packages in a colorful carton. 100 Blades, 34c. 10 Cartons, \$3.28.

FLY RIBBON

No. K38—Each roll in a box with cover and tape attached. Also supplied with a flycatcher for attaching to ceiling when desired. Packed 10 rolls in a box. 10 Boxes, \$6.00. 100 Boxes, \$7.05. No. T207—Fly-Catch Mesh. Pads. Completely disagreeable odor. Mildly perfumes clothing. Dozen, 93c. Gross, \$3.75.

MOSQUITO CHASER

No. T304—Comes in powder form and can be put on face and hands like face powder. Pleasant to use; keeps mosquitoes away. Indispensable for fishermen, golfers, hunters and campers. Put up in a sprinker top can. Dozen, 65c. Gross, \$8.05.

No. T388—Zinc Mosquito repellent. Put up in liquid form. Easy to apply. Pleasing to use. Sample, 10c. Dozen, \$1.75.

PIGKIN ZIPPER BILL-FOLD

No. M134—Size open, 5 1/2 x 2 1/2 inches. Has compartments for currency, stamps, cards, etc. A quality product. Sample, 10c. Dozen, \$1.05.

No. M207—Genuine Leather Billfold. Has compartment for currency, stamps, cards, etc. Dozen, 60c. Gross \$8.25.

LA JOLIE FACE POWDER AND PERFUME DEAL

No. T023—A high quality bargain package. Consists of 1 lower bottle of perfume and 1 square box, silver and red colored with window top; filled with a fine grade of face powder. Cellulose wrapped. A fast selling 10c. Sample, 6c. Dozen, 54c. Gross, \$5.70.

A REAL SENSATION.

No. D226—Department, drug and variety stores should buy these eye-opening concentrations on sight. Consists of acety dog figure with a bottle of perfume, ribbon tied to it. A fast selling 10c. Sample 7c. Dozen 78c. Gross \$9.48.

TERMS: All prices are F. O. B. Le Center, Minn. 20% deposit required on C. O. D. orders.

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MONEY MAKERS THRILLING FAST NEW SELLERS MANY PARTS TO WORLD

Shows 4,000 salesmen's specialties; Selling plans; money-making ideas. This fascinating Book of Opportunity is FREE. Send for your copy today.

WHOLESALE CATALOG No. 50 SPORS COMPANY 6-38 RUG ST., LE CENTER, MINNESOTA



AMAZING VALUE!
AN EXTRAORDINARY ITEM!
**KLUSTER
AUTOMATIC
CIGARETTE
HUMIDOR**

*The Greatest Article
Ever Offered for*

**PREMIUM USERS—CONCESSION
BINGO and SALESBOARD OPERATORS**

Looks Like A Million—Your Cost Amazingly Low.

When we first introduced this item several weeks ago the response was immediate and terrific. We now have several new models which are even more sensational.

KLUSTER is a beautifully designed, unusual New Cigarette Humidor with PLENTY OF FLASH for a quick turnover. Never before has anything been offered with such TREMENDOUS CONSUMER APPEAL and at a Price So Low that it will Amaze You.

Rolls top and the Kluster opens automatically with 20 cigarettes immediately available. Press down, cigarettes disappear and you have a gorgeous ornament for desk, table or general decorative use. Special humidifier cup filled with a chemical preparation keeps cigarettes fresh indefinitely. Preparation is kept at full strength by adding drops of water occasionally.

Available in various Gold and Chromium and other finishes. Beautifully decorated in an assortment of colored enamel designs.



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Merchandise on the Midway

By BEN HOFF, President New Art and Toy Co.

IT ISN'T news, I realize, to say that Old Mister Recession has made things a bit tough for the concession boys on the various shows and at the parks. Nor am I divulging a deep, dark secret when I say that the weather man's contribution of rain, bitter cold and in some cases even snow made a rather sorry mess of the opening weeks of the 1938 outdoor show season. But every cloud has its silver lining and that goes figuratively for the recession as well as literally for the weather conditions.

The silver lining in the combined recession-bad-weather cloud is the fact that it is bringing about an extremely healthy condition on the country's midways. It is forcing concessioners to the realization that they must give away more merchandise prizes if they want to draw players to their stands and keep the players playing. Just as chain stores, department stores and other retail outlets offer greater values to induce their customers to buy during days when money is not too plentiful, so are the concessioners really and truly giving the midway patron real value in the form of attractive merchandise awards for the nickels and dimes he spends at their stands.

Merchandise Doubled

This trend has already gained such momentum that I will go on record here to say that today twice as much merchandise is being passed out to midway patrons as was given out in 1929, the last year of the late lamented era of prosperity.

Let some of my readers get the idea that figure is a fantasy glimmered in a merchandiser's pipe dream, permit me to explain that it is based on my personal observations while on the road covering the various carnivals and making the rounds of a number of the amusement parks.

The increase in merchandise distribution is arrived at after discussions with such outstanding men of the concession fraternity as Ball Game Operators James B. Morgan on the De Luxe Shows, Frank Brinkley on William Glick's Shows, Blonday Mack on the Kaus United Shows, William Tucker on Andy Bros.' and Decker on the Art Lewis Shows. Also included are such leading lights of the guess-your-weight fraternity as Whitey Whitehead with Kaus United, and Eddie Bennett, Kenneth Lee, Doc Beebe, Danny Muffet and the Buckley brothers, all working the boardwalk at Asbury Park.

It is a result of watching game concessioners of all kinds—pitch-till-you-win, Japanese roll-down, balloon games,

bingo and what have you. Whitey Anderson and Butch Midneck are doing a nice job with the balloons, incidentally, and I can make special mention here of the fine bingo set-ups of Benny Weiss with Eddy Bros., Paul Froll with the De Luxe Shows, and the Jones games which you will find on a number of midways.

Other shows which I have not yet men-

NEW LOW PRICES! HI-BALL-LASSIES



Different and better! Finest transfers on this-down 10 oz. Libbey glass. Red hot item for fairs, parks, concessions, etc.

NOW ONLY 96c per dozen in gross lots

\$1.15 Per Dozen

Sample Box of 8, express prepaid, \$1.

SNOW WHITE AND SEVEN DWARFS. Positive Sensation on LIVE LUCKY TURTLES

Sells like hotcakes for 25c at Fairs, Parks, Carnivals, Circuses, Shows, etc. Only 2 inches long, decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck in waterproof, full colors. Name of your attraction, town or person's name, hand-determined. Walt Disney Designs, in 100 lots.

Each 10c

Sample Box

\$1.50

Floral Designs, Scottish, etc. in 100 lots, Each 9c

Individual, Self-Mailing Postal Approved Boxes, Each 1c

Wonder Turtle Food in Collophane Envelopes (10c Seller), Per 100 \$2.50

F.O.B. Chicago, Approx. 6 lbs. per 100. Exclusive Licenses for Turtles by Walt Disney Enterprises.

H. Fishlove & Co.

1430 N. ORLEANS ST. CHICAGO

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In
CARNIVAL MERCHANDISE

Blankets
Bingo Items
Premium Goods
Novelties
Souvenirs, Etc.

NEW LOW PRICES

Write for our New 1938 Catalog,
State Your Line.

WESTERN NOVELTY CO.

1729-31 Lawrence St.
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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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Here are 3 of the Greatest Money Makers Ever Offered

KAYO ★ DICK TRACY ★ HERBY

Full Composition VENTRILOQUIST DOLLS WITH TREMENDOUS CONSUMER APPEAL!



12 1/2" Overall

These 3 dolls have the FLASH to attract the crowds and hold them. They'll give you faster action and Make More Money for You than anything you have ever worked before. All have movable jaws controlled by string on back of neck. Finished in attractive color combinations.

\$4.50 DOZ.

Packed 3 Dozen of a character to a shipping carton. Not sold in less than 3 Dozen Lots.

25% Deposit with Orders. Balance C. O. D., F. O. B. Clinton, Mass.



13 1/2" Overall

These Authentic Comic Strip Characters Are Known To Every Child and Grownup.

FOR A BIG SEASON ORDER TODAY

Prompt Shipments.

JOBBERS QUANTITY USERS

WRITE FOR SPECIAL PRICES



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RALPH A. FREUNDLICH

200 FIFTH AVENUE NEW YORK CITY

FUR TAILS \$5.00 Per 100
 Get 'Em Now for Big Profits. The largest, bushiest genuine Fur Fox Tails on the market, with two strong cords for tying in radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Cash in on the big cruise now! Rush your order today for same day shipment. Seasonal Sale of
FUR SCARFS \$6.75
 Flash, class, appeal. Order today! Write for FREE Price List of complete Fur Line.
FUR RUGS \$1.00 each
 Genuine Laminin. Colors, white, brown or gray for shades. Big flash. Not so called in all dept. stores. Measure 23 1/2" x 34". Store-line money maker at this close-out price. Order today!
H. M. J. FUR CO.
 150 W. 28 St., New York, N. Y.

tioned but which I covered include Max Linderman's World of Mirth Shows, Max Gruber's World's Exposition Shows, Heller's Acme Shows, Ben Williams' Shows, the B & W outfit and the Centanni Shows. And the parks and resorts I contacted are Coney Island, N. Y.; Rockaway Beach, L. I.; Atlantic City; Seaside Heights, N. J.; Willow Grove Park and Woodside Park, Philadelphia; Atlantic Highlands, N. J., and Pleasure Beach Park, Bridgeport, Conn.

I think you will agree that this is a pretty representative list of shows and parks and I still say that at least twice as much merchandise is being distributed by the concession boys today as was passed out in the boom-boom days of 1929.

Scarcity of New Items

As to the types of merchandise being featured on the midway, there isn't much to tell that hasn't been told before. The old favorites, such as blankets, lamps, radios, clocks, hampers, chinaware, cocktail sets, dolls, stuffed toys, canes, candy, etc., continue to get a good play. And among the newer items, those popular favorites of the past winter, fall and late spring, the vent dolls (including the original Charlie McCarthy and the army of similar dummies) and the Snow White and the Dwarf numbers seem to be greatly in demand.

According to what the boys tell me, now is the time for any enterprising manufacturer with an idea for a really new item and a bit of hard cash to produce it—to turn out that item. As true as it is that more merchandise is being handed out just so true is it that there is a real scarcity of genuinely new items these days. Any item with real merit and at the right price can be sold to the boys on the midway with little trouble.

Improvements Noted

One of the most encouraging things, aside from the fact that more merchandise is being awarded, is the expansion and improvement movements which are noticeable everywhere you go on the shows

ROTARY COMB CLEANER

A FAST SELLER FOR PITCHMEN

Most practical Comb Cleaner ever invented. Just slip the comb between the brushes and move the cleaner back and forth. All dirt, grease and dandruff comes out in a jiffy—just rolls out. A demonstration that speaks louder than words! Here is the fast seller you have been looking for. Beautifully nickel plated. Per Dozen, \$1.50. Per Gross, \$15.00. 25% with Order, Balance C. O. D. Sample, postpaid, 15c. Sells easily at 25c.

ONLY 25c RETAIL

ROTARY BRUSH CO.
 1018 N. Johnson Street, Bay City, Mich.

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 WATCH MATERIALS & SUPPLY CO., INC., 134 South Eighth Street, PHILADELPHIA, PA.

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Send for New 54-Page Catalog. Complete Line of Park and Carnival Supplies, Bearskin Blankets, Amusement Ware, Heavy Walking Cans, Hambo Cans, Chesters, China Head Cans, Sweeps, Dancers, Celluloid Dolls, Mandrins, Lamps of all kind. We have no agents. All correspondence to

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You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at Prices That Beat Competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

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Majestic
MIGHTY MONARCH OF THE AIR
THE MOST SENSATIONAL PROFIT PRODUCER ON THE MARKET TODAY FOR SALESBOARD OPERATORS!

GRAB THIS DEAL!
 Your First Chance To Cash In On MAJESTIC — The Greatest Name In Radios

Operators! The greatest opportunity in salesboard history! Now offer your trade a genuine MAJESTIC Radio—the Radio the public demands—made famous by millions of dollars of national advertising. Quicker turnover—big volume—big money, fast! Here's a 4 pound, famous-name, radio with a ton of performance! A tiny model with all the big set features. Genuine solid mahogany cabinets, 4 RCA licensed tubes, dynamic speaker, full vision slide rule dial, built-in aerial AC-DC operation, 5" high—6 1/2" wide—4 1/2" deep. Operates anywhere. Gets all standard broadcast and police calls.

A Sensational Value! Sales-Power! Flash! Color! Novelty! Repeats!

You've NEVER had an opportunity like this! The world-famous, fast-selling MAJESTIC RADIO—the mighty monarch of the Air—at a sensational low price. Be first in your territory! Cash in on millions of dollars worth of Majestic advertising and make the biggest, fastest profits of your life on the hottest, latest item in the field! Wire, phone or airmail now for special big-profit deal and sensational low price!



5 In. High - 6 1/2 In. Wide
4 1/2 In. Deep.
Operates Anywhere
Gets All Standard Broadcasts and Police Calls.
A FOUR-POUND RADIO
With a Ton of Performance

AVAILABLE IN FOUR BRILLIANT COLORS AND TRIMS

Write or Wire Now for 4-Color Circular and Complete Details.

PRICE WILL AMAZE YOU!

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AND OUR PRICES ARE THE LOWEST!
A COMPLETE LINE OF TOYS AND NOVELTIES
 We Manufacture STUFFED TOYS, MARABOU FEATHER DOLLS, SCOTTY DOGS, ELEPHANTS, HORSES, CATS, GIRAFFES, BULLDOGS, CAMELS, ETC.
GAMES OUR SPECIALTY—AND BIGGEST SELLERS—Swapper, Dice, Bamboos (3 kinds), Checkerboard, Small Snook, Large Snook, Black and Brown, Large Six, Pennant and others.
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FEATHERS FOR PLASTER AND CELLULOID DOLLS—ALL SIZES.
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Fourth of July Specials
 PENNANT GAMES \$.50 per 100
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 Complete Stock of Aluminum, Core Game Merchandise, Hoops, Blocks, Darts, Thriller Candy, Band Deposit and Write for Catalog.
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 ● CONTINENTAL BLADES (1 Pkg. Free), Card..... 77c
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 ● LOWEST PRICES ON ALL ITEMS FOR AGENTS, WAGONNERS, PITCHMEN, FULL LINE CARDED MERCHANDISE.
 ● SALES BOARDS, NEW ANIMALS, LITTLE CRAMP RADIO.
 ● WRITE FOR LOW PRICES ON ITEMS USED.
O'BRIEN and CO.

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 WRITE US FOR LOWEST PRICES AND CATALOG ON ALL THE NEW NUMBERS.
 235 West 9th, KANSAS CITY, MO.

SOUVENIR PENNANTS
 1 1/2" ASSORTED COLOR BACK-GROUNDS, MINIMUM QUAN. EACH CITY 250.
 With Local Scene or Indian Head in Colors, Ex., Bk.
AMCO EMBLEM CO., Inc.
 PAINTED PENNANT DIVISION,
 35 East 21st St., New York, N. Y.

and around the parks. Take for instance the fine job the progressive Rosenthal brothers have done with their Palisades Amusement Park. No expense has been spared to make it one of the outstanding show spots of the country, and given a halfway decent break in weather there is little doubt that the season at the Palisades will be a successful one.

On the carnivals, too, you see men busy with enlarging their stands and carrying on other work to make their games more inviting and attractive to the player. Benny Weiss, for one, is setting up a new bingo stand to measure a full 100 by 100 feet, and Benny's merchandise displays are enough to make a department store window dresser turn green with envy. There are items to appeal to all types of players, and Benny is one of the active leaders when it comes to passing out this merchandise to the patrons. New coats of paint, new uniforms for the help, new canvas and a new kind of "go-get-'em" spirit all will contribute to dragging the season out of the doldrums long before it reaches its close.

But the greatest contributing factor to what must be success for the 1938 season before it winds up is the point I brought out earlier in this article—more merchandise (twice as much, I'll reiterate) is being given away today than ever before. Concessioners are coming to realize once again that the best advertisement for their game is a player walking away from it with his arms full of flashy prizes and a broad smile on his face. Once that smile on the players' faces becomes a common thing it won't be long before you'll see similar smiles on the faces of the concession boys. "Smiles that mean they're back in the mobby again. And at the rate we're going, I'd say: "It won't be long now."

BOUDOIR DOLL
PREMIUM BUYERS
 Look me over—I am regarded as the most gorgeous Doll on the market.
 One look and you'll go for me in a big way.
 Beautiful Dolls attract business. This Doll is exceptionally large and elaborately dressed in fine satin and lace. It contains anything ever offered at this price. All Dolls are individually packed in window boxes, 25c with Order.
\$24.00 DOZEN
STANDARD DOLL Co.
 36 East 22nd St., New York, N. Y.

LATEST FUR COATS
 DIRECT FROM MANUFACTURER FROM \$9.00 UP
 Sealines, Beaverettes, Marminks, Garcocks, Kid Furs and Broadtails in Fox, Fitting Princess and Swapper Styles.
 We also carry a complete line of all Styles and Types of Fur Coats and Scarfs. Write immediately for particulars and Price List without obligation.
 236 W. 27th St., New York, N. Y.
S. Angell & Co.
 Manufacturing Furriers.

WALTHAM
MEN'S WRIST WATCH—O Size, 7 Jewels, rebuilt new, yellow, fancy shaped Illinois case, leather strap, in gift box. In lots of 3. Each Sample, 50c Extra.
 Send for Extra Money Making Watch and Diamond Catalog.
PLYMOUTH JEWELRY EXCH.
 169 Canal St., New York City.

1000 1500 BINGO IN SEVEN ATTRACTIVE COLORS
 Markers, Master Charts, Coupon Tickets, Grand Award Certificates, etc.
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Our Big Catalog No. B130
Is Ready for Mailing
 Nearly 1,200 Pages Crammed Full of Feature Values Featuring Especially for Immediate Delivery at the Market's Lowest Prices
 Bamboo Canes - Parade Canes
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 and Thousands of other items for The Show World.

When Writing for a Catalog, State Business You Are in, as We Do Not Sell Consumers.

SURE-SHAVE
A HIGH QUALITY
 Electric Dry Shaver
 Don't Confuse with Cheap Inferior Products Being Offered
 Has These Features
 Precision Motor—Black Bakelite Case—Self-Sharpening Cutter—Precision Head—A. C. or D. C. Current—Guaranteed for 1 Year—Genuine Leather Wallet.
 Operators - Write for Special Confidential Price!

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 200 W. ADAMS ST. CHICAGO

An Amazing Profit Opportunity that will never be Repeated.
 To the buyer who acts quickly—A prominent manufacturer, of a nationally advertised Gift Item, sold in the Country's leading stores, having remarkable appeal for Prizes, Premiums, Salesboards, Gifts, etc., offers a strictly limited quantity at drastically reduced price. Wire or write immediately to
TELEMOTOR CORP., 260 Fifth Ave., NEW YORK

HI-FLYER Beats 'em all
 Get in on something hot. Plenty of fun for young and old. Everybody wants 'em. Absolutely guaranteed. Not white and blue leather. Single cap top. Leather case as high as 60 ft. in the air. Can be used over and over. "Penny broker" cost 37c. Wholesale flat week, 34c. 100 and that's the end all agents report. Put in 24 HI-FLYERS with 24 envelopes of 300 caps each costs agents \$1.30. Sell in Dollars \$2.60. Profit will be \$1.30. Territories open. Send remittance for your copy to
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

MADE IN U. S. A. INEXPENSIVE ITEMS

Dollar Slides, Gross	\$1.00
Ten Slides, Gross	1.25
Color and Ten Slides Combination, Gross	1.50
Wedding Rings, Gross	.48
Start Pins, Gross	.75
Ladies' Brooches, Gross	4.00
Five Ring nickel plated, Gross	.20
Knitbooks With Ring, Gross	1.50
Curt Gob Pins, Gross	1.25
Cigarette Holders, Bakelite, Gross	3.50
Cash Drives with Glass Bakelite Handle, Pocket Size, Gross	4.32
Key Cases, Leatherette, Gross	4.50
Socket Pins, Gross	2.40
Karons, Gross	3.50
Balloons, Gross	500-3.00
Mickey Mouse Tossup, Gross	4.50

HOOPS for HOOPLA
Doz. 75c

RINGS
(Wood) for Knife or Case Ring, 1 1/2, 1 3/4, 1 1/2 inches, Per 100
\$2.00

Cork Guns, Each...\$4.80
Cork, No. 2, Per 1000...\$1.50
Pocket Combs in Case, Gross...3.00
Pocket Combs with Clips, Gross...3.50

IMPORTED ITEMS

Miniature Knives, Gross	.85
Toothpick Knives, 2 Pieces, Gross	1.35
Toothpick Knives, 5 Pieces, Gross	1.05
Neckpins, Gross	.65 & 1.25
Rose Brooches, Gross	1.50
Scottie Brooches, Black or White, Gross	.75
Scottie Brooches, Large Size, Gross	2.25
Glass Dice, 3 1/2 in. diam., Gross	.50
Glass Dice, 1 1/2 in. diam., Gross	.45
China Ashtray, large, each	\$3.00 & 3.50
China Pin cushion, Gross	2.25 & 3.00
Four Monkeys, Gross	3.75 & 3.00
Socket Fountain Pens, Gross	4.00
Glass Pens, Gross	75c & 1.00
Notebooks, Gross	2.50
Notebooks with Pencils, Gross	3.00
Pearl Necklaces, Gross	3.00
Grad Necklaces, Gross	3.00
China Novelties—Chambers, Steins, Notebooks, Etc., Gross	.75
Gene Pencils, Gross	2.75

Deposit With Order.
WRITE FOR SPECIAL LIST.
KARL GUGGENHEIM, INC.
160 FIFTH AVE., NEW YORK CITY.

3 SENSATIONAL VALUES in REBUILT WATCHES

CHOICE \$1.95
MEN'S ELGIN, WALTHAM OR HAMPTON POCKET WATCHES, 12-2325.

\$1.95
MEN'S "Tommy Tucker" or LADIES' Wrist Watches
10 1/2 Lines, G.-J. Lever Movements, in Beautiful New Chrome Cases.

WRITE FOR CATALOG
TUCKER-LOWENTHAL, Inc.
6 So. Wabash Ave., CHICAGO, ILL.

Southern Fairs
112,000 PIECES PLASTER NOVELTIES NOW READY. Also Swagger Cases. Lowest Prices. Distributors write.
J. COSIMINI
U. S. Highway No. 1, Near Fairgrounds, Raleigh, N. C.

ORIGINAL Slip-Not-Ties
New Summer Line, \$2.50 Doz. Postpaid. Fast Sellers. Repeaters. Send for Sample Order and be convinced. Free Catalog.
GILT-EDGE MFG. CO.
13 N. 13th St., Phila., Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

BINGO BUSINESS

(Continued from page 88)
ness that they have no time to go out and dig up new business and stir old accounts into activity. In our rounds we find that the fellows who get the business, are those who complain hardly at all, even when things are kind of slow.

WE HAVE A COMPLAINT, too, but not about business. Our complaint is that all your operators and bingoites are letting up on your letter-writing activities. Drop us a note now and then and let us know what's new with you. Your friends in the business will be glad to know what you are doing.

WILL OF THE PEOPLE

(Continued from page 88)
the demon rum and just as certain that the way to do it was to forbid the manufacture or sale of liquor. So Prohibition was made a part of the federal constitution. But liquor was made and sold despite the amendment and finally it became necessary for the biosences to bow to the superior will of the people. Came repeal.

And so will it be with bingo. The public likes and wants bingo. The time will come when our biosenced brethren will again have to bow to the will of the people and tag only those things "gambling" which are destructive and vicious. And bingo will come to be recognized as the harmless thoery enjoyable pastime it actually is.

EXTRAORDINARY OFFER TWISTER BALLOON

Funniest looking balloon ever created. When inflated, it looks like a Barber Pole. 52 inches long. Made of long, lasting latex. Packed 144 assorted colors to box. Paddlers, Streetmen and Circus men selling Twister like hot cakes!
\$2.75 GR.

WORKERS FOR TWISTER BALLOON 25c EACH
Sunex Sun Shield

With Side Glasses, Most novel and practical Sun Glass ever designed. Protects eyes against sun and wind. Made of Acetate material. Cannot be broken. Exact duplicate of \$1.00 item. Packed 12 to beautiful display card. **\$1.85**
GROSS \$21.00
25% Deposit, Balance O. O. D.
1938 CATALOGUE NOW READY!
Over 3,000 Numbers, 154 Pages!

BENGOR PRODUCTS CO.
576 BROADWAY, NEW YORK, N. Y.

CONCESSIONAIRES PITCHMEN--AGENTS

Two Line VACUUM CUP SPECIALTIES for... Fairs—Carnivals—Circuses, etc.
Every Motorist and Housewife Needs Several.

No. 815P — "Vac-U" Flag.
No. 810P — "STICK UP" C-21 and Hat Hook. Sample, 10c.
Either Item, \$7.50 per Gross, 15 with order, bal. O. O. D.
Self Post, 2 for 25c.
MAYER MFG. CORP.
1436-B West Randolph St., Chicago, Ill.

SPECIAL—ELGIN & WALTHAM WRIST WATCHES—R. B. New Cases, made by Illinois Watch Case Co., with strap in box and price tag. Lots of 3, each. **\$3.25
POCKET WATCH: G-12, Octagon, 15-jewel, Each \$3.25. Same, 15-jewel, Each \$3.25. MEN'S WRIST WATCH—10 1/2, L. G. J. Lever Mvt., 10 K. ROP White Case, **\$2.50
Special Prices for Quantity Users. 25% Deposit, Balance O. O. D. Sample 50c Extra. Send for Catalog
N. SEIDMAN
173 Canal Street, New York, N. Y.****

First Time —Ever Offered to Operators and Premium Users!



NEW 1939 MODEL 6 TUBE SUPERHET MODEL 311

NEVER before has a genuine ZENITH radio been available to the salesboard and premium field! By special arrangement we are able to offer this sensational new 1939 model, with handsome bakelite cabinet. Zenith quality throughout—manufactured by the Zenith Radio Corporation. Cash in now on the Zenith name!
List Price \$14.95. Write for Discount

THE SILVER "DWARF"

DON'T confuse this fine little radio with others offered at similar prices. The Silver Dwarf comes with GENUINE RCA tubes and has a CAST metal case — not TIN. Size 6 1/2 x 4 1/2". One year guarantee. Money back if not satisfied.

\$7.95
Lots of 6
Sample \$8.50
Send \$2 Dep.
Bal. C. O. D.



It's the NEW items that bring NEW business!



KAL-KLOK

Is the MONEY-MAKER You Need
ALTHOUGH first introduced when business was taking a nose-dive, KAL-KLOK has proven itself to be a depression beater. Sales have increased every month —taxing factory production to the utmost. It will pay you to investigate KAL-KLOK—the calendar-alarm clock that tells the time, shows the date and wakes you up
Special 600-Hole Sales-board **50c**

SILVER MANUFACTURING CO., Inc.
2868 ELSTON AVENUE • Dept. 130 • CHICAGO, ILLS.

LOWEST PRICE ever offered!

"CANDEX" CANDID CAMERA



\$2.33 EACH

Cash in now on the demand for candid cameras with "CANDEX"—at the lowest price ever offered for a quality product. Now ready for immediate delivery in any quantity. Distributed to the premium and salesboard field exclusively by us.

- 16 Pictures on one roll
- Enlarge to 3" x 4" size!
- Economical to operate!
- Uses any vest pocket film!
- Hi-speed Graf Lens!
- Eye-line view finder!
- Gets action shots!
- Snapshots or time exposure!
- Order now — 20% deposit!

OPERATORS! Special 1000 hole 5c salesboard pays out 91 pkgs. cigarettes, mounted with 3 "Candex" Cameras, complete..... **\$8.19**

Write, wire or phone your order to
SILVER MANUFACTURING CO., Inc.
2868 ELSTON AVENUE - - - - CHICAGO, ILLINOIS

IN THE WEST -- TRY ACME

Original O U Donkey—New Mechanical Toy, Doz.\$1.90
Fancy Handle Chesterfield Case, \$6.50 Per Gross. \$6.00 Gross, Case Lots of 5 Gross.
China Slum, Gross\$0.90
50 Different Kinds, Gross..40-1.00
Gilt Cap Rabbit Feet, Gross... 3.60
Cowboy Scarfs, Doz. up... 2.50
Fox Tails, Gross 7.20
Bacon Blankets, Case Lots, Each 1.60
Full Lines of Toys, Novelties, Souvenirs for Carnivals, Circuses, Fairs, Fiestas, Rodeos, Celebrations and Special Events.
Jobber for Oak Balloons.
1/3 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D.
Acme Novelty Co.
710 S. LOS ANGELES ST. LOS ANGELES, CALIF.

CHECK THESE HAHN SPECIALS



\$3.50
GROSS

ORDER No. 8201.

No.	Item	Price
B202	As Above, Carded, Gross	\$ 1.25
B203	Tie Chain & Collar Holder Sets on card, Gross	4.00
B204	As Above, Boxed, Gross	6.00
B205	Color Book Neckties, Doz.	.75
B206	La Fitza 18" Pearl Neckties, boxed, Doz.	.85
B207	Erased Double Coronas, Doz.	2.25
B208	Ring and Pocket Set, Doz.	1.95
B209	Rhinestone Brooches or Ear Drops, Doz.	.65
B210	Assorted Charm Neckties, Gr.	12.00
B211	Assorted Charm Neckties, Gr.	10.50
B212	Electric Shavers, Ea.	.95
B213	Electric Shavers, Ea.	1.95
B214	Knit Socks Electric Socks, Ea.	2.50
B215	Assort. Made Lipstick Lighters, Doz.	.75
B216	Blades (5 in pkg.) Per 100	3.00
B217	Five Colored Wafers, Doz.	1.25
B218	Quar. Pocket Watches, Ea.	.84
B219	Quar. Alarm Clocks, Ea.	.88
B220	Electric Alarm Clocks, Ea.	.88
B221	Erased Double Coronas, Doz.	2.25
B222	Ladies Jeweled Watches, Ea.	2.10
B223	Sun Goggles (12 on card), Gr.	0.90
B224	Opera Glasses, Doz.	1.75
B225	Pippen Billboards, Doz.	.75
B226	Jan. Kimono, Assort. Colors, Doz.	5.95
B227	China Head Cases, Gr.	0.25
B228	Maple Cases (Amer.), Gr.	15.50
B229	Art. China Novelties, Gr.	1.25
B230	Reading Books (20), Gr.	1.25
B231	Baseballs, Gr.	0.90
B232	Blancets, Indian, Ea.	1.25
B233	Masks Globe Doll, Cgs.	1.35
B234	Gandalf Type Cameras, Ea.	2.02

Snow White AND THE SEVEN DWARF DOLLS



Cash in on this Walt Disney movie sensation. Greenups and children alike are crazy about them.

B18X113	Giant Size, 25" Ventriloquist Dopey Doll with Moving Jaw, A Tremendous Hit Wherever Shown, Each	\$ 2.00
B18X114	11" Orig. Dopey Dwarf Doll, Spec. Value, Dozen	\$ 8.50
B18X102	Original 11" Dwarf Doll, Dopey, Doc, Grumpy, Happy, Sleepy, Grumpy and Bashful, Dressed in Gaily Colored Removable Clothes, Each, \$1.25; Per Dozen	\$2.00
B18X112	As Above, with Whistle in Each Leg, Each	1.40
B18X105	Original Snow White Doll, Each	1.44
B18X104	Flashy 10" Dwarf Dolls, 2 Popular Characters Only	\$ 2.00
B18X107	14" Baby Dwarf Dolls	6.00
B18X108	14" Snow White Dolls	6.00
B18X088	24" Gobby Joe, with Checkered Suit, The Big Guy of Them All, Doz.	6.50

JOSEPH HAHN CO.
Wholesaler and Importers Since 1919.
217-225 W. Madison St., Chicago, Ill.

MISS AMERICA

31" \$24.00 Individual High per doz.

Great for Commissionaires, Bingo and Salesboard Operation. Full feature doll with hand-painted silk face. Attractively dressed in Red, White and Blue Satin.

Sample \$2.25. Catalog Free.

Terms 25% with order, balance C. O. D.

Blossom Doll Co. Inc.
45 East 20th St.
NEW YORK CITY.

TIES All \$18.00 to \$24.00 a gross, including shipping charges.

\$16.50 Gross

WASH TIES \$2.50 Gross
2 Sample Dozens \$1.50 Prepaid. Beautiful Patterns.

Sample Swatches and Catalog Free.

HERCULES NECKWEAR MFG. CO.
772 Vermont St., Brooklyn, N. Y.

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.

Plaster Novelties

One of the most complete and attractive lines of plaster novelties seen recently is that of Turiddi Plastic Art Products. Line includes animals such as Scottie and other dogs, cats, lions, elephants and birds, as well as historical figures such as George Washington, and a number of appealing doll creations, including the Mae Doll and the Navy Doll. Concession boys should find what they are looking for in this line. Turiddi has illustrated circular which will be sent on request.

and is attractively priced. Firm also plans to introduce its Yankee Doodle Boy ventriloquist dummies soon. They are made up in attractive colors and should be a winner wherever shown. Coat is made of blue with red and white stars. Pants are red and white striped, while the plug hat has a flag-effect band. It also has a bow tie of red and white and wire arms that can move in any position. Come in three sizes. Another line which should prove popular is the miniature boys in two sizes. Come in a large variety of colors and heads are black or white.

Persia Charlie

Persia Manufacturing Co. has just introduced its new Persia Charlie ventriloquist dummy. It comes in three sizes

Zenith Radio

By exclusive arrangement Silver Mfg. Co. now is offering genuine Zenith radios to the trade.



Set is a six-tube superheterodyne and carries the lowest list price in Zenith's history for such a high quality model. Streamline cabinet is of new plastic material and comes in walnut or ivory. Success of the Silver's Dwarf radio and "Kal-Klok" calendar-alarm clock continues unabated. In spite of business

A NEW TWIST on a PROVEN WINNER

DUMMY BANK

Smartly dressed, colorfully attractive painted Dummy Doll, made of unbreakable wood pulp (not to be confused with plaster) with coin slot in mouth. 8 1/2" long x 3" wide. A savings bank with the kind of appeal that makes money for you. Complete with 10¢ card with "Dummy Bank" poem and key for opening. And at our sensational low price you can save money on this new dummy sensation. Packed 6 doz. to carton.

\$25.80 Per Gross

Another Sure Winner

DUMMY DOLL

(Without Bank)

Same flashy doll as above at a new low price. A big hit wherever shown. Cash is new.

\$19.60 Per Gross Packed 6 Doz. to Carton.

RUSH ORDERS TODAY FOR SAME DAY SHIPMENT.

1/3 Dep. Bal. C. O. D.

MASCO NOVELTY CO.
208 CANAL ST., NEW YORK, N. Y.

LUCKY BABY SHOES

BIGGEST SENSATION

Leather Shoes With Heels \$6.00 and Socks, Gr.

Combination Hat and Shoes, Gr. \$8.50

We also have a large assortment of Novelty Bug Pies such as Soldiers, Frogs and Beetles, etc.

Send \$1.00 for 10 samples of our Novelty Shoes and Pies.

LASCO PRODUCTS
105 Park Row, New York, N. Y.

Perfect Ready-Tied Ties

With Wool-Padded Knot and Elastic Band - Retail at 35c and 50c - Sample Tie, 36c; Dozen, \$2.40. Gross Lett. \$27.00, Postpaid.

Buy From the Manufacturer and Save.

CONGRESS TIE CO.
10 W. Congress St., Detroit, Mich.

HAVE YOU OUR 1938 CATALOG???

It shows every new worth-while item for every carnival, park or premium stunt. Most of the items shown are distributed by us exclusively. All are real money getters.

It illustrates merchandise for BINGO, BALL GAMES, HOOPLA, FISH PONDS, SCALES, STRING GAMES, PENNY PITCH, PITCH-TILL-U-WIN, DART STORES, WHEEL STORES, ETC. ETC.

SEND FOR YOUR FREE COPY NOW.

HEX MFG. CO.
468-470 Seneca St.
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ATTENTION!

CONCESSIONERS, PARKS AND PREMIUM USERS.

Start the season right by being our Plaster and saving money. Write in today for catalog and details. All orders shipped same day received. Jobbers of Stamps, Comics and Other Novelties.

LOUISVILLE STATUARY CO.
118 STOLL AVE., LOUISVILLE, KY.

Extra Value! **\$2.25** Each

5 for \$10.50

No. 88 6543—Ladies' Bracelet Watch. Strikingly Styled 10 1/2" L. Chrome cases in assorted enameled designs with beautiful link bracelet to match. Guaranteed jeweled movement. Each in attractive gift case. An amazingly Big Value and whirring purchase item. Save money NOW by ordering fine Watches for \$10.50.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

Carnival Novelties

New Stock—Just Arrived

BH1 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75	BH6 High Hat Per Month	Gro. \$6.75
BH2 Gobby Joe Doll, 7 in. with Plume Hat	Gro. 5.00	BH7 Swapper Sticks, 10 in.	Gro. 5.50
BH3 Flying Birds, Outside White	Gro. 1.95	BH8 China Head Ventriloquist Sticks, Gro.	\$ 7.75
BH4 Parade Cakes, 10 in. Per 100	85	BH9 Beach Bomber Balls	Doz. 1.45
BH5 High Hat Per Month, 6 1/2 in.	Gro. 3.75	BH10 Carnival Print Balloons, No. 8	Gro. 2.95

Parade Cakes, Balloon Toys-Tips, Dairy Cork Gums and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Max Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Elephants and Plaster Novelties.

1938 CATALOG READY NOW—ADVISE YOUR LINE.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

A \$5.00 GIFT FOR YOU

GOGGLES - Carded and Boxed - SPECIAL - Dozen 75c.

GIANT MOUTH CAKES—Bright Colors. Per 100, ONLY \$3.25. 25% DEPOSIT ON C. O. D.

Lowest Prices—Items for LIVE Wagonmen—Fitchers—Street-vendors—Home and Office Carvers . . . Binnacle Merchandise . . . Salesstands, Premiums, Noisiers, Lotions, Perfumes, Carded Goods, White Shoe Polish, Blades, Soap, Balloons, U.S. Rubber Swatters . . . Fountain Pens, New Electric Clocks, Lamps, Novelty Radios.

CHAMPION SPECIALTY CO. 514-Y CENTRAL ST., KANSAS CITY, MO.

ELECTRIC RAZOR FREE

With \$30 Purchase from Catalog. Write Today—Also FREE SAMPLE CASE OFFER!

Yankee Doodle Boys

Ventriloquist Dummies.

You will want them for the 4th. Order today so you will have them on hand. Latest Sensation Out. Dozen

No. 81 - 25 in., \$ 8.49
No. 82 - 30 in., 14.50

If in Cellophane, 60c Doz. extra. 25% with Order. Balance C. O. D.

Persia Mfg. Co.
416 N. Sangamon, Chicago.

SPECIAL ANNOUNCEMENT!
STEPPIN' SAM, AMERICA'S FASTEST SELLER AT SUMMER RESORTS, BEACHES, CARNIVALS, SOUVENIR CONCESSIONS, ETC., NOW OFFERS

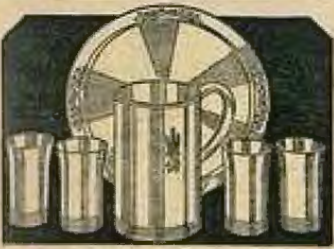


NEW LOW PRICES
 FOR
STEPPIN' SAM

UNTIL SEPT. 1, 1938

\$4.50 PER DOZ. | **\$6.00 Less Than Gr. PER DOZ.**
 Gross Lots | 1/3 Cash or Money Order
 MUST ACCOMPANY ALL ORDERS, Balance Shipped C. O. D.

STEPPIN' SAM, "The Life of the Party."
 CLEAN UP THIS SUMMER WITH STEPPIN' SAM, "America's Fastest Selling Novelty Hit."
 RUSH YOUR ORDER IMMEDIATELY!
STEPPIN' SAM RETAILS AT \$1.00 EVERYWHERE!
STEPPIN' SAM CO. 4458 GRISCOM ST. PHILADELPHIA, PA.



recessions these two items have forged right ahead, which just goes to prove that the right merchandise at the right price will sell regardless of business conditions.

Kitchen Tool

Master Opener Manufacturing Co. has just introduced a new kitchen tool which it claims will open all types of cans, jars and bottles. Nickel plated and sturdily constructed, item is a necessity in every kitchen, camp, trailer and restaurant. Opener is priced low enough to permit a good profit and, according to the manufacturer, should find a ready market when worked by either pitchmen or demonstrators.

Bug Death Ray

Ross Products Co., notion and toletry house, selling thru agents, has long specialized in moth preventatives and other spring household specialties. This season it is featuring the nationally known "Mosquito Death Ray Lantern." It is an electrical device for exterminating mosquitoes, gnats and other insects by means of an electric ray. Device fits into the ordinary light socket and according to reports, it is a fast seller during the summer.

Vent Doll

A few months ago World Trading Corp. introduced a large ventiloquist doll, 19 inches high, at a reasonable price. Due to a fine opportunity to take over the output of this doll, World Trading is able at this time to further reduce the price and give the concession people what Mr. Rossman claims, "A large ventiloquist dummy doll at the lowest price ever offered."

PRIZES

for

Bingo Games Merchandise Boards Wheels

Beverage Sets—made of gleaming Satin-Ray Aluminum—will not break, chip, crack or rust. These popular sets create a beautiful and flashy display—and they're inexpensive!
 Set (above) consists of 2-qt. pitcher, four 10-oz. tumblers and 11 3/4-in. dia. tray. Set (below) has ice bucket and tongs instead of pitcher.

See your nearest jobber. Write and we will send his address!

WEST BEND ALUMINUM CO.
 Dept. 636 West Bend, Wisconsin



A NEW WINNER

Legal Everywhere in U. S. A. Be the first in your territory and clean up with this new smash hit that pays out with amazing speed. Pick your Tie and pay what's under seal. Tie to 25¢. No higher. Everybody plays. Covers packed 12 beautiful assorted new summer patterns silk tailor-made ties in box. Deal Takes in \$2.50. 1 Sample Deal prepaid, \$1.35. 6 or more Deals, \$1.25 Each. Write Today.

S & K SALES, Inc.
 100 N. Broadway, St. Louis, Mo.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

ITALIAN BEDSPREADS



Open Game and Bingo Operators Attention! These are the finest, Beautifully assorted, color-ful, 4' wide—12' long—\$1.25, \$1.50, \$1.75. Packed in Great Quantities.

INDUSTRIAL ART SUPPLY CO.

3833 Gratiot Ave., Detroit, Mich.

SPECIAL VALUES

MEN'S POCKET WATCHES—WALTHAM OR ELGIN, 12 Size, 7 J. Octagon or round shape. No-conditioned Movements. In New Engraved Cases.
 In Lots of 3, Each **\$3.50**
 15 J - \$4.25; 17 J - \$5.25.
 50c Extra for Samples. Absolutely Guaranteed, 25% Disp., Bal. C.O.D. Send for Free Catalog.

KANE WATCH CO. 106 Canal St., New York, N. Y.

Breaking All Records NOW
 YOU CAN GET A NATIONALLY ADVERTISED
DETROLA "Pee-Wee" JR.
 IN A **BAKELITE CABINET**
ONLY \$6.95 ea.
IN LOTS OF SIX LESS THAN \$2.15 ea.

- Just Six Inches Long
- Smaller Than Your Hand
- Weighs Less Than 4 lbs.
- 4 R.C.A. Metal Tubes
- AC-DC Operation
- Dynamic Speaker
- 6 Tube Performance
- Walnut Bakelite Cabinet

The "Hottest" Premium of the Year!
 This remarkable Detrola "Pee-Wee" Jr. incorporates all the outstanding sales features that made the original "Pee-Wee" the hottest, biggest radio-premium success that operators ever had. NOW, at this sensational LOWER PRICE you can offer this nationally advertised, easy-to-sell "Pee-Wee" at the same price as ordinary receivers. It's a natural. You can't help but "go to town." Available in WALNUT BAKELITE CABINET ONLY. Money-back guarantee.

EVANS NOVELTY COMPANY
 946 Diversey Parkway Chicago, Illinois.

CANDID CAMERA DEAL
 A Big Item on a Small Deal
 The Most Publicized and Biggest Money-Maker Today

Features SENSATIONAL Candid Type Camera with Wollmak Ground Lens. Fixed focus eliminates guesswork. Uses standard Kodak or Agfa film and holds film for 32 pictures.

Deal distributes 2 Candid Type Cameras and additional items. We have a SALES PLAN Which Produced 500 RE-ORDERS IN ONE MONTH for a Small Crew. This is a FAST DEAL. WRITE FOR FULL PARTICULARS AND PRICE

J. MALLORY, (Suite 507) 110 West 42nd St., N. Y. C.

FREE!! — 3 SHIPS — FREE!!
 THREE (3) FULL SIZED MAYFLOW SHIPS WITH EACH ORDER OF 12 (1 DOZ.) ORDERED AT \$15.00 PER DOZEN—IN PLAIN WORDS, WE WILL SHIP 15 AND YOU PAY US ONLY FOR 12. SINGLE SAMPLES, \$1.25 EACH. Size of Mayflower, 20 in. high, 19 in. long, 7 1/2 in. wide. Carved of wood, canvas sails; electric wired, complete with bulb. Each ship packed in separate carton.

OPERATORS, DEALERS—The above model is identical with the model we originally sold up to \$8.00 each. A change in manufacturing facilities enables us to give you this sensational offer. A few Dealer or Distributor can sell thousands of these over the summer. Order a sample and try it. MONEY GLADLY REFUNDED IF NOT SATISFIED.

J. M. GEST MFG. CO.
 1001-11 Diamond Street, Philadelphia, Pa.

WE MANUFACTURE A COMPLETE LINE OF
BINGO
 EQUIPMENT EXCLUSIVELY!
 IF IT IS USED FOR BINGO WE HAVE IT AT A LOWER PRICE. WRITE US YOUR NEEDS TODAY!

E.S. LOWECO, Inc. 698 SIXTH AVENUE, NEW YORK, N. Y.

COMPLETE GAMES
 50 Card Set, Complete, \$ 2.50
 100 Card Set, Complete, 4.50
 200 Card Set, Complete, 13.00
 IDEAL FOR CONCESSIONERS
 1/3 Deposit, Balance C. O. D., or remittance full amount money order and save C.O.D. charges.
ORDER NOW!

SPEDY SUMMER SELLERS

- SCIENTIFIC ELECTRIC RAZOR. A razor that brings additional business thru recommendation. Specialty priced. Each in leather case. **\$2.95**
- ELECTRIC PAN. Underwriter approved. Cord attached. Each **.90**
- 15-PIECE REFRESHMENT SET. Attractively decorated. Each set **.90**
- 3-PIECE FRENCH BRIP COFFEE SERVICE SET. Attractive thermo-proof china. Per set **1.15**
- COFFEE BREWERS. DE LUXE with electric heat switch. Chrome finish, bakelite handles. Each **2.50**
- SUN GLASSES. No. 104X. Made in U. S. A. Oak beryl lenses. Shell and pastel color frames. Deep curved corolla lines, new. Dozen **.85**
- PIGGADILLY WHITE SHOE POLISH. Positively does not rub off. The best you can get. 4 oz. tin, special. Dozen **.38**
- PIGGADILLY WHITE SHOE POLISH WITH ONE PAIR OF WHITE SHOE LACES. Dozen sets **.60**
- RAZOR BLADES. DOUBLE EDGE. 8 to page. Galvanized. Per 1,000 **2.30**
- RAZOR BLADES, SINGLE EDGE. Per 1,000 **4.50**

We offer to meet or perhaps beat any articles advertised which are cheap.

Merchandise for side-line peddlers at country's lowest prices.

1/2 Dep. - Bal. C.O.D. - New catalog free.

CONTINENTAL SALES CORP.
27 South Wells St., Chicago, Ill.

CONCESSIONAIRES RESORT and SOUVENIR MEN SALESBOARD OPERATORS LOOK THIS LINE OVER SHELL LAMPS

Made in U. S. A.

Equipped With Approved Wire, Cord and Plug.

No. 73 - Large Abalone Wood Crucifix Shell Lamp. Upright. Abalone Shell Lamp with glass Wood Grain and figure in glass. No. 74 - Large painted Abalone lamp. Figure in glass with mother and coral shells. Height of figure 7". Lamp measures 8 1/2" by 8 1/2" by 8 1/2". Each packed each to carton.

DOZEN \$15.00

Sample \$1.50

Direct Salesmen Report Marvelous Sales With Shell Lamps.

Send for Special Illustrated Price List of Complete Line of Beautiful Shell Lamps.

25% Deposit on C.O.D. Orders.

GOLDFARB NOV. CO.
20 West 23d St., N. Y. City.

LET THE "BIG FOUR" NORWALK GOLD BLADES MAKE MONEY FOR YOU

Newest and Best on the Market

- NORWALK GOLD DOUBLE EDGE
- NORWALK GOLD SINGLE EDGE
- NORWALK GOLD DURHAM STYLE
- NORWALK GOLD AUTO STROP STYLE

Distributors - Jobbers

Write Direct To

NORWALK SAFETY RAZOR CO.
654 Broadway, N. Y. C.

MARSHALL DE LUXE SHAVERS

Operates A.C.D.C. Self-Sharpening, Non-Gleaming, Fully Tested and Approved by UNDERWRITERS LABORATORIES - GUARANTEED FOR 1 YEAR. Packed in Distinctive Carton, Complete with Genuine Leather Pouch. Comes in 7 Fine Colors - Blue, Black, Red, Green, Gray, 1/3 With Order, Balance on Delivery.

\$2.50 Each

Dozen \$27.50

Add 15% for postage.

MARSHALL INDUSTRIES
3307 Armitage Ave., CHICAGO, ILL.

NATIONAL SHOWMEN'S

(Continued from page 34c)

fit for the NSA. Max infers that entire personnel is interested in the club, and with a break in business show will garner plenty of members and funds for the organization.

The O. C. Buck Shows advise that a Twenty Dollar Club has been founded on the unit, the idea behind unique org being that 20 of the show personnel desiring to become members of NSA contribute \$1 a week to a common pot, thereby making one of the group a full-fledged member each week. Sounds like a swell idea and should be noted by other shows. For full information on details of the Twenty Dollar Club, write John Liddy at NSA headquarters, or Oscar Buck, Buck show per route.

Charles Gerard informed headquarters that his show has begun a concerted drive for members and should bring definite results by end of the current date. . . . J. W. (Patty) Conklin, of the Conklin Shows, writes that now that the weather is breaking he will make every effort to obtain members on his show, and that he is now contemplating which time will be the best to conduct the Cemetery Fund benefit. . . . J. C. Davis, who has been with the Buck show, has joined the Al C. Grill contingent and will commence NSA activities on that show at once.

A letter from former governor of New Jersey Harold G. Hoffman, who was recently elected president of the Circus Saints and Sinners Club, invites President Hamid to discuss possibility of the NSA and Saints and Sinners co-operating in effort to raise funds for both clubs' charitable purposes.

Law Lang, of the Art Lewis Shows, has declared his intention of going after that life membership. From Watertown, N. Y., this week he sent applications from the following: Louis Bolino, Charles Lewis, James R. Kellisher, E. Percy Morency, Eddie Dolmont, Al Rogers and Ben Barth.

Joe H. Hughes has returned from a visit to up-State amusement parks and advises that there is great NSA enthusiasm among park men in that sector. Spent an entire afternoon recently at headquarters sending out scores of applications to prospective members he had interviewed en route. . . . John J. Kelly has returned from a tour of circuses and carnivals and also indicates that people are highly interested in possibilities of NSA.

Ladies' Auxiliary

The auxiliary this week took the responsibility of developing the NSA library. In customary style, ladies immediately began a drive to obtain books from all sources and it hoped that by fall the headquarters will be the home of a sizable display.

President Dorothy Packman announced this week that insignia pins, now in process of making, will be mailed to paid-up members in about 10 days.

Reports coming back from shows indicate that it won't be long before the roll call begins to swell at a great rate. She probably doesn't know it, but Mrs. Bess Hamid is being challenged for member-signing leadership by Mrs. Max Linderman, of the World of Mirth Shows. Although pretty early to predict such things, it looks like there is going to be a hard fight between these two for that membership award due at the fall banquet.

Edwards Reports Decided Improvement in Business

BOWLING GREEN, O., June 18.—Business with J. R. Edwards' Shows is improving with each successive week out.

Must Have Been Heat, or Else!

DETROIT, June 18.—Ebenezer Lex Carroll, of Chandler, Ga., who operates a shooting gallery in connection with a carnival complained to the local police department that a train, used as a ballyhoo in connection with his shooting gallery, had been stolen.

Carroll left the station but returned later to complain that a taxi driver whom he hired to assist him in looking for his train swerved off Woodward avenue and swung back in a circle when the car was spotted several blocks ahead on Woodward avenue. When the meter read \$2 Carroll got out and walked to the train on Woodward avenue, where he had left it.

J. R. Edwards, managing director, informed The Billboard representative. Show is here under auspices of Police Department Uniform Fund, and on a lot opposite city park and golf course.

Show got away to a big opening with crowds most of week in face of threatening weather. Tuesday and Wednesday midway was overflowing and business best yet, Edwards said.

Jack Allen and wife joined with scales and mentalist booth. Newspapers generous with space. Phil Phillips celebrated his birthday Tuesday, receiving many nice gifts from members of the show.

Ideal weather prevailed at Ashland, O. last week, with good crowds all six nights. Spending was slow, but all in all week's business was satisfactory. Lot there was small, but shows made a nice spread with their new canvas.

Los Angeles

LOS ANGELES, June 18.—Carl H. Smita, in from Twin Falls, Ida., for a short visit, reports that Polack Bros. Circus, with which he is associated, is doing satisfactory business.

Frederick Weddleton, administrator of concessions Golden Gate International Exposition, San Francisco, visited and reported that his department is doing very satisfactorily.

Carl E. Felgar is in town for a short visit.

Thomas J. Hughes is back in town after a trip.

Thomas McCardle, owner of the Will Rogers steer, Big Ben, left for New York and Eastern cities to exhibit it.

Conditions here are improving. Beaches enjoy good crowds when weather permits, but nights have been too cool.

G. U. Dupuis is in town giving it the once over.

John R. Ward has purchased a Mickey Mouse Show and will install it at Long Beach Pike.

Harry B. Chipman closed with the Downie Bros. Circus and joined Hugo Players at Broken Bow, Neb. Press Representative Hazel Moss has returned here for the summer.

San Fernando Valley Mission Play and Pleats, which opened to big crowds, closes with a rodeo Saturday and Sunday.

The Roller Derby is going over, as is the Ice Carnival.

Badminton and Sportland, in the original Warner Bros. studio on Sunset boulevard, are doing a big business also.

J. Ed Brown made a hurried trip from Long Beach, Calif., and stated New Virginia Park will open July 4.

Irwin Nelson, booker for Wirth's Australian Circus, is in town looking over acts.

J. R. Kirkland had the ex on oats, drinks and novelties at the Shrine events here.

Hennies Showfolk Guests of the Tortis

MILWAUKEE, Wis., June 18.—Sunday evening Mr. and Mrs. Ned Torti and Mr. and Mrs. Louis Torti played hosts to a few of their many friends on Hennies Bros. Shows at a dinner given in their honor at Mr. and Mrs. Ned Torti's home here.

A thoroughly enjoyable evening was spent by all and a long-remembered repeat will remain in the minds of Ned's and Louie's guests, Mr. and Mrs. Orville W. Hennies, Mr. and Mrs. Joe B. Scholibo, Harry W. Hennies, Mr. and Mrs. H. A. Miller, Mr. and Mrs. Jack Dondinger and Gene Bernal.

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL

(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

WE HAVE IT FOR LESS MONEY!

IMMEDIATE DELIVERY!

NOTE BOOKS WITH PENCILS, Gr. \$3.00
DEAD NECKLACES, Summer

Shese, Gr. 2.50
HORSESHOE NEEDLE BOOKS, Gr. 1.50
LUCKY CHARMS—150

Asst. Styles, Gr. .75
SEWING SET & Pin Cushion Combs, Dec. 90
CIGARETTE CASE, B. Flash

China, Gr. 4.50
CHINA NOVELTIES FOR SLUM, Gr. 70
KEY CASES, Genuine Leather, Gr. 4.50
PERFUME, Dozen, Large Size

Flash, Gr. 4.50
POWDER & PERFUME SETS, 4.00
Coffinettes, Gr. 4.00
ASH TRAY, Metal Enamelled, 3.00
ASH, Ology, Gr. 3.00
BROOD PINS, Individually 2.00
EASE, Gr. 2.00
MECHANICAL PENCILS, 4.80
Chrome Plated, Gr. 4.80
PEN HOOK, with Ring, Nickel Plated, Gr. 1.40
COMB & MIRROR SET, in Box Case, Gr. 4.80

WALLEY & KEY CASE SET, Boxed with \$2.50 Label, Doz. 1.20

LACED WALLET, Genuine Leather, Doz. 1.20

4-PIECE PERFUME POWDER & PEARL SET Doz. 1.80

CIGARETTE LIGHTERS, New-Style, Gr. 3.50

PENCIL & CIGAR LIGHTER COMBINATION, Doz. 1.00

COMBINATION TOOL & HAMMER SETS Doz. .80

LUCKY RABBIT'S FOOT, Gr. 0.00

LUCKY SPIDER PINS, Doz. .75

LEATHER WATCH FOLIO, Doz. .80

AMERICAN-MADE POKKEY WATCHES Each .70

3-STRAND PEARL NECKLACE, Beaded, each .35

FOUNTAIN PEN & PENCIL SET, Boxed, Doz. 2.00

LARGE DUMMY DOLLS, Dressed, Doz. 4.20

MEN'S HANKERCHIEF, Large Boxed, Doz. 3.00

MINIATURE 3-BLADE TOOTH PICK KNIVES, Gr. 1.85

Extra Special Large Flash Assortment, 25 Big Flash Numbers for \$10.00.

All Orders Shipped Same Day Received, Dropship Must Accompany Order.

IMPERIAL MDSE. CO.
Major
882 Broadway, New York City.

KELNER'S SUMMER SPECIALS AT NEW LOW PRICES

The Original Balloon Head Clown With Knicker Body, Dec. The New Sipping Hat, Gro. 3.00

Lucky Baby Shoes on Pin, Gro. 7.20

No. 90—F. Lat. Gro. 2.50

our Balloons . . . 2.50

No. 10—Oak Mickey Mouse, Gro. 3.25

Large Whistling Bird, Gro. 2.00

First Quality Spanish Hat, Gro. 18.00

5" Balloon, Comedy, Major 8.00

7" Hi Hat Feather 8.00

Balloons 4.00

Barbed Parade Games, 4.00

Veterans, Etc. Per 100, 50c; Per M 8.50

Set Six Lash Wines, Gross 8.00

All Charms, Large Varieties, Gro. .75

24" Silk Parasols, Gro. 9.00

One-Half Deposit on All Orders.

HARRY KELNER & SON, Inc.
90 Bowery, New York City.
"A Good House to Deal With."

Concession & Bingo Merchandise At New Low Prices

ZIPPER WALLET (Genuine Leather), Each 15c

WALLEY & KEY CASE SET (Leather), Per Set 15c

COMB & BRUSH SET (Display Box), Per Set 15c

3 Boxed, Per Set 7c

PEN LITE, Chrome, Complete, Each 14c

6 PC. STAINLESS STEEL CARVING SET, Per Set 75c

3 PC. MILITARY SET in Display Box, Per Set 40c

25% Dep. With Order. Bal. C. O. D. No. Collect.

J. C. MARGOLIS
912-920 Broadway, (Near 21st St.) N. Y. City.

ELGIN & WALTHAM RENEWED WATCHES \$1.65

Our Prices Always the Lowest, Send for Catalog.

LOU MALTZ
139 S. 8th St. Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

JACKIE O'DAY . . . scribbles from Wildwood, N. J., that he has been working the town for the past two weeks with juicers, peelers and can openers and thus far business has been about half as good as last season.

WHAT'S ON your mind? Tell ole Gas Bill about it.

"ONCE A PITCHMAN . . . always a pitchman," someone once told me and I suppose he was right," pens Eddie Diebold from Pittsburgh. "I've found that advertising, even if it is radio, is not so hot. There's not enough take and it lacks excitement. So I'm returning to that swell family of pitchmen and women. I opened in McCrory's."

FAIR PEN WORKERS
1938 Money Getting Pen Packages Are Ready.

REMINGTON
THEY'RE NEW | SPRING-O-MATIC PLUNGER VAC. | THEY | TATTLE-TALE | SELL | PENS • PENCILS • COMBOS | JOHN F. SULLIVAN | 435 Broadway, NEW YORK CITY. "Fast Service Sully"

Sales Operators and Coupon Workers
THE NEW EASTMAN DEAL
is going over like wild fire. Operators report sales of one to three gross in a single day.
Deal consists of one package of Eastman Double or Single Edge Blades and one Field Glass. Retail for 59c. Wholesale Price \$28.30 Per Gross.
Large supply on hand. Orders filled same day received. Samples 25c postpaid.
WILLIAMS SALES CO.
210 W. 8TH ST., KANSAS CITY, MO.

UNDERWOOD
PLUNGERS—Special \$18.00 PER GRO.
PENS • PENCILS • COMBOS
GRODIN PEN CO., 398 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
In New Cases.
Send for Circular, showing the Biggest Bargains in Wrist Watches and unexcelled Diamonds in the country.
H. SPARBER & CO.
198 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO.
Manufacturers Since 1913.
16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

RUN MENDERS
Send, latch, rubber handle, gross \$2.25; 1,000, \$12.50; wood handle, gross \$3.50; 1,000 \$20.00; custom special rubber handle, gross \$8.50; wood handle, gross \$0.50. Directions furnished. Deposit required. 5 samples 50c. Needles as low as \$7.50 per 1,000. **RUN MENDER WORKS**, Dept. 4, Waukegan, Wis.

There's only one Pen like a Banker and that's another Banker. Box Levers, Can't Lose Me Clips, 2-Tone Pointers. New Price List Now Ready.

JAS. KELLEY, The Fountain Pen King, 487 2nd Ave. N. Y. CHICAGO, 180 W. Adams St. 1054 Mission St., San Francisco, Calif.

Altoona, Pa., June 18 for two weeks. After that I've been promised a spot in either Chicago or Milwaukee. Pipe in, Fred MacFadden and Eddie Gillespie. Everything's slow in 10-cent stores here."

HARRY MAIERS . . . former mayor of Park Row, New York, scribbles from Reading, Pa., that conditions all over Pennsylvania are plenty tough, and that selling ginseng is tougher. He adds that he would like to read pipes from Morris Kahnstrom, Harry Prall, Clarence Gerson and Harold Woods.

LET'S HAVE MORE short pipes from the boys in all Seas of the profession.

BOB LINNEFELSER . . . is reported to be working Oklahoma territory to fair results with the fruit juice extractors.

TOBY JOHNSON . . . inks from Fort Smith, Ark.: "Have been finding business okeh. Am back with Dad Hanlon, who owns and manages the St. Charles Hotel here. Dad says he would like to read pipes from all of the boys."

A WELCOME VISITOR . . . to the pipes desk last week was Charley Courteaux. He infoed that he was on his way to Lakewood, O., on Indian Lake. He'll work surrounding towns on weekends and vacation the remainder of the time. His partner, Al Powers, is with him and both are accompanied by their wives. The boys are working peelers and extractors.

MAKE HAY WHILE the sun shines and you'll permit yourself the opportunity of eating well when it snows.

RICTON . . . "Barnum of the sticks," inks that his organization is playing to good business in Northern Georgia. The unit, according to Ricton, is now in its 277th week of continuous operation under canvas.

DOC CARRUTHERS' med unit played Herrin, Ill., recently to reported good business. In addition to Doc, the show line-up includes Mrs. Carruthers, Tex St. John and Ray and Pio Childers.

IN A LENGTHY PIPE . . . submitted by Eddie L. Kiehl from Greensboro, N. C., there was enclosed a clipping of Neal O'Hara's "Pull Up a Chair" column, from which the following was culled: "It's a hard to link freedom of the press with door-to-door sales canvassers, but the National Association of Direct Selling Companies announced the recent U. S. Supreme Court decision for passing out religious leaflets despite city ordinances also gives a benediction to all doorbell peddlers." "If this is true," says Eddie, "a pitchman could do wonders with it. All he would need do is to pass out a pamphlet of the Ten Commandments with his sale. If the Supreme Court passed on this it is the

ONE PLUNGERS
STROKE
\$18.50 Lowest Price Ever.
GR INK GAUGE
Registers Ink Supply.
Tells When to Refill.
JACKWIN PEN 50c
3 Different Samples.
60 West 23th St., New York, N. Y.

MEDICINE MEN
Write for Price List on Soaps, Toilets, Liniments, Syringes, Tablets and Salves. Under your own label if you wish.
Also Fastest Selling Herb Packages on the Market, formulas attached. Prices right. Plenty Margin for you.
BECKER CHEMICAL CO.
(Established 1880)
235 Main Street, Cincinnati, O.

HITS OF 1938

in **OAK HYTEX BALLOONS**

NOBBY

Nicknamed the "Big Apple" Vendors everywhere are "going to town" with this sensationally popular novelty balloon. Inflates in segments as illustrated. Made in standard and giant sizes

SPIRAL

This balloon with the corkscrew appearance is running neck and neck with Nobby in popularity. A real money getter at all locations. Made in standard and giant sizes.

TUMBLING DUMMY
POPULAR NEW TOSS-UP

Here's a genuine sensation. This novelty has caught public fancy in a big way—and gets top money everywhere.
Stands 20 inches high. Head and body are printed in two colors. Supplied with cardboard feet. Individually packed in an attractively colored glassine envelope.
The genuine OAK-HYTEX item has the name TUMBLING DUMMY printed on each balloon.



Walt Disney's
Snow White and the Seven Dwarfs
Exclusive License Walt Disney Enterprises

BEWARE OF IMITATIONS

ONLY Oak is licensed to use the Walt Disney characters for toy balloons. And nothing can possibly equal the sales appeal of the real Disney characters.

Get your share of the big money these balloons are earning — and don't take chances with imitations. Be sure you get genuine OAK-HYTEX balloons in the Blue Box with the Yellow Diamond Label.

Sold by the Leading Jobbers.



The OAK RUBBER CO.
RAVENNA, OHIO.

BALLOON MEN

We created a sensation among balloon workers when last April we introduced our new non-inflammable balloon inflating gas. We have completely solved the old problem about lighted cigars and cigarettes with

OUR NEW BALLOON GAS

(Strictly Legal Everywhere.)

Write for Further Information.

WE ALSO SELL "HELIUM GAS"

FULL LINE OF BALLOONS

For Circus, Fair, and Carnival Workers, and a special department for Advertising and Decorative service. Fast service on Special Printing.

Have you seen Our "HEL. DUMME DODDLE?"

A High Hatted Monocled Vandalogical Dunny printed on a heavy Gas Balloon; many colors.

No. 9 \$2.75 Gross, No. 11 \$3.25 Gross, No. 12 \$3.50 Gross

This particular number is going over big and you will make no mistake in sending us your order direct from this ad. Please remit 20% deposit.

Write for Special Balloon Catalog.

WE ARE LICENSED BY THE NEW YORK WORLD'S FAIR (N. Y. W. F. LIC. 2228) TO SUPPLY WORLD'S FAIR BALLOONS WITH OFFICIAL DESIGNS. PLACE YOUR ORDER NOW FOR IMMEDIATE SHIPMENT.

HOT DOG!!!
This NEW BALLOON GAS is the Cats! No more Head-aches - Now I can work anywhere!

THE TOY BALLOON CO. INC.
202 East 38th St., New York City



ENGRAVERS!!



Goes Over Big!!

NO. 201 BEAUTIFUL FANCY BRACELET

Get your share of the profit that our new and fast selling numbers will bring you. Keep in touch with us, as we are constantly adding new numbers to our line.

Send for New Free Catalog
AMERICAN JEWELRY MFG. CO.

195 RICHMOND ST.

PROVIDENCE, R. I.

The **EASTMAN DEAL**

Taking the Country by Storm
1 PAIR OF FIELD GLASSES
5 EASTMAN RAZOR BLADES
Sells for 59c to 69c.
Quantity price as low as

20C PER DEAL

SAMPLE DEAL WITH DESCRIPTIVE CIRCULAR, 35c. PREPAID.
NEWSPAPER MATS AND SELLING PLANS FREE WITH ORDERS OF \$25.00 OR MORE.

THIS DEAL IS REAL HOT—SEND FOR YOUR SAMPLE NOW

JEDRO CO.
134 West 32nd St., New York City.

HEADQUARTERS FOR 1 Minute & 4-for-10 Photographers

MAKE GOOD MONEY THIS SUMMER with our New Biggest Selections and Folders, Photo Pocket Mirrors with Gatchy Springs! Also Leatherette Double Photo Holders! **SOMETHING NEW!** Glow-in-the-Dark Novelty Frames.

Fresh Stock of Improved **BLACK BACK BORDS**, 1 1/2" x 3" street positive paper, and all supplies on hand ready for immediate shipment.

BENSON CAMERA CO. 106 Bowery, New York, N. Y.
Catering to Quick Flashing Photographers for Over 35 Years.

SHOE LACES and SHOE FINDINGS

We manufacture shoe laces and shoe findings, guaranteeing lowest prices, perfect merchandise and prompt delivery.

Send 25c for sample assortment and prices.

CAPITOL SHOE LACE & FINDINGS CORP.
317 BOWERY NEW YORK, N. Y.

ENGRAVERS!

Send for New Illustrated Bargain list of latest Engraving Jewelry. Pay Only Factory Price.

MOORE'S ELECTROGRAVER CO.
651 South State St., Chicago, Ill.
Manufacturers of Engraving Machines and Jewelry Novelties.

LIGHTS ITSELF SELLS ITSELF

Quick Action (100%) Patented SELF STARTING LIGHTER. Lights pipe, cigarette or blow-out instantly. Never fails. New principle in ignition. No flint. No friction. Send 25c for sample and large can of fluid. Start now. You can make up to \$5 a day.

NEW METHOD MFG. CO.
Sole Makers of Catalytic Automatic No. 11 Gas Lighters.
Box B-45, Bradford, Pa., U.S.A.

25c Retail
50c D.C.
\$1.75 G.W.
\$18.00

PHOTO RINGS

Also Cameos, Initial, Diamond, Novelty Rings, etc. for Men, Women and Children. Only one of its kind on the market.

Complete Sample Line.....\$2.00
Partial Sample Line.....1.00
Single Sample Only......25

No Catalog.

POWELL BROTHERS
808 N. Sangamon St., Chicago, Ill.

ATTENTION PEELER WORKERS, DEMONSTRATORS, DISTRIBUTORS!

We have two brand-new Kitchen Items that are really HOT. One is a Corer that cores, sections, parishes and separates the nutty part from the rind of a grapefruit. Will also core any other fruit or vegetable.

The other is Magic Vegetable Preparer that will slice, shred, pare, scrape, parnish, hull peas and lima beans, score and slit corn, make roasts and has many other uses.

Just what women have wanted for years. Are the first to handle these Two New Kitchen Sensations. Distributors please write this type either you contact.

SEND 50 CENTS FOR BOTH SAMPLES IMMEDIATELY. Ask for Low Quantity Prices.

KITCHENEED UTILITIES
1180 Broadway, New York City.

MR. & MRS. ENGRAVER

We promise you one thing, and that is, the New Catalogue will be worth waiting for. Our apologies for being late, but it just couldn't be helped. There are so many new numbers at the lowest possible prices in our quality merchandise, new and better, stand up, finishes.

The best we can say is that the Catalogue has been promised for the last of this month. So, Old Timers and New, send in that July 1st address and we will do our best. Don't forget. Always something new at

EDW. H. MORSE & COMPANY
ATTLEBORO, MASS.
"WE LEAD — OTHERS FOLLOW."

COCONUT and BANANA DEHYDRATED POWDERS

Make Delicious, Creamy TROPICAL HEALTH DRINKS. Tremendous public acceptance of these Pure Fruit Products, ready to mix with ICE and MILK, is making huge profits for five operators everywhere, now ready. Pick a spot and be the first to cash in on this Phenomenal Seller. Large 10c glass costs less than 2c to make. A sample of both powders with wholesale prices and full directions sent to any address on receipt of 10c to cover cost of packing and mailing, etc. Don't delay, investigate this newest of Bank-Roll Builders. Address

HYDRO PROCESS
LEWISTON, MAINE.

MICE DEMONSTRATORS ATTENTION THE WONDER MOUSE

Now Only **\$2.40**

In three color boxes, gray or white, with rubber tail, perfectly balanced. Everyone a winner. Made by Emil, the Original Mouseworker. Increase your sales 100%.

Send 50c Deposit With Order, Balance C. O. D.

EMIL SEIBOLD, 422 24th STREET, GUTTENBERG, N. J.



law of the land and may be our salvation. But to try it without knowing, plus a public record of some sort to show the uninformed public officials, etc., so that little arguments would ensue would be disastrous. On the other hand, however, it would give us a wonderful weapon, a thing we have needed for years.

NOW THAT SUMMER IS HERE, how many of you fellows are still waiting to get busy?

LET'S HAVE . . . some pipes from you fellows working the early fairs.

WHAT'S DOIN' . . . Jake Branholts and King LaMar?

MUCH OF THE PITCHMAN'S . . . success is due to the fact that he has the good sense which tells him what to sell, how to sell and where to sell.

WHO IS . . . a keener judge of human nature or more of an opportunist than the pitchman?

WE KNOW SEVERAL boys who imagine themselves as being capable pitchmen. They'd be justified in their impressions if they were in a hay field with a fork.

"HAVE BEEN . . . rather inactive since my pipe down Oklahoma way," wigwags Doc H. J. Clayton from Christopher, Ill. "I made a few pitches between shows to small takes, as I'm conducting a little sign business here. I'm also framing a new sound truck and plan to use it during the coming elections in November. After that I plan to open my med opary for the winter if I'm not in the poorhouse by then. In addition to framing the p.-a. system, I'm making some changes in my trailer, which when completed will make for more room and a little added comfort. If any of the boys happen down this way I can fix the reader if they look me up first. They won't hold still for a jans, however."

SOUTHERN ILLINOIS . . . coal fields are reported to be hard hit at present with all mines dividing work. More than 4,000 men are on WPA or direct relief. All towns in that section are open, however, and almost all of them can be worked on a soldier's tender. Otherwise it costs \$5 per day. You fellows can decide for yourself whether it's worth your while to make the territory.

HAVE YOU TRIED any of the new items being placed on the market almost daily? Several items not yet in the store trade have made their appearances thru The Billboard columns. Ofttimes a discouraged pitchman has become encouraged and successful by trying something different. It's worth a trial at least, isn't it?

JOHN (CURLY) BOYD . . . from New York: "The pitch fraternity hasn't actually deserted little old New York, altho the law has made it mighty tough on some of the boys. At this writing some of them are working the street along Sixth avenue, around Borough Hall in Brooklyn, and on 42d street with a time table in one hand. There also is a new pitch store on Sixth avenue and, last but not least, a parking lot across from Union Square which reminds one of a three-ring circus with all of the boys working at once. I'm conducting demonstrations on corn punk and shoe whitener. Stanley (Meldred)

MONKO The Sensational Entertainer



NO MONKEY BUSINESS ABOUT MONKO

It's the hottest selling novelty ever created. A NATURAL present... a clink to demonstrate. Monko's 1,001 tricks and capers makes them all want him. A child can't resist it. Monko is the hottest 25c seller in America. One demonstrator sold 20 gross the first day in St. Paul. Order yours today! Be the first in your territory with this big seller!

\$14.40 per Gross in Bulk.
\$15.90 per gross, each one in a box. (Samples 25c each.)
Send 25% cash with order, bal. C.O.D.

CASEY CONCESSION CO.

PENNANTS



CIRCUS—RODEO—FAIRS—AMERICAN LEGION, KY. DERBY and all Other Subjects.
500 Lots. 1000 Lots.
\$4.12 --- \$3.00 100 || --- \$25.00 1000
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Tinted Colors 1/2 Extra on Quoted Prices.
Deposit 1/3 on All Orders.

NORSID COMPANY, 17 E. 16th St., N. Y. C.

50%-TO DISTRIBUTORS-50%



Self Guaranteed MASTERLITE LAMPS. American made. Fully guaranteed for 1000 hours.
Write at once for catalog and proposition.
MASTERLITE CO., Dept. GB9
110 East 23rd St., New York.

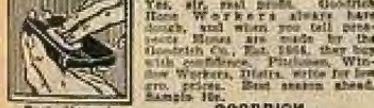
FOR 4 for 10c STRIP STUDIOS



For the first time we are going to sell direct to all 4 for 10c Studios. Folders, Mounts at lowest prices. Special Size Folders and Mounts made to order in large quantities. We carry 9 Mounts and Folders in all sizes used by photographers in all its branches. Samples free on request.

AMERICAN MOUNT & CARD CO., INC.
193 Christie Street, New York City.

Every \$1.00 Gets you \$5.00



Yes, sir, real profit. Goodrich Home Wipers always have a check, and when you tell people Home Wipers are made by the Goodrich Co., Inc., 1934, they buy with confidence. Publishers, Window Workers, Distributors, write for low price. Best season ahead. Sample free.

GOODRICH,
1500 West Madison, Chicago.
Dept. 89-R.

Big Profits!

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Samples, with name and address, 25 cents.

HART MFG. CO.
315 Degroot Street, Brooklyn, New York.

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 35. Flashy Anniversary Day (Chicago Cards), 25. Veterans' Magazine, 10c. Veterans' Jokes, 10c. Veterans' Joke Book, 25. Patriotic Calendar, 10c. Season's Greetings, 10c. **VETERANS' SERVICE MAGAZINE, 107 Leonard Street, New York.**

Nelson, Max J. Affachiner, Eddie Schirico and Pat Kramer, pipe in. Where is Fred Krause these days? Joe Howley, of handy plug fame, and Jerry Berns, who has temporarily left the art of prestidigitation, have joined me."

PLEASANTNESS is demanded of one when he travels among strangers. Try it. Even you will be surprised at the dividends it pays in friendships, favors and business.

EDDIE DELOY... pipes that he is selling comedy with the By-Gosh tent show in West Virginia and that the hill folks seem to be taking it nicely. He adds that East Hainelle is a good spot and that few of the boys and girls of Pitchdom are in sight.

ED PALLE... scribes that Ken and Greta Reynolds, gold wire artists, are playing a Northern Ohio park to good takes before locating for the summer in that neck of the woods. Ed adds that a number of old-timers are playing Edgewater Park, Celina, O., to good results.

D. HARRY BELL... one of Art Nelson's proteges, is working naphtha crystals to good takes in a 14th street chain store in New York.

TRIPPO OPININGS: Study and make use of the psychology of salesmanship and you should make more than good.

"THIS TOWN SEEMS... to be the mecca for all the boys," scribes Thomas Burns from Chicago. "Conditions here are poor, but the boys seem to be getting by. Pitch contingent includes James Wells, Carl Hildorf, Kid Carrigan, Gene Fredette, Count Kennard, H. DeGast, Scotty Bird, DeGraw and family, Paddle Smithy, J. Kennedy, E. Pratt, Doc M. E. Anderson, B. Costerman and W. Griffin."

IRVING ROSENBLUM... who for many years demonstrated in department stores throughout the country, has entered the manufacturing and distributing business. He says that he has a couple of hot items that he believes the boys will go for.

MEMBERS OF THE... pitch fraternity who attended funeral services for Harry McGinley, veteran pitchman, who died June 12 in Chicago, included W. Griffin, Ralph Pratt, Charley Nye and George Earle, pallbearers, and Mr. Clark and Blacky Wilton and wife.

MANY OF THE BOYS would like to send in pipes now and then, but don't do so because they are reticent about tipping off the spots where they are working for fear that too many will rush in on them. That's hardly a good excuse for not doing your bit for the Pipes Column boys. You can tell a joke on yourself or somebody else; let it be known what you are handling and how you are doing with it and a world of other things without saying one word about the particular locality you are working. That's news and other in profession like to read it.

MEMBERS OF THE... pitch fraternity working Indianapolis include Morris (Speed) Hascal, Doc Fry, Tommy Cobas, Tommy Roy, Doc Montgomery, Melvin Sproat, Bill Sharok, Slim Rhodes, Sam Hills and Joe Morrison.

LET'S HAVE SOME... pipes from Art Cox, Bert Hull, Tom Kennedy, Morris Davidson, Harry Weaver, Frank Libbey and Jummie Mayhew.

HAROLD (TOMMY) THOMPSON... is still working varnish hues in Kansas chain stores to a reported good business.

GENE R. JAMES... is still managing to eke out an existence working sheet at filling stations and garages in Mississippi territory.

ONE OF THE REASONS... for success for many pitchmen is that they feel that it's up to them to live in the present and try to make the future more pleasant for everyone.

FAMOUS LAST WORDS: "You had better get one of these while you can. Today is my last in this town."

"THIS IS MY FIRST... pipe in some time, but I've been keeping up with the boys thru the Pipes column just the same," tells Harman Dobson from Amarillo, Tex. "I'm still working chain stores with peelers and have just finished three fairly good weeks in a store here. Worked Colorado to good business, especially Pueblo. The

(See PIPES on page 101)

A Complete Line of KITCHENWARE and HOUSEHOLD Specialties

for
**DEMONSTRATORS - FAIR WORKERS
PEELER WORKERS**

THE three fast-selling household specialties illustrated are only a part of our complete line of kitchenware.

These and the other items listed in this announcement have an appeal for every housewife. Demonstrators have been making big money with them consistently.



OTHER items in our complete line include:

- SPIRAL SLICERS
- ROSETTE CUTTERS
- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS
- and many others

All goods approved by **GOOD HOUSEKEEPING INSTITUTE**

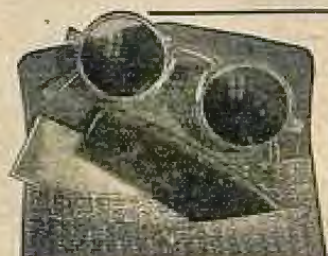
ACME METAL GOODS MFG. CO. 2-24 Orange St. Newark, N. J.

PITCHMEN-STREETMEN-DEMONSTRATORS



Zing Zong is sweeping the country. Regular style No. 10 retails for 10c. De Luxe style No. 20 retails for 20c. We furnish 144 comical owl face masks free with each gross of No. 20 Zing Zong, Snow White and Seven Dwarfs design, one mask to be given free to the consumer with each purchase. No. 10, \$7.20 per gross; No. 20, \$14.00 per gross, F. O. B. Richmond, Va. 1/3 cash with order, balance C. O. D.

ZING ZONG CO., INC.
212 N. Adams St., Richmond, Va.



A SUMMER SPECIALTY THAT IS SWEEPING THE COUNTRY BIG PROFITS

Miss America Sun Glass Beach Kits
4-in-1 Sun Glasses, Comb, Mirror and Case in assorted colors to match wearing apparel.
RETAIL FOR 50c SET.
Your Price, Sets Complete, Per Gr. \$28.80.
Sample Doz. Sets \$3.25.
NEW ERA OPTICAL CO.
17 N. WABASH AVE., CHICAGO, ILL.

BOYS IT'S HERE! IT'S BRAND NEW! PEELER WORKERS AND PITCHMEN THE MORRIS MAGIC VEGETABLE PREPARER

Here is one instrument that does the work of an entire peeler set—plus! Will Slice, Shred, Pare, Scrape, Garnish, Hull Peas and Lima Beans, Score and Bit Corn, Make Roes out of Vegetables, etc. This Gutter actually works AND CAN BE USED BY EVERYONE, because every cutler is Guaranteed Hand Sharpened. That is the secret of its success. Every housewife must buy one because it works like magic. Each one mounted on a heavy display card with instructions. **\$11.75**
Write us immediately for details, enclosing 25c. 25% with order, balance C. O. D.
The leading Peeler Workers in the country are making big money with the Morris Magic Vegetable Preparer, and endorsed it 100% at the Pitchmen's Convention last week in Albany Park.
NAT K. MORRIS, P. O. BOX 67, STATION C, NEW YORK, N. Y.
Distributed by BERT BROS. NOVELTY CO., 537 Broadway, New York, N. Y.

Thank You for Mentioning The Billboard.

Pitchmen Undesirable Citizens?

By E. L. KIEHL

ABOUT 60 or 70 years ago when this beautiful land of ours was young and eager to grow a few of its native-born men, tired of selling homespun clothing, hand-knitted socks and red flannel underwear to men that looked like the devil in them after they were all decked out in the haberdasher's best, took it upon themselves to start businesses of their own by selling useful articles direct to customers from little stands erected on soap boxes or tripod affairs which could be taken down or set up at will according to the number of people passing by. The manner in which these men set up and took down shop resembled the pitching of a tent. They were quickly nicknamed pitchmen. That name was accepted by them as it resembled not a thing of distaste at the time, but as the years passed the pitchman became the hated and envied undesirable citizen of today.

This hatred was the "brain birth" of Mr. Merchant, who in many cases was a "poor merchandiser" paying rent for the

EDDIE KIEHL made his first public demonstration in 1916 at the age of 16 under the force of necessity and able direction of Ward Kane, deceased veteran pitchman and brother of Lester Kane. In the same year he saw Sid Shipman working humstones and decided to take a fling at it himself. By the time he was 21 years old he had done five distinct things in show business. He pitched outdoors and in department stores; managed a carnival, which was a flop; was a 24-hour man with a circus; trailed nearly every large city with novelties,



and learned to write sheet under the tutelage of Charlie Barr and Paul Houck.

In 1922 he entered the cosmetic business, but after two years in that field returned to the pitch game, joining the forces of the M. H. Henry clan, which, Eddie says, had in its line-up some of the finest mannered pitchmen the country has ever known. Besides Henry, the clan included Howard Black, Billy Benets, Harry Horne, Johnny Morris, Charlie Gow, Martin Schlage and J. A. Houston. Eddie enjoyed some of the finest and most fruitful years of his life with that organization.

At the height of his pitch career he developed the age-old urge which befalls almost all knights of the keister—he wanted a chicken farm and had visions of thousands of chickens springing right out of the ground with no nut or c. o. d.'s. He settled, however, for Syracuse and the silverware business, which, in accordance with his ambition, ran itself right into the ground. Many times during that period he was visited by his old side kick H. G. Black, who knew Eddie as no one else knew him. Watching Eddie playing Amos 'n' Andy in Syracuse, Black had the desire to shoot Kiehl back into the business he knew best. Now that he is back in the pitch game, Eddie has come to the conclusion that he never should have left it, which, Eddie says, he supposes is the conclusion of all pitchmen who have left the road and tried the way of the home guard.

elaborate entertaining of a few customers a day; while Mr. Undesirable Citizen, pitchman, set up shop where the people could be easily appealed to, thru their morbid curiosity, on the street corner or sidewalk. Mr. Desirable Citizen, merchant, was the one that started the whole "scream" from the very first. He sat in his shop and pondered how to form a plan to out-merchandise the pitchman. But there was no use, Mr. Merchant couldn't do it with "unromantic" red flannels, so instead of putting in red, white and blue flannels, with lace on them if necessary, he started to rap instead of think, and the rapping has gone on year after year. Beautiful store fronts came, paved walks, newspaper advertising, motion pictures, new inventions beyond the imagination of the human brain, salesmen with trailers bringing Mr. Merchant New York's market to his door, neon signs, national advertising of standard brands—no selling necessary. Bank Nights, buses thru every hamlet, in-

dividually owned cars to bring in even the farmer to Mr. Merchant's door, but on top of it all Mr. Merchant still raps Mr. Pitchman and calls him an undesirable citizen. Think of it, with all this in his favor!

Let's sum up Mr. Pitchman, take him apart and see what makes him click. Is he different from other human beings? Is he talented? What has kept him alive all these years? Why have so many young men in the past 12 years followed the uphill journey which all pitchmen travel? And let's see who comes more honestly by his coined name, Mr. Desirable or Mr. Undesirable Citizen.

Going back to the early '90s, our restless merchant, Mr. Pitchman, had only in mind to get closer to the public. Hence his method of merchandising. True, some have exploited the business, but those who chose it honestly as a profession meant only to sell merchandise which had novelty and appeal to the masses. And all down thru the years pitchmen have sought only new and novel items to dangle before the gleaming and oftentimes stupid eyes of Mr. and Mrs. America. With less adversity and a chance for better management, Mr. Pitchman, with his natural gift of attracting attention, would have blossomed into a respected stepping stone or "feeler" for new staple, untried items which Mr. Merchant now sells in his store instead of the brow-beaten, heckled individual that we see today—an individual willing to work, and work hard, but with no place to labor.

So the above facts lead us to the old law of self-preservation. Mr. Pitchman had to drop his ideals and resort to methods which lead away from staple merchandise into items that had the same novelty of appeal but were semi-worthless, because he did not have a chance to spend enough hours at his business as Mr. Merchant did. And he had to eat food, not ideals. Using this as a wedge, Mr. Merchant advocated the branding of all pitchmen as fakers. We now have two names added to our dauntless Knight of the Keister.

Then came the advent of the American chain store. Up to this time, regardless of apparent unsurmountable obstacles, Mr. Pitchman was able to weakly hold his own. This vast institution, the chain store, took much from this so-called undesirable citizen, Mr. Pitchman; took many of his ideas and almost all of his chance to sell novel items. Taking away his honest right to sell on the streets; giving him prohibitive licenses to pay; restricting his location to work; town-made laws advocated by Mr. Merchant—these and many other things have driven Mr. Pitchman to the only two avenues left to work; the chain stores and at fac-

tories! But if Mr. Desirable Citizen can give me an answer to any of the following I'll take back every word I've said about him. How can a pitchman live on business gleaned in 30 minutes a day at a fenced-in factory; or pay at the rate of \$5 per day, total \$1,565 a year, on an off location in a town; or rent in a chain store at \$50 a week, 1/3 per cent gross sales, average sales \$150 weekly, or a total of \$2,600 per year rent, when Mr. Merchant can rent a bank building on the most desirable location in a town for less? Does that make sense or spell American justice? If what I say brands me as "touched in the head," then all I can say is that my mother must have reared a very peculiar child.

Now let's go back to our charge, Mr. Pitchman, and see how he has stood the gaff all these years, starting from the still restless-minded oldtimer slumber-

ing in his unmolested grave, perhaps making his touching pitch over and over again into the boundless realm of infinite mind, down to the so-called j. c. l. of today, and what do we find? What if a newspaper ad read thus:

"WANTED—2,000 salesmen to engage in selling merchandise, useless and useful items; no nationally advertised items are to be sold. You are strictly on your own. No b. r. furnished or transportation, not even samples. You buy your own stock, pay your own license and find your own territory. You make all over the cost of stock, expenses, etc., which cost totals nearly 80 per cent if you are lucky. No express charges or p. p. paid; on all c. o. d.'s you lift you must pay an extra fee apart from postage, and postage is high. We want single men. If you are married your wife must work or you can't support her."

How many men outside of pitchmen could take that job? I say some fools might try, but could they survive?

To really subsist a pitchman must have the following qualities and talents: He must be refined, yet rough enough to overhaul a used car; he must be a lawyer, doctor, nurse, father, mother, beggarman and thief. He must be able to smile and be jovial as the prospective patrons stand before him and grin in skepticism. He must have the patience of an information clerk in Grand Central and the forcefulness of a Mussolini

DID YOU MAKE \$50 LAST WEEK?

Free Book

If not, investigate this opportunity to get into a big pay business of your own. Show merchants ideas that increase sales, profit. Handle Nationally Advertised Line 25-100 goods. Put up on sidewalk Displays. 200 Daily necessities. Included is Lorraine's Appliances—approved by Good Housekeeping Bureau—and famous Twenty Grand Razor Blades. Hundreds of new savings big incomes handling our fast-selling line. Start small—grow fast. FREE book tells you how you can build big pay store route. Write for it today.

World's Products Co., Dept. 088-A, Spencer, Ind.

SPECIAL NEW ITEMS

For FAIR DEMONSTRATORS AND RESORTS!!

Crosses on Illustrated, \$1.00 Dozen.

Seed \$2.00 for 20 Samples of GEMED AND WHITESTONE Rings. Send \$1.00 for Special ENGRAVING Line No. 18—Sights and LOCKETS. New Items in COSTUME JEWELRY. NEW CATALOG. OLYMPIA READ CO., 807 7th Ave., New York, N. Y.

4 (1) WITH GLASS CUTTER

4 (2) WITH GLASS CUTTER

Larry Friedman stopped in and took 40 gross of these Tools. Write GELLMAN BROS., Minneapolis, Minn., or E. F. FITZPATRICK, 801 No. Van Buren St., Wilmington, Del.

SUBSCRIPTION MEN SELLING SPORTS PUBLICATIONS

New Book, 32 Pages, Ideal for Your Purpose. Good in U. S. or Canada. Send 10c Stamps for Sample. (It's a Winner.) None free.

B. BAILEY, 522 5th Ave., New York

JUMBO PEN SPECIAL

SOLID BLACK 1 Band — \$1.40 2 Band — \$1.45 3 Band — \$1.50 4 Band — \$1.55

SOLID WHITE 1 Band — \$1.40 2 Band — \$1.45 3 Band — \$1.50 4 Band — \$1.55

Send 50¢ for 4 Samples (1 of each). 25¢ With Orders, Balance C. O. D.

ADLER PEN and PENCIL CO. 805 Broadway, New York, N. Y.

PITCH MEN - ROAD MEN STREET MEN

SOCIAL SECURITY

AS REGISTERED WITH U.S. GOVERNMENT

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NAME H. O. STRIKER

(One-Half Actual Size.)

PRICES, DETROIT:	CARS.	DIES.
\$6.00 Per 100.	\$55.00 Per 1000.	\$4.00 Per 100.
Sample, 25c.		Complete.

Beautiful — Attractive — 24-page Fitted BROKE SOCIAL SECURITY PLATE. Sold on kick, 25c to \$1.00. Everybody buys. 50 Million will be sold in next 12 months. Work anywhere. Appoint Agents. Sell through Paymasters. Handle 15 to 25 locations in each town. No experience, big investment or expensive equipment necessary. Boys now making big money at \$1.00. Rise up at 5c or knock them dead at a quarter. We supply beautiful Leatherette, Celluloid Face Case at \$4.00 per 100. We supply numeral and alphabetic Dies at \$0.25 per Complete Set. No merchandise shipped without 25% deposit. Orders filled same day received. MAIL OR WIRE YOUR ORDER TODAY.

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New!

Revolutionary Improvement IN -

Razor Blade Industry

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MADE IN U.S.A.

WIKO TESTED RAZOR BLADES

Send 10c for Samples and Catalog.

WM. NESBIT, 632 Fifth Avenue, Pittsburgh, Pa.

BURNING RACING GAME

Real Excitement, Novelty, Chemically prepared. You almost win the horse race (retail 10c package). Same package (5 games) 10c — 15 packages \$1.00 — 50.00 gross. Low cost and small distributors wanted everywhere. Postcard, marvelous ads, features.

AUERBACH, 355 Fifth Ave., New York City

\$20.00 DAILY!!

With The New Sensational
MOSQUITO DEATH RAY LANTERN



Every Home, Camp, Hotel, Restaurant, Roadstead, Store, Etc., NEEDS THIS LANTERN!

INSTANTLY KILLS (Electrocutes) Mosquitoes, Gnats and Other Flying Insects. **ABSOLUTELY HARMLESS TO HUMAN BEINGS!!**

Fits any standard light or lamp fixture! Causes no radio interference! **BLOWS NO FUSE!**

Nationally Advertised to Sell at \$1.25.

OUR LOW PRICE

DOZEN LOTS, EACH.....65c

Sample Death Ray Lantern, 70c.

3000 Other Fast-Selling Everyday Items!

Write for **BIG FREE CATALOG!**

Please send a deposit with all O.O.D. orders!

ROSS PRODUCTS
60 West 23rd St., NEW YORK CITY.

to turn his tip. He must study and put into practice psychology boiled down to a fineness of the highest degree. This practice is requisite during a period when all tips get itchy and have a tendency to break. He must "hold that line" or he will be talking to himself. He must be able to cook his own and others' meals, and tasty meals, too, as pitchers all like good food. In a restaurant he must order via the price side of the menu and seldom from his stomach's side. He must tactfully talk to a hanger-on who wishes to chat and tactfully break away into a new pitch. He must be a mentalist, adviser, diplomat, corn doctor, fixer, authority on the celestial bodies, orthopedic expert; be able to carry on an intelligent conversation with a copper; unselfish, he must give away merchandise which he is always short of. He must be a carnivalite able to build a joint 2 feet or 22 feet long; optimistic—never say die; affix a gimmick in front of a tip; be kind to kids; a magician; know merchandise value; "horseback" without a horse, and sell one or a dozen people all at one time. All this and countless other things he must accomplish. If this man is an undesirable citizen then I'll take VANILLA!!

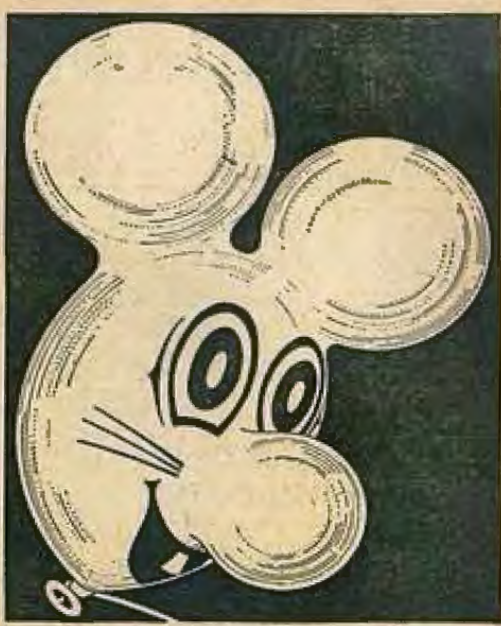
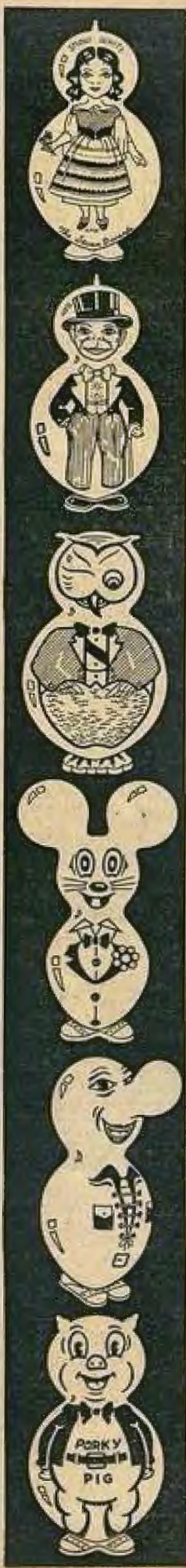
Now comes the hard part. Some men say: "Come on, Kiehl, what does this all lead up to? Let your hair down and give us a possible solution!" My answer has to be: "I am afraid you got me there, boys." However, I do believe I can give you some valuable suggestions; but take heed, ye best salesmen this country has ever known, or we are headed for inevitable permanent extinction and the ash heap.

In the first place we are an admitted heckled lot of men. We are submissive when jostled about by the law and merchants. Why should we tolerate the claim that we are not entitled to spread our wares before the public? A merchant can lie in print in a public newspaper about some sale of marked-down goods that he was going to mark down anyway and no one thinks a thing about it. Why should we show such cowardice at our right to sell our goods? Are you willing to pay rent to the public that helps pave the streets and sidewalks? All right! Offer to pay it to a city clerk. If he refuses and gives you the rate of approximately \$1,000 a year assert yourself to the mayor or head of the common council. Clerks are refusing to accept taxes for the people that you are willing to pay; which tax should be fair to you and surely is unfair to the public for them not to accept for the public money for the rentable street corners. If you are refused (which you always are), why not use some of that knowledge you have as a lawyer? Every town has newspapers that love to print stories about city management. And there is always a reporter that just loves to write stories about a city clerk that refused to take in money, etc.

It's fun, diversion and our only indoor sport "cutting up the cake." But about all pipes in privacy and not in lobbies. Too many pitchers are like many married actors, they never quit acting to their wives. Some pitchers never quit pitching and do it in lobbies with not a tripe or keister in sight. Remember you cannot sell patrons in hotel lobbies, so why wise them up so they can tell others about what they heard?

When working after being refused a license, if pitchers would display a sign in big letters, "YOUR CITY CLERK REFUSED TO ACCEPT THE MONEY DUE YOU, MR. AND MRS. PUBLIC, FOR THE RENT OF THIS STREET SPACE WHICH I AM WILLING TO PAY AT THE RATE OF \$150 A YEAR. AND WHENEVER HE IS WILLING TO ACCEPT SAME I HAVE IT HERE WITH ME FOR HIM." One would have to live in darkest Africa before he could find a patron adverse to his sense of justice. The thing is, people don't know what goes on about readers. So if you want to wise them up do so constructively, not by shooting pipes in front of them.

The public in general is not at all



BARR'S PERFECT BALLOON SET-UP FOR STREET MEN!

Headquarters for every Street Man's standard needs, and the big source of unusual novelties made to sell and keep selling—at a real profit! These things constitute BARR CENTRALIZED SERVICE, namely, one completely satisfactory source of supply.

Summer Specials include ★ NOSEY MOUSE (patent applied for) the only balloon with nose and ears inflatable ★ A choice of six big double tossups, including FUNNY DAN and SNOW WHITE ★ Big, sensational KNOBBY, SERPENTINE and SPIRAL airships ★ All made of genuine BARTEX LIQUID LATEX.

Order from your jobber now. Write for complete information about other attractive items for Street-Men and CENTRALIZED SERVICE.



THE BARR RUBBER PRODUCTS CO.
Sundusky, Ohio, U.S.A.

Social Security Plates and Machines

Subscribers—Agents—Operators Write! Wire immediately for our low prices—immediate delivery—send 10c for sample, including leather cover—cash in on this new deal. **Now Everybody Makes Money.**

Social Identification Sales Co.
1560 Broadway, NEW YORK, N. Y.

500% Profit
With new 1938 "quick-action" Perfected Automatic No. 1st Gas Lighter. Retail 25c. Sample 2c. No Scarce. Packed on individual cards.
Costs you \$1.00 a Doz. or \$8.00 a Gross, Postpaid.
NEW METHOD CO.,
Box 88-32, Bradford, Pa.

ELGIN — WALTHAM & HAMPDEN WATCHES \$1.75 UP
In New Chromium Cases, all sizes, Satisfaction guaranteed or money refunded.

5 USED RUNNING POCKET AND WRIST WATCHES
American and Swiss. Our Assortment at the Special Price of... **\$7.50**

B. LOWE Room 519, Madison Bldg., Chicago, Ill.

SNAPPY COMIC POSTCARDS — JOKES
Bathing Girls, Flappers, Vacation, Fish, Jokes, Accented Views, Birthdays, etc. 100 samples 50c, 20 samples 10c. Comic Novelties, Mirrors, Pigs, Lady & Gents, Mandarins, Comic Booklets, Photos, Imported Glass, Bathing Girls 5c cards, 30 designs \$1.00, 6 samples 25c, Vestpockets Fun Cards 25 samples 10c. Complete sample assortment over 100 samples for \$1.00 express paid. Catalog, wholesale price list with order.
ARTFORM COMPANY,
1710 Underhill Ave., New York City.

Medicine Men Sell Our

Water Soluble Herb Compound. One pound makes two gallons of Dietetic-Laxative Tonic. 32 labels free. Price \$1.00 a Pound. Samples, 10c. Write for prices on Youth, Florida, Corn, Bloating Oil, Salts, Soap and Packaged Herb Compound.
FINLEY LABORATORIES, INC.
4205 Olive Street, ST. LOUIS, MO.

ELGIN & WALTHAM REBUILT WATCHES \$1.75
7 Jewel, 18 Size, in E. H. Engraved Cases, at

Send for Price List, Money Back if Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO.**
119 N. Broadway, St. Louis, Mo.

SILVERLEAF
A Genuine, Guaranteed, Permanent Silverplating Compound. Plates with 100% Pure Silver! Plates Auto Parts, Hardware, Pictures, Silverware, Instruments, All Silverplating. Displays free.
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**STREET PHOTOGRAPHERS
FULL LINE OF CAMERAS AND SUPPLIES**

We carry the largest assortment of attractive mounts that have ever been made. To fit these mounts—latest designs—color—any size—any design. Patterns, new and popular. Black books, fresh and perfect. Developer, our own secret formula. CAMERAS starting at \$10.50 guaranteed perfect. Most attractive mounts and folders for the "Four for a Dime" Camera.

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SERVICE: PROMPT AND EFFICIENT
KEYSTONE FERROTYPE CO.

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RED HOT NEW DEAL

New Coupon Deal grossing up to \$1,000 per day in some cities. This is my first ad; get in on the ground floor. Mail or wire for information.
BARKER COUPON CO., 3109 Garfield Ave., S. Minneapolis, Minn.

**SUN-EX
SUNGLASS**

NEW STREAM-LINED NUMBER
OUTSTANDING SUNGLASS OF 1938



Made of Unbreakable, Unburnable Acetate.
Side Shields Give Full Protection Against Sun—Wind—Dust.

25c Deposit, Bal. C. O. D.
Retail: **DOZ. \$1.80 - GROSS \$21.00**

23" SILK PARASOLS, Floral Design, Dozen, \$5c. Gross, \$9.00.

ORIGINAL O-U DOG (0165)
DOZEN \$1.80 GROSS \$20.00

HAPPY HOP DANCING BALLOONS
DOZEN 6c GROSS \$6.00

SNOW WHITE TOSS-UP. Gross, . . . \$4.00
25c Deposit, Bal. C. O. D.

CHARMS
Large Selection—Send for Latest Price List.

Write for Price List of Circus, Carnival and Sea Shore Specialties.
EPSTEIN NOV. CO., Inc.
116 Park Row, N. Y. City.

**CROSSES, NOVELTIES
CHARM BRACELETS**

Direct from Manufacturer **60c** Per Dozen and Up

Largest selection of fast-moving (Cash Items in the industry)—all styled right, priced right and beautifully finished.

Send 30 for Complete Sample Assortment, Novelty Jewelry, rings, pins, bracelets and engraving items.

President Novelty & Jewelry Co.
Incorporated
1220 Broadway, New York City.

**4 for 10c
PHOTOGRAPHERS
CASH IN**

On Our Photo Jewelry Novelties.
**RINGS - BRACELETS
CHARMS - TIE CLASPS, Etc.**

Complete Line — Lowest Prices.
SEND 25c FOR SAMPLES OF 2 BEST SELLERS.

CATALOG FREE.
MEDALLION NOVELTY CO., Inc.
205 Brewery, New York City.

FAIR and FOOD SHOW WORKERS

AN EASY 50 A DAY
Possible Selling the New 20-In-1 KITCHEN NECESSITY
Does the work of 20 ordinary Kitchen Utensils. Year's best-seller at 25c. On cards or brochures with 4-color photo. Price: 100 a Doz. or \$8.50 a Gross. Write for proposition, samples and Sales Plan Free.

300% PROFIT
NEW METHOD MFG. CO., 801 W-11, Bradford, Pa.

**1918 TO 1938
ALMOST A QUARTER OF A CENTURY OF
SERVICE TO MEDICINE SHOW MEN**

TWENTY-ONE YEARS is a long time to devote to a specialized business. That is the truest period of service of our company, now owned, as always, by Mr. Millerham.

As an old and reliable medicine company, we are still maintaining the same high quality and uniformity and service to the medicine men of the Medicine Showmen, both large and small.

If you believe—as we do—that one year is better than a thousand failures—we invite you to write in for our Confidential Price List and receive our money cartons in which our medicine are packed.

A few minutes after this material reaches you, you will understand why we have built a nationwide business on medicines and why a large percentage of our sales is repeat business.

References—Dean & Hildreth, Erie, Pa.; Third Union Trust Co., Cincinnati; Green-Hillside Glass Co., Foster-Fortas, Fairmont, Ala.; Weeks, Monson Chemical Co., Merck & Co., Inc., Elmer & Co., Franklin & Co., S. E. Franck, Alliance-Woodward Co.

Years for Success Always
CELTON-SA MEDICINE CO.
Cel-Ten-84 Bldg., Cincinnati, Ohio.

**100% PROFIT
NEW FULLY PATENTED
TYE - LOCK**

INVISIBLE TIE HOLDER — GOLD PLATED
HELPS ON TIGHT — JOBBERS WANTED
Write for Attractive Proposition.
Send 25c for Sample.

PACKED 12 CARDS TO AN LABEL.
TYE-LOCK MFG. CO.
1525 Aliso St., OAKLAND, CALIF.

**STATIC ELIMINATORS
MOUSE TRAPS
KNIFE SHARPENERS**

BLACKHAWK MFG. CO.,
455 N. Artisan Ave., Chicago, Ill.

**LECTURERS!!
LAXATIVE!**

New Food and Fruit Principle.
Not a Medicine — No Laxative Trouble.
500% Profit.

Small package and full details mailed for 50c.
"FRUIT - INA"
1030 Cortland St., CHICAGO.

SALESMEN WANTED

TO REPRESENT OUTSTANDING
CARNIVAL SUPPLY HOUSE.
Experienced Men with Carnival Following only.
Great opportunity for right men to make big money.

WORLD TRADING CORP.
873 Broadway, New York City.

ENGRAVERS

New High-Grade Finished
Jewelry at Low Prices
Send \$2.50 for Sample Line of Bracelets, Crosses, Tie Slides, Filigree Brooches, Pockets and Guard Pins, etc., or \$1.00 for 12 assorted samples.

ART METAL SPECIALTIES
Dept. 1208, 15 E. Washington St., Chicago, Ill.

SIGN PAINTING

MADE EASY WITH
LETTER PATTERNS
ALL SIZES, ANYONE CAN DO IT. BOOKLET
AND SAMPLE MAILED FOR \$2.50.
JOHN B. RAHM, 1330 CENTRAL, CHICAGO

out of sympathy with pitchers, and regardless of what we know them to be we cannot but feel they cannot be positively against us in a body or they would not purchase our merchandise. Our difficulty has never been inability to sell merchandise, it has been WHERE to sell it. In the late years none of us have been able to get near enough to a busy corner to find out what the general attitude would be if we did a record take in front of them. But my opinion is that if we displayed the nerve with the PLAIN TRUTH IN BIO PRINT not a soul would oppose us or approve of such injustice excepting, of course, Mr. Merchant.

Every pitcher should positively give his first attention to his personal appearance. This is his most valuable asset and should be his chief concern. True, the way we make money it's hard to pay the nut and buy expensive clothes. But there is a suggestion the hook shop. Good clothes are the only ones a pawnbroker accepts. Pawned by men of one time good standing, many swell fronts, overcoats, etc. (excepting shoes), can be purchased at a small buy often. Just remember you would not hire a clerk in a store to wait on people with a dirty shirt, would you? So why wear one yourself? Any filling station sells a good cleaner for 20 cents a gallon. With a gallon you can clean all the clothes you can wear for a month. Remember, men, if you can take it from merchants cutting you out slowly inch by inch, year by year, you can take it from me when I tell you our appearance is terrible and must be improved.

Right you are, my fellow pitchers. What you have been saying perhaps is: "Why doesn't he take his own medicine?" And my answer is: "It's a pretty big dose and one man could not digest it alone." But I'll tell you what I will do. I will meet 25 of you pitchers in a big city where 50 or 60 pitch corners could be had and every last one of us could not help but take in a double saw-buck a day each, and we will all spring the plan at the same time, have representation ready when we make the can and in that way it will come to a head quickly. Have one or two men tell the papers first what they are about to do and publicity will get us heard.

This plan is not fantastic in the least. It requires "nuts," and the Almighty knows we have had to display the world's greatest "intestinal fortitude" all our lives in order to live. Are we or are we not going to let them take from us COMPLETELY a livelihood which has required a lifetime to learn?

I have not written this to show how smart I am. I have done so as a call to arms. Organization in any other form than action in a body is useless. And any one, two or a dozen are helpless, but 25 or 30 would be something to make them sit up and take notice that they were not playing quietly with one poor weak person, but a near mob, and wailing up the public with truth at that. Something would have to be done and they would soon act upon reasonable licenses of \$1 per day or some sensible amount. Just remember this is still a free country regardless of how that phrase sounds and that no one has ever heard of a pitcher serving time for the mere fact that he was selling merchandise; and that our forefathers fought bitterly against almost incredible odds to free this country forever of unjust taxation. And ever since we as a nation have prided ourselves on being free to speak, to live, pursue happiness, sell what we make and grow, own property, travel from city to city without a report to a public king or a ruler about our movements. We as a part of that nation are entitled to all of these things and any law that says we are not is not made so with the approval of the rest of the nation. Every lawmaker KNOWS that when he passes a law that says pitchers must pay an exorbitant tax he has done a thing which is unconstitutional.

A faint heart never won a fair lady and it won't get us back our freedom

on the streets by accepting the fact that the lawmakers are justified because of the auto taking up so much space or that the people themselves are against us in one form or another. But a concentrated effort in a body will do much and cannot possibly do one speck of harm to a business headed directly for the discard unless something is done in a manner different from anything which has been done before.

There is one thing more which I must say to Mr. Merchant if he reads this, and that is out of the several thousand pitchers in America, I do not believe 10 were forced to use relief during the depression. They were so "undecorable" that they did not even take advantage of what they surely needed—BELIEF. They have relieved and will continue to relieve themselves if given a possible chance.

14 Kt. Gold Finished Crosses & Photo Lockets



Hand-Polished on all sides, 14 Kt. Gold Finished and protected chains. Carefully designed with places for engravings. Send \$1 for sample line Crosses, Novelties, Engraving Items.

LA MODE BEAD & NOVELTY CO.,
42 West 33rd Street, New York City.

**PHOTO MOUNTS
DIRECT
FROM THE FACTORY**

Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. . . Miniature samples 25 cents, postpaid.

THE GROSS PHOTO SUPPLY CO.
131-31 W. BANCROFT ST., TOLEDO, OHIO

MEDICINE MEN

Write today for new catalogues of Tonics, Oil, Salts, Soap, Tablets, Syrups, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists

137 E. Spring St., Columbus, Ohio.

**\$ 100.00
PER WEEK**

an absolutely guaranteed money. Our new Life-O-Pass one lighter business returns from just 10¢ per week with no additional investment, no salaries, no Great Deal stand. Good open territories. Present work amounting to \$1000.00. A money maker without equal for you. Get full facts today.
M. W. M. Co., Dept. B-5, Aurora, Missouri.

FOSTER'S WONDER—New Antiseptic 30-Minute Cough and Croup Remover. Wash Agency and Salesmen in your territory. Business returns from just 10¢ per week. (See below.) You can remove your own cough in a few minutes without pain, symptoms or infection. Follow directions strictly. Sample (formal 30¢) 25¢ (large bottle) 50¢, postpaid in U. S. A. Satisfaction assured. Write for Special Prices in Gross Lots. **FOSTER PRODUCTS CO., 3101 S. Grand St., Los Angeles, Cal.**

WANTED

SALESMEN, JOBBERS—From Mexico come the "DORBIT BELLY," made of baked clay on wood blocks for Women's Sport Wear. Salesmen who can sell to stores, real commission. Send for sample, \$1.25. **LAMOS NOVELTY CO., P. O. Box 200, North San Diego, Calif.**

ACE BLADES

FACTORY PRICES. FREE DELIVERY.
Details FREE. (Sample 10¢).
ACE BLADE CO.
37 South Avenue, Dept. 105, Rochester, N. Y.

CHICKEN PAPER

Subscription Men—Why not try America's leading poultry paper? A free deal for rural territories. Full issue or side issue. Every farmer is a prospect. Write today for full information, stating previous experience.
POULTRY TRIBUNE, Mount Morris, Ill.

BUYERS!! SAVE 5 TO 25%!!

SHOE LACES (U.S.A.), 27" Gross, . . . \$ 36
VANILLA, 8 Oz., Doz., 6200 Gross, . . . 7.25
FLY SWATTERS, 3oz., 3000 Gross, . . . 3.00
ASPIRIN, 144-100 Tins, . . . 1.50
With this ad.

1938-1939 CATALOGUE FREE. WRITE.
RICHARDS
1436 Genesee, (Dept. 35), Flint, Mich.

**ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS**

MAGIC DISC

Pays You up to \$30 Daily!

MEN—WOMEN
Cash in on LUX!



This "MYS-TERIOUS" disc heats water by its discovery method of boiling water...
Made of pure aluminum with 8 foot waterproof cord. AC or DC current. Guaranteed.

ENTIRELY NEW PRINCIPLE
The LUX ELECTROWATER HEATER has dozens of every day uses. No larger than your flat, yet it boils water instantly for dishes, laundry, shaving, hair, without any electricity. No chemical action—no fire, no fusing, no waiting. Simply drop LUX in water, plug in light socket, and...
Clouds of steam rise before your eyes.

LOW COST—EVERY HOME CAN AFFORD LUX
Home profit-sharing sales plan for agents. No investment. Dynamic clinches sales in two minutes.

THE LUX COMPANY
ELKHART, IND.

PIPES

(Continued from page 97)

town is open, but there are no doorways on the main drag. I haven't seen one pitchman since I've been here. They should be dropping in soon, however, because this section is all set for a bumper wheat crop, the first in six years. Money should be plentiful, too, because these Texans really spend it when they have it. What's become of Hi Hightower? Haven't seen or heard of him since we worked together in St. Louis five years ago."

PITCHMEN'S SAYINGS: "Get rid of the dokeys."—Dr. Martin Black.

"RAIN, COOL WEATHER . . .
and small scratch seems to be my lot," lins Bob Posey from Postoria, O. "I'm framing a new layout and plan to go into Canada with it. Would like to read pipes from Prof. Elmer Kane, Jim Osborne, Al Decker and Doc Pete Thomas."

GUS WEINER . . .
of Jam fame, and Phil Freed with jewelry are reported to have obtained a goodly share of the long green working Hammond, Ind., recently.

ARTIE COHN . . .
is reported to be working to good business on the Greater Exposition Shows' midway.

WHERE AT AND WHAT . . .
down, Al Decker? Are you still working the General Electric plant in Chicago?

ABE WEISNER . . .
veteran of the road, and his partner, A. Stein, who, according to Carl Swanson, is considered one of the best in the business, were sighted in Jackson, Vicksburg and Meridian, Miss., selling plenty of radio plugs after a successful engagement in Memphis during the cotton carnival there. The boys are now in St. Louis and after working the Mount City for a few weeks will head for Chicago.

HUSTLER'S TIPS: The last few years have seen a noticeable increase in the number of Fourth of July Celebrations. Numerous items find ready buyers on that day, especially novelties and fireworks. Have plenty of stock on hand, fellows, and take your best hold.

"AM DOWN HERE . . .
in Sleepy Philly with my astrology show, and horoscopes look as tho they have a bright future this season," blasts Ace Buden-Kaye, better known as Professor Acetra. "There are about 10 horoscope workers in stores here and all are doing well, especially the mentalists. Here's a tip to horoscope workers. Watch the moving pictures with astrological plots such as When Were You Born?, which has just been released by Warner Bros. You should be able to make plenty of lucre working the lobby of the theater or mezzanine floor. Arrangement can be made with the theater manager to let you go on the stage for a minute or two and make your talk. It's a great build-up if you are working scopes. Two important things to remember, however, are: put on a good front and frame your layout lavishly in the lobby. Success attracts success and vice versa. Here's another. If you are a mentalist many theaters will let you work free, giving you the privilege of selling your books or scopes. An investment in a good mentalist code or apparatus is a great asset as it will beat any pitch for holding tips. Some scope workers use the mentalist layout in stores during the Christmas holidays and it goes over big with the kids. Of course, you work on a salary and a fat one at that. Here's one that I would like to have copyrighted for the New York World's Fair, but can't: A high silk hat, a white costume covered with red stars, a black mask and gloves and tray of horoscopes suspended from the shoulders. I think I could make a yard a day if I could only get to Grover Whalen with the layout."

CARL HERRON . . .
comes thru with the following effusion, which he says he wrote while sitting on the steps of the city hall in New York as nearly 1,000 peddlers and every known pitchman in Greater New York paraded about the city hall in a protest meeting demanding a license to peddle. "The boys," say Herron, "have finally banded together and we hope some good comes of the protest parade. Recent \$5 and \$10 fines by magistrates and the discontinuance of the regular peddler's license forced them to band together and demand their rights. I received a letter recently from the Market Commissioner


Street Photographers

WHY NOT GET INTO A GOOD PAYING BUSINESS?
We have a complete stock for making 1-Minute Pictures and Cameras priced from \$7.50 up.

SEND FOR CATALOG.

Daydark Specialty Co.

2828 BENTON STREET ST. LOUIS, MO.



FAIR WORKERS!! -- DEMONSTRATORS!!

PASTE THIS IN YOUR HAT
YOU NEED OUR ADDRESS TO GET THE BEST

PEELERS, GRATERS, JUICE EXTRACTORS, VEGETABLE GARNISHING SETS
MANUFACTURED SPECIALTIES CO., 1232 Voskamp St., Pittsburgh, Pa.

See Our New Improved Grater. Write for Catalog-Prices. Our Central Location Saves You Money on Shipping Charges.

Plaster Flash!!

Cash in with "Blak," 16" high in assorted flashy colors. Packed 15 to the carton at

\$4.50

Half deposit with order, balance G. O. D. We make a full line of plasters. Send for free catalog.

Cleveland Statuary Mfrs.
3324-27-33 Payne Ave., Cleveland O.

ELECTRIC RAZOR Promotions Are Big!

A real money maker. Retail \$2.00. Even bigger than crosses. Get started at once. Write for details today.

ENGRAVERS ATTENTION!

A brand new exclusive line of engraving pins—new patterns—highly polished finish—mounted on tissue cards and cotton-panels. 18 samples for \$2.00. Order samples today.

JEWELRY SALES
We have the newest and best selling styles in Whitestons Rings, Cameo Rings, Photo Jewelry, Lockets, Crosses, etc. Order samples today.

HARRY PAKULA & CO.

5 No. Wabash Ave., Chicago, Ill.

AUTOMATIC TYPELESS PRINTER

A MONEY-MAKER and MONEY-SAVER
AUTOMATIC FEEDING!
AUTOMATIC INKING!
LEGAL SIZE 8 1/2 x 14 1/2

Neat model, famous PRINT-O-PRINTS, Special Duplicator, Money-maker specialty for electrical profession and demonstrators. Money-maker for Agents. Prints and writes thousands of copies. Letters, Ads, Programs, Hand Bills, Manuscripts, Music Scores, from single stencil. Anyone can use. Fully warranted. Order direct from this ad.

PROFESSIONAL PRODUCTS CORP.
Dept. 660, Bilimont, O.

Use Agents Write. Does work of \$150 Machines.

ONLY \$13.95 COMPLETE

Write for Free Samples of Work.



ATTENTION! PITCHMEN DEMONSTRATORS A New Kitchen Tool

Opens All Types of Cans, Jars and Bottles.

Needed in Every Kitchen, Camp, Trailer and Restaurant

Sturdily Built Nickel Plated 5 Numbers

Samples 25c Ea.

Postage Paid
MASTER OPENER MFG. COMPANY
(NOT INC.)
4527 West End Ave. CHICAGO



SENSATIONAL OFFER JEWELLED LADIES' BAGUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds

SPECIAL No. 150—HIGH GRADE 17K Brand New Movement. Guaranteed to keep accurate time for 3 years. Watched from a \$300 Article. In Lots of 5. Each \$6.95

Samples, \$1.00 Extra.
2550 Decatur, Eastman Co., G. D.
SEND FOR NEW 1938 CATALOGUE.
FRANK POLLAK
66 Bowery, NEW YORK CITY.



PHOTOGRAPHERS ONE-MINUTE PICTURE MEN

4 FOR 10¢ PICTURES
FOLDERS, MOUNTS, Direct

Something New in Foldery. From Factory

MARVIN PHOTO MOUNTS
189 Roman St., Brooklyn, N. Y., U. S. A.

HOT SCREAMING NOVELTIES

Fun and Shimmy Dancers, Frankfurters, Krazy Cuckoos and what not. Full Solomon's Sarcasm Line of about \$2. worth \$4. Biggest Sensation Now! Burning Hose Race Sheets, \$1.50 per 100. Send for catalogue of 1938 items. **NORTHEASTERN CO.**, 257 Broadway, Dept. B-6, New York City.

FLASH! SOX! FLASH!

10 Dozen Pairs Men's Rayon Silk and Cotton Socks. Seconds, will be sent to you prepaid for \$6.00.

FALLS CITY MERC. CO.
Box 305, New Albany, Ind.
ORDER TO DOZEN TODAY.

SOAPS for Medicine and Streetmen

For more than 25 years we have established our name throughout the Soap for Streetmen. Large assortment Soap Brands, also Private Brands to order. Write today for price list and samples.

Indianapolis Soap Co., Dept. 38, Indianapolis, Ind

informing me that henceforth all peddling shall be eliminated from the streets of Greater New York. This new ruling also includes legitimate door-to-door canvassing, car washers and boot-blacks. Destitute peddlers with large families and who have paid out their last dollar in fines when applying for home relief are turned down because they are peddlers and capable of self-support. You can readily see what pitchmen and peddlers are up against here. The new administration is against peddlers and is trying hard to get rid of them. It's very much unlike the Walker regime which, during the depression, instead of decreasing the peddlers increased them by throwing the city wide open to apple peddlers and allowing leniency to the professional peddler. I'm now going to take my place in the parade carrying a banner reading: "Down With Pines, We Want a License."

REPORTS EMANATING FROM Columbus, O., see to the effect that the officials are hostile and that the powers-that-be are citing the boys.

SEYMOUR POPEL . . .
and Barney Weiner are reported to be working Asbury Park, N. J., to okch results.

JEAN DELMAR . . .
is still clicking with pens in Salt Lake City, according to word emanating from that sector.

SPEND MORE TIME . . .
practicing diplomacy and you'll find that your antagonistic tendencies will disappear.

MEMORIES: Do you remember when Barney McChyn worked rubber look-backs and Joe Krause worked glass jers and billboards in Boston? When Sam Levy worked packages in the Loop, Chicago, and the boys stood around watching his noon pitch? When Joe Waddell only made a 5 a.m. pitch on gummy? When Dick Garrison hid his dough under the tablecloth and then forgot where he put it. When Bob (Julius) Harris threatened to jump off the railroad ferryboat at Cairo, Ill?

"JUST CLOSED . . .
with George F. Barnes' med show at Wright City, Tex., wiggawag W. R. (Monk) Chism from Lindale, Tex. "Business in the East Texas oil fields was rotten. It looks mighty tough for med shows in this section. I plan to go to Iowa from here."

OTIS O. RODGERS . . .
better known as the "Little Man With the Monkey," who pitches anything on the market, is now headed for the West Coast, where he plans to work sheet. While in a poetic mood recently he penned the following: "Kind friends, if you will listen I'm going to make a talk with a perfect demonstration upon this old sidewalk. I have come to the conclusion that great pleasure all men crave; that's why I try to put it in every single shave. Men with much im-

NEW! NEW! GOOFY GOLF BALLS



WILL WOBBLE AND GO OFF CENTER. WILL SQUASH WHEN HIT. SELLING VERY FAST.

\$18.00 GROSS \$1.60 SAMPLE DOZEN

Send for List of Other New Hit Numbers.

Franco-American Nov. Co.
1205 Broadway, New York City.

CHEWING GUM 22¢ BOX

RETAILS FOR \$1.00.

Each box holds 20 Cellophane 6¢ Packs of Factory Fresh Gum! Shiny Discs! Boxes help you to get quick 100% to 200% profits. Be our distributor! Send \$5.00 for sample box (pre-paid). **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS, 145-D MI. Pleasant, Newark, N. J.**



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

LIMITED LOT ... ACT QUICKLY ... SALESMEN

Tremendous Profits on a Tremendous Bargain. **WONDERFUL SUMMER BEVERAGE.** A Different Carbonated Drink that FIZZES. A Different Concentrated and Delicious TRIPLE FRUIT Flavors. Packed in very attractive four-color envelopes. Each envelope makes 3 Bottles of Carbonated Soda. Carton of 48 envelopes in a beautiful six-color Coaster Display Carton, made especially for Eye-Appeal. Retail Price So prominently displayed.

YOUR COST \$1.08 GROSS ENVELOPES

Flavors 5/10 an envelope, or for 1/2 you make 3 Bottles of Soda. Pop.

SPECIAL REMAINING STOCK—200 Gross Envelopes in 10 Gross Lots, until sold First Come . . . First Served.

GROSS ENVELOPES 90c

Full payment on all orders below \$5.00. On larger orders 50% deposit.

MILLS SALES CO.

One Only Mailing Address OF NEW YORK

901 BROADWAY, New York, N. Y.

WORLD'S LOWEST PRICES-WHOLESALE

DISTRIBUTORS-JOBBER-SALESMEN

FAST DEAL, QUICK TURN-OVER
100% TO 200% PROFIT.

This Number is "HOTTER" Than HOT. FOR CONVENTIONS, CELEBRATIONS, FAIRS, PARKS, CARNIVALS, MOUNTAIN, LAKE, BEACH, STAYSHORE RESORTS, ETC.

"VISITORS WELCOME" Displays are NEW, MODERNISTIC and ATTENTION COMPELLING. Made on Cellulose, reinforced with a cotton fabric, high lustre and clean. No competition, nation-wide market. For use in interior of stores and window. Every Business, Bank, Merchant, Restaurant, Cafe, Tavern, Nite Club, Exhibitor, Concessionaire, etc., is a prospect for one or more of these sensational TRADE Stimulating Displays. Give excellent service for 6 months to a year or more.

Visitors We Greet You WELCOME To Our City

Size 3x3 ft. costs 35c each; sell for \$1.00 up. Size 3x3 ft. costs 50c each; sell for \$1.50 up. Size 5x5 ft. costs \$1.00 each; sell for \$2.00 to \$3.00 up.

Send TRIAL order Today for \$5.00, 250 or more assorted as you wish. Help yourself. You'll repeat. 1/3 Deposit, Balance C.O.D. If cash in full accompanies order we FREE-PAY Express Charges. Samples (3x3 ft.) by Parcel Post PREPAID \$1. Cash with order.

UNIVERSAL DISPLAYS
418 AUGUSTA ST., CINCINNATI, O.

MAKE MONEY

Get into the Street Camera Business—We will start you on this big paying, all year business.

Street Cameras and Supplies. Write for List.

FREEDMAN CAMERA CO., 227 E. 119th St., NEW YORK.

MEXICAN JUMPING BEANS

\$9.75 Per Pound FRESH CROP

Every Bean Guaranteed
1,000 lbs. \$9.75
500 lbs. 5.00
100 lbs. 1.00

50% Deposit, Bal. C. O. D. Remittance in full with delivery prepaid.

NATIONAL CYCLE & NOVELTY CO.
724 St. San Pedro St., Los Angeles, Calif.

MEDICINE MEN

A new, complete line (2 standard items) for Medicine Show Workers. Catchy name, flash carters, labels meet all requirements of Federal and State laws, formulas by registered pharmacist—proof to meet all competition. Send today for full information. Sample line all eight items only \$1.00, Postpaid. This \$1.00 credited to your first order.

UNIVERSAL LABORATORIES, Dallas, Tex.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

portance, their time they cannot waste; that's why I'm introducing this noted razor paste. Pleasure is my motto, rendering that of ease; come in a little closer will you, brother, please? Here we have the holder, with that pitch of tone; to fit almost any razor within the safety zone. A drop of perfect finish your seeling will decide; that Tom, Dick and Harry can strap on either side. Now if you don't have the data, I'll give you my advice; \$1 for this layout is cheap at half the price. We give you the holder, the other we throw in; it's going. I've got your dollar, I thank you, call again."

WHAT'S BECOME . . .
of Mrs. Birdie Simms (Lady Burdell), who for many seasons traveled with her late husband's men show throughout the West and Midwest? The inquiry is made by Ben Badley, who visited the pipe desk last week while attending a magic convention in the Queen City. Badley, who traveled with the Simms organization many years ago under the name of Devo, is now located in St. Louis.

DON'T LET the hot weather affect you. Forget about it and go out and get some of the long green.

N. F. TATE . . .
of the Tate-Lax Med Co., letters from Waco, Tex., that he is just about ready to start out for the season with his new layout. He plans to play Texas territory. "New layout," says Tate, "consists of four semi-trailers, each 44 feet long and weighing from 55 to 75,000 pounds, 380 square feet plate glass show windows and other side views showing many relics and curios. Reading The Billboard last week brought to mind many memories and all good ones. I saw where many of my friends are out on the green doing well."

"HAVE JUST RETURNED . . ."
home after having gone all the way up to the vicinity of Harrisburg, Pa., pencils Mrs. Bob Neell from Bedford, Va. "Got in one day before a new member of the family was born. Soon as she is big enough to troupe we'll go out again. We have a little family show now, with only two of us working the platform. Everyone seems to be walking about hard times, but we're still plugging along about the same as ever."

Events for 2 Weeks

- (June 20-25)
- CALIF.—Long Beach, Dog Show, 25-26. Long Beach, Rodeo, 25-26. Truckee, Home-Coming Week, 23-25.
 - IDAHO—Coeur d'Alene, Swedish Festival, 25-26.
 - ILL.—Rock Island, Celebration, 20-25.
 - IND.—Jasper, Legion Celebration, 20-25. Terre Haute, Elks' Celebration, 20-25.
 - IA.—Charles City, Jubilee, 24-25.
 - MINN.—Mendota, Veterans' Medal Gras, 18-23.
 - MICH.—Searsda, Fishing Rodeo, 26.
 - MDN.—Alexandria, Banquet Celebration, 22-25.
 - MO.—Hardin, Rodeo, 24-25.
 - MO.—Chillicothe, Horse Show & Rodeo, 23-25.
 - N. Y.—Elmira Heights, Old Home Week, 19-23.
 - Franklinville, Celebration, 20-25.
 - Rochester, Legion & Firemen Celebration, 20-25.
 - N. C.—Williamston, Lions' Expo. & Indoor Circus, 20-25.
 - N. D.—Hope, Community Celebration, 24.

Full-Date Carnival Show Letters
As Reported by News Representatives for the Shows

Funland
La Grange, Ky. Week ended June 4. Location, city lot. Auspices, American Legion. Weather, some rain. Free gate. Business, good.

Ed C. Merica, of Mighty Sheedley Midway, joined here to take over general agent and press. Show is carrying free act, even tho there is no gate.

Emmence, Ky. Week ended June 11. Location, city park and streets. Auspices, Volunteer Fire Department. Weather, fair. Business, good.

Floyd B. Beth's Joy Box funhouse and Kiddie Ride scored here better than at any spot so far. L. E. Beth and Mrs. Albert Beth added two stock stores to their list. Professor Rossi's one-ering circus and band are a worth-while attraction, featuring Evelina Rossi, 12-

- O.—Ashland, Dog Show, 24.
- Cincinnati, Cavalry/Press Club Outing, 23.
- Harrison, Firemen's Festival, 20-25.
- Norly Baltimore, Legion Street Fair, 20-25.
- OKLA.—Duke, Celebration, 23-25.
- PA.—Amherst, Legion Celebration, 17-23.
- Brockville, Laurel Festival, 23-25.
- Cubaerville, Celebration, 20-25.
- Pinksville, Firemen's Celebration, 20-25.
- Richmond, Firemen's Celebration, 20-25.
- Lafayette Hill, Barron Hill Firemen's Fair, 17-25.
- MILBURG, Firemen's Night Fair, 20-25.
- S. D.—Huron, Gals Day, 23.
- Chamberlain, Nation's Highway Celebration, 22-24.
- TEX.—Electra, Rodeo & Celebration, 24-26.
- VA.—Colonial Beach, Legion Festival, 24-26.

- (June 27-July 4)
- ARIZ.—Prescott, Frontier Days, 1-6.
 - CALIF.—Altura, Round-up, 3-4.
 - Lakeside, Rodeo, 4.
 - Lompoc, Rodeo, 3.
 - Willits, Frontier Days, 2-4.
 - COLO.—Greeley, Rodeo, 4.
 - IDAHO—Grangeville, Rodeo, 2-4.
 - ILL.—Chicago, Puppet Festival, 27-30.
 - Stockton, Street Carnival, 28-30.
 - IND.—Bloomington, Celebration, 27-July 4.
 - Bloomington, Merchants and Mrs.' Expo., 27-July 4.
 - Columbia City, Celebration, 30-July 4.
 - South Whitley, Street Celebration, 30-July 4.
 - Vincennes, Legion Celebration, 27-July 4.
 - IA.—Waukon, Rodeo, 2-4.
 - West Liberty, Centennial Celebration, 20-23.
 - ME.—Stockland, Old Home Week, 27-July 4.
 - MASS.—Danvers, Celebration, 30-July 4.
 - Princeton, Celebration, 30-July 4.
 - MINN.—Candy, Rodeo, 30-July 4.
 - MO.—Bonne Terre, Home-Coming, 29-July 4.
 - Dexter, Legion Celebration, 27-July 4.
 - Trenton, Celebration, 27-July 4.
 - MONT.—Lewistown, Stampede, 2-4.
 - Lovington, Round-up, 2-4.
 - Red Lodge, Rodeo, 2-4.
 - Whitefish, VFW Celebration, 28-July 3.
 - NEV.—Reno, Rodeo, 2-4.
 - N. J.—Mine Hill, Fire Dept. Gals Days, 20-July 2.
 - N. M.—Carlsbad, Carlsbad Cavalcade, 2-4.
 - Silver City, Rodeo, 3-4.
 - N. Y.—Hastings-on-Hudson, Firemen's Celebration, 27-July 5.
 - Shanmanga, Legion Celebration, 27-July 2.
 - Itabene, International Good Will Week, 27-July 2.
 - N. D.—Van Hook, Rodeo, 2-4.
 - OK.—Canton, Home-Coming Celebration, 20-July 4.
 - Columbus, Italian Fiesta, 27-July 4.
 - Warren, Celebration, 27-July 4.
 - OKLA.—Collinsville, Rodeo, 2-4.
 - Dewey, Round-up, 2-5.
 - ORE.—Baker, Rodeo, 2-4.
 - Crawfordsville, Round-up, 4-5.
 - Klamath Falls, Rodeo, 2-4.
 - Molalla, Rodeo, 2-4.
 - PA.—Coalport, Celebration, 27-July 2.
 - Marionville, Forest Festival, 27-July 3.
 - Mount Pleasant, Firemen's Street Fair, 25-July 2.
 - Phillipsburg, Celebration, 20-July 4.
 - Point Marion, Vol. Fire Dept. Carnival, 25-July 4.
 - Sewickley, 4.
 - DOG SHOW, 2.
 - S. D.—Belle Fourche, Round-up, 2-5.
 - Bryant, Legion Celebration, 28-29.
 - Montrose, Frolic Day, 25.
 - TENN.—Martin, Celebration, 20-July 4.
 - TEX.—Big Spring, Cowboy Reunion, 2-4.
 - Canadian, Rodeo, 2-4.
 - Falfurrias, Rodeo, 2-4.
 - Kerrville, Rodeo, 2-4.
 - Pecca, Rodeo, 2-4.
 - Stamford, Cowboy Reunion, 4-6.
 - VA.—Northon, Rhododendron Festival, 30-July 2.
 - Woodstock, Firemen's Carnival, 29-July 2.
 - WASH.—Brewer, Legion Celebration, 27-July 4.
 - Kennewick, Rodeo, 2-4.
 - WIS.—Kenosha, Legion Celebration, 27-July 4.
 - Racine, Good Will Celebration, 24-July 10.
 - Lake Geneva, Dog Show, 4.
 - WYO.—Cody, Stampede, 4-6.
 - Oglette, Round-up, 2-4.
 - Lander, Pioneer Days, 3-4.
 - CAN.—Carbon, Alta Stampede, 29.
 - Coat, Alta Stampede, 2-4.
 - Lehrbidge, Alta, Stampede, 4-6.
 - Raymond, Alta, Stampede, 1-2.
 - Sundre, Alta, Stampede, 20-July 1.

Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 79.

year-old aerial artist, and Jimmie Rossi, five-year-old clown. ED C. MERICA.

C. W. Nail
Fardyce, Ark. Week ended June 4. Weather, fair. Business, fair.

It was like oldtimes here as far as crowds were concerned, but there wasn't much money spent.

Warren, Ark. Week ended June 11. Weather, fair. Business, fair.

This was show's eighth week out and the business has not been anywhere near last year's, show has not lost money. Athletic Show changed managers here. J. B. Nelson is new manager. Wife of Bert Miller, concessioner, is in a hospital in Little Rock, Ark., where she will undergo a major operation. C. W. Nail is confined to bed with colitis. Jim Rogers, of Rogers & Powell Shows.

Ride Owners - Attention
OUT DOWN YOUR COST ON ELECTRIC LIGHT BULBS

20 Watt Incite Frost Railroad Bulb, 11 1/2c Each
25 Watt Clear Railroad Bulb, 14c Each
25 Watt High Milltype Bulb, 20c Each

We Pay Express to any part in U. S. A. Catering to Showmen Since 1910.

BRIGHTON LAMP CO.
15 Hudson St., New York City.

WANTED HENRY, ILL.

JULY 1 TO 4, INC., IN CITY PARK.

Concessions of all kinds. Largest Collection in Northern Illinois. Address E. H. BUNTING, Henry, Ill.

WANTED Chillicothe, Ill.

JULY 1 TO 4, INC., IN CITY PARK.

Sponsored by Business Men and American Legion.

Legitimate Merchandise Concessions, Ice Cream, Etc. This was a Red One last year. Address ROBERT KOBACKER, Chillicothe, Ill.

WANTED

Concessions for 4-H CLUB AND OLD SETTLERS CELEBRATION

August 9 to 13, CENTERVILLE, IND.

FOR SALE

8-CAR PRETZEL RIDE. Mechanically perfect. Now in operation in Coeur d'Alene, N. Y. Best one after boys. Ride and effects cost \$7,000. Act quick. Owners: Other business involving B. P. JOHNSON, Live Park, Coeur d'Alene, N. Y.

WANTED

SIDE SHOWS AND CONCESSIONS

BLAINE COUNTY FAIR
CHINOOK, MONT. — SEPT. 4 AND 5.

was a visitor. Many paper mills and large saw mills are closing in this section because of labor trouble. At Cotton Valley, La., Mr. and Mrs. Sanders lost their trailer by fire. L. M. BROWN.

Art Lewis
Syracuse, N. Y. Week ended June 11. Second week. Auspices, American-Italian War Veterans. Same location, old market site. Business, fair, marred by rain.

Stay-over engagement on same location once again proved that two weeks on any one location is not practical. Business, altho fair, was a disappointment to management and not up to expectations. However, entire engagement was a pleasant one due to wonderful co-operation received from city fathers, committee and citizens of Syracuse. General Manager Art Lewis made a host of friends and was guest at several dinners given by dignitaries of city. Incidentally, he purchased latest model Buick automobile here. Art Henderson, better known as Dare-Devil Anderson, completed new illumination effect on his free-act rigging which is not only very pleasing to the eye but an added asset to Art Lewis' midway. Week's Jamboree was tops, as Lester (AJ) Smith, director of WPA Theatrical Project in Syracuse, not only graced social club's show with his appearance but brought with him an entire WPA band, which played the performance. Also brought along his entire troupe of professional WPA vaudevilleans. They strutted their "stuff" for edification and entertainment of entire personnel as well as distinguished guests of General Manager Art Lewis, namely, Police Inspector Arnold, Chief of Detectives Charles Metzger, Detective Sergeant Ed Doylan, Detective Jess Letter and Fire Marshal Charles

C. W. NAIL SHOWS

WANT

WHIP FOREMAN. Must be sober and reliable. Real Ride Help on all my Rides. Pay day EVERY Tuesday, cash. Can place a few Stock Concessions; also Freedom Custard, Novelties, Cat Rack, Game Rack. Want Small Shows—Working World, Fat Fella, Snake Show. Want Electrician that can put two wires together. Preferably one with Concession. Carry only one Concession of a kind. Write or wire. C. W. NAIL, Monticello, Ark., West June 20-25.

WANTED

WHIP FOREMAN AND SECOND MAN ON OCTOPUS. Experienced Only. CHARLES GERARD 1547 Broadway, Room 010, New York City.

CETLIN & WILSON SHOWS, INC.

Tenth Annual Regatta and Fourth July Celebration Location, Lake View Park on Banks of Lake Erie at Conneaut, O. Boat Races, Fireworks and Parades. Eight days, starting June 27, ending July 4, including Sunday. Want Double Loop-O-Plane, Eight-Car Whip, Boomerang, Live Pony Ride. Slover, please answer. Want Colored Musicians. Address Lawson. Want Bingo Caller. Must be experienced and reliable. State lowest salary. Wire Chas. Cohen. Want Side Show Attractions. Highest salaries paid. Also outstanding Freak to feature. Address Duke Jeannette. Want Silodrome. Want Grind Shows of merit for this celebration and long circuit of outstanding fairs, starting the middle of July and ending the last of November. All address, this week, McKees Rocks, Pa.

HOME COMING CELEBRATION

PETOSKEY, MICH., SIX DAYS AND NIGHTS, JUNE 27 TO JULY 2 First Big Event in Northern Michigan. Tremendous Crowds. Rides booked. Have room for a few Concessions and good Shows. All address RALPH BROWN, Chairman.

Gruberg's World's Exposition Shows, Inc.

WANTED—Acts for Circus Side Show. Freaks and Novelty Acts of every description. Mindreading Act, Scotch Bagpiper (Scotty Carrol, or Major West, wire), Impalement Act (Frank Anderson, wire), Wire Richard (Fat) Lorraine, Manager, Side Show. WANTED—Experienced Relief Caller for Bingo. Wire Mrs. Rose Gruberg. Wire WORLD'S EXPOSITION SHOWS, Inc., Rochester, N. Y., this week.

GROVES GREATER SHOWS

Rochester, June 20-25; Delphi, June 27-30. BOSWELL, JULY 1-2-3-4 CAN PLACE Independent Shows, Acts for Side Show. Can use legitimate Concessions of all kinds, Novelties, etc. All address, ED GROVES, Rochester, Ind., or Per Route.

F. & N. SHOWS

Wants Custard, Scales, Hi-Striker, Devil Bowling or any Legitimate Concessions. Will book Whoops that work for stock. Will book Shows with own outfits at 15 per cent. Wants reliable Eli Wheel Foreman. No boozers wanted. Wire or write. F. L. FAUST, Catawissa, Pa.

CONCESSIONS WANTED FOR

AMERICAN LEGION'S ANNUAL STREET FAIR AND FOURTH OF JULY CELEBRATION, ALL WEEK, ARROUND COURT HOUSE SQUARE, BLOOMFIELD, IND., WHERE PEOPLE COME. All rides except Chastlaine Snake—want one. All Riders except Snake booked—want one who works strong. WANT legitimate Concessions of all kinds. No X, but won't overload. This is third straight time this Show has played July 4 here; must be good. Bloomer, Ind., on the 4th; this week: Wirthington, Ind., on Streets, week June 27; English, Ind., Homecoming, week July 18; Taylor County Fair, Campbellsville, Ky., week July 25. Other Fairs to follow. DIXIE BELLE SHOWS LOUIS T. RILEY, Sole Owner.

WANTED CAPABLE MAN

With Girls and Costumes for Girl Show. Man and Wife for Posing Show, Musicians and Chorus Girls for Minstrel Show. Wheel and Coupon Agents. STATE FAIR SHOWS Week June 20, Basin, Wyo.; Week June 29 to July 4, Red Lodge, Mont.

Wilks. Coleen Humphries capably handled her job as emcee. Lew Lange has started out to win himself a life membership in National Showmen's Association and to date, altho he has been back on show but a couple of weeks, has seven applications signed up. Harold Masters, better known to show fraternity as "Maggie the Clown," drove down from his summer home at Redwood, N. Y., as guest of writer to be in attendance at his weekly Jamboree. Max Cohen, counsel for American Carnivals Association, was also a visitor and enjoyed his visit immensely. Everyone is putting finishing touches to equipment preparatory to our entry into province of Quebec. Speedy Palmer, pilot of Art Lewis Shows' airplane, went thru his final examinations at Syracuse and is now a graduated transport pilot.

F. PERCY MORENCY.



MRS. MURRAY'S FROSTED SHERBETS Here's the greatest Candy Package ever conceived with a taste and eye appeal that rates top! MRS. MURRAY'S FROSTED SHERBETS are deliciously different TRUE FRUIT FLAVORED, jelly centered confections, with a rich frosted coating that seals the true flavor and retains its freshness over an indefinite period of time. THIS CANDY WILL STAND UP UNDER THE HOTTEST WEATHER CONDITIONS. EACH PIECE OF CONFECTION IS SHAPED AND MOLDED IN THE ACTUAL FORM OF THE FRUIT IT REPRESENTS. Packed in a one-pound size extension edge box, and wrapped in the latest creations of colored cellophane. Raspberry, Cherry, Strawberry, Grape, Lemon and Orange . . . every one a tempting piece of candy with a superb flavor that positively matches that of the non-ripened fruit itself. It's a natural for Seabroam, Grind Stores, Ball Games, Science and Skill Stores. \$1.20 Per Dozen. Packed 4 Dozen to a Carton, \$4.80. 25% Cash With Order — Balance C. O. D. SEND FOR FREE ILLUSTRATED CIRCULAR OF OUR COMPLETE SUMMER LINE.

CASEY CONCESSION CO. 1132 South Wabash Avenue CHICAGO, ILLINOIS

WANTED - - - - - WANTED - - - - - WANTED HIGH SENSATIONAL FREE ACTS FOR THE BALANCE OF SEASON. SALARY NO OBJECT — WRITE. WANT—Grind Stores. Also Merchandise Wheels that can work for 10 cents. SHOWING BEST MONEY SPOTS IN NEW YORK STATE. Also want Girls for Girl Shows. HAVE SIX (6) FAIRS BOOKED. HAVE SOME OPEN DATES IN AUGUST, SEPTEMBER AND OCTOBER. FAIR SECRETARIES GET IN TOUCH WITH ME. HAVE TWENTY (20) ATTRACTIONS. S. E. PRELL, Managing Director. Massena, N. Y. this week; next week GOODWILL AND BIG DOMINION CELEBRATION, Malone, N. Y., followed by FIREMEN'S OLD HOME WEEK AND 4th OF JULY CELEBRATION.

DELUXE SHOWS of AMERICA

Fourth of July and Navy Week Celebration CHEBOYGAN, MICH., SEVEN DAYS, COMMENCING JULY 4 Monster Celebration on Fourth and following week given over to Navy Demonstrations, Bands, Parades. Thousands of Great Lakes Training Cadets. All doings on Main Streets. We need some Concessions and one or two Shows. Write or wire HENRY MARTIN, Secretary.

4 FOR 10c PHOTO MACHINES AND SUPPLIES Do you know the PHOTOLA—MODEL 0 is a mechanical achievement — Automatic Cut Off — A Precision Factory Built Unit — Made to last a lifetime! The mechanical ALL METAL CAMERA is so compact that the problem of bulk is eliminated. Fast 1:2.8 ANASTIGMAT LENS, A THREE-YEAR GUARANTEE AGAINST ALL MECHANICAL IMPERFECTIONS—INCLUDING THE SHUTTER. WE ALSO CARRY A FULL LINE OF DIRECT POSITIVE PHOTO SUPPLIES, GLASS FRAMES AND FOLDERS. Examan 1 1/2 in. x 2 1/2 in. Direct Positive Paper, \$4.75 per roll; 2 in. x 2 1/2 in. \$6.95 per roll; all other sizes at cut prices. FAST MAIL AND EXPRESS SERVICE TO ALL PORTS. WRITE NOW FOR OUR NEW CATALOG. HANLEY'S PHOTO COMPANY Kansas City, Mo. 205 East 12th Street.

CLYDE'S UNITED SHOWS WANTED FOR OLD HOME WEEK AND FIREMEN'S CELEBRATION, TO BE HELD IN BROOKWAY, PA., WEEK OF JULY 4 TO JULY 9. Also Want for Somerset County Firemen's Convention, To Be Held in SCALP LEVEL, Pa., the Week of July 18 to 22. Other Celebrations and Fairs to Follow. CONCESSIONS: Photo, Snake, Devil's Bowling Alley, Pinch-You-Win, Cigarette Shooting Gallery or any other Concessions, (offering for 10c). On account of last minute disappointment want Ferris Wheel, Kiddie Ride or any other they are confining with what I have. WANTER—Grind Shows of all kinds. Talker for Photo Show and A-1 Banner Man. Don't stick Don't stick wants Agents. This Show carries no gate. Address all replies to: GEORGE G. SMITH, Manager, CLYDE'S UNITED SHOWS, Johnsonburg, Pa.

NAME YOURS!

Try this on YOUR Lot
Tell us what you want in Used Equipment and the price you want to pay, and we'll try to match you.
Pitch Till You Win!
Write—Wire—Phone
BAKER - LOCKWOOD
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"A DeLuxe Service That Costs You No More."

ROYAL EXPOSITION SHOWS

Wants Concessions of all kinds, Wheels and Grind Stores, Candy Apple and Diggers, Sam Hill, wire or wire, Good terms to shows with or without their own outfit. Want Ten-in-One, will furnish new outfit. Address BERT ROSENBERGER, Mgr., Brookville, Pa., celebration this week; Altoona, Pa., to follow.

GOLDIE GOLDSTEIN

THE WHISTLE WORKER
Or any other first-class Whistle Man or entertaining Pyrotechnian. I have the best set-up in America for you. Write
THE PACIFIC WHALING CO., Exposition Train, M. L. ANFERGER, Mgr., Columbus, June 23-25; Central City, 23; Hastings, 24, 25, 26; Grand Island, 27-28; Kearney, 29-30; all Nebraska.

WANTED BALLOON ASCENSION AND FREE ACT
For
BYESVILLE HOMECOMING
JULY 26, 27, 28, 29 and 30, 1938.
Write ROY A. COX, Secy., Byesville, O.

SHOWS—WANTED—CONCESSIONS
For Knoxville-Galesburg, Ill., Legion Celebration, July 1-2-3-4 and balance of season. No Gate. Open Grind Shows, Concessions that work for stock. No Grind. Can use Dave Glenn for La Fayette, Ill., Fair, Aug. 22 to 26. For info Parker 2-4 Street Merry-go-Round in 2-1 condition.
HOFFNER & LAVELL SHOW, Knoxville, Ill.

RIDES Wanted
FOR
JULY 3-4 CELEBRATION
WILL BOOK GOOD ACTS AT ALL TIMES
TOURIST PARK, R. O. NO. 1, HALIFAX, PA.
CAN PLACE AT ONCE HALF AND HALF
Irma Ferrell wife,
L. W. JEANNETTE
OETLIN & WILSON SHOWS,
Market Rocks, Pa., June 20-25.

WANT
Sole, reliable Ferris Wheel Operator. \$20 per week.
WIL HOFFNER AMUSEMENT CO.,
85 Morris, Ill., week of 20.

W. A. GIBBS SHOWS

Want Shows—Snake, Fresh, Midway, Fat Girl, Mechanical, with or without outfit. Want Snake, Trampet colored. Also want Candy Flies, Snow, Apple, High Roller. Also for Snakes, Horse Joint, 20 x 1 by V. F. W. Celebration 4th, Chanote, Kan. Bill Bennett who Frank Harrison. All mail W. A. GIBBS, Baxter Springs, Kan., this week; Potosi, Mo.

RUBIN & CHERRY EXPOSITION, INC.

"THE ARISTOCRAT OF THE TENTED WORLD"

WANTED—Circus Side Show. Must be good or we can't use it. Must have High Class Feature Acts. No junk. We will furnish new top, 24x150. You must have balance of outfit.
WANTED—Monkey Circus. The best is what we want. Nothing else considered.
WANTED—Showman capable of getting money to manage Carlson Sisters, Fat Girls.
WANTED—Motordrome Riders, Ladies and Gentlemen. Will buy 4 or 6 Lions. Broke for Motordrome.
WANTED—Talkers that can really sell High Class Attractions.
POPCORN AND CANDY APPLE CONCESSIONS OPEN.
RUBIN GRUBERG, Wausau, Wis., This Week.
President. Iron Mountain, Mich., Next Week.
FOR SALE—Waltzer Ride. No room to carry. Now in operation.

V. F. W. COUNTY FAIR CELEBRATION V. F. W.

GREENBURGH, N. Y.
ON WHITE PLAINS CITY LINE
Strongest Auspices in Westchester County. 40,000 Merchant Tickets Distributed. Billed Like a Circus for 15 Miles Around. Big Free Attraction Nightly.
(SIX DAYS AND NIGHTS)—JULY 4, 5, 6, 7, 8, 9.
AMERICAN LEGION CELEBRATION FOLLOWING WEEK
JULY 11th to 16th at ARDSLEY-ON-HUDSON, N. Y.
First show in five years. Other dates following, including 8 weeks in and around ALBANY, N. Y. All Strong Auspices and Promotions.
(CAN PLACE)
ALL KINDS OF CONCESSIONS, SHOWS WITH OWN OUTFITS, ON ACCOUNT OF DISACREEMENT, HAVE OPENING FOR CAROUSEL, FERRIS WHEEL and CHAIROPLANE, also ANY FLAT RIDE. (GOOD TERMS) for this and other dates if preferable.
(CAN USE GOOD FREE ACT)
—WIRE, WRITE or PHONE—
BLUE RIBBON ATTRACTIONS
1585 BROADWAY, (SUITE 221), NEW YORK CITY
JACK WEINBERG, Mgr. Phone: Columbus 5-9497.

LAST CALL GALAX, VA., LAST CALL FIREMEN'S CELEBRATION

JULY 2 TO 9, INCLUSIVE.
Presenting Special Features and Fireworks on Monday, July 4 (20,000 People Expected)
DIXIE MODEL SHOWS ON MIDWAY.
Shows, Rides and Concessions, get in touch quick. Capt. F. H. Cushing, Mrs. Doc Willis and others that are booked, acknowledge this call, stating what date you will arrive in Galax, Va. Want to hear from sober and reliable Wheel Foreman to join on wire. All address, this week.
MANAGER DIXIE MODEL SHOWS
BOX 1563, HIGH POINT, N. C. NEXT WEEK, GALAX, VA.

CRYSTAL EXPOSITION SHOWS

RORTOR, VA., JUNE 27 TO JULY 2; BIG STONE GAP, VA., JULY 4 TO 9.
Two of the Best Celebrations in Virginia.
Not Promotions, real Annual Celebrations, with over 15,000 expected on the Fourth, and all Mines in this section working 5 days a week. WANT Legitimate Concessions, Shows with or without own outfit. Girls for Minors show (salary). Also Colored Musicians for Band. Salary extra. WANT Foreman for Twin Ferris Wheels. Must be sober and reliable. CAN USE Sign Writer and Scene Artist. Address: All Mail to Greenville, Tenn., This Week.

CHAMBER OF COMMERCE

First Free Street Fair and Mammoth Fourth of July Celebration
HARBOR BEACH, MICH., JULY 1 TO 4, INCLUSIVE
Only legitimate Games wanted and must put out merchandise. Can use good Clean Shows. Rides booked. Address **ROBERT FITZPATRICK,** Harbor Beach, Mich.

Free Street Festival and Mammoth 4th July Celebration

PAULDING, OHIO, JUNE 27 TO JULY 4
WANT Loop-o-Plane, Tilt-a-Whirl, Kiddie Rides, Pony, Others wire. SHOWS—Ten-in-One, Grind Show, Girl Show. CONCESSIONS—Fish Pond, String Game, Devil's Bowling Alley, Novelties, Pitch-Till-U-Win, Hoop-La, Photo Gallery, Diggers, Ham and Bacon, Radio, Blankets, Buckets. Other concessions write or wire.
THE CELEBRATION SHOWS, OTTAWA, O.
Ernest Mounbergh, get in touch with me; L. A. Kelly, Legal Adjuster.

WEST BROS. SHOWS WANT

Concessions that work for stock for long string Celebrations and Fairs starting week June 27 at International Falls, Minn. Will sell exclusive on Diggers and Frozen Custard. Will book good Ten-in-One Grind Shows. Girls for Revue not over five feet. Water-town, S. D., this week; International Falls, Minn. 27; Ely, July 4.

TRAILERS
ROYAL COACHES
Perfection on
Wheels
and ALMA
SILVERMOONS
Most Livable of All
Sold On Convenient
Terms.
Send for Circular.
ORR & ORR
2834-36 S. Michigan
Ave., Chicago.



SOUTH COMMON MIDWAY

LOWELL, MASS., FOR JULY 4th
Auction Sale of Choice of Lots at South Common Midway, Lowell, Mass., for July 4th Celebration will be held at City Hall, Lowell, Mass., Thursday, June 23, 1938, at 10 A. M.
BOARD OF PARK COMMISSIONERS
JOHN W. KERNAN, Supt.

WANTED FOR BALDWIN'S UNITED SHOWS

Next week of June 27, including the 4th Celebration at Pelzer, S. C. six weeks to follow. Run into tobacco markets. Will book Rides at 20¢, Ferris Wheel, Merry-go-Round and Factory built Kiddie Rides. After tobacco working in Mississippi cotton, then Louisiana sugar cane, closing New Year's Day at Golden Meadow, La. Wonderful opportunities for Legitimate Concessions, as we only carry one of a kind, at reasonable rates. Will give X on Juice and Grub at \$10.00, as we do not carry Cookhouse. Joint must be neat. Big Whirl on get in touch with Charles. He will book anything you have. Let's meet get in touch with me right away. Address all mail and wire to **PEG BALDWIN, Ira, S. C.**

JULY 4th CELEBRATION CORYDON, IND.

Commencing Friday, July 1 to 4 inclusive; sponsored by Chamber of Commerce and County Agricultural Society. Big Horse Races begin Saturday. Want Legitimate Concessions: Frozen Custard, Ball Games, Pitch-Till-U-Win, Hoop-La, Fantasy Shows and Lemon Kaisee, Candy Flies, Pop Corn, Crackjack and Taffy, Fish-bowl, Rings, Photos, Penny Pitch and Rais sold exclusive. Address **W. O. CLINE, Louisville Road, Louisville, Ky.**

WANTED

FOR STANLEY COUNTY ANNUAL 2, 3 AND 4TH JULY CELEBRATION.
Largest in State of North Carolina.
LEGITIMATE CONCESSIONS — MUG JOINT.
Wire or Write.
R. D. "BOB" PENNY'S AMUSEMENTS,
High Point, N. C.

OREGON TRAIL DAYS

WESTERN NEBRASKA'S BIGGEST EVENT
Gering, July 14-15
M. E. DOWNAN, Attraction; QUENTIN DEAR,
Concessions.

W. S. MALARKEY

Can place Shows and Legitimate Concessions for 12 weeks commencing June 30, American Legion Celebration, Delhi, N. Y. Address **W. S. MALARKEY, Acterman Bldg., Binghamton, N. Y.**

PRINCESS PAT SHOWS

Want Girls, Girls, Girls—Oriental, Coach, Fish and Bird Team. Also Lady Ascension Horse. All must be good looking. Fat Flies, Juuataa March and Dynamite, wire quickly. All mail and wires **CECIL RICE, Fronton, O.**

WANTED

Acts and Freaks for one of the best equipped Side Shows. I pay salaries that I promise to not make for summer. **MR. J. E. FIRESTONE**
SIDE SHOW, Six Horse Shows, San Angelo, Tex., week June 20; Brady, Tex., 4th July 2nd.

Jackson County Fair

Want clean, independent Concessions. 6 big act and nights, week June 27. Shows and Rides already contracted. Address **JOE SMITH, care FBI Dept., Murfreesboro, TN.**

Ferris Wheel Man Wanted

To take charge, steady. Must positively be able and capable. Needs experience and salary wanted. No collect wires.
BERTHA MELVILLE
Myrtle Beach, S. C.

Start a POTATO CHIP BUSINESS

IN YOUR KITCHEN and MAKE MONEY!

Buy Potatoes for 2c A POUND

Sell Them as Vite-Sealed Chips for 35c a POUND



THERE'S big money in Potato Chips for any man or woman who wants a business capable of yielding big daily profits from the very start. Just think of it. You can install the wonderful new machine in your kitchen—just manufacture and pack a sensational new kind of "Greenhouse" Potato Chips—and let the stores sell them for you. Only \$2.50 invested in the materials brings back \$10.00 in cash.

EVERYTHING FURNISHED—You don't have to have a lot of money to start this business. A small investment in the machine puts you in a big profit business of your own. I send you everything including good-stove, cooker, oil-extractor (for making the new "GREENHOUSE" chips), a big supply of printed bags and free advertising material. No experience is needed as I send complete, simple instructions showing how to make the first few bags. Prices, notices and complete plans will be sent free for the asking.

DON'T BUY ANYTHING—Just send your name and address on a postcard for all the information, including the "Secret of Making Greenhouse Potato Chips." No obligation, but hurry and you may become independent as so many others have done with these fast-selling new "Greenhouse" Chips. Address your card to G. H. HARDY, 620 N. Michigan Ave., Dept. O-129, Chicago, Ill.

WANTED AT ONCE

FERRIS WHEEL, OCTOPUS OR SIMILAR RIDES
Excellent Boardwalk Location, Summer Season, Percentage or Buy.
F. SEYFRIED
MANASQUAN, N. J.

FLAGS

Flags, Pennants and Banners for every occasion.
Reasonable. Write to
AMERICAN FLAGS, L. S. HOLTZOFF & CO.
2 Stone St., New York.

TERRILL and MOROHL SHOWS
ANNOUNCE LEGION FOURTH JULY CELEBRATION HOUSE SQUARE, ON THE STREETS, GREENSBURG, IND.
Grandfield, Ind., Homecoming Next Week.
WANT Loop, Merry-Go-Round, Kiddie Rides, Grand Ice Bally Shows, Dancers, Colored, Vaudeville, Photo, Grand and Stock Wagon, Cook House, Hoop, Girls for Revue, P. O. Agents, Ride Help. Address **TOM TERRILL, Manager**. This week, Shelbyville, Ind. Overland follows.

HOLMES EDUCATOR TALKING PICTURE OUTFIT
Excellent condition and complete, ready to operate except films; 2,000-foot magazine, extra lens, pick-up and turntable, two microphones and two extra batteries. Check Home Talk, 427 E. West Avenue and Birds Pop-Corn Machine, Candy Boxes. **L. E. BENNETT, Jackson, Miss.**

CENTRAL STATES SHOWS

Now looking for Kansas' Biggest July 4—Shows and Concessions. Good grounds for. Men desired; will consider few Central Shows. No other celebration within 70 miles. Ten towns taking part. Write or come on. Suburban, Ind. July 20; Atchison, July 1 to 4. **CECIL GOREE**.

4th OF JULY CELEBRATION

July 2-4, Day and Night
Under auspices Police and Fire Department
Towanda, Ill., in City Park
Wanted Independent Rides, Shows and Concessions. Fireworks each night. Write **HARVEY TOMPKINS, Towanda, Ill.**

WANTED

J. R. EDWARDS SHOWS
For Firemen's Fourth of July Celebration, Williams, Ohio.
Legitimate Concessions of all kinds. Full Phillips exact bills for Review and Address all mail and show to **J. R. EDWARDS, North Baltimore, O.**

WANTED

Party in North Dakota, Minnesota with one more ride that does not conflict with Merry-Go-Round or Ferris Wheel. Pecos, Custard, Cindy, Rose or other nice cones, Skiffs, and scenic ride at Curman (Minotrite) Fair. Full season's work to follow, including some of best D Fairs in Western Canada. Write or write to per route in The Billboard. **RED RIVER SHOWS**.

CARMEL, INDIANA

Street Fair and Celebration
August 17, 18, 19, 20
Rides booked, Concessions, write Lester Hinzshaw, 1000 N. Main, Ellettsville, Ind. or write to Riker Park Shows and Concessions for Bass Lake, Ind., July 2, 3, 4, and Keokuk, Ind., July 6, 7, 8, 9. Rides booked. Also have five fair dates in August.

ROUTES

(Continued from page 30)
White, Lucas, Minatrela; Glasgow, Ky., 27;
Lebanon 23; Frankfort 24; Winchester 25;
Ashland 27; Huntington, W. Va., 28-29;
Logan 30; Charleston July 1-2.

REPERTOIRE

Auiger Bros. Show; Edinburg, Ia., 20-25.
Brown's Comedians; Bland, Va., 20-23;
Baskins 27-July 2.
Ginnivan, Norma; Show; Fremont, Ind., 23-25.
Ginnivan, Frank, Co.; Hillsfield, Mich., 20-25.
Heffner-Vinson Show; Lexington, Ky., 23-25;
Paris 24; Owensville 25.
Leonard Players; Pembroke, Va., 20-23.
Snyder's Own Co.; Litchfield, Tex., 20-23.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alabama-Georgia Am. Co.; Columbus, Ga.
Alamo; Atlanta, Ga.
All-American Expo.; Grafton, N. D.
All-American; Bartlesville, Okla.
American Expo.; Ellwood City, Pa.; Vandergrift 27-July 4.
American United; Havre, Mont.
Anderson-Broder; Pratt, Kan.; Larned 27-July 2.
B. & V.; South Bridge, Mass.
Bach, O. J.; Canton, N. Y.
Bantley's All-American; Connellsville, Pa.; Phillipsburg 27-July 2.
Bartley's Cosmopolitan; Pocomoke, Va.; Bluefield, W. Va., 27-July 4.
Barker; Robinson, Ill.; Sullivan, Ind., 27-July 2.
Barknot Bros.; Benton Harbor, Mich.
Barnhart's Golden West; Austin, Minn.; Mazonia 27-30.
Bass & Lane; Coahoma, Miss.; Crowder 27-July 2.
Baxinet, Wm. & Sons; Cass Lake, Minn.
Beckmann & Gerety; Green Bay, Wis.
Bee, F. H.; Flemingsburg, Ky.; Morehead 27-July 2.
Blue Ribbon; Bloomington, Ind.
Bremer Tri-State; Virginia, Minn., 21-29; Duboth July 1-4.
Broadway Shows of Amer.; Ironton, O.
Brown Family Rides; Collins, Ga.
Brown Novelty; Buena Vista, Ga.
Buck, O. C.; Hempstead, N. Y.; Keene, N. H., 29-July 4.
Buckeye State; Florida, Ala.
Burdick's All-Texas; Taylor, Tex.
Cane, E. J.; Rivera, Man., Cam., 27; Deloraine 23-24; Broadview, Sask., 27-28; Drumbeller, Alta., July 1-2.
Cavalcade of Fun; Hamer City, Pa.
Celebration Shows; Ottawa, O.; Paulding 27-July 4.
Central State; Sabetha, Kan.
Ceslin & Wilson; McKees Rocks, Pa.
Cham United; Medina, O.
Chlor's; Dilliner, Pa.
Clyde's United; Johnsonburg, Pa.
Coleman Bros.; Hudson, N. Y.
Colley, J. J.; Oklahoma City, Okla.
Conklin; Winnipeg, Man., Can.
Cott's Wolverine No. 1; Grand Lodge, Mich.
Cott's Wolverine No. 2; Peck, Mich.
Couch & Bryan United; Ouldenberg, Ia., 29-30; Gowrie July 1-2.
Craigs 20; Big; Stockton, Calif., 23-July 4.
Crescent Am. Co.; Hartford, N. C.; Manteo 27-July 4.
Crystal Expo.; Greenville, Tenn.; Norton, Va., 27-July 2.
Curl, W. S.; Xenia, O.
Curry's Joyland; Atlanta, Ga.
De Luxe Shows of Amer.; Massena, N. Y.
Dick's Paramount; Lawrence, Mass.
Dixie Belle; Elmore, Ind.
Dudley, D. S.; Aspermont, Tex.; Quannah 27-July 2.
Dyer's; Rosocet, Wis.
Eckhardt, J. R.; North Baltimore, O.; Shelby 27-July 2.
Elite Expo.; Abilene, Kan.; Junction City 27-July 2.
Ellman; Plymouth, Wis.; Oshkosh 27-July 2.
Eddy Bros.; Irvington, N. J.
Eysenhardt; Chandler, Okla.; Stroud 27-July 2.
F. & M.; Catawissa, Pa.



RAINY WEATHER IS PROFITABLE WEATHER When You Sell

SLICKETTE WATERPROOF RAIN CAPES

Over 100,000 Sold at Canadian National Exhibition

SLICKETTE is the Newest Rainy Weather Garment. A great item for Emergencies and a BIG MONEY MAKER WHEREVER SHOWN.

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Packed in Individual Cellophane Package to fit pocket or purse. Put up one dozen packages to an attractively designed Display Box. A BIG SELLER at 25c.

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Girls Wraps — Fancy Papers — Flash Colors — Brilliant Cellophane Over Wraps in Colors. 20 or more standard size "A" Grade All-Weather Candles, individually wrapped. 40 boxes to the case, \$4.00 per case. Cash with order or \$1.00 deposit, balance C. O. D., 24-hour shipment. Same type box—5" x 9 1/2"—16 or more pieces "A" Grade Candles—6 1/2 c per box—60 boxes to case, \$4.15 per case. Cash with order—or \$1.00 deposit, balance C. O. D.

LUCKY 7-11

7 in. Wide 11 in. Long

WM. C. JOHNSON CANDY CO., CINCINNATI
Every Ounce Pure Candy Since 1812.

Wanted for Silver State Shows

Midget Show, Unborn Show, Fun House, Glass House, Motor Drome, Mickey Mouse, Small Circus to feature; Six to Eight-Piece Band; salary out of office. Concessions of all kinds for Montana's largest Fourth of July Celebration, Livingston, Mont., July 1-2-3-4. Fourteen Fairs and Celebrations to follow. Wire; don't write; pay your own. **SILVER STATE SHOWS, Billings, Mont., week of June 20; Livingston, Mont., week June 27-July 5.**

KILL GNATS, FLIES MOSQUITOS, Etc.

Especially With Mosquito Electro-Ray Lanterns.
Ideal for Outdoor Bands and Entertainments.
Price \$1.50. Fits any standard lighting fixture.
Description sent on request.
B. A. MAILERS, Gridley, Calif.

Want for CIRCUS

Trout Trout Seats, Acts, Clowns, Young Man or Lady Assistant for Dog, Pony, Monkey, Bird Acts. One first man, preferably for Prof. Panzavich. Write all, tell age, height, weight. Send photo, will be returned. Salary expected. Write or call **GEO. E. ROBERTS, Manager Panzavich's Studio, 515 W. Erie Ave., Philadelphia, Pa.**

PAMAHASIKA'S GREAT OUTDOOR ATTRACTION.

Finest Acting Fields. Three Marvelous Large White Cockatoo and Monkeys. Also Dog, Pony, Monkey Act.
GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa.

Harris Shows wants

10-1, Cook, Union or any good Pitt Show. Can use Diggers for the 4th. Secretaries of Fairs and Celebrations write or wire. We have open dates in August and September.
ROXIE HARRIS, Merrillville, Ind.

FUNLAND SHOWS WANT

NOW and balance of season: Photos, Pop Corn, Custard, Lead Gallery, Diggers, Fishpond, Snow Cones, Seales, Penny Arcade, Pitch-Tilt-U-Win, Ball Games, Etc.
RIDES: Dual Loop, Glider and Tilt. (No ride coupons, very few passes.)
SHOWS: Big Snake, Monkey Drome.
Marion wants Girls for Revue. Frank Smith wants Musicians and Performers for Minstrel.
All replies, Columbia, Ky., this week.

CAVALCADE of FUN WANTS

SHOWS — RIDES — CONCESSIONS FREE ACTS — EVERYTHING OPEN
F. G. Heering, contact by V. U. at once, Homer City, Pa., this week.

WANTED!

MERRY-GO-ROUND OR CHAIRPLANE FOR JULY 24, 26 and 4th CELEBRATION. For Thousand People Last Year. Write **KENNETH SCOTT OSBORN, OHIO.**

PLASTER

NOVELTIES and KEWPIE DOLLS
Highly finished in lacquer and decorated with silver tinsel. We also carry a large assortment of Small Plaster, Oldest and most reliable Plaster Manufacturing Firm in Kansas City.
Lowest Prices — Send for Catalog.
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Our New 1938 Catalog is Now Ready. Featuring a Full and Complete Line of PLASTER, CORN GAME ITEMS, CANIS CLASS, SLURP and NOVELTY ITEMS. Send for Your Copy Today. IT'S FREE.
M. K. BRODY, 1116 S. Halsted St., Chicago, Ill.
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CANDY GIVE AWAY PACKAGES AND INTERMEDIATES

Oriental Sweets
LARGE SIZE
PACKAGES
100 To Carton
100 Pkg. \$2.00
500 Pkg. \$10.00
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SMILES

200 To Carton
500 Pkg. \$2.00
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These packages contain Assorted Caramel Kisses. Send for FREE Illustrated Catalog. 20% Deposit with Order, Balance C. O. D.



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YOU WILL WANT OUR NEW CATALOG.
Write Today for Our 150-Page Book.
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3139 OLIVE ST., ST. LOUIS, MO.

WANTED — FOR FOLLOWING CELEBRATIONS

CHILlicothe, OHIO, COMMUNITY CELEBRATION
JUNE 27th-JULY 4th, Inclusive (8 DAYS). LOCATION CITY PARK.
Eating and Drinking Privileges, also One or Two Small Shows.

WESTERN RESERVE HISTORICAL CELEBRATION, WARREN, OHIO
JUNE 27th-JULY 4th, Inclusive, (8 DAYS).

Legitimate Concessions, including Eating and Drinking Privileges, also Ice Cream, Frozen Custard. Can Use Several Good Shows including Ten-in-One.

FIREMEN'S CELEBRATION, WEST ALEXANDRIA, OHIO
JUNE 27th-JULY 2nd, Inclusive, MAIN STREETS.

Will Sell Entire Concession Rights to Reliable Party for this Event.

ADDRESS ALL INQUIRIES:

F. E. GOODING, BOX 386, COLUMBUS, OHIO.

WANTED FRISK GREATER SHOWS

RIDES—For 4th of July and balance of season, 16 of the best small fairs in Minnesota. Ferris Wheel and any Flat Ride or Motorcade with own transportation except Tilt-a-Whirl.

SHOWS—Funhouse, Foibles, Midget Show or Life Show. Will furnish top and transportation for any high-class show of merit.

CONCESSIONS—Stock Wheels and few more Grand Stoves that throw out stock.

SPECIAL—Can book all kind of Shows and Concessions for 4th of July in Hutchinson, Minnesota. We move every week. Booze and agitators, save your stamps. Rides wire, don't write. Alexandria, Minnesota, 20th to 26th.

MRS. B. C. FRISK, Manager. **KENNETH LYMAN, Assistant Manager.**

EVANGELINE SHOWS WANTS

Colored Piano Player, Saxophone, Trombone, one good Tenor, man and wife; Loop-O-Plane, Drive On Car, Pony Truck, Miraculo-Round with own transportation; Fun House, Crime Show, Illusion, Small Pic. Show, Hall and Ball. Concessions cover except Dockhouse, Corn Cakes. No other concessions Midway. Want Agent for Hit and Miss Cat Back, Short Range Lead Gallery.

ROUTE: Chandler, Okla., week June 20th; Stroud, Okla., week June 27; Pawnee, Okla., 4th Celebration Around Square.

EVANGELINE SHOWS — As Per Route.

WANT FOR MARTIN, TENNESSEE

Carroll County Home Concess, Huntington, Tenn., Follow: Then Fourteen Fairs.

WANT RIDES—Groom, Loop-Loop, Kiddie Auto Ride, Loop-O-Plane, Any Novelty Ride.

SHOWS OF ALL KINDS—Want Riders for Motorcade, both Male and Lady Riders, Salary or Incentive. New-Plan Entertainment for Real, Beautiful Hawaiian Show, Musical Show.

People, Talkers, Gridlers, Etc. Can use Legitimate Concessions of all kinds. **WIRE.**

ROGERS GREATER SHOWS

NASHVILLE, TENN., Care HAYMARKET.

WANTED FOR CELEBRATION

Bolvidere, N. J. — 50,000 Attendance

JUNE 30th—JULY 1st—JULY 2nd, Inclusive

PARADES BANDS CONTESTS FIREWORKS

WANTED—RIDES, CONCESSIONS, SHOWS, GRAB, COOKHOUSE.

LIBERTY FAIR & AMUSEMENT CO., INC. 144-146 Van Winkle Ave., JERSEY CITY, N. J.

Pair at Home: Stamford, Conn.
Fairly & Little: Ft. Dodge, Ia.
Pella City: Henry & Adams, Louisville, Ky.
Piper's United: Bennett, Ill.
Prick Orestler: Alexandria, Minn.; Litchfield 27-July 1.
Punland: Columbia, Ky.; Liberty 27-July 2.
Galls Am. Co.: Island Lake, Wis., 20-26; Oshkosh July 2-4.
Olson, W. A.: Baxter Springs, Kan.
Gold Medal: Cudahy, Wis.
Golden Gate: Effingham, Ill.
Golden West: Lincoln, Calif.
Gooding: Harrison, Mo.
Gooding Greater: Lansing, Mich.
Goodman Wonder: Fargo, N. D.; (Pair)
Grand Forks 27-July 2.
Greater Expo: High, Ill.
Greater United: Kiowa, Kan.; Cherokee, Okla., 27-July 2.
Greater U. S. Duke: Okla.
Groves Greater: Rochester, Ind.
Happyland: (Vernor Highway & St. Jean) Detroit, Mich., 20-23.
Harris: Monticello, Ind.
Hartsock Bros.: Camp Point, Ill.
Heller's Arms: Bloomington, N. J.
Homes Bros.: Milwaukee, Wis., 20-30.
Heth, L. J.: Wehah, Ind.
Hildebrand: Kelso, Wash.
Hines: Brocton, Minn., 20-23; Murdock 27-July 1.
Hippodrome: Gibson City, Ill.
Hors, Al. G.: Preston, Ill.; Tolosa 27-July 2.
Hodder Am. Co.: Mt. Morris, Ill.
Howard Bros.: Rochester, Pa.
Hubby Bros.: Fairmount, Ill.; Chatsworth 27-July 2.
Hurst, Bob: Farmersville, Tex.
Hyer, Eric B.: Takoma Park, Washington, D. C.
Ideal Expo: Carnegie, Pa.
Imperial: Quincy, Ill.
Jones, Johnny J.: Canton, O.
Joyland: Detroit, Mich.
Joyland: Manteca, Calif.
K. G. Am.: Excelsior Springs, Mo.; Trenton 27-July 4.
Kaus Expo: Clifton, N. J.
Kaus, W. G.: Kingston, Pa.
Kaysone: McKeesport, Pa.
Kilcoe Greater: Plymouth, Ind.
Kirk's West Coast Am. Co.: Bend, Ore.; Klamath Falls 27-July 4.
Lagasse Am. Co.: Bradford, Mass.
Lander, J. L.: Lawrence, Kan.; Ft. Scott 27-July 2.
Lanka, The, Famous: Crookston, Minn., 20-22.
Lattin's Home State: Oakland, Md.
Lawrence, Sam: Huntington, Pa.
Lewis, Art: Owego, N. Y.
Liberty Fair & Am. Co.: Hammon, N. J.
Liberty Nation: Paducah, Ky.
McGregor, Donald: Orange City, Ia.; Sheridan 28-July 1.
McKee: Bayre, Okla.
Magic Empire: Owatonna, Kan., 20-23; Hiawatha 21-30.
Mankie Expo: Erwin, Tenn.; St. Paul, Va., 27-July 2.
Marka: Lebanon, Pa.
Melvin's United: Madock, N. D., 20-23; Michigan 23-25; Emerson, Can., 28-July 1; Park River, N. D., 3-4.
Merrill: La. P. O.
Middleton, Karl, No. 1: Franklinville, N. Y.; Balmance 27-July 2.
Middleton, Karl, No. 2: Leroy, N. Y.; Pittsford 27-July 1.
Miller Amusement: Oberlin, La.
Miller Bros.: Okla. Neb.
Miner Model: Conshohocken, Pa.
Miner Model Ride Unit: Sellersville, Pa.
Model: Lebanon, Ky.
New England Motorized: Mattsburg, N. Y.
Northwestern: (Leigh & Portland area.) Detroit, Mich., 23-29; Adrian July 1-4.
Orange State: Hot Springs, Va.
Page, J. J.: Expo: Ironton, O.; Paintsville, Ky., 27-July 4.
Pan-American: Jacksonville, Ill.
Patrick: Orofino, Ida.; Grangeville July 2-3.
Pearson: Farmer City, Ill.
Peelers: Dawson, Pa.
Penn State: Millersburg, Pa.
Pine Tree State: Bellows Falls, Vt.
Ray's Am. Co.: Clearbrook, Minn.
Reeling: Elston, Ky.
Red River: Geraldton, Ont., Can., 20-22; Napanee, Ont., 23-25; Lookout 23-25; Carman, Man., 20-July 1.
Regal United: Indianapolis, Ia.
Reid, King: St. Johnsbury, Vt.
Reynolds & Wells United: Black River Falls, Wis.
Royal American: Davenport, Ia., 21-23.
Royal Expo: Brookville, Pa.
Royal Midway: Piere, Ill.; Vincennes, Ind., 27-July 2.
Rudin & Cherry Expo: Wausau, Wis.
Salem Fr Expo: Grant, Kan.
Scott, G. D.: Murfreesboro, Tenn.; Bruceton 27-July 2.
Shoreway Midway: Pontiac, Mich.
Shoreway Bros.: Kiowa, Okla., 21-25.
Siebrand: Hardin, Mont.
Sims Greater: Pembroke, Ont., Can.
Sims Am. Co.: L'Anse, Mich.; Ontonagon 27-July 4.
Smith Bros.: Hobart, Okla.; Mountain Park July 1-3.
Smith's Greater Atlantic: Meyersdale, Pa.
Snapp Greater: Menasha, Wis.
Soy's Liberty: Boreo, Ill.; Galeburg 27-July 2.
Sparks, J. P.: Cynthia, Ky.
Spencer, C. L.: Jackson, Ia.
Speroni, P. J.: Sandwich, Ill.; Walnut 27-July 2.
State Fair: Denver, Colo.
Stephens, Otis: G. Ridgeway, Mo.
Stumbo, Fred, No. 1: Sloan Springs, Ark.
Stumbo, Fred, No. 2: Yehville, Ark.
Sunset Am. Co.: Knoxville, Ia.
Terrill & Meroh: Shelbyville, Ind.
Texas Long Horn: Quanah, Tex.
Thomas, Art, B.: Elcodah, N. D.; Ganby, Minn., 27-July 2.
Towell, T. J.: Ada, Okla.; Enid 27-July 2.
Tully: Ottawa, Ill.
Toshill, C. H.: Medina, N. Y.
Valley: Ozona, Tex., 23-25; Lake Cisco 27-July 4.
Wade, W. G.: Ludington, Mich.
Wallace Bros.: Sudbury, Ont., Can.
Wallace Bros.: Emmetsburg, Ia.; Eutherville 27-July 2.
Ward, John R.: Paducah, Ky.; (Pair) Murphysboro, Ill., 27-July 2.

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

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16 S. FIRST STREET, ST. LOUIS, MO.
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**New Flash Item!
GOMIC FOX TAILS**

Genuine for tail mounted on colored card with funny saying. Ribboned for attaching to cans or wall as ornament.

GENUINE AUSTRALIAN RED FOX TAILS

Glass-side, bushy with silken red, white and blue streamer and wire for attaching to automobile, motorcycle, bicycle etc. Lowest prices in history. Robust color.

Lowest prices on fine quality **LUCKY RABBITS FOOT Sterilized**

Write today for special quantity lot prices.

CHARLES BRAND
204 W. 26th St., New York.

SHOOTING GALLERIES

GAMES - HIGH STRIKERS - WHEELS
Send for Catalog
F. C. MUELLER, Chicago, Ill.
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W.S.CURL SHOWS

Wanted for Xenia, O., this week; Lebanon, O., June 27-July 2; July 4th the best spot in Ohio around the courthouse square, London, O., tomorrow; Hunt-Gaming and 4th Celebration. Can place few more Legitimate Concessions. Good Annex Attraction for Side Show, also Side Show Act. Good Feast to follow. Here young healthy brown bear broke, for sale or trade.

W. S. CURL SHOWS

WANTED CONCESSIONS — SHOWS

AMERICAN LEGION CARNIVAL
July 7, 8, 9.
Write **PAUL C. MARONEY,**
Chelsea, Mich.

WANTED

WILL BOOK BINGO, SHOWS AND CLEAN CONCESSIONS.
23 weeks in proven spots. No racket. Showing Cochranton, Pa., week of June 20; Bono, Pa., week June 27.
WEYLS PRODUCTION CO.
ED WEYLS, Manager.

WANTED

Concessions for **ALEXANDRIA FAIR**
Alexandria, Ky., Sept. 2, 4, 5, 1938
J. W. SHAW, Secy., 325 York St., Newport, Ky.

WANTED

MIDWAY SHOWS AND CONCESSIONS LEGION CELEBRATION
JULY 2, 3 AND 4, 1938.
Knox County Fair Grounds, Knoxville, Ill. Have booked Rides and Exclusive on Bingo and Novelties. Also Free Attractions and Fireworks. Free Gals.
HILDING L. JOHNSON
1267 Florence Ave., Galesburg, Ill.

SHOWS WANTED SHOWS

Can use Grand Shows and Legitimate Concessions that don't conflict. L'Anse, Mich., week June 21-24. Ottumwa, Ill., week June 28-July 1st. Other good spots to follow. Good opening for Amuse. Can use Man and Wife Agent for Ball Game and Blanket Wheel.
SHERBROOK AMUSEMENT CO.

SOME THERMOMETER

18 in. Wide, 80 in. Long. Jumbo Thermometer, Barometer and Eight-Day Clock. This is the biggest thing in advertising. It's not only big in feet and inches, but in dollars and cents.

RIALTO ASSORTMENT. Extension Mugs Box. Assorted Colors. Wrapped in Colored Cellulose. Packed with 2 Layers of Crystallized Hot Soda. In Caps. Not wrapped in wax paper. Good for eating. We deliver what we advertise—no imitations.

MARVEL CANDY CO., Inc. 101-103 Wooster St. New York City.

PUBLIC ADDRESS EQUIPMENT. FOR INDOORS—OUTDOORS—TRUCKS. SPECIAL CLOSE-OUT PRICES. Windup Demonstration Sound System... \$23.00

J. F. SPARKS SHOWS WANTS WANTS. For Big Fourth Celebration, Russell Springs, Ky., one day only and then Columbia, Ky., for balance of week.

INSURANCE. CIRCUS, RIDES, TRUCKS, CARNIVALS. Chapman's Insurance Man. CHARLES A. LENZ. New Address Maryland Hotel, St. Louis, Mo.

CUNNINGHAM'S EXPO. SHOWS WANT. SHOWS AND CONCESSIONS OF ALL KINDS. COOKHOUSE (will take privilege in tickets).

McMahon Shows. Want Big or String Show. Will furnish new top. Also Snake Show, Monkey Show or any Show of your kind that don't conflict with other shows.

SOUND TRUCK. Play Recorders and Calliope. Horse Trailer with Special for Free Ads. Have 4,000 Recordings.

J. LACY SMITH ATTRACTIONS. West Second Man for Wheel and Chairlady. Can see the more Legitimate Concessions for the Biggest 4th July Celebration in the State.

MAMMOTH FOURTH OF JULY CELEBRATION. JULY 2, 3, 4, ON THE STREETS. Sponsored by Chamber of Commerce.

Weir, M. R.; Butler, Ind. West Coast: Seattle, Wash.; Everett 26-July 4. West: W. K. Motorized; Princeton, Mo. Western State: Denver, Colo. West's World Wonder: Corry, Pa.; Ambridge 27-July 2.

CIRCUS AND WILD WEST. Barnes-Bells-Photo; Boise, Ida., 21; Twin Falls 22; Pocatello 23; Ogden, Utah, 24; Salt Lake City 25. Beers-Barnes; Port Jefferson, L. I., N. Y., 23.

Carnival Up-Trend Week Ended June 11

CINCINNATI, June 18.—Show letters received too late for publication in full in this issue of The Billboard show a decided up-trend for week ended June 11. A few picked at random from the many received carry the following leads:

PATRICK SHOWS (Motorized). Pomeroy, Wash., June 6-11. Auspices, Pomeroy Fire Department. Location, B and Hill streets. Weather, good. Business, fair.

JOHN B. WARD SHOWS. Mayfield, Ky., June 6-11. Auspices, Kentucky Crippled Children's Society. Location, Curlee Clothing Co. Park. Weather, good. Business, very good.

WHITE CITY SHOWS. (Baggage car and trucks.) Baker, Ore., June 6-11. Location, Clark and Valley streets. Auspices, L. L. L. Ten-cent pay gate. Weather, hot. Business, excellent.

ERIC B. HYDE SHOWS. Middleburg, Va., June 6-11. Location, in town. Auspices, Fire Department. Weather, good, except rain Tuesday and Friday. Business, good.

BLUE RIBBON SHOWS (Motorized). Richmond, Ind., Location, Athletic Park. Auspices, Veterans of Foreign Wars. Weather, good, except Saturday when rained out. Business, fair.

ELITE EXPOSITION SHOWS. Elsworth, Kan., June 6-11. Location, Northwest show lot. Weather, clear. Business, good.

P. H. BEE SHOWS. Lexington, Ky., June 6-11. Auspices, none. Location, North Limestone showgrounds. Weather, good. Business, excellent.

GROVES GREATER SHOWS. Wabash, Ind., June 6-11. Free gate. Location, uptown lot. Weather, some rain. Business, fair.

E. J. CASEY SHOWS. Kenora, Ont., Can., June 9-11. Location, baseball grounds. Auspices, Kenora Hockey Club. Weather, rain. Business, excellent.

An interesting highlight is the fact that the Eric B. Hyde Shows found it impossible to hire extra help in Middleburg, Va., due to labor being needed in the fields by the farmers.

SHOWDOWN ON. (Continued from page 34) the circus would close if the reduction was not accepted. Since all employees were working today, I assume they have accepted the reduction.

MISS FAIRYLAND. SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER—EACH No. 35 18c. Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair Ribbon, Collar, Slippers and Brooch. Height 14 1/2 inches, packed 12 to cartons (no less sold).

WISCONSIN DELUXE CORPORATION. 5th ANNUAL CELEBRATION JULY 1-2-3-4-5. LIVINGSTON MANOR, N. Y., CHAMBER OF COMMERCE. SPECIAL EVENTS—Horse Racing, Wheel Chopping Contest (Featuring N. Y. State Champion), FIREWORKS DISPLAY—Bonfire, July 4th.

Juice -- Snow and Cream Supplies. Concentrates, Extracts, Colors and Compounds all flavors for Juice, Snow and Milk Shake. Pure concentrated Apple Cider, Extra-Strong Root Beer, Flash Bowls, Hinky Pink Glasses and Circus Glasses, Vortex and Paper Cups, Tin and Wood Spoons, Peanuts, Pop Corn, Paper Bags, etc.

BYERS' GREATER SHOWS. CAN PLACE FOR THE FOLLOWING FAIRS AND CELEBRATIONS. Two Big Fourth of July Celebrations, Osceola, Ia., and Unionville, Mo. Iowa Territorial Centennial Celebration, Rockland, Ia., July 26-30.

P. J. SPERONI SHOWS. MUSICIANS and Chorus Girls for Minstrel Show. Will furnish outfit for Grand Show. COOKHOUSE—Office guarantees plenty of tickets. Must serve good meals.

WANTED CONCESSION AGENTS. Experienced Man to handle Pop Corn, Peanuts and Candy Apples. Hoop La, Cigarette Shooting Gallery and Ball Game Wreckers. Lower season. All seasons.

BOSS & LANE SHOWS. Wants for the Delta of Mississippi. Small Cookhouse, privileges in road tickets. Locations, two residences and P. C. Agent. Any title except M. G. R. and White. Will book or buy Chain-O-Plans.

MONTPELIER, IND., STREET FAIR. AUG. 30 TO SEPT. 3, 1938. Only legitimate Concessions wanted. Strangers must pay cash before setting up. We need Concessions and Free Acts. Big crowds. Gooding's Rides contracted. Don't come without first contacting Concession Committee.

WANTED PORTABLE RIDES. MUST BE IN GOOD CONDITION. Will buy or use on percentage. Season just starting. No junk. Gentleman Operators only. Address: P. O. Box 547, Orange Lake Park, Newburgh, N. Y.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

SERVICE MEN

Service men—route men—repair men. By whatever name or title they may be called, this group has grown rapidly in numbers and in importance in the coin machine trade since 1933.

An unofficial estimate says that in the big metropolitan centers the professional operators of coin machines have an average of 6.1 persons in their employ. An average for the United States shows each professional operator having 2.4 persons in his employ. This includes all help, office, sales and service men. But it is safe to assume that the majority of the persons employed by professional operators would come under the general classification of service men.



WALTER W. HURD

Experienced writers for the coin machine field have for the last year or so been calling attention to the value of the service or route man to the trade. The point stressed most frequently is the impression these men give to the public and also to location owners. This is a point that should be given due consideration when any operator expands his business so that employees cover the routes, service machines and answer repair calls instead of the owner of the business.

Most of the service men I have observed are young men and hence offer all the advantages for adaptiveness and alertness that is common to young men who start out to work their way up in an industry. It would be interesting to know definitely the facts about age limits in the ranks of service men and also in the ranks of operators. In former times the operating ranks of the future would be made up of the young men today who are servicing routes. But with the swift changes that take place in society and business today no man can venture a safe guess of the main source of future operators.

Some are asking the question if the coin machine business has ever been harder hit than today. From my angle of observation I would say that 1930 was by far the lowest ebb in which I have seen the trade. If any of the young men who service routes today begin to worry about the future of the trade, or whether the coin machine industry would have a future for a young man who looks forward to owning a big route of machines, it might be well to remember that 1930 brought some mighty dark days, with amusement machines almost a nonentity, and the crash of 1929 had flattened the vending machine industry.

It was in those days that I suggested to an artist to draw a cartoon or illustration with this slogan—AMUSEMENT MACHINES, THE RISING SUN TO PROSPERITY. There were a lot of doubts then as to whether amusement machines would ever be a factor in the industry again. But the story is a well known now—for in March of 1931 the first advertisement of a pinball game appeared. Later the phonograph staged a remarkable revival when everybody had buried

the phonograph and phonograph records forever.

This is a time when economics and business conditions enter into almost every discussion on any subject. One of the ideas being advanced today is that in order to give employment to all the people as far as possible the service industries will have to be expanded. If such an idea gets the proper backing in the business world it would include the entire coin-operated machine industry.

There are some good business reasons for the idea that we must expand the service industries. Regardless of what one's politics may be, everyone knows that factories, railroads, highways, cities, etc., have been built to limits which make it unprofitable for business to invest in such heavy enterprises any further. Altho some prominent business men still say that we need more and more factories and plants, men who think twice before they speak are not saying such things. It is well known today that one of the big reasons for unemployment is that big business can't find it profitable any more to build railroads, big factories, tall buildings, etc. So many things are already overbuilt.

So we are forced to turn to service industries, gadgets, small machinery and new inventions and the like as the future hope for the nation's business. In such a situation the coin machine industry should find greater public co-operation and sympathy. In fact, if business gets back on its feet again it is as safe a guess as any to feel that the coin machine industry as a whole will share in the rebound and will get a welcome from many quarters that it didn't get before.

The worst part in our whole picture today is the vicious propaganda about taxes. If we ever come to our senses and face the music as the more peaceful nations of Europe have done, then we can pay the price in taxes as they are doing and begin to build new lines of business, such as the service industries, and find that this is still the best country in which to live.

If a business prosperity like that comes the army of service men, repair men and route men I think will have something to look forward to. But the most important thing to say to these men today is that the days of big money are over.

If present signs hold true it is safe to say to operators in the coin machine trade generally that the days of big money are over.

If present signs hold true it is safe to say to people in all lines of business that the big money days are over. The stock market gambling joints are shackled and shaken, and the masses of the people have lost all confidence in business which makes all the profits that the traffic will bear.

If our country survives in its present form the next big step will be when people work for a living and enjoy themselves as much as possible while doing it. The coin-operated machine industry will fit well into that picture. Service men in all types of business will fit well into that picture.

DISCRETION



Resourceful operators are changing to a new type of Columbia, which is the essence of DISCRETION. No money, no checks are paid out through the front payout cup. Instead these rewards are directed towards a separate, locked coin box in rear, for which location has the key.

This "concealed payout" idea has done wonders in opening territories.



Supplied with Cigarette Reels, but changeable to Fruit Reels and Front Payout. All Columbias are instantly convertible from Nickel to Dimes, Quarters, Pennies.

NO BULK, NO NOISE, NO RESTRICTIONS

Just continuous, comfortable PROFITS.

GROEFCHEN TOOL COMPANY
139 N. Union Street Chicago, Ill.

PIN GAMES --- BARGAINS

DAILY RESERVES	\$60.00
Dance, Football	15.00
Long Beach	15.00
Running Wild	11.00
SNAPPY	20.00
Slupper, Gottlieb's	20.00
Slupper's Races	12.00
Silver Flash	22.00
Power Play	13.50
Topi	27.00

Boo Moo
Outboard
Sackey
Cross Line
Ricochet
Scoreboard
Booster
Buttons

Happy Days
Rock 'n' Roll
Match 'Em
Mad Cap
Swing Time

\$8.00 each
\$7.00 each
\$5.00 each

ARCADE MACHINES

Drop Pictures	\$20.00
Mintacoots	20.00
Punching Bags	30.00
Whirlizer Race Ball	30.00
Pacific Flat Gum Venders	6.00

Illustrated Price List on Request

EXPORT ATTENTION
Satisfied customers throughout the world.
Cable—Munmachine, New York

MIKE MUNYVES CORP.
145 Park Row—555 West 157th St.,
NEW YORK, N. Y.

Seeks Info About Official Group

To the Editor: "We understand that you maintain a directory of active associations in the amusement machine industry.

"We have been informed there is a national association of managers of State and local associations of this industry. Since it is our desire to become affiliated with a national organization of this type, we would appreciate it if you would supply us with their address. Or, perhaps, you could forward this communication to them, thereby expediting our obtaining full information about the association.

"Any service you are in position to give us in this connection will be very much appreciated."—W. A. S., June 18, 1938.

Editor's Note: We maintain as complete a list of local and State associations in the industry as it is possible to obtain. Exchange of addresses desired has been made in response to the above inquiry.

The Billboard has also been publishing annual reports from various associations each year in the Convention

Rock-Ola Sales

By JACK NELSON

Vice-President and General Sales Manager of Rock-Ola Mfg. Corp., Chicago.

So far this year our factory has enjoyed an almost unbelievable production and sales record. Actually, altho conditions are reported unfavorable in some sections of the country, Rock-Ola sales in the aggregate are far ahead of 1937. In analyzing the acid figures of the balance sheet recently, we have made an interesting deduction: Because of the diversified line of products manufactured, it makes it possible to increase sales and our total volume not only equals last year's figure but shows a decided increase for the same period.

The Rock-Ola Mfg. Corp. is really composed not of one factory but of many. It is not confined solely to making phonographs such as the newest streamlined models, Monarch and Windsor—but it produces other coin-operated equipment, such as Rock-O-Ball, the popular triple-score, coin-operated bowling alley; World Series robot baseball game, introduced almost two years ago by "Disney" Dean at the Show and continuously producing excellent earnings for operators; Tom Mix radio rifles and LoBoy scales, which show an unprecedented sales increase this year. The sensational one-shot pay table, 3-Up, with the extra backboard panel free, gives operators another game without cost.

At present production is under way in the manufacture of a sensational new product—Rock-Ola's Motor Scooter. Both a sport and commercial model will shortly be presented to the buying public thru an arresting national advertising campaign.

Visitors often marvel at the many branches of manufacturing in this great plant. It occupies more than half a million square feet of floor space and contains the most modern equipment obtainable. The location of the plant on Chicago west side is especially favorable—receiving and shipping facilities are fully adequate, as there is room on the Rock-Ola switch track for 17 freight cars at one time. All up-to-the-minute, mass-production machinery and methods are employed. Visitors are often impressed with the block-long conveyors, the efficiency of the woodworking, metalworking, assembling and finishing departments.

The growth of Rock-Ola Mfg. Corp. reads like a Horatio Alger story. In the short space of a very few years, the business has grown from a modest company of two or three employees to this vast factory covering two and one-half square blocks and employing more than 2,000 employees. David C. Rockola, founder and president of this company, was originally a coin-machine operator. He started a comparatively few number of years ago to manufacture personal weight scales and, as many coin-machine operators know, one product led to another—until now Rock-Ola is considered one of the leading coin-machine manufacturers of the world.

Ted Stoner Gives Big House Party

AURORA, Ill., June 18.—A novel and unusual house party was given by Mr. and Mrs. Ted Stoner at their Aurora home recently.

The spacious rathskeller in the Stoner residence was turned into a realistic Monte Carlo with roulette, chuck-o-luck, wheels of chance and other forms of amusement. Phony "massama" was distributed equally among guests at the beginning of the evening's fun. Winners of the evening were awarded beautiful gifts.

The bar was an exceedingly popular spot and received considerable play thru-out the evening, the guests are reporting.

Number. These reports have proved of great interest to the trade. There is a possibility that semi-annual reports might serve a better purpose by giving the trade such information at more frequent intervals.

Some of the associations co-operate with other organizations by giving us news reports every month of their work and plans.

NEW THIS WEEK



Keeney's MULTI-FREE RACES

1 to 3 coins
issuing awards
in "free games".

Metered

A better game and a bigger money-earner than the preceding, single coin game, Free Races. Any operator of the latter will know what a **MULTIPLE PLAY FREE RACES** will do.

5-balls. Totally different in play principle than any preceding "free game" type of pin table.

WINNING TICKET



MULTIPLE PLAY PAYOUT TABLE

1 to 6
coins
1 ball
employing Hand-copper play principle and features.



BOTH IN PRODUCTION
after extensive location tests. Write us of your Keeney distributor for circular and prices.

J. H. KEENEY & COMPANY

NOT INC.
"The House that Jack Built"
CHICAGO

Today's shortest cut to Financial Independence



Quick sure Profits

■ No other thing has ever taken the public fancy so fast or so completely as the **MOTO-SCOOT**. Everybody old or young wants to ride them. Wherever introduced they become the craze. They offer 2 big ways to make money and each way feeds the other, namely,



RENTING—Don Jackson, Chicago, paid for his fleet of Moto-Scouts in 3 weeks, renting them for \$1 per hour, 50c half hour, 25c for 15 minutes, and has been cashing in week after week ever since. Roadside stands, gas station and bicycle shops and traveling carnival men everywhere are cashing in daily.

SELLING—Costing little more than a bicycle—**MOTO-SCOOT**s sell like hot cakes wherever introduced—30 miles per hour and 120 miles on a gallon of gas cannot be approached by any other transportation—get the full details. Send in the coupon **NOW**.

The Original Moto-Scout

OPPORTUNITY COUPON.
MOTO-SCOOT MFG. CO.,
 202 S. Western Ave.,
 Chicago, U. S. A.
 Gentlemen: Please send me catalog and full details.
 Signed
 Address
 City State
 () Also send me your dealers' proposition, I am attaching letter telling my qualifications.

Don't Delay, Mail in the Coupon NOW!

Announcing Skilo Game to Trade

(New Game)

"To the Editor: We are announcing our new Skilo game to the trade. This game is the result of three years of research in trying to build a game that would appeal to all types of players. The game is similar to beano and bingo games, which are so popular all over the country. It is a penny game, yet it takes in from two to five pennies on every play to complete the game.

The results obtained in test locations were very gratifying and indicated that we had at last perfected a game that would make perhaps one of the greatest and most popular counter games ever introduced to the coin machine industry.

The game is housed in a beautiful cabinet, trimmed with chrome, it has plenty of flash and player appeal. No expense has been spared to make the game attractive and yet the price is under \$10. This low price will permit operators to cover all their locations at low cost. Several operators that received these games within the last 10 days already report collecting over three times the original cost of the game.

The entire plant has been geared up for volume production on the Skilo game, so that now we are able to put out 100 finished games daily.—Ray A. Brunelle, general manager Bonus Sales Co., Lawrence, Mass."

James Going to Town on Bally Reserve in Houston

HOUSTON, Tex., June 18.—Bally's new model Reserve has proved a lifesaver for local operators, according to M. R. James, of the Navigation Coin Machine Co. here. "We have been buried with orders for the Bally hit," states James. "In less than three weeks we have ground out deliveries on nearly 300 of the little angels.

The local boys at first were a bit skeptical about novelty games, but they have fully convinced themselves that Bally's Reserve will earn as much as, if not more, than the best automatic with half the trouble and investment."

trades are being cleared daily by operators thru this office. These operators realize that variety is still the spice of life and the need of every location.

"Virgil Christopher, Bally road man in the Southeastern territory, who recently made a survey of much importance in respect to better service and business, writes in that on the trip he is now making he finds that conditions in general seem to be on the upgrade thruout the territory and that sections completely closed on his previous trips are now beginning to come to life and operators predict an active summer season. It all goes back to what Jim Buckley has been preaching: That new-trend equipment is the friend of the operator and helps open closed territory.—M. Y. Blum, Valdosta, Ga."

Wise Counsel

By WM. COHEN
 Silent Sales Co., Minneapolis

Good machines are important! Good service is also very important. But most important of all is wise counsel! Many operators need the advice of a distributor who has had many years of operating experience as to what is the best type of equipment to operate. What price, how high they can go on certain machines—principally penny machines and the new-fangled high-priced pin tables, consoles, etc.

There are successful and unsuccessful penny machine operators. There are successful and unsuccessful high-priced machine operators. And there is a reason!

Success or failure depends upon whether or not wise counsel prevailed in the selection of the respective machines. For example, the day of the high-priced scales from a money-making standpoint has been a thing of the past for quite a few years. Good money is being made on popular-priced up-to-date scales by operators.

Very few console tables have made good. Those who were counseled wisely or had natural ability to buy the right consoles made good. The others fell by the wayside and took a terrific licking. This holds true in many other types of coin-controlled machines that have flooded the market in the past six years.

Tales of Woe

Very often we listen to tales of woe from operators who are not making money—and the reasons explained above are the cause. Had they been counseled wisely they would have bought equipment in the various fields that are sure-fire money makers. However, a great many operators are their own enemies.

In their eagerness to palm off on some distributor a bad buy at more money than the machine is worth they leave themselves wide open, lead with their chins, accept fictitious value for their bad buys and in turn pay out more money for unprofitable equipment and get in a deeper financial rut.

Mr. Operator, take stock of yourself! Does your inventory show machines from the top-notch manufacturers; the proven, location-tested, player-appeal type which are scarce on the used market today?

Not the Price

Remember, it is not what you pay for a machine that counts, it is what the machine takes in. It is not what you think you save on a machine that someone is trying to sell you that looks like the original proven money-making machine that counts—that saving is insignificant compared to what your ultimate loss will be in both mechanical deficiency and lack of player appeal.

You all need the top-notch equipment. You all need the best service. You absolutely need a distributor who always location-tests all machines. And the majority of you need wise, honest counsel in selecting your equipment.

Reports Opening Of New Territory

"To the Editor: Between our ever-growing winter season and the long-established summer season, a distinct impetus instead of a lull is taking place and we have had many friends visit us to view the latest releases. It is true that many people believe when our winter season is over in the Southeast that business folds up, but not so, for the searchers are just as popular in the summer, and so are amusement games.

"Now is the time when our recently established clearing house methods prove invaluable, for many satisfactory

NOW IS THE TIME TO CASH IN ON CASHENUTS IN NORTHWESTERN, 33 JR. VENDING MACHINES



\$7.50

Brings a Sample Machine and a Supply of Vendor Cashews

ORDER TODAY! BE FIRST!

WESTERN AUTOMATIC MACHINE CO. EDDIE FEY
 555 Golden Gate Ave., San Francisco, Calif.

1c STICK GUM VENDOR
 Double column. Holds 100 sticks of Spearmint and 100 sticks of Peppermint Gum. Chromium vinyl cabinet.
 PRICE—Only \$8.00 with 800 sticks of Gum free. Wall bracket with lock, 50c. Additional Gum supplied at \$3.00 per 1000 sticks. Remit Full Amount With Order.
D. ROBBINS & CO.
 1145-B DeKalb Ave., BROOKLYN, N. Y.



POPOMATIC MFG. CO., St. Louis, is recommending these attractive trailers to Popmatic distributors. An Indiana firm builds them, complete with signs, as a special for the distrib.

Editorial Thefts Reach New High

To the Editor: "You notice I stole some of your stuff this month to get even with you for all the stuff you have stolen from me.

"In this month's issue I think my editorial kind of hits the spot, but, of course, I don't think you can use it as I have condemned a number of machines that were advertised by you and, naturally, that leaves that article out.

"However, I think I have a good article on music which you could reprint for a good news item."—Bill (the Sphinx) Cohen, Silent Sales Co., Minneapolis.

Beg Your Pardon

In *The Billboard*, June 11, 1938, page 77, we published a news item saying that vending machine operators in Cleveland met at the offices of the Atlas Coin Machine Co. in Cleveland. The name of the firm was in error in this case.

It should have read the Atlas Sales Co. instead of Atlas Coin Machine Co.

PERFECT-PAC ASSORTMENT

For Vending Machines contains 250 Exclusive Imported Chama unequalled elsewhere! Only \$1.25.
COLONIAL SALES & NOVELTY CO.
 3801 Wayne, Kansas City, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

4 BRANCHES 1 POLICY

TO HELP THE OPERATOR
HELP HIMSELF

That's why we handle
the best games, give
the fastest deliveries
and maintain the most
expert service depart-
ments.

**GEORGE PONSER
ORGANIZATION**

33 WEST 60th ST.,
NEW YORK CITY

11-15 East Rucyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.



Salesboard Operators!

Attractive Clock equipped
with Timing Device to set
for Radio Programs. Good
time-keeper. A. C. 110
Volts. Sample, \$2.75;
Lots of 5, \$2.50. 25%
Disc. Bal. C. O. D.
DEVICES MFG. SALES
COMPANY,
1101 So. Newberry Ave.,
Chicago.

New York Trade Gets Penny Wise

NEW YORK, June 18.—Trade talk indicates that operators here are reversing what has been regarded as a permanent habit of steering away from penny games. The belief has been that this city would always support the nickel games rather than any other. Furthermore, there has been a belief that only nickel machines were profitable.

It took Schork & Schaffer and some of the other large operators of this city to convince the trade that penny play is back to its former prominence. Since the 3 per cent sales tax came into being pennies have been more prominently in use than ever before. This has created extra pennies in the pockets of almost every New Yorker.

Schork & Schaffer have taken some of the most expensive games in their spot on Broadway and 52d street and turned them into penny play, and they report that the machines take in more on penny play than on nickel play.

Gum, candy and peanut vendors have been rushed into locations where they, too, have been grabbing some of the odd pennies. Many games which have been purchased in reconditioned form have been changed to penny play and have been getting a better patronage. Some of the new machines are quickly changed over to penny chutes by operators who find that they do better in this way than with nickels.

The town's operators have become penny-wise once more. The sales tax has been one of the best penny-play stimulants that the industry here has had in many years. The trade is only wishing that it could feature the counter games again which used to always get the great majority of the pennies on locations.

Operators Grab Up Zeta

BROOKLYN, June 18.—Dave Robbins has been able to get quite a few laughs from the comments being made about Storer's new pin table, Zeta. Last week Dave received a small shipment and the operators immediately grabbed them up. "Now," says Dave, "the operators come in and shout, 'Where is Zeta?'" Dave has been promising the operators that he will begin to receive quantity shipments about June 15 and that he will be able to supply them all with plenty of "girl friends."

Hi-Lo Is Novelty Game by Genco

(New Game)

CHICAGO, June 18.—Big news was forthcoming from Genco, Inc., this week when Dave Gensburg announced that the firm is offering a brand-new game. It is to be called Hi-Lo.

Gensburg described the new game as being "a 5-ball novelty game featuring an entirely new type of backrack—what we call a magic mirror backrack, and a new two-way scoring principle. On this new magic mirror backrack are two scoring lanes, one on each side. As the game progresses, scores are raised on one side and lowered on the other. Not only is Hi-Lo's magic mirror backrack unique in appearance, but also in novel light-up action. As scores are made, lovely animated diving girls light up and make a complete dive from top to bottom. There are 14 action-packed bumper springs on a beautiful new playing field. As a ball contacts each bumper spring, 200 points are added to the player's score. And 1,000 points are added when a ball rolls over any of the skill switches on the playing field."

Explaining the play principle in more detail, Gensburg continued, "As a player inserts a coin, 1,000 points light up on one side of the magic mirror backrack. The object then is for the player to contact as many bumper springs as possible before the ball comes to rest at the bottom of the playing field. For every bumper spring contacted with the first ball, 200 points are subtracted from the original 1,000. The score remaining after the first ball comes to rest is the score the player must equal or better with the other four balls. And if the first ball rolls over any skill switch on the playing field, the diving girl makes one complete dive from the top to the bottom of the magic mirror backrack, and 1,000 points is immediately added to player's score. Hi-Lo is packed full of action, thrills and excitement from start to finish and we are confident that it will be one of the biggest profit-earning novelty games ever produced."

Gasparro Returns From 10-Day Trip

NEW YORK, June 18.—Tony Gasparro, the well-known English coinman with offices in New York City, returned this week from a 10-day trip thruout the Middle West and East Coast. Tony was on a buying trip and informs us he did quite a bit of business.

Among those people visited by Mr. Gasparro were Eddie Ross in Baltimore; Morris Gissert, Cleveland; B. D. Lazar, Pittsburgh; Walter Angeli, Canton, O., and John Riffle Jr., Canton.

Tony tells us he is getting prepared to take a short trip to England in about a month from now.

Expects Big Gains In Next 30 Days

NEW ORLEANS, June 18.—High in praise of the merits of advertising, as he placed his order for a periodical insert, P. W. King, of the O. and N. Sales Co., said that he has had only the best of results from such insertions in the recent past.

"Every time my business slows up, as it's bound to do at times," King relates, "I turn to the best medium of stimulating new buying interest, and that is in the advertising columns of The Billboard."

King admits that his sales peak is off but that the lull is temporary and due mostly to the fact that operators are satisfied with purchases for the moment. Business should regain its upward course in another 30 days, he predicts. "From there on it's the man who knows how to reach the right people, and who keeps in stock a wide range of needed equipment, in any territory," he concludes.

Atlas Novelty Men Cover Wide Fields

CHICAGO, June 18.—Reports from Atlas Novelty Co. of the work of various executives of the firm during the past

OPPORTUNITY SALE

4 Complete Jar Deals \$9.00

Including Tickets, Cards, Jars and Holders. All Cards Printed in Four Colors. Federal Tax Paid

We appreciate the opportunity you have given us by selling you our Jar Deals, and to prove to you whether or not our appreciation is genuine we are going to give you a real bonus to make money during the hot summer months. The prices are good for JUNE, JULY and AUGUST. Let's get going with the SMARTEST, FASTEST SELLING JAR DEAL ON THE MARKET.

WHEN ORDERING BE SURE TO MENTION SALE PRICES.
All of these Deals are Regular \$24.00 per Dozen. Order Today and Save \$16.00 per Dozen.

NO BULL	PLAY BALL	PORK & BEANS	PULL 'EM TONY
POSSIBLE \$25.00 HIT Takes in... \$57.00 Av. payout... 24.00 Av. Profit... \$33.00 Sample complete... \$ 3.50 Dozen lots complete... 27.00 Refills and cards in doz. lots... 15.00 Refills and cards in less than doz. lots, each... 2.50 Federal Tax Paid.	SEASON'S BIGGEST HIT Takes in... \$42.00 Av. payout... 12.00 Av. Profit... \$30.00 Sample complete... \$ 3.00 Dozen lots complete... 24.00 Refills and cards in doz. lots... 14.00 Refills and cards in less than doz. lots, each... 2.25 Federal Tax Paid.	POSSIBLE \$15.00 HIT Takes in... \$57.00 Av. payout... 20.50 Av. Profit... \$36.50 Sample complete... \$ 3.50 Dozen lots complete... 27.00 Refills and cards in doz. lots... 15.00 Refills and cards in less than doz. lots, each... 2.50 Federal Tax Paid.	DON'T MISS IT Takes in... \$57.00 Av. payout... 26.50 Av. Profit... \$30.50 Sample complete... \$ 3.50 Dozen lots complete... 27.00 Refills and cards in doz. lots... 15.00 Refills and cards in less than doz. lots, each... 2.50 Federal Tax Paid.

We Will Positively Not Ship Without Deposit
Postoffice Box 691 **GO GETTER JAR CO.** Tyler, Texas

McCALL NOVELTY CO.

McCALL'S SPECIALS IN NOVELTY GAMES

Auto Derby..... \$15.00	Flash Lite..... \$ 5.00	Mad Cap..... \$ 5.00
Bally Bumper..... 22.00	Genco Food's, 1035..... 2.50	Mercury..... 17.00
Bally Bumper..... 12.00	Hold Hand..... 9.50	Outboard..... 17.00
Bally Bumper..... 7.50	High Ball..... 9.50	Running Wheel..... 14.50
Basket Ball (Kish)..... 17.50	Hoop Ball..... 9.50	Shooting..... 6.00
Carroll..... 27.50	Home Day..... 17.00	Shooting of 1897..... 17.00
Choice Express..... 22.00	Live Wire..... 9.50	Sport Box..... 12.00
1938 (Live)..... 22.00	Long Beach..... 17.00	Streak Time..... 25.00
Cross Line..... 9.50	Neck in Neck..... 6.00	Streak Meet..... 25.00
Dix..... 9.50		Tournament (Mills)..... 17.00
Dot and West..... 9.50		
Electric Scoreboard..... 9.50		

WE BUY, SELL AND EXCHANGE.
Furnish standard 110 AC 60 cycles for operating sound trucks, coin operated music machines, motion pictures, AC radios, flood lights, etc.
250 West 110 AC, JN 43..... \$ 25.00
250 West 110 AC, JN 50..... \$ 30.00
1000 West 110 AC, 26AL..... \$ 22.00

KATOLIGHTO, Mankato, Minnesota, U. S. A.

3147
LOCUST ST. ST. LOUIS, MO.

173 Depot, Balance C. O. D. Send for Our Latest Price List.

110 VOLTS AC ANYWHERE!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Furnish standard 110 AC 60 cycles for operating sound trucks, coin operated music machines, motion pictures, AC radios, flood lights, etc.

250 West 110 AC, JN 43..... \$ 25.00
250 West 110 AC, JN 50..... \$ 30.00
1000 West 110 AC, 26AL..... \$ 22.00

KATOLIGHTO, Mankato, Minnesota, U. S. A.

week indicate its growing expansion into new fields. Harold Pincus, a field representative, is at present traveling thru Northern Illinois, contracting the many Atlas friends and customers in that section and helping them to select all types of profit-earning equipment. As Pincus says, "I enjoy saying hello to all our column friends, but most of all I enjoy helping them select the proper equipment for operation in their sections."

"While Harold is doing his part in this section, Julian Kratus sends good tidings from Detroit. Julian is manager of the Atlas Automatic Music Co. there, and is handling the distribution of Seeburg Symphonolas for the State of Michigan. And altho the office itself is new there, he is doing an outstanding job with these famous automatic phonographs.

Julian has been in the coin-machine business for some years and has a long list of operator-friends. He's well liked by those who know him and is fast making a host of friends among Michigan music men," say Atlas officials.

WE'LL BUY FOR CASH

**BALLY SKIPPERS
BALLY BUMPERS
CHICOIN DUX**

Write Immediately.
CY GLICKMAN

4458 Grisco St., Philadelphia, Pa.

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

USED MACHINES LIKE NEW!

JUST give us ONE trial order and you will be our customer for life. Every machine is inspected before leaving, after a thorough going over.

- | | |
|--|-------------------------|
| POKO LIGHT ... \$10.00 | EXHIBIT BAG ... \$17.50 |
| CHICO BASEBALL 30.00 | NETBALL ... 25.50 |
| KEENEY'S FREE RACES (Used 1 Week) ... 113.00 | ELECTRO ... 25.50 |
- FREE: Get our Making List for Weekly Price Bulletin.
NATIONAL NOVELTY CO., HEBECK, L.L.R.Y.

EXPORT

"We Cover the World."
Cable Address: "NATNOVCO."
Merrick, N. Y.

Mills 1-2-3 ... \$75.00	Al-Ser-Ben ... \$75.00	Liberty Bell ... \$75.00	Ducky Day ... \$75.00
Keeneey Derby ... \$75.00	Top Gun ... 12.50	Centros ... 65.00	Exhibit Cases ... 75.00
Change ... \$20.00	Center Smash ... 12.50	Tarbores ... 65.00	Long Champ ... 80.00
Ducky Days ... \$20.00	Caron ... 12.50	Scoreboards ... 6.50	Dark Horse ... 65.50
High Cards ... \$20.00	Arlington ... 32.50	Shokey ... 9.50	Bully Balls ... 25.00
Preakness ... \$7.50	Winton ... 12.50	Keechey Fogy ... 75.00	Reelment ... 30.00
Miss America ... \$20.00	Tur Champ ... 22.50	Races ... 75.00	Gettiled Derby ... 85.00
Flashes ... \$75.00	Five Flashes ... 22.50	Homestretch ... 12.50	Day Consoles ... 85.00
Fabgrounds ... \$75.00	It's Big Race ... 75.00	Silver Flash ... 32.50	Rare Tracks ... 40.00
Fistwood ... \$7.50	Waf-Em ... 5.00	Hare & Hound ... 22.50	Late Serial Nos. 40.50
	Mad Cap ... 5.00	Boo Noo ... 9.50	Bally Ball, F. Side 100.00
	Bumpers ... 6.95	Staters Races ... 15.00	

CLEVELAND-CHICAGO AMUSEMENT SALES CO., 3729 PROSPECT AVE., CLEVELAND, O.

IMPORTANT!

Large vending machine manufacturer will give you valuable free information. We will make you a distributor for our sensational new 5c Package Nut Vender. You can start with very little money.

WRITE P. O. BOX 285, DEPT. B, MINNEAPOLIS, MINN.

LoBoy Scales in Historic Rise

CHICAGO, June 18.—Never in the history of the firm, according to officials of the Rock-Ola Mfg. Corp., has the scale department been so busy as it has been up to the present time. It appears from an examination of the sales record that 1938 will be the greatest year in the history of the company for scales. N. L. Nelson, manager of the scale department, returned recently from an extended trip with the biggest number of orders for scales ever obtained from any previous sales trip.

Operators have written that LoBoy scales are just as good as an insurance policy and many of them wish they had been in the business a long time ago. It is very common to hear operators say: "Gee, I wish I'd gone into the scale business years ago. I never realized how much money those little fellows could make. They just keep running without any trouble month after month. In fact, I don't have to make a collection call until I find it convenient. I know the money's safe."

Kulick Surprises East With Vender

NEW YORK, June 18.—Ben L. Kulick, in a surprise visit to the trade here recently, brought a new merchandising machine which caused a great deal of comment, according to reports. The machine is said to belong in the well-known peanut vender field, but it is also reported to be so different in design that operators were quickly attracted.

"But, greatest of all, the beautiful design and mechanical perfection of this U-Bag-It machine is just as the name implies," says Kulick. "Depositing the coin in the machine and turning

the knob releases a glassine bag of peanuts. The peanuts are packaged automatically. The amount given is comparable to that of any other machine. Quantity is there. The bags are very reasonable, and the general effect of receiving the clean little bag of peanuts for a penny left an impression on all who saw it displayed at the Hotel New Yorker."

Kulick stated: "It's in the bag. Wherever I have stopped and shown the machine I have received orders. This is really the first machine that I have ever featured where so many orders have been given to me without a moment's hesitation. We are preparing a campaign to cover the entire country for U-Bag-It. The hit which it has made while I have had it on the road convinced me that there is a tremendous market for this machine, and while I am traveling production is under way so that orders will probably be ready for immediate shipment when I return to the factory."



JIMMY PASSANANTE, of J. & J. Novelty Co., Detroit, gets set for a "gusher" from a Bally Bell machine.

Quotations

The following item (quoted in full) appears in the June 14 bulletin of the Cigaret Merchandisers' Association of New Jersey, LeRoy B. Stein, manager:

NEW HOPE, Walter W. Hurd, coin machine editor of The Billboard, says "Every citizen should read an article in Fortune magazine from which quotations are given: 'There has been a nation-wide shift in the concept of the State and its proper relationship to private enterprise. In operating capitalist economy, American business has consistently misappropriated the principles of democracy. As representing the capitalist economy, business had an obligation to build a workable economic system. But by 1932 it was evident that it had failed to do this. So business is confronted with a realistic fact; namely, that the majority of the people are beginning to measure the virtue of their government mainly in terms of the guarantees it makes concerning their income. Every business man who is not kidding himself knows that, left to his own devices, he would run headlong into another 1932. The path ahead of American business is narrow, but perfectly clear. The object of business is not to obstruct government intervention at any cost, but to enlighten the intervening government in economic matters. America was founded by people devoted to new ideas and new ways. We will stand or fall now upon our ability to catch up with American ideals and its spirit of progress. The Coin Machine Industry, too, is handicapped by members in its circles who still try to use old methods with new machines in new times. If we must live by new machines, we must learn to live in new times.' To which your manager wishes to add that members of the CMA are trail blazers, pioneers in a new industry profoundly concerned with the successful operation of automatic merchandising equipment and destined to survive in the face of all obstacles. The CMA is your government. Its destiny depends upon you."

Seven Grand Is Still Climbing

CHICAGO, June 18.—The counter machine Seven Grand is demonstrating its value for steady earnings every day, says Al Koplo, of Rialto Sales Co. Koplo himself has a wide acquaintance in the trade and his knowledge of operators' needs, he says, makes him doubly sure



of the success of the counter game his firm offers.

"It is really two games in one," Koplo states, "since it is convertible from free play to cigaret or other merchandise awards in 20 minutes. The award cards are for 20 packs of cigarettes or 100 free plays. It will take pennies, nickels, dimes and quarters, with last coin showing. A set of high-grade spot dice for free play and also a set with cigaret insignia come with each machine."

Huber Markets New Protective Device

CHICAGO, June 18.—Joe Huber, head of the Huber Coin Machine Sales Co., reports he's marketing a new device to the trade which will and pilferage and hi-jacking of machines. "This device is a neat and compact unit," he stated, "which can be placed inside the cabinet of most every type of machine. It is so constructed that when anyone tries to tamper with the cash box door or tries to walk off with the machine a positive electrical contact is made which in turn sets off a siren. This ear-splitting noise continues until the machine is turned off with a special key which either the operator or the merchant has in his possession."

"One op in this section," Huber continued, "stated that his losses were so great he was about ready to give up in disgust. After he tried out our device on a few of his machines, he immediately placed orders for enough of them for all of his equipment."

Fort Worth

FT. WORTH, Tex., June 18.—Music continues to lead the operating parade in this city, with cigaret venders taking second place. Peanut, ball gum and toy venders dot the city from every side and many new scales are noticeable in the downtown section. The Globe Machine Co. of this city is still manufacturing ball gum and peanut venders and has been instrumental in sponsoring the placing of hundreds of its machines in this city and throughout the entire State.

Highway spots leading in and out of Ft. Worth are affording profitable locations for operators. Hundreds of these locations keep open until late in October, which gives the ops a good run on their equipment.

Lake Worth is running every day and the water-front amusement center affords locations for lots of coin-operated devices. Tuesday, June 14, was kiddies' day at the lake and the coin machines did a rushing business. Ten thousand kids swarmed the boardwalk that day.

Eddie Vinson, head service man for the Ft. Worth Novelty Co., is now vacationing somewhere in the wilds of Texas. Eddie heads the phonograph division of the Ft. Worth Novelty Co. and is one of the pioneer phono service men of the Southwest.

Picture Machines Get Lemke Again

DETROIT, June 18.—"I'm going back into the motion picture business," Henry C. Lemke of the Lemke Coin Machine Co., proclaimed this week. "I've just bought 100 machines, mostly photo-scopes and microscopes, and I'm back in the field I was in ten years ago. I think the time has returned for this type of machine."

"But I'm operating on a new policy now. Like the best theater houses, I'm operating on a two-change a week idea. It's simple if you do it systematically. With 100 machines, every reel is different, and one machine is kept as a spare. Just shift from one number to another on each location twice a week. Take in the spare machine to the first location, replace the machine there, jump it over to the next location, and so on. The result is a twice-a-week change of reels, and you can keep on doing it for a couple of years with this number of machines."

Epstein Produces New Combination

BROOKLYN, June 18.—Morris Epstein, of the Vindex Co., has recently gone into production on his Vindex 520, interchangeable jar and ball gum vender, and states that he feels this model is the ultimate in ball gum venders.

The Vindex concern, which has long specialized in this type of device, has a favorable reputation throughout the trade.

Oklahoma City

OKLAHOMA CITY, June 16.—They say that Lindsay, Okla., op Homer Hardiman is really going to town with counter units.

A former coinman, Bill Wheeler, is now busy explaining air-conditioning to sweating citizens of this city. Bill visits coin machine row often.

It is general talk that Charley Todd will soon be basking in the glories of the sun-kist State, you know, out where they make motion pictures and prize fighters.

THE COIN CHUTE LEAGUE

AMUSEMENT • CONVENIENCE • ENTERTAINMENT • CREDIT

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Sooner or Later

Editor's Note: One of the most thoughtful comments on unemployment and its causes appeared in *The Chicago Daily News*, June 16, 1938. The comment was written by Howard Vincent O'Brien, an independent columnist who actually writes "what he thinks" for the Chicago newspaper.

It will be seen that one of the worst features about our machine age is that new inventions and patent monopolies often shut down entire industries and even upset the business life of entire cities. This throws hundreds and even thousands out of jobs, who must wait and wait for something else to turn up—or leave homes if they have any and move to some other town where there may be another job for a time. Read what Mr. O'Brien says and think it over.

Radio Convention

"To a convention and exhibit put on by the makers of radio parts, and greatly impressed by what my old friend, Ken Hathaway, had to show me.

"In some ways it was a melancholy afternoon. I grew morose as I saw the evidence of how far ahead we have got with the implements of communication and how childishly little we have done with them. The engineers have labored well, but so far the fruit of their labors has been an intellectual mouse. Radio as an art, struggles far behind radio as a science.

"There were other things to make me gloomy. There was, for example, a new sound reproducer, very simple and cheap, which will presently do away with the stenographer and the court reporter. And there was talk of a new type of phonograph record, imported from France and made of paper, which can be sent thru the mails in lieu of a postcard and almost as cheaply.

Out of Work

"Then there was a man who had much to say about the increasing use of the photoelectric cell. His talk was anything but cheerful. Every day some new use is found for this device—and each use puts men out of work. Its use in alarm systems is even creating technological unemployment among burglars and safe crackers.

"On the other hand, there was a perfected windmill. This device was exhibited in a radio parts show because it grew out of a demand for something that would charge the batteries of a farmer's radio set. From that beginning it has been developed into a source of electric light and power for the farmer's machinery.

"Wherever one of these windmills starts turning the door opens for toasters, loless iceboxes, motor-driven equipment of all kinds, and all the host of labor-savers that electricity has made possible. Labor will be needed to make

those labor-savers, and factory wheels will whirl because the winds blow.

Truce to Invention

"The first thought one has when he sees the ingenious ways in which the inventor is creating unemployment is that invention should be made a felony, for a few hundred years anyway. The inventor is raising Cain with our economic system.

"The second thought is to readjust the economic system so that it can swallow inventions without the dyspepsia from which it suffers now. There is good ground for believing that men displaced by an invention or discovery sooner or later find employment in the industries created by these inventions and discoveries. It is probable, indeed, that invention creates more employment than it destroys. Certainly more persons gain their daily bread from the homeless carriage than ever were supported by the carriage which horses hauled. The joker is in that phrase 'sooner or later.' Society can wait, but the individual can't.

Filling the Gap

"What we've got to do is devise ways and means for keeping men gainfully occupied while they wait for one industry to replace another.

"It is remarkable how much more clearly engineers see this problem than bankers and financiers see it. The engineer is well aware of the problems he is creating and is anxious to solve them. The financier seems almost unaware that such problems even exist. The engineer lives in a world of today and tomorrow. The financier lives in a world that is gone.

"Most of our current difficulties, I think, are due to our lack of understanding of what the technicians are up to. If we could understand what they are doing, and profit by it, we could, almost overnight, have a world more comfortable than even the most optimistic ever dreamed of.

"One of these days some inventor will turn his mind to the problem of want in the midst of plenty, and then, I think, we shall see something. Poverty will be as obsolete as the fallow dip."

Advertising Makes Work

The Advertising Federation of America, meeting recently in Detroit, used as a slogan: "Advertising Makes Work." What a suggestion for the coin machine industry! In the future, industries and trades will gain public favor by their contributions to employment.

Probably the best contribution that advertising makes to the nation is its speeding up of the circulation of money.

Advertising persuades the masses of the people to spend their money as fast as they get it. It is in the upper brackets today where advertising is having little effect in speeding up the spending of money.

The coin machine trade is thankful that the masses spend their pennies, nickels and dimes as fast as they get them.

Calcutt Planning 20th Annual Sale

PAYETTEVILLE, N. C., June 18.—Joe Calcutt, of the Vending Machine Co., says the firm is about ready to start its 20th annual summer sale of coin machines. For that many years Calcutt has made it a practice to feature every machine, new and reconditioned, in stock when the mid-summer season arrives.

"This year," Calcutt reports, "we will have some of the greatest buys in our history. This being the 20th annual summer sale of our firm, we want to make it long remembered to operators and jobbers everywhere in the world. We have collected one of the most impressive lots of machines that we have ever had.

"Included in this lot will be slots, one-ball automatics, phonos, consoles, counter games, arcade equipment, vending machines, scales, parts and supplies. Every reconditioned machine that we feature will be absolutely guaranteed regardless of price at which advertised. At the same time a complete stock of new machines are on hand," Calcutt concluded.

Wedding Bells

CHICAGO, June 18.—Florence Rose, sister of Charlie Rose, succumbed to the romantic spell of June and on the 11th day of the month, 1938, formed a new Frankel-Rose partnership. To the coin machine trade in Chicago the Frankel-Rose advertising agency is well known. Charlie calls on the manufacturers. Now J. B. Frankel has changed the name of one Rose to a Mrs. Frankel. The honeymoon trip took them to California.

CHICAGO, June 18.—Tillis (not the toiler) Handler, secretary to A. S. Douglas, president of Daval Mfg. Co., was not content to set her eyes on only one sparkler for this June. On June 11 she married a whole jewelry store by exchanging Dave Fergus, a jeweler, in a matrimonial alliance.

Payout Pads Are Premium Offer

NEWARK, N. J., June 18.—The premium offer of payout record pads by the Hercules Machine Exchange, Inc., in meeting a hearty response, says Irv Orenstein, of the firm. The offer includes 10 free pads with every game sold.

Orenstein also reports, "This has started many ops on the payout protector who formerly did not want to try them. But it seems once they get 10 of them free they pass the sheets to the storekeeper and the results have been so good in many instances that they are continuing to use them for every location with great savings to themselves.

"We also find that these payout protector pads are more necessary today than they ever were before. The operators who have been buying from us since we started to feature them free are all reporting that this is more important today than it was when we first introduced them."

Pop-Corn Firm To Offer Premiums

CHICAGO, June 18.—The story of how a prominent producer of pop corn developed the idea of French Fried ready-to-eat pop corn, and how he built a volume from scratch to a half million No. 10 cans in a few months, provides proof that even during a depression it is possible to make sales in volume if you give the public something they want.

Some months ago Pop-O Products, Inc., was running a number of demonstrations on its unpopped pop corn which were proving remarkably successful. Over a million Chicago consumers

"SPECIALS" from America's Largest Distributors

Guaranteed-Reconditioned

SLOTS	
ALL LATE SERIALS	
5c Mills Blue Front D. J.	\$42.00
10c Mills Blue Front D. J.	45.00
25c Mills Blue Front D. J.	47.50
5c Mills Blue Front S. J.	43.50
25c Mills Blue Front S. J.	55.00
5c Wading Rollatop	27.50
10c Wading Rollatop	29.50
25c Wading Rollatop	32.50
10c Mills Extraordinary	31.50
25c Mills War Eagle	34.50
25c Jennings Chief	51.50

PAYTABLES	
Arlington	\$30.50
Golden Wheel	24.50
German	19.50
Foxo Finish	20.50
Fairgrounds	24.50
Western Room (Mystery)	22.50

CONSOLES	
Bally Saddle Club (Fl. Sample)	\$129.50
Flamingo Three Fanfare Console	76.50
Exhibit Silver Ball (7 Coin Drop Head)	77.50
Exhibit Chuckalesta (7 Coin Drop Head)	77.50
Exhibit Jockey Club (7 Coin Drop Head)	77.50
Bally Bells (5c & 25c Coin Chute)	55.00
De Luxe Ball (5c & 25c Coin Chute)	52.50
Roomport	52.50
Big Ball	52.50
Fast Track	49.50
Kenny Skill Time	162.50

PHONOGRAPHS	
Rock-Ola Regular	\$69.50
Mills De-Ris-Wi	54.50
Seeburg Model C	50.50
Wurlitzer P12	65.50
De Luxe Dancer Master	53.50
Mills Dancer Master	55.00

Write for new, beautifully colored price bulletin, listing complete line of Paytables, Novelty Games, Consoles and Slots. "The House of Friendly Personal Service" Terms: 1/3 Deposit, Balance O.O.D.

ATLAS NOVELTY CO.

2200 N. Western, 1326 W. Flagler St., CHICAGO, MIAMI, PITTSBURGH, Cable Address Atnovco.

NOW! You can get . . . SPECIAL PRINTED COLLECTION BOOKS

Standard Forms With Your Name, Address, etc.

BALTIMORE SALES BOOK CO., 120 WEST 42d ST., NEW YORK CITY. Attention Mr. Chas. Fleischmann.

sampled their products, it is stated. The universal appeal of pop corn gave Seymour S. Skidel, president of the company, an idea. That idea was to sell ready-to-eat pop corn and call it "French Fried."

Pop-O Products, Inc., does a large volume of business on pop corn in 100-pound bags with commercial poppers all over the country, Skidel says. This corn comes in five varieties. In addition they furnish cartons in striking colors with customer's name. Other items handled by them are Pop-O Glucose and Pop-O E-Z-Fla Salt.

To celebrate their 10th year in business they are offering hundreds of useful and attractive gifts to commercial users of pop corn and supplies. A 40-page gift book is a guide to any commercial user of pop corn.

Pleasant Surprise

Among the pleasant surprises that cross an editor's desk are those of people who stray away from single bills to get married. Remember Claire Grant, the pretty girl jobber of the earlier pin-game days in New York? Here is a post-card message:

"Howdy! You see I wasn't fooling. It is very, very nice being married. We're having a perfect time. Seen you soon—Claire and George Morano." (Card mailed at Atlantic City June 14.)

P.S.: I'm not the only fellow in the coin machine industry with a broken heart. Claire, by the way, is still connected with the coin machine trade and has been since the advent of pinball games.



ROY ROGERS, stepping cowboy, listens to his own Victrola records on a Wurlitzer 24-record phonograph. Rogers visited the display room of Central Distributing Co., Kansas City, Mo., to pose for this picture when on a personal appearance tour.



WILLIAM NATHANSON, Los Angeles, dropped into Chicago by plane to arrange Pacific Coast distributorship on U-Bowl-It game with Daval Mfg. Co.

Schnickelfritz Boys Like Phonos

MINNEAPOLIS, June 18.—Freddie Fisher and his now world famous "Schnickelfritz" orchestra, fresh from the Warner Bros. studio, where they just completed making *Gold Diggers of Paris*, a \$500,000 musical extravaganza, stopped over in Minneapolis the week of June 6 on their way to open an engagement at the Paradise Restaurant in New York.

Freddie and the boys are all old-time friends of Don Leary, coin machine operator of Minneapolis, so it was only natural when they were looking around for a place to do a few hours of rehearsing that they should make themselves right at home in the back room of the Automatic Sales Co., owned by Don Leary.

It didn't take long for folks around Minneapolis to find out about this even though the rehearsals were in secret and Leary could have done a "rushing" business if he had been able to charge admission. Several of the operators brought along their candid cameras to snap the "Schnickelfritzers" in action.

Freddie and the boys all claim they felt right at home among all the phonographs and pin-ball machines, for after all it is to the coin machine operators that they owe a large portion of their sensational rise to fame, due to the fact that coin machine operators have been extensive users of all the famous Freddie (Schnickelfritz) Fisher records.

New Orleans

NEW ORLEANS, June 18.—Hot weather has interfered very little with playing of the phonographs and distributors are proving this fact by reporting further good sales of new equipment, while record sellers are even more enthusiastic over reports on their summer turnover. Continued good business throughout the State as the result of oil booms, an abundance of good new recordings for which there is a good player demand and the wise thinking of many operators who have recently placed on location new and alluring equipment are some of the reasons for the continuance of good business.

A. J. Planche, of Covington, La., stepped over at the Wurlitzer distributor's office, the Jules Peres Novelty Co., this week and bought several new phonographs for placement in his section of the State. Planche is one of the best known men in the famous Ozone belt of St. Tammany Parish and thousands of New Orleanians in the famous health resort are giving him added patronage with his Wurlitzers this season.

Sam Gentilich, of the Dixie Music Co., reports good sales of Seeburg phonographs in the Delta section, where a big cotton crop was harvested this past season, and hundreds of new communities are getting new BEA power lines for the first time. Burt Trammel, special territory salesman for the Seeburg and Bally lines of machines, returned this week from a wide sweep thru North Louisiana and Mississippi.

Record-Buying Guide

Going Strong—Keep 'Em Around

Says My Heart
Cathedral in the Pines
Lovelight in the Starlight
Cry, Baby, Cry
You Leave Me Breathless
Oh, Ma, Ma (The Butcher Boy)

On Way Up—Better Stock Them

I Let a Song Go Out of My Heart
Day Dreaming
Music, Maestro, Please
Little Lady Make Believe
The Girl in the Bonnet of Blue
It's the Dreamer in Me

On Way Down—Not Worth Pushing

Love Walked In
Don't Be That Way
You Couldn't Be Outter
Heigh Ho
I Love to Whistle
On the Sentimental Side



"Heart" Is Top Tune With "Breathless" Close Second

By DANIEL RICHMAN

NEW YORK, June 18.—Top tune this week is *Says My Heart* from the pic *Cocacost Grace* and it's closely followed by another from the same film, *You Leave Me Breathless*. Hold on to these, for they both look good for several more weeks, especially since the film is now being released generally around the country.

Cathedral in the Pines was rushed into popularity so quickly that it is not finding it too easy to stay at the very top with a bad slip on the air and a slight easing off in the demand for copies. No indication yet, however, that it won't be with us for some weeks to come, altho it is doubtful if it has the terrific strength of a *Ti-Pi-Tin*. But don't let go of it.

Altho there is a limit to the number of records the machines can hold at one time, and there are enough leading tunes to fill the grooves without men-

tioning some of the runners-up, for the sake of preparedness we recommend several new songs.

It's the *Little Things That Count* is quite promising as a potential hit, and included in that class are *There's Honey on the Moon*, *I Married an Angel* (from the Broadway musical comedy of that name), *I Hadn't Any One Till You*, *When They Played the Polka* and *If It Rains, Who Cares?* These tunes should not be passed up, for among them may be the big hits of next month and several of them are popular enough right now to attract plenty of nickels.

The group of ditties that was in vogue in the late winter and early spring means absolutely nothing now, and you can forget all about the *Swon White* songs, *I Love To Whistle*, *Please Be Kind*, *Ti-Pi-Tin*, and in another week or so, *Love Walked In*.

Public Informed of Phonograph Benefits in Radio Announcement

(The following address was delivered by A. J. DeMers, attorney for the Arkansas Music Operators' Association, at a meeting of that organization in Jonesboro, Ark., May 29, 1938. The address was made over Radio Station KBTM in Jonesboro and is an appeal to the public in behalf of music operators.)

RADIO LISTENERS: The Arkansas Music Operators' Association is holding a meeting in the city of Jonesboro this afternoon. The members of the association are the owners of the automatic musical instruments found in most any type of business, including church and funeral parlor. On behalf of the association I want to thank the good people of Jonesboro for the splendid reception they are giving us; also we appreciate very much the warm welcome extended to us by your very able judge, Honorable O. R. Rankin. I also want to say, "Thanks a million," to that fine body of men, the Young Men's Civic Club of Jonesboro, and to Mr. Marcus Fietz, who will be our guest speaker tonight.

To the Honorable Hattie W. Caraway,

the most sincere statesman the United States ever had, I hope and pray that Arkansas will keep her next August.

Since the early days, long before civilization, music was popular and always will be popular. The advancement of music has been more prominent than almost any other art. In the early days the savages would call their tribes together with the beat of the tom-tom and in this way they were able to get their clan together on short notice. Nowadays it is possible, with the work of the coin machine business, to place instruments in the most remote places of the country.

Coin Phonographs

The operators of coin-operated phonographs can be considered today an important factor in keeping peace and happiness where ordinarily there would be gloom and unhappiness by placing phonographs in the small towns and villages where people would ordinarily be unable to hear music of their own selection, and for such a small amount of money. Where for 5 cents the tired

workingman who is unable to afford other types of music is able to go to his local refreshment place and purchase a little refreshment and enjoy the music of the world's most prominent orchestras.

When we remember that "Music hath charm to soothe the most savage beast" and gaze around us upon the world of today we are impelled to the conclusion that anything which would accomplish that laudable purpose is a necessity in the highest degree.

When we consider the thousands, yes, even millions of dollars that are annually expended by our educational system in teaching the youth of America the principles of music, both instrumental and vocal, can we say that such teachings are a luxury?

Are we to say that the federal government when it has organized bands and orchestras to give work to the unemployed is spending money for luxuries?

The operation of automatic coin-operated musical instruments has a far-reaching benefit from the very source of manufacturing to the local owner. The amount of materials necessary to manufacture automatic coin-operated musical instruments consists of millions of dollars' worth of lumber, steel, copper, brass, aluminum and hundreds of other articles. As a matter of fact, much of the lumber that goes into the manufacturing of the cabinets of the automatic musical instrument comes from OUR OWN STATE OF ARKANSAS. The factories manufacturing these instruments employ a total of more than 8,000 people directly employed in the labor of assembling the instrument. Taking into consideration the number of men employed in the work of supplying the material for the machine, it would probably bring the number to well over 30,000 people.

The railroads, as well as all forms of transportation, to transport these instruments throughout the United States collect a revenue annually that would be well over \$1,000,000. This does not take into consideration local trucking companies which benefit as well.

Helps Merchants

Getting a little closer to the actual operation and benefit of the machine—in the merchant's own establishment. I wonder if any of us have ever considered if it were not for the automatic music instrument of the coin-operated type thousands, yes, hundreds of thousands of merchants would be out of business today. The so-called depression has made it absolutely necessary for the merchant to have additional revenue to carry on his business so that he might be able to pay his rent, so the landlord can pay his taxes, and with these taxes support the local community as well as pay the salaries of the administering government.

There are approximately 300,000 coin-operated musical instruments throughout the United States. The operators of these instruments can hold their heads high for the fine work accomplished by making people happy. One can only glance at the daily newspapers to learn

Sheet-Music Leaders

(Week Ending June 18)

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



HERE'S A WURLITZER MODEL 24 phonograph as the center of interest at the International Trades Fair in Brussels. Music men in Europe keep Walter Pearce (right), Wurlitzer distributor for England and Belgium, rushed to supply demand.

the trouble in the European countries as well as in the Orient. It is a well-known fact that in Italy, Germany, China and Japan they do not have the pleasure of the coin-operated music instruments because of ridiculous laws. I believe that if coin-operated music instruments were in operation in these countries like they are operated in the United States that the people would be thinking of happiness and good times instead of war.

Helps Orchestras

The number of orchestras employed in recording records for the automatic music instruments will number over a thousand, with units running from 10 pieces to 100 pieces. If it were not for the automatic phonograph thousands of these men would be out of work and their talent wasted because there is not enough work in the theaters to keep this many men employed.

In almost every school in the United States some kind of music is taught, and in the high schools and colleges musical instruments are an important factor in keeping the students inspired, but this is not all. Many of the students become accomplished musicians, and if it were not for the coin-operated phonographs it would not be possible for them to earn their living in the art in which they are most perfected. It is a well-known fact that many student orchestras just out of college are given recording contracts, and some of these students receive world-wide fame, which would not have been possible if it were not for coin-operated phonographs.

So I say to the operators, lift your head high. Go back with your chest out and be proud that you are a phonograph operator. It is a permanent business. There will always be music. The only thing that can stop it is you yourself. Nothing else in the world will ever be able to stop music. So fight for your rights thru your association and you will get the most benefit out of the most permanent business in the world.

It has been said that "whereas melody

is the cry of man to God, harmony is the answer of God to man.

Kansas City

KANSAS CITY, Mo., June 18.—The much-discussed "business recession" is over, if one is to judge by the activity at the plant of the Great States Mfg. Co. President A. E. Sandhaus recently augmented his staff of trained employees by hiring 30 more, an almost unheard-of feat here this season. But Sandhaus is convinced his is better than ever and the sales of his many coin-operated products indisputably prove his viewpoint to be correct.

Parking meters were being installed for the first time on the city square of Independence, a Kaycee suburb, this week as a 90-day test period was begun. Mayor Roger T. Gernon, who steadfastly argued with the city council members that coin-operated meters would solve the traffic problem, announced the meter plan would be extended to other Independence streets if the experiment proved successful.

Richard Chandler and Joseph Berkowitz, genial head men at the Universal Mfg. Co., on Eighth street here, are now pushing the sale of 45 unique jar games, including 12 of the ridget variety. One of the models, called the New Reel, is proving a sensational item on the Universal list. Six is excellent at the Universal plant, and Chandler, along with his partner, Berkowitz, sees an even greater season ahead.

With the recent opening of Fairyland Park, city's only amusement park and largest one of its kind in this section of the United States, Harry L. Fogel unshuttered the doors to the Fairyland Sportland, on the spacious and colorful Fairyland midway. Fogel is now in his eighth year at the park and his equipment includes approximately 150 coin machines, ranging in type from the Curtis-Wright "Fly it yourself" airplane to penny movies. Seven new baseball games were purchased by Fogel recently, and they all are receiving heavy plays. The sale was made by Carl F. Hoelsel, president of the United Amusement Co. The Fairyland Sportland is the largest in the city itself and is a mecca for picnickers and amusement seekers who flock to the park for recreation on warm summer nights. Fogel reports business to be good and is well satisfied with the "takes" registered by the new machines.

The Great States new and streamlined Sel-Mor vending machine, finished in a flashy, eye-arresting chromium and baked enamel and equipped entirely with nickel-plated working parts, is selling at a tremendous pace and surprising even its owner and inventor, A. E. Sandhaus. Its unusual shape and its extremely large capacity for charms are responsible for its popularity, in the opinion of its owners, and a five-year guarantee goes out with every Sel-Mor sold. Tests of the machine on locations here resulted in excellent results and shortly after it went on the market enthusiastic reports from operators everywhere followed. The Sel-Mor de luxe model and others are manufactured in this city, a fact which even the Chamber of Commerce is proud to record in its ledgers.

Tim Crummett and Rue F. Mason, of the Central Distributing Co., report business to be good at their place. Which makes for a better coin machine industry here this summer.

Houston

HOUSTON, June 18.—Despite a siege of unusually warm weather, attendance at the Music Operators' Association remains well above normal. It might be that the social hour following the regular business session has something to do with it. Local breweries have been very generous this season, furnishing plenty of beer, while barbecues, salads and cold meats are furnished by the association.

Edwin C. Lear, the new manager of Houston branch of Electro Ball Co., has just completed a business tour of South Texas and Western Louisiana territory. Lear announced that following a similar trip over North Texas, ending with a business conference at the home office at Dallas, he would return to Houston the latter part of June.

Mrs. Pauline Weitz, formerly of Dallas,

STAY ON THE Bright Side, MISTER



WITH

SEEBURG Streamlined SYMPHONOLAS

20 RECORD MULTI-SELECTOR Concert Grand - Crown - Regal - Gem

J. P. SEEBURG CORP. 1500 DAYTON STREET CHICAGO, ILLINOIS

THE MEDICAL DEPARTMENT SINCE 1902

WURLITZER 616 --- \$147.50

412—\$77.50. P12—\$54.50. ROCK-OLA 1936—\$59.50.

Prices Including Crating

LEON TAKSEN, 2134 Amsterdam Ave., N. Y. FOR EXPORT Cable Address: "LATAKE"

is now secretary and office manager of Electro Ball Co., Houston branch.

Mrs. Lois Stelle, manager of Stelle & Hecton's record shop, reports business as exceptionally good considering the time of year.

El Paso

EL PASO, Tex., June 18.—One of the oldtimers in this town is Charles F. Van Slyke, operator and coin machine authority of note. Van Slyke keeps a large string of equipment going in and around this city.

Andrew Cigaret Service keeps up-to-date cigaret machines on location in the El Paso territory.

Operating vending machines is the profession of C. A. Longridge, operator. He has a nice bunch of equipment going at all times.

Conditions in and around this city are fair and operators report pleasing earnings. This was at one time a real automatic city, but like so many other Texas towns the lid has been clamped down. However, there is plenty of automatic equipment to be seen on location.

Ralph Williams heads the Rio Grande Specialty Co., Western Novelty Co. is adding new equipment. Clarence Anzley, J. E. Rhodes, Joseph Montalbano are hustling ops of this border city.

RECONDITIONED

Ready To Set On Location PHONOGRAPHS

Conehart 1935 Model	\$35.00
Mills Dancestar De Luxe	45.00
Mills Dancestar	35.00
Mills Troubadour	25.00
Rock-Ola Multi-Selector (1936 Model)	45.00
Rock-Ola Rhythmic King	100.00
Seeburg Melody King, Model K	225.00
Seeburg Melody King, Model Q	200.00
Seeburg Selectophone	25.00
Seeburg Selectophone De Luxe	35.00
Seeburg Symphonola, Model A (Red or Green)	85.00
Seeburg Symphonola Mod. A (Walnut)	75.00
Seeburg Symphonola, Model A (Glosswood)	85.00
Seeburg Symphonola, Model A (Equipped with Illuminated Grills)	90.00
Seeburg Symphonola, Model B	85.00
Seeburg Symphonola, Model B (Equipped with Illuminated Grills)	100.00
Seeburg Symphonola, Model C or D	115.00
Seeburg Symphonola, Model H	100.00
Seeburg Symphonola, Model I	185.00
Wurlitzer P-19	45.00
Wurlitzer P-12	75.00
Wurlitzer P-450	105.00
Wurlitzer 412	85.00
Wurlitzer 1033 Mod. (24 Records)	225.00

Almost all of the Phonographs listed above can be had with Illuminated Grills. ADD \$15.00 EXTRA.

Terms 1/3 Deposit, Balance C. O. D.

W. B. CO., INC. 3800 N. GRAND BLVD., ST. LOUIS, MO.

USED RECORDS

\$2.35 Per 100

Send money in full.

MISSOURI TAVERN SUPPLY CO. 421 Walnut St., Springfield, Mo.

PHONOGRAPH OPERATORS SAVE MONEY!

WRITE OR WIRE US TODAY FOR QUOTATIONS ON WURLITZERS AND ROCK-OLA PHONOGRAPHS!

Lowest Prices Assured!

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EXPERIENCED MUSIC MEN Insist ON PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonographs. It is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!

PERMO PRODUCTS CORP. Metallurgists—Manufacturers 605 BERTWOOD AVE. CHICAGO, ILLINOIS

"The Sensation of the
Music Industry"

The LUMI-CHROME "Slip-On" CABINETTE

Everywhere you go operators are talking about these beautiful illuminated cabinets. Makes your old phonographs modern, streamlined models at less than a fifth the cost of a new machine! Installed in 3 minutes! See them yourself—today.

**NOW ON DISPLAY
At Leading Distributors**

—Made by—

LUMI-CHROME MFG. CO.
1509 Chicago St., Omaha, Neb.



The cabinet pictured above is fitted on a 5-year-old phonograph.

Maestro Point

"IT'S THE LEADER"

Ensures clear, full toned reproduction (moulded to the groove), insuring long life.

Created for the automatic phonograph industry; or any record reproduction.



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Write for Territory.

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OFFICES AT:

161 W. Wisconsin Avenue,
Milwaukee, Wisconsin.

WURLITZER'S 616--\$149.50

412.....\$79.50—P12.....\$54.50
1937-16 RECORD ROCK-OLAS.....\$109.50
1/3 Deposit.

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625 10th Ave., SAM KRESBERG, Mgr. New York City.
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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.

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INDIANAPOLIS, IND. LOUISVILLE, KY. CINCINNATI, O.

Detroit

MIRACLE POINT NEEDLES

Coax the nickels into your phonographs because the music is better.

Send us your jobber's name and we will send you a sample needle

FREE

M. A. GERETT CORP.
2947 No. 30th Milwaukee

DETROIT, June 18.—Bernard M. True, who specializes in scales, has enlarged his operations. In addition to his Detroit business he has recently opened up a territory in Cincinnati to which he is devoting a large portion of his time.

J. L. Asbury, amusement machine operator, is giving up his peanut route to concentrate on other lines.

B. J. Marshall, head of B. J. Marshall, Inc., has just returned from a trip thru the Rock-Ola factory, where he placed an order for 50 more music machines.

H. A. Ludwig, head of the Gold Star Products Co., states he finds business very quiet at the present time. He has discontinued his peanut machines and is now handling only a few cigaret vendors.

The partnership recently formed by Russell Trick and George A. Hoffman as operators has been dissolved. Mr.

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

IAN GARBER
Brunswick 8146

There's a Village in a Valley and Kiss Me Goodnight (these sides are for phonos that have Garber fans as spenders with little or no appeal for others, in spite of the fact that the tunes are topical).

BENNY GOODMAN
Victor 25867

Don't Wake Up My Heart and Saving Myself for You (the killer diller king can play 'em as straight and singable as the out-and-out dispensers of sugary syncopation. The songs are of the newer crop but promise to become familiar ones).

TOMMY DORSEY
Victor 25866

Music, Maestro, Please (hop on this swell ballad because it's sure-fire to hop to the top of the hit parade. The song, despite the title, is sentimental—and so is the Dorsey dancestep. Plattermate is All Thou the Night, an old Welsh air getting a rhythmic coating. But you can skip it, all thou the record, nothing happens).

ART KASSEL
Bluebird 7619

Music, Maestro, Please and Cabin in the Carolinas (the band styles itself along Guy Lombardo lines, only a greater accent is given to the rhythms. Tunes are desirable. Kassel is not much known on either Coast, but has been going strong for many years in the Midwest territories).

SWING MUSIC

WINGY MANNONE
Bluebird 7621

The Flat Foot Floogie and Martha (the taproom type of swing-copating but plenty wingy to keep the buffalo heads flying into the phonos. The Floogie is the increasingly popular Floy, Floy fandango and Martha is an operatic aria beat up so that Herr Professor would want to tear his hair).

INSTRUMENTAL and NOVELTY

KAY KYSER
Brunswick 8143

Don't Drop a Slug in a Slot (title is a match as a come-on, tho it refers to the telephone box and not your coin machine. Ditty has a hillybilly swing to it in its presentation. Platter-partner is Sunrise in Slam, but use only if you have any locations in Slam. And even then it's doubtful).

HAL KEMP
Victor 25865

So You Left Me for the Leader of a Swing Band (one of the most promising platters to fill your nickel folders. Kemp's treatment is a corker, mostly vocal interludes ranging from hotcha to the nasal mountaineers. Rhyme a Rhyme-a-Lieg, backing it up, is also on the novelty side, incorporating the game idea, and it's worth a spot on the slot).

Trick continues the business of operator of machines in which he has been engaged for several years. He has recently expanded his routes considerably.

J. M. Welsh figured as a new name among music operators recently with an order for Mills machines.

Coin machines are going to college. At least that is what happened to a bunch of slots at Port Huron, Mich., this week, which are now reposing in the halls of Port Huron Junior College. John H. McKenzie, dean of the college, obtained the machines from the sheriff's office and has an idea that students who see them in operation and disected will be less inclined to be patrons. Maybe it's a new side to the business from the forces of education.

Henry C. Lemke, head of the Lemke Coin Machine Co., and Mrs. Lemke returned recently from a vacation trip by boat and by motor. They enjoyed a trip by boat thru the Great Lakes, returning by motor thru Canada, visiting London, Ontario, St. Thomas, New York and Buffalo.

Frank D. Noble, Detroit operator, has moved his headquarters from 5482 Crane to 5400 Iroquois avenue. He recently added several Mills music machines to his routes.

Melvin Bernhardt, who has been an inside man with Decca Distributing Co. for three years, has been appointed representative in Michigan with headquarters at Detroit offices. Sidney N. Goldberg, manager Decca Distributing Co., says "Business is holding its own. We have been getting a lot of new talent available for operators."

The Protex Corp., manufacturer of washroom service machines, is maintaining service on machines now in operation but is not at present manufacturing. Plans for reorganization of the corporation are under way, with probability that new capital may shortly be invested to bring in new interests, and the company will then resume activity on a larger scale.

Jack N. Harwoods, former music machine operator, is planning to return to the business actively in the pin game field.

George H. Lightner, manager of Mills Automatic Merchandising Corp., evidently believes when the small fish are hard to catch it is just as easy to go after the big fish. He recently reported an order for the placing of 1,000 machines and hopes to have a much larger order than that to report within a short time.

Burns-Detroit Sales Co., operator and distributor of vending machine supplies, has moved its headquarters to 7745 Duncan avenue. Homer Burns is head of the company.

While business in coin machines has been rather quiet for some time, it seems now to be opening up a little, and a few mechanical machines have been passed and approved, according to James J. Coleman, chief clerk of the coin machine division of Detroit Police Department. He continued, "We do not allow any tokens or cash give-aways or merchandise prizes of any kind."

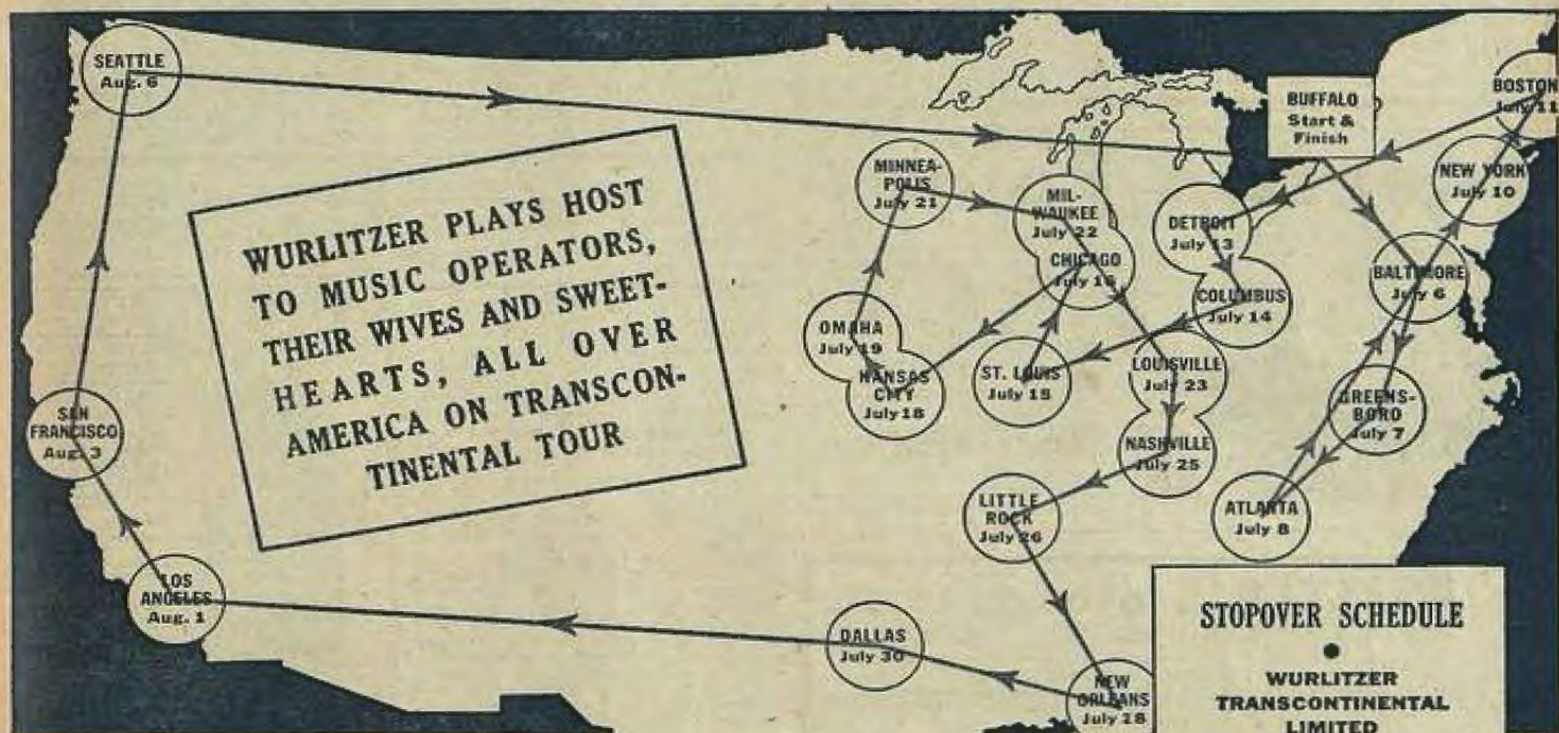
O. D. Griffin, well known Detroit operator, has just added 27 Keeney Free Racers to his route. Griffin states "while I may have to dig a little harder for business, if it's there I get it." He is optimistic as to future of this line.

According to Elmer Bower, of the Hulley Machine Division, business in coin meter washing machines has remained about the same in the past three months. The depletion in service occasioned by vacancies has been taken up by people who are hard pressed using the washing machines instead of sending their work out.

Frank Healey, head of American Coin Machine Co., reports business holding up good with average about the same for the past few months. All his locations are operating and no machines have been taken out. Healy reports about 400 locations in town for the company.

MUSIC OPERATORS FROM COAST TO COAST WILL BE INVITED TO GET ABOARD THE WURLITZER TRANSCONTINENTAL LIMITED

TWENTY-ONE GIGANTIC STOPOVER PARTIES PROMISE GALA TIME PLUS MESSAGE OF FAR-REACHING IMPORTANCE TO AUTOMATIC MUSIC INDUSTRY



Rumors are afloat that Wurlitzer is planning to do something big! These are more than rumors! They are facts! Wurlitzer has developed a 7-Point Program insuring continued and greater prosperity for the Music Operators of America.

This Program is the most important step ever taken for the advancement and stabilization of the music operating business. It will pay you to WAIT until you can attend one of these 21 meetings and hear and see for yourself how Wurlitzer's Constructive 7-Point Program will help each one of YOU!

Wurlitzer has always led in the adoption of constructive policies to better the business of phonograph operating. Attend one of these meetings and you will go away feeling that the automatic music business is today—as it always has been

—one of the most stable and profitable that any progressive man might be in.

While the purpose of these meetings is to set before you Wurlitzer's 7-Point Program,—nevertheless the parties will be held in true Wurlitzer style! Good food, floor shows, music, movies and dancing. A Grand Prize of a Wurlitzer Phonograph will be given some fortunate Operator and a Wurlitzer Spinnette Piano given some lucky lady at each Party.

WAIT and Watch for your Invitation to this Meeting. Wurlitzer has always shown the way! You will not be disappointed!

KEEP YOUR EYE ON WURLITZER!

W. L. Capehart
Vice Pres. The Rudolph Wurlitzer Co.

GET A TICKET TO CONTINUED PROSPERITY ON THE
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Operators Agree that

The **POPOMATIC** of Automatic Merchandisers is the ideal way to cash in on the \$100,000,000 popcorn industry.



READ THIS LETTER

Dear Sirs:

I am writing you to tell you that I am a Popomatic operator and I am very satisfied with the machine. It is the best I have ever used. It is simple to operate and it gives me a good profit. I have sold many machines to other operators and they are all very satisfied with it. I have also sold many machines to the public and they are all very satisfied with it. I have also sold many machines to the public and they are all very satisfied with it.

Yours truly,
John J. [Signature]

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.

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5147 NATURAL BRIDGE AVENUE
ST. LOUIS, MISSOURI

MERCHANDISE MACHINES

Service Unit For Venders

Steuben firm in the East builds service car that meets vending needs

NORTH COHOCTON, N. Y., June 18.—Inaugurating a new and novel method for servicing its bulk vending machines in this section of New York State, the Steuben Specialty Co., distributor and operator of the Silver King vender manufactured by Automat Games of Chicago, recently placed into operation on its own established routes a new service unit composed of a Chevrolet four-door trunk sedan with a one-wheel canopy trailer attached.

The novel feature of the new unit is that across the front end of the trailer there is a cabinet containing drawers for service tools, extra parts, charms, etc., while the top is clear, thus furnishing an excellent space for servicing machines. Merchandise used in filling is stored in 100-pound capacity kegs in the center part of the trailer. These kegs are fitted with rope handles and tight-fitting covers and can be easily lifted in or out of the trailer as the rear tail gate comes out. A small stove is carried to heat water for washing the globes, together with a supply of the necessary cloths and towels for the washing and drying. Extra globes are carried in corrugated containers in one back corner of the unit while floor stands are piled in the opposite corner. Extra machines are carried in the back seat of the car while all extra counter stands and wall brackets are packed in the car's trunk.

The trailer's canopy top is fitted over a sturdy lightweight iron framework and is made of heavy brown duck for protection against the weather. The sides are appropriately lettered with the company name and that of "Silver King" in letters of silver. Either end of the canopy may be rolled up or fastened down securely as each is equipped with snap fasteners. The trailer is wired with a tail light and two clearance lights which can be plugged into the car's lighting system for night driving. The trailer is attached to the car by two locking arms which fasten to brackets clamped on the rear bumper arms. It is easily detached from the car and stands level as there are two parking legs which let down. It follows well behind the car even at high speeds and does not swing or sway as do many of the two-wheel models.

Ralph G. Jackman, manager at Steuben Specialty, states, "Not only is this unit proving more and more practical every day that it is on the road, but we are actually deriving a considerable amount of good-will advertising from it. With the single-globe type of venders which we are operating this 'kitchen on a wheel' enables us to do a thorough job of cleaning before every new filling—something no other operator of the globe type of venders is doing in this territory. The usual service procedure is to make the collection, dump in a supply of the merchandise and charms, dust off the outside of the machine and globe, and utter a simple prayer that someone will want a taste of the merchandise or a particular charm so bad that they will part with their pennies."

"On service calls we can respond much quicker as we do not have to collect a lot of varied parts and tools before we start out and never do we arrive at a location on such a call to find that we lack some tool or part most needed. To all operators who want and have to be on their toes to get and hold locations we recommend this type of service unit. It impresses the location owner as he feels that such a company or operator is equipped to give him good service regularly and in many cases it is your strongest talking point in securing new locations where other venders are already being operated. After using our unit

we often wonder how we ever got along without it. If any operators are interested further about our unit we shall be only too glad to correspond with them concerning it and shall endeavor to answer all of their questions as completely as possible."

McCormick Pushes Perfume Machine

GREENVILLE, N. C., June 18.—L. B. (Mac) McCormick, of the McCormick Machine Co., has been appointed distributor of the Perfume Bar, perfume merchandiser, for the States of North and South Carolina by Mechanical Sales Corp., of New York.

Bob Grenner, of Mechanical Sales Corp., reported: "We believe that Mac is bound to prove one of our best distributors. He is tremendously interested in the Perfume Bar and believes that it is the type of merchandiser which is best suited to present-day operating conditions. He has advised us that his men are enthusiastic over the machine and that many locations which have already been tested have proved unusually successful, with increasing sales being reported almost every day."

It is understood that McCormick will make every effort to introduce the machine to the finer locations in both States. He is proposing a plan whereby operators should be able to pay for the machines from their earnings. The time-payment arrangement is stated to be among the best that has yet been introduced in the South.

More Pennies in Pockets for Ops

CHICAGO, June 18.—According to Bud Lieberman, head of Century Mfg. Co., operators are becoming more and more enthusiastic about the new Century penny vending machine each day.

Says Lieberman: "Each and every day sees more operators ordering our new penny vending machine and by the reports they send us more enthusiastic over it for a number of reasons, the two main ones being the tremendous profits it is earning and its absolute mechanical dependability—the dependability that makes it trouble-free for operation everywhere. As one operator puts it: 'In my 20-odd years in the business of operating coin-operated equipment I've never had a vending machine that functioned with such ease, such sureness or one that earned as high profits for me.'"

"It's true that people have more odd pennies in their pockets these days, what with sales taxes, etc., but it's a cinch that those pennies won't be spent unless there is a powerful attraction," Lieberman adds.

Miss. Lawmakers To Meet June 27

JACKSON, Miss., June 18.—The Mississippi Legislature is scheduled to meet in special session on June 27. In the call for a special session taxation is to be the principal subject. Removal of homestead taxes and increase in cigaret tax is in prospect.

Increase of the cigaret stamp tax from 3 to 4 cents and retention of the 6-mill ad valorem levy, at one time scheduled for removal, is contemplated to offset most of the loss. Estimated income of \$1,000,000 annually from the former and \$2,000,000 from the latter, it is figured, would be bolstered by the anticipated treasury surplus of \$8,000,000 at the end of the fiscal year on June 30.

Local units of government would be reimbursed under the plan for their losses by distribution by the State tax commission of the cigaret and ad valorem levies.

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—
- ★ Charms
- ★ Ball Gum
- ★ Peanuts
- ★ Candies
- ★ Pistachios

Capacity: 5 lbs. Mass. — 900 Balls of Gum
See Your Jobber For Complete Details And LOW PRICES Or Write —

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

READ!

NO TIME PAYMENT BAIT

We offer only Quality and Class for the finer locations — at small cost.

Insist on the Original, Genuine **SILVER KING** "First with the Best."

Deluxe STAND — \$8.50

Outstanding new colors in the porcelain finish —

SILVER KING
Yellow, Blue, Tangerine, Green, Black, also Silver Chrome.

See your Jobber. National Vendors 2841 Jackson Blvd. Chicago, Illinois. Eastern Machine Newark, N. J. Dan Meyer, Boston, Mass. Pioneer Vending Service, Brooklyn, N. Y.

AUTOMAT GAMES
Chicago, Ill.

FREE DELIVERY WITHIN 1,500 MILES of N.Y.

SUNFLOWER

BALL GUM, \$9.00 Per Case 100 Boxes

FULL CASH WITH ORDER. Special Reduced Prices on Charms. Write now!

SUNFLOWER VENDING MACHINE CORP.
658 W. 183rd ST., NEW YORK

A Real Buy! — ROWE '15c

ARISTOCRAT CIGARETTE VENDORS

BLUG PROOF COIN SLOT
8 Columns
Capacity 150 Packs.
Vends FREE Book Matches.

PRICE — \$27.50.
Lots of 5, \$25.00 Each.
Metal Floor Stand, \$3.00.

Furnished with 50c Coin Slot at \$2.00 Extra.
Mechanism and Finish GUARANTEED Like New. Tunnel 1 1/2 with Order. Del. G.O.D.

D. ROBBINS & CO. 1141-B DEKALB AV. BROOKLYN, N.Y.

"AUTOMATIC STORES"
The Fastest Selling Machine
Of Its Kind In The World!

Four Ways to Profit

'AUTOMATIC STORES' are selling like the proverbial hot cakes. Operators all over the country are wildly enthusiastic about this remarkable profit-maker. It looks like a "million dollars" . . . yet is amazingly low in price. It's the most profitable 1c machine made. The four compartments bring six times the earnings of a single machine. Each compartment has its own mechanism. Capacity is much greater than average . . . it holds 25 lbs. of merchandise. The modern cabinet was created by one of America's foremost designers. Beautifully finished in 3 colors, red, black and cream, with chrome trim. Distinctive in quality, it stands out from the rest . . . it catches the eye . . . invites customers . . . increases sales. Ideal for high class installations. **DISTRIBUTORS NOTE:** A few choice territories are still available. Live wires can make big earnings. Wire or write to . . .

J. D. DRUSHELL COMPANY
4753 BROADWAY · CHICAGO, ILLINOIS



3 Column - 5 Vision - DeLuxe Vendor

PROVEN ON 2000 CHICAGO LOCATIONS
PRICED WITHIN REACH
OF EVERY OPERATOR



Write for Details.
BUREL & CO. INC.
878-879 Orleans St., CHICAGO, ILL.

**Robbins Vender
Not on Used List**

BROOKLYN, June 18.—When over a period of two years thousands of vending machines have been sold it is the usual thing to see such machines advertised in the used machine columns, says Dave Robbins, of D. Robbins & Co. "However," Robbins says, "we call attention to the fact that seldom if ever has our 2-in-1 vender been advertised in the used machine columns."

"The reason for this," Robbins explains, "is that our machine is truly mechanically perfect and operators who install them in good locations can depend upon them for a substantial income for many years. The 2-in-1 vender vends all bulk nuts and confection items, including salted peanuts, pistachio nuts, candy and charms, ball gum, etc. This machine is equipped with Robbins' patented device, which vends charms and pistachio nuts perfectly without crushing or jamming. Another feature is the small counter space required—only nine inches. The 2-in-1 vender thus requires only about as much space as a single column vender, altho it earns twice as much money for the operator. Due to increased sales and production, we are now quoting new low prices to operators."

**Maurice Kushner Visits N.Y.
Says Business Booming**

NEW YORK, June 18.—Maurice Kushner, president of U-Need-a-Pak Sales Corp., Boston, was in New York this week to purchase the new line of U-Need-a-Pak cigaret merchandisers.

His reply to the question of "How's business?" was "Never better. Operators are building up their routes for the summer and are getting excellent results. That's why we're selling more U-Need-a-Paks than ever before."

Kushner signed a contract for the new U-Need-a-Pak line in all sizes from four to 15 columns.

CALCO BALL GUM SETS

Sensational profits are being made by operators using our Drilled Ball Gum Sets. Several styles to meet needs of all types of locations. Write today for complete information.

TOWNSEND MFG. CO., Dept. B, 434 N. Front St., Baltimore, Md.

BOSTON BAKED BEANS
BLACK & WHITE LICORICE DIBS
RAINBOW PEANUTS
CHARMS
RADIANT MIX
BUTTERSCOTCH PEANUTS
SMOOTH BURNT PEANUTS
ASST'D LICORICE LOZENGES

FRUIT
DIBS

RUM &
BUTTER
PELLETS

PAN CONFECTION FACTORY
(National Candy Co., Inc.)
345 W. Erie St., Chicago.

Gentlemen:
Please send me a complete price list showing full line of "Hard Shell Candies" for bulk vending machines.
Name
Address
City State

"Originators of Hard Shell Candies"

\$200 Weekly Profit
WITH EACH 2-in-1
VENDOR YOU OPERATE

DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK

Write for details today

D. ROBBINS & CO. MFRS.
114th DEKALB AVE., BROOKLYN, N.Y.

"THE PERFUME BAR"

The Merchandiser Sensation of 1938

The first machine to vend a full dram, purse size bottle of quality perfume. Five popular odors. 60 Box Capacity. Slug proof.



Priced low!! With a 12-month time payment plan for quantity purchasers and special proposition for distributors!

Be First! Write, Wire or Phone Immediately!

MECHANICAL SALES CORPORATION

250 WEST 54th ST. (Tel. Circle 7-1381) NEW YORK, N. Y.

"EMCO" Special No. 1
5 Column National No. 5 CIGARETTE MACHINES. \$5.00 Each - 6 for \$25.00 If all 6 bought at one time.

"EMCO" Special No. 2
Eveready 4 Compartment Bulk Vendors—sell 4 different Nuts—Candy. \$6.00 Each - 5 for \$25.00 If all 5 bought at one time.

"EMCO" Special No. 3
2 in 1 Bulk Vendors. Two Compartment Vendor. \$7.50 Each - 6 for \$32.50 If all bought at one time.

1-3 DEPOSIT WITH ALL ORDERS—BALANCE SHIPPED C.O.D.—F.O.B. Baltimore, Md.

"EMCO" SPECIAL No. 4
4 in 1 Bulk Vendors. \$10.00 Each - 6 for \$40.00 If all bought at one time.

"EMCO" SPECIAL No. 5
1c Cigarette Vendors. Vends One Cigarette for 1c. \$7.50 Each - 6 for \$35.00 If all 6 bought at one time.

EASTERN
350 MULBERRY ST.
NEWARK, N. J.

cigarette merchandisers' association

Address Communications to The Billboard, 1804 Broadway, N. Y. C.

COMPTROLLER JOSEPH D. MCGOLDRICK estimated last week that the New York City cigarette tax will yield \$8,000,000 instead of the original \$3,000,000 counted upon. The statement made before the meeting of City Council's Finance Committee raised strong protest from some councilmen on the ground that there is every possibility the city may be taxing its citizens in excess of current relief costs. Moreover, it was hinted by some that the current relief tax program, which incidentally comes up for renewal July 1, is missing its mark by not "harnessing" other more feasible avenues of taxation.

A more efficient and stringent tax on liquor, a 1-cent tax on rapid-transit fares, a tax on bookmakers and an excise tax on banks were all suggested as possible substitutes for the present taxes. What the final decision of the finance committee will be, no one knows. It is certain the committee will meet with plenty of resistance on the re-enactment of the cigarette bill, but chances are they will continue it regardless of objections because of the efficiency under which the program is being carried out together with the revenue it is producing.

After a two weeks' court battle Arthur Selwyn-Brown lost his fantastic \$1,600,000 suit against the R. J. Reynolds Tobacco Co., alleging that it "stole" his theory of cigarette advertising based on the appeal that tobacco is beneficial to health. He claimed Camel's famous "Get a Nip!" campaign which ran from May, 1934, to September, 1936, pirated his memorandum mailed to all cigarette manufacturers in 1932. The memorandum listed 22 reasons for smoking cigarettes as an aid to energy and endurance.

Against the contention of the plaintiff, R. J. Reynolds showed convincing evidence that the "health theory" dated back as far as 1829; some Swedish scientists had advanced similar beliefs in 1929; the idea was discernible in Camel copy as early as 1926, and that its advertising agency, headed by William Esty, secured and developed the idea from an article in the February 19, 1934, New York Post reporting the findings of two Yale scientists by the name of Haggard and Greenberg.

P. Lorillard is doing right well with its new brand, Detties. In fact, they have made such progress with advertising and sales promotion to both the public and the local New York operators that it is safe to say the majority of Manhattan machines now vend Detties.

Harry Pincus was on the air over Station WINS last Thursday, June 16. He gave a talk on swimming. Evidently Harry is gaining some radio fans because he has previously given similar talks on Uncle Don's program over WOR. . . . Teddy Vassar will be leaving the big city soon with his wife and son to spend the summer in his new cottage at Palenville, N. Y. . . . Ben Orowitz is up and around again after quite a lengthy illness. . . . Congratulations, Hal Denver, on your moving to larger and more modern quarters to accommodate your growing business.

TOPPER and UNIVERSAL

TOPS THEM ALL
THEY ARE UNQUESTIONABLY THE MOST PRACTICAL VENDORS EVER BUILT.
BE FIRST ON THE BETTER LOCATIONS.
Write for Full Information and Quantity Prices.
Others at \$2.40 Up—Direct From Factory.

\$13.50 **RAKE COIN MACHINE CO.** 5415 Woodland Ave., PHILADELPHIA, PA. **\$6.75**

ANNOUNCING The Trading Post

A new four compartment Vending Machine.



Simple construction means reduced servicing. A single coin chute, lever, and merchandise chute serves all four revolving compartments. Built to last. Can be controlled for all bulk merchandise. Readily accessible for restocking, servicing and collection. Has slug rejector and theft-proof construction. Baked porcelain enamel finish—in ivory or other colors—modernistic design.

Capacity 12-15 lbs. Size 9"x9"x18 1/4".

Distributors—Write for Open Territories.

MICHIGAN VENDING SERVICE
2623 Pingree Ave., Detroit, Mich.

CLEARANCE SALE!



1c DUAL MERCHANDISER
\$13.50 Metal Stands \$2.50 Extra

Sturdy, Simple Mechanism—5 lbs. each compartment. Vends Nuts, Candies, Toy Mix, etc. Finished all colors.

1/3 deposit must accompany all orders. Balance C.O.D. via express unless otherwise specified.

X. L. COIN MACHINE CO., INC.
1323 Washington St., Boston, Mass.

WANTED!

Salesmen, Jobbers, Operators for sensational, new low priced 5c PACKAGE NUT VENDOR for counters and bars. Opens a tremendous market for live wires everywhere. WRITE NOW!
A. M. Walzer Co., 426 Stinson Blvd., Minneapolis, Minn.

KAY-SEE PEANUT VENDER for BOOTH or BAR
The Ideal Machine for Locations where space is limited.

\$3.00 Each
1 or 100. Complete With Wall Hanger.
Western Mo. and Kans. Distributors for "SHANG-A-DEET!"
The Game That Shoots Real Bullets.

CENTRAL DISTRIBUTING CO.
105 W. Lincoln Blvd., KANSAS CITY, MO.

World's Finest Vendor 4-IN-1
The Only FULL VIEW Multiple-Compartment Rotary Vendor

4-IN-1
The Outstanding Merchandise Vendor FOR PROFITS

FOUR-IN-ONE MFG. CO.
3338 Joy Road, DETROIT, MICH.

NUT VENDOR
5c Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS, Many Others.

Establishes a permanent paying business in your community with excellent returns of dollars spent monthly for 5c nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the machine and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write **CAROLINE BROOK**
1916-1926 Conyngham Ave., Dept. BE, Chicago, Ill.

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
- * Pistachios

Capacity: 5 lbs. Mass. — 500 Balls of Gum

Write today for complete details, illustrated circular, low price and terms.

ROY TORR
2047G So. 68th St., Philadelphia, Pa.

Penny Venders Chase Away Gloom

DETROIT, June 18.—"While Battler Depression has been going about the country scoring knockouts everywhere, using his wallop to set up a record against this and that business, he has been side-stepping the Champ, Kid K. O. Penny Vender. Penny Vender is still king in his class and has licked Battler Depression every time he came along. The Penny Vender operators are still whistling at their work."

So says Saul Gordon, manager of the Four-in-One Mfg. Co., maker of the 4-in-1 penny bulk merchandising vender. "While business in general everywhere is feeling the effects of the present recession in business," says Mr. Gordon, "the public still can spare a penny to satisfy that desire for a bit of confection. It has been our experience during this period that penny vender operators are still doing well. In fact, our factory is being kept busy by orders from 4-in-1 operators, who are continuing to increase their routes, with the greatest confidence. One 4-in-1 operator wrote us recently that his 4-in-1s are fighting the depression from all four sides, judging from the results he is getting."

Promises Vender Bargains in July

NEWARK, N. J., June 18.—Frank Hart, of Eastern Machine Exchange, says that during July his firm will feature some of the best vender specials in his firm's history.

Hart claims: "Operators everywhere have found that venders are the means to steady income. This is the type of equipment that assures them the kind of returns they need. It is one sure thing that this industry has a great respect for the merchandising machine because of the fact that they have stood up thru thick and thin, thru one run of amusement game after another and continue to be even more popular today than they ever were before."

The venders that we have been running in our specials are all rebuilt by our own expert mechanics," Hart added. "We have even gone to the expense of making changes in some of these machines which we have learned make a better vender of the machine. We make no charge for this extra work and new parts. These are included in the small price that we charge."

PENNY CIGARETTE VENDOR



SILVER COMET is built to last indefinitely. Size, 63x38. Equipped with Latest Type Sing Motor. Approved by Internal Revenue Department.

SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally recognized and most widely advertised product in the American market. The sale of cigarettes has at a time through **SILVER COMET** allows an attractive profit, with a minimum of overhead.

Jobbers and Operators Write for Particulars.

REGAL PRODUCTS CO., La Crosse, Wis.

"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.

CENTURY MFG. CO.
4152 W. Chicago Ave., Chicago, Ill.

OPERATORS! THE HIT OF 1938!

The K-V Money Maker—A Legal Bulk Vender with Pin Table Excitement, Feature-Telling and Skill Appeal, bringing big earnings.

THE K-V COMPANY
Dept. 25,
245 Trinity Ave., S. W.
Atlanta, Ga.

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.

WRITE FOR LOW PRICES

On Peanut, Ball Gum and Package Venders.

Also Table Size Venders.

Supplier for All Machines.

Self-Serv Mfg. Co.

5. Broad and Wickman St.
Palmyra, N. J.

AS ONE KANSAS CITY OPERATOR PUT IT

"Here's the best news since the signing of the Armistice!"



Postal Telegraph
100 INTERNATIONAL SYSTEM

CHICAGO 66-24 WOSE MART CHICAGO ILL 35 1130A

A T HAMILTON, HAMILTON ENTERPRISES INC
727-729 HOLMES ST KANSASCITY MO

WALT DISNEY HAS APPROVED YOUR APPLICATION AND CONTRACTS ARE BEING FORWARDED PERMITTING YOUR COMPANY TO OFFER NEW TYPE VENDING MACHINE CHARACTERIZED BY WICKY MOUSE, DONALD DUCK, MINNIE MOUSE, PLUTO THE PUP AND OTHER BELOVED DISNEY CHARACTERS. YOU HAVE ALSO RECEIVED EXCLUSIVE RIGHTS TO OFFER DISNEY CHARMS AND DISNEY CANDY FOR VENDING MACHINES. AS THE DEMAND FOR WALT DISNEY MERCHANDISE IS GREATER IN 1938 THAN ANY YEAR SINCE MICKY MOUSE WAS CREATED WE PREDICT THAT ALL OPERATORS USING YOUR VENDORS EXCLUSIVELY WILL INCREASE THEIR EARNINGS 100%.

KAY KAMEN LTD.

Telephone Your Telegrams to Postal Telegraph

THIS "NEW TYPE" VENDING MACHINE that will increase your earnings 100%

will be pictured in this magazine next month. If you are anxious to "jump the gun" and learn all particulars about the fastest selling vendor ever built, write us. We will send you full details before general publication.



HAMILTON ENTERPRISES INC.
727-729 Holmes St. A. T. HAMILTON, Pres. KANSAS CITY, MO.

U-SELECT-IT

CANDY BAR MACHINES

Are the only Candy Bar Machines that give you everything you need in the sale of Candy Bars. No other manufacturer can make that statement because U-Select-It are—

- 1st — Is Fully Selective
- 2nd — Have Capacity
- 3rd — Absolutely Stop Proof
- 4th — Display All Merchandise
- 5th — Simple Operation
- 6th — Appearance
- 7th — Good Construction
- 8th — Holds Locations and Gets the Best.

Eventually it will be U-Select-It for You
Distributors and Operators Write.

COAN-SLETTELAND CO.
2070 Helena Street, MADISON, WIS.

LOW PRICES ON USED CIGARETTE MACHINES

THOROUGHLY RECONDITIONED FULLY GUARANTEED.

NATIONAL No. 3	\$ 3.50
NATIONAL No. 4	5.00
NATIONAL No. 5	6.00
NATIONAL No. 6	8.00
ADVANCE—4 Columns	7.50
MASTER—8 Columns	12.50
MONROE—4 Columns	6.00
ROWE ARISTOCRAT—8 Columns	22.00
UNEDA PAK—8 Columns, Enclosed Stand	37.50
NATIONAL—No. 6-24	37.50

F. O. B. New York City
Terms: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
381 Fourth Ave., New York, N. Y.



CHARMS

Not the Ordinary But an Extraordinary Assortment.

Gross Assorted **\$1.00**
As Low as 75c Gross.
All Best Gross Charms—No Metal.

IDEAL SALES, INC.
1519 Market St. St. Louis, Mo.

CHARMS

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.

M. T. DANIELS
1627B University Ave. Wichita, Kan.

EMPIRE TOY & CANDY VENDOR

INTERNATIONAL PENNY GETTER!

The **EMPIRE** is equipped with our Patented Toy Vending. Amusement. Vends Toys and Candies for 1c.

Operator's Net PROFIT is over \$2.00 at each sampling. Many **EMPIRES** empty 2 and 3 times weekly! Operate a "charms" or House Steady Money Maker! Results Only \$19.00 for This Deal!

1 **EMPIRE**, 10 pounds Candy Coated Peanuts, 2 gross assorted Toys, 1 Toy Display Frame.

EXCLUSIVE! EMPIRE FEATURES: Shag-proof Coin Slot, Built-in Same Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Quantity Prices.

D. ROBBINS & CO. 1141-5 DEKALB AVE. BROOKLYN, N.Y.

VENDEX No. 520

INTERCHANGEABLE JAR BALL GUM VENDER.

A time-saving and money-making development for the Ball Gum Operator!



Bring Ready Filled Jar To Use As Needed.

Switch Full Jar for Empty in 30 Seconds!

R. H. Pat. 1,901,735.

\$6.00 EACH

Write for Quantity Prices.

Give Account Check on Goods Used.

VENDEX CO. 2985 Strand Ave. Brooklyn, N. Y.

Send your correspondence to advertisers by enclosing The Billboard.

JOKER WILD POKER GAME

The perfect
counter companion
to Track Reels!



READ THE FACTS!

AT LAST! THE NEW STYLE COUNTER GAME YOU'VE BEEN WAITING FOR! BRINGS THE GREATEST AND FASTEST MONEY-MAKING PLAY EVER ORIGINATED! A REAL WICCOY POKER GAME—WITH THE JOKER WILD (EASY TO PLAY) EASY TO UNDERSTAND!

LOOKS LIKE A BEAUTIFUL RADIO ON THE COUNTER. CABINET OF SOLID WALNUT AND BRASS. MADE WITH EXCLUSIVE DAVAL SWIVEL TURNABLE BASE!

JOKER IS PRECISION-BUILT, REMOVABLE MECHANISM IN FOLDING CHEAT PROOF AND LOCK-PROOF MONEY COMPARTMENT IS INTRICATELY SPACED TO PREVENT COINS FROM JAMMING. MECHANISM—ANOTHER EXCLUSIVE DAVAL FEATURE!

Cash in with Joker!

ORDER TODAY!

extra low PRICE

\$22.50

F. O. B., CHICAGO

DAVAL

325 N. HOYNE AVE., CHICAGO

Resort Business Calls for Games

CHICAGO, June 18.—Summer resort business is really pushing sales upward, according to Reynold Polland, head of Royal Coin Machine Co. "Sales of our dependable reconditioned equipment have been steadily rising and now look like they're on their way to new high marks. We can't name all the reasons for this upward trend, but the main ones are the absolute dependability of Royal reconditioned equipment.

"Operators also report that summer business so far has been ahead of last year's figures, with the prospect of one of the best summers in history looming up in front of them," Polland stated further.

"So as we add up these reports that come in every section of the country and we can come to but one conclusion—operating conditions are improved and seem to be improving each day in all sections from both the financial standpoint and the legal standpoint. And with the biggest part of the summer yet to come—well, there's really no telling what the final answer will be."

Big Testimonial For Bill Gersh

NEW YORK, June 18.—On Wednesday, June 15, the leading coltman in the metropolitan New York area turned out in full force to honor Bill Gersh, of Byrde, Richard & Pound, advertising agency, at a testimonial dinner. The Casa Manana was the happy choice of the sponsors, as it seemed that all who attended enjoyed the evening to the highest degree.

Gersh was presented with a set of golf clubs and a scroll autographed by all those who attended.

Among the out-of-towners who came in for the affair were Ray Maloney, Jim Buckley and Jack Russell, of Bally Mfg.; Sam Weilberg, of Chicago Coin; Dave Genaberg, of Genco; Al Schlesinger, of Poughkeepsie, and Eddie Ross, of Baltimore. Telegrams of congratulations were sent by many of Bill's friends who were unable to attend.

Among those who attended were Mr. and Mrs. Milton Green, Mr. and Mrs. Jack Kay, Mr. and Mrs. I. Orensten, Dick Steinberg, Mr. and Mrs. Dave Robbins, Henry Cooper, Bill Lacour, Mr. and Mrs. Hyman Budin, Mike Munves, Mr. and Mrs. Tony Gasparro, Mr. and Mrs. Morris Silverstein, Joe Hirsch, Lee Rubintow, William Albert, Mr. and Mrs. Charles Aronson, Al Schlesinger, Harry Rosen, Sidney Levine, Marvin Leibowitz, Mr. and Mrs. Joe Fishman, Mr. and Mrs. Joseph Darwin, Nat Gohn, Irving Sommer, Jack Fitzgibbons, Jack Devlin, Bill McDonnell, Eddie Ross, Mr. and Mrs. Dave Stern, Mr. and Mrs. B. Hartnett, Mr. and Mrs. Saul Kalson, Mr. and Mrs. Leo Bernstein, Elias E. Sugarman, Joseph Orbeck, Mr. and Mrs. Lou Goldberg, Mr. and Mrs. Robert Grenner, Morris Orendker, W. D. Littleford, Mr. and Mrs. William Blatt, Mr. and Mrs. Teddy Blatt, Mr. and Mrs. Harry Goldberg, Mr. and Mrs. Ben Haskell, Mr. and Mrs. Bill Rabkin, Bert Lane and fiancée, Eleanor Sedell.

Chicago Magp

\$74.50 F. O. B. Chicago

Chicago Coin's sensational new horse race game with flickering odds! . . . ORDER TODAY FOR IMMEDIATE DELIVERY!

CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD. CHICAGO, ILL.

"OUR POLICY IS TO ENDORSE ONLY THE BEST MACHINES AND TO PROTECT OPERATORS' INVESTMENTS WITH ALL THE CARE AND VIGOR AT OUR COMMAND."

Daval's

JOKER

MEETS EVERY PROVISION OF OUR POLICY! WE URGE YOU TO RUSH US YOUR ORDER IMMEDIATELY!!

\$22.50

BANNER SPECIALTY CO.
1530-32 PARRISH ST., PHILADELPHIA, PA.
Branches: 1840 FIFTH AVE., PITTSBURGH, PA. • 1125 BROAD ST., NEWARK, N. J.

Big League BAS-BAL

Latest Edition of WERTS FAMOUS Jar Deals. Tickets are Printed in True Base Ball Plays.

SEE ITS AMAZING FEATURES—

- ★ New Fascinating Play.
- ★ 2100 Tickets Printed in Base Ball Plays.
- ★ 66 Seal Jack Pot Card.
- ★ Protected Tickets.
- ★ Exclusive Operators' Deal.
- ★ Fast Opening Tickets.

TAKE — PAYOUT — PROFIT		
Jar Payout	\$38.00	\$108.00
Card Payout Average	36.74	
Total Average Payout		\$ 71.74
Average PROFIT Per Deal		\$ 33.20

WERTS NOVELTY COMPANY, Inc.
920 S. Pershing Dr., Muncie, Ind.
WRITE FOR QUANTITY PRICES

PICK-EM

New Money-Maker for Every Counter

On Test Location "PICK-EM" PAID FOR ITSELF THE FIRST HOUR. COMPARE "PICK-EM" AT \$4.50 WITH ANY \$900.00 RACING cabinet at its playing speed. Not automatic payout.

HOW GAME WORKS
Flip coin into shaker with two red cubes each determining horse's moves. Six horses ripple across the track, backed with thrills. ODDS 2 for 1 to 10 for 1. Play 50—100—250

CHEAT-PROOF
Big profits for stockholders and players. GUARANTEED best counter game ever operated. BIG PROFITS FOR OPERATORS WITH OUR SUCCESSFUL METHOD OF OPERATION.

Sample—\$4.50 cash. No personal checks. Quote Quantity Prices F. O. B. Factory. Midwest Counter Size 8" x 10" — \$15.00.

AMERICAN SALES COMPANY
1439 Grand Ave., Kansas City, Mo.



A. (Koke) McCall, general manager of the McCall Novelty Co., St. Louis.

WURLITZER 412 — \$79.50

SNAPPY	\$45.00	BUMPER	\$ 8.50	RICOCHET	\$ 8.00
ELECTRO	30.00	OHIO BASEBALL	30.00	VSQUE	20.00
HOT SPRINGS	12.50	LONG BEACH	14.50	SKIMI	31.50
AIRWAY	20.50	STONER RACES	12.50	EXPORT	
BOO HOO	8.50	POWER PLAY	13.50	Cable Address "ACMATICS," N. Y.	

1/3 WITH ORDER. BALANCE C. O. D. — WRITE FOR COMPLETE LIST!

ACME AUTOMATICS, INC., 593 10th Ave., New York City

OVERHAULED

MILLS BLUE MYSTERIES, D. J., 5c	\$45.00
MILLS BLUE MYSTERIES, S. J., 10c	52.50
JENNINGS CHIEFS, Used One Week	45.00

1/3 Deposit With Order.

CENTRAL SALES COMPANY
1419 Locust Street, QUINCY, ILL.

Send your correspondence to advertisers by mail—using The Billboard.

CLEAN OUT!!

Your opportunity is here! Below are sensational bargains—Perfect and ready for location. Write us for anything you need—We have it!

AUTOMATIC PAYOUTS	
11 Fairgrounds	\$97.50
14 Tuff Champ	17.50
5 Navy	18.50
12 Precision	12.50
7 Golden Wheat	16.00
4 Arlington	27.50
4 Arlington	11.00
11 Lickety	22.50
5 Classic	15.00
4 Padlock	18.50
0 Kishish	10.50
0 Royal	12.50
2 H. and	10.50
7 Racing	10.50
Form	22.50
4 Top 'Em	12.50
0 Post Time	15.00
2 Heavyweight	12.50
3 Derby Day	15.00
10 Clock	15.00
2 Double Feature	15.00
5 Panto Parlay	10.00
5 Stampedo	7.50
3 Big Casino	7.50
2 Daily Double	7.50
3 Panto Chase	12.50

CONSOLES	
5 O. D. Jennings Liberty Bells	\$ 65.00
10 Kenney Dark Horse	57.50
5 Daily Skillfield	125.00
6 Goodie Derby Day	138.00
12 Kenney Skilltime, Late 1937 Model	147.50
10 Paces Racer, Green Cabinet, new, Serials 5200 to 5380, checks of cash, guaranteed perfect, ready for location	177.50
Wills Iron Front Slots, Serials 390,000 and up	48.50
Jennings Chiefs	45.00
Wallace Front Window	12.50
Pace DeLuxe Comet Bell, Special checks	65.00
Merkman Shooting Machines	40.00
Exhibit Electric Eye	25.00
20 Exhibits Novelty Merchandiser Claw Machines, perfect, ready for location	25.00
Northwestern Peanut Machines, Penny play	6.75
11 Bally Muggers	5.75
10 Grip Testers	7.50

NOVELTY GAMES	
5 Genco Hops	Green-Ball 58.00
Days	\$10.00
3 Electric	10.00
Southbound	10.00
21	10.00
10 Short Box	6.00
10 Scissors	10.00
12 Games	8.50
Roll-over	8.50
5 Royal	7.50
Baseball	10.00
3 Home-run	10.00
4 Hold 'Em	6.50
3 Seize	5.00
Time	10.00
2 Games	5.00
Baseball	7.50
1/3 Deposit All Orders	Bal. C. O. D.
F. O. B. Baltimore	

THE HUB ENTERPRISES
43 S. Liberty St., Baltimore, Md.
Branch Office: 7312 Georgia Av., N. W., Washington, D. C.

Chicoin Offers New Cadet Game

(New Game)
CHICAGO, June 18.—"In keeping with our policy of offering the trade what they want when they want it," said Sam Gensburg and Sam Wolberg, officials of the Chicago Coin Machine Mfg. Co., "we are announcing a new novelty game sensation. The new game is called Cadet and it's a 5-ball table game featuring a \$15.00 or \$16.00 award. It's the kind of a game that commands attention of players on every location, and keeps it; the kind that is just bubbling over with excitement and appeal for players, the kind that keeps players lined up on locations from start to finish. And it's designed for both the operator and player."
"Operator may set award to begin with \$1 or \$2, and as each eighth coin is played the award automatically jumps 20 cents," as they describe the game. "On the sparkling playing field are 10 bumper springs with corresponding lights on the backrack. If a player contacts all 10 of the bumper springs he is entitled to the award shown on the backrack. For the protection of operators, Cadet has a double register which records all coins played. When player wins award an automatic award adjuster resets the machine to start at \$1 or \$2."

Keeney Releases Winning Ticket

(New Game)
CHICAGO, June 18.—Having passed the usual 30-day location test which games announced by J. H. Keeney & Co. must undergo, a new multiple play payout table (J-ball) was announced as its volume production this week. It is called Winning Ticket.
According to the announcement, "Winning Ticket employs the same play principle as the now famous Handicapper, except that this new table is designed for multiple play, taking from 1 to 6 coins, or more."
"The same progressively built-up jackpot idea as used in Handicapper is also incorporated in Winning Ticket. If the player succeeds in lighting up all letters in the name, a 40-point award is automatically issued regardless of hole made or odds shown," it is said.
"Likewise, is the same parlay feature to be found in Winning Ticket, where, when the player lights up all letters in the word, Parlay, all holes become eligible for awards on that play."
"From 1 to 4 selection numbers are set up with each insertion of the coin, and these may be altered to the player's liking as additional coins are inserted, with the awards being multiplied in accordance with number of coins played."
"Location earnings from Winning Ticket have been remarkable," said J. H. Keeney, "and we anticipate a long and big run on this, our mid-season offering in our line of band wagon winners."

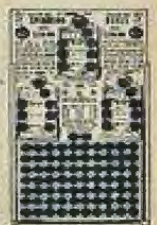


RUMOR HAS IT that Ted Stoner is grooming his newly acquired pinto for a rodeo performance. Ted says he feels at home in the saddle, but a candid camera addict is showing a picture in which the horse is on top. In the above picture, however, we caught Ted right side up!

THE MOST TALKED ABOUT and IMITATED JAR GAME MANUFACTURER IN THE U. S. A. PRESENTS SPINNING REELS

America's Most Sensational New Jar Games SPINNING REELS SENIOR

Spinning Reels Senior is Universal's supreme achievement! A colorful, flashing combination of all the great features that makes jar games the most popular and profitable games on the market today.
Spinning Reels Senior uses the famous "New Reels" tickets—printed in six beautiful colors with bars, bells, cherries, lemons, etc. All of the appeal of the slot-machine—all of the lure of the spinning, flashing reels. Players can't resist the flash, action and appeal of this great new jar game. Players win 25 of 72 seals on lower section of jackpot card, insuring fast play.
Takes in 2520 @ 5c.....\$126.00
Pays Out (Average)..... 84.25
PROFIT (Average).....\$41.75



127 BIG WINNERS

SPINNING REELS JUNIOR	PARLAY DOUBLE PLAY
<p>Here's the baby brother of Spinning Reels Senior! The same Big Flash—the same Big Slot-Machine appeal. Players win all 48 seals on lower section of Jackpot card, Lightning Action and Guaranteed Big Profits have made this new deal the smart operator's choice from Coast to Coast. Even if all the highest awards are hit, this great new deal will still net over \$15.00 profit. There is no guess with</p>   <p>SPINNING REELS JUNIOR!</p> <p>"IT'S PROFIT FROM START TO FINISH."</p> <p>97 WINNERS</p> <p>Takes in 1260 @ 5c.....\$63.00 Pays Out (Average)..... 33.75 PROFIT (Average).....\$29.25</p>	<p>Combining two of the best known play appeals, PARLAY DOUBLE PLAY is setting new sales records everywhere. Players are guaranteed to win 25 of 72 seals on the lower section of jackpot card. All new Flash—All New Ideas on this combination Horse Race and Slot Machine Deal. Just imagine a flashing—appealing, New Horse Race Deal with our new Slot-Machine tickets. Here's Double Action! Double Appeal!</p>   <p>DOUBLE PROFITS!</p> <p>Takes in 2520 @ 5c.....\$126.00 Pays Out (Average)..... 81.50 PROFIT (Average).....\$44.50</p> <p>133 WINNERS</p>

NEW REELS-FOR CLOSED TERRITORY! NO JACKPOT Card or Holder Is Necessary

SPECIAL NOTICE
For the absolute protection of the operator, Universal presents "Triple-fold" tickets. Each ticket folded 3 times, and securely taped. Guaranteed unconditionally and absolutely "fool-proof." An outstanding new feature designed by Universal for the Operator's protection.



Kindly Specify Label Wanted When Ordering "New Reels"

2520 TICKET SIZE	1260 TICKET SIZE
Takes in 2520 @ 5c.....\$126.00	Takes in 1260 @ 5c.....\$63.00
Pays Out (Actual)..... 82.00	Pays Out (Actual)..... 40.50
PROFIT (Actual).....\$44.00	PROFIT (Actual).....\$22.50
97 WINNERS Label No. 1.	97 WINNERS Label No. 3.
Takes in 2520 @ 10c.....\$252.00	Takes in 1260 @ 10c.....\$126.00
Pays Out (Actual)..... 174.50	Pays Out (Actual)..... 82.00
PROFIT (Actual).....\$77.50	PROFIT (Actual).....\$44.00
217 WINNERS Label No. 2.	97 WINNERS Label No. 4.

Also Other Attractive Labels — Write for Particulars.
WRITE TODAY FOR BIG NEW CATALOGUE AND BIG FACTORY DISCOUNTS.
Caution: Demand Genuine Universal Products! Beware of Imitations. "We Are Constantly Imitated—But Never Equalled."
SOLD ONLY TO OPERATORS, JOBBERS AND DISTRIBUTORS
UNIVERSAL MFG. COMPANY
MANUFACTURERS ONLY
104 E. 8TH ST. Dept. 887 KANSAS CITY, MO.

SLIGHTLY USED A-1 Working Order

40 MILLS BF, No. 400,000	\$45.00
35 MILLS BF, No. 290,000 and up	40.00
20 MILLS EXTRAORDINARY, High Serials	39.50
40 DIXIE BELLS, High Serials	45.00
36 CHIEFS, No. 118,000	32.00
24 CHIEFS, No. 125,000	39.50
40 WATLING TREAS.	29.50

Special Deals on Console Games and Phonographs.

C. & N. SALES CO.
315 Poydras St., New Orleans, La.

SALESBOARD OPERATORS Read "DEALS"

A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department THIS WEEK AND EVERY WEEK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

BRAND NEW

MILLS
MODERN
SCALES
OFFERED
AT LOWEST
PRICES IN
HISTORY.
WRITE FOR
PRICES
AND COMPLETE
INFORMATION
AT ONCE.

WE ALSO CARRY A COMPLETE STOCK OF RECONDITIONED EQUIPMENT, SOME FEW ITEMS OF WHICH WE LIST BELOW.

1 BALL AUTOMATICS	
FLEETWOODS	\$79.50
FAIRGROUNDS	79.50
MILLS 1-2-3 TABLES	99.50
GOLDEN WHEELS	24.50
RACING FORMS	27.50
DAILY STABLES	59.50
POTO FINISH	27.50
DE LUXE SPORTSMAN	19.50
MILLS BIG RACES	79.50
CLOCKERS	42.50

GUARANTEED SLOTS	
MILLS 5c CHERRY BELLS	\$74.50
MILLS 5c BLUE FRONTS	59.00
MILLS 5c WAR EAGLES	48.00
MILLS 5c SKYSCRAPERS	37.50
MILLS 10c WAR EAGLES	48.00
MILLS 10c BLUE FRONTS	62.00
MILLS 25c WAR EAGLES	48.00
MILLS 25c BLUE FRONTS	65.00
WATLING 5c ROL-A-TOP	35.50

PHONOGRAPHS	
MILLS DO-RE-MI'S	\$ 99.50
MILLS DE LUXE DANCE	64.50
WURLITZER MODEL 410	150.00
WURLITZER MODEL 416	155.00
WURLITZER MODEL 716	169.50

TERMS: 1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO.
305-15 FRANKLIN ST.
FAYETTEVILLE, N. C.

BUY FROM US WITH CONFIDENCE
EVERY GAME RECONDITIONED BY EXPERT MECHANICS IN ONE OF MOST COMPLETE SHOPS IN OHIO.

CONSOLES		MILLS		SKEE BALLS	
Track Time, 1937	\$109.00	Mills 1-2-3	\$ 84.50	Wurlitzer Skee Balls	29.50
Red Head, 1937	174.50	Mills Clobber (New)	59.50	14' With High Score	99.50
Ray's Track	69.50	Prackap	32.50	Genco Bank Roll	29.50
Ray's Races	69.50	Miss America	27.50	PHONOGRAPHS	
(St. Mary)	69.50	Speed King	27.50	Mills Do-Re-Mi	\$95.00
Mills Rio	112.50	Pogo Finish	22.50	Wurlitzer 412	55.00
(Fl. Semole)	112.50	Turf Champ	24.50	COUNTER GAMES	
Mills Track King	89.50	Golden Wheel	24.50	Jennings Grand Stand	\$22.50
(Fl. Semole)	89.50	Derby Day, 1 ball	19.50	Superior Penny Pak	5.00
Liberty Bell	74.50	(Clock)	35.50		
Gallagher Donorces	94.50	High Card	35.50		
Mills Paytables	\$74.50	Flicker	9.50		
At-See-See	79.50	Classic	17.50		

KEENEY DISTRIBUTORS—LOWEST PRICES ON NEW CONSOLES
WHAT HAVE YOU TO TRADE? WRITE US.
MODERN AUTOMATIC EXCHANGE, 2618 Carnegie Ave., Cleveland, O.

"THE BIGGEST SELLER OF ALL JAR DEALS."

Slot Combinations—6 Colors—On All Tickets
217 Winners
Takes in 2520 @ 5c...\$126.00
Pays Out (Actual)... 97.00
Profit (Actual)... \$ 29.00

Cutselling any Jar Deal ever produced.
Makes money faster than a Slot machine.
A Sample will convince you.

SAMPLE DEAL COMPLETE \$4.75
Deposit Must Accompany All Orders

HARDEN SUPPLY COMPANY
802 WEST 7TH ST. SIOUX CITY, IOWA

Jobbers, Dist. Write for Quantity Prices

WURLITZER \$149.50 ea.
— 616 — (Lots of 10)

SINGLE MACHINE—\$169.50, 616A—\$189.50, P12—\$79.50, 716—\$169.50.
ROCK-DLA, Late 1938 Model, \$79.50.

USED CIGARETTE MACHINES. KEENEY'S
ROWE ARISTOCRAT \$22.50
STEWART & MCGUIRE \$27.50
NATIONAL 1937—9-30 \$74.50

BOWLETTE \$39.50
(PRACTICALLY NEW)
50% Deposit, Balance C. O. D.

BABE KAUFMAN MUSIC, (CIRCLE 6-1642) 250 W. 54th St., N.Y.C.

Is Your Subscription to The Billboard About To Expire?

Baby Track Is New Counter Idea

(New Game)
CHICAGO, June 16.—While reporting the growing sales of the Baseball game and also Ascot Derby, two games that have made big headway since their recent introduction, Jimmy Johnson, of Western Equipment and Supply Co., also announces at this time "a new and unusual Western counter game, Baby Track, featuring the ever popular horse race theme in a clever new form. The machine is compact and colorful, and play is fast and highly amusing. A coin inserted thru a standard type coin chute puts 5 dice in motion. Each die has a definite purpose and is in a separate compartment on the field of action. One die makes the selection, numbered dice in Win, Place and Show compartments denote result when play is ended, and the fifth die gives odds information."
In accord with Johnson's policy of offering operators extra punch in game value, Western is introducing Baby Track in a novel manner. By arrangement with the manufacturer, a nationally known genuine electric dry abuser is being given to operators free with each order for three Baby Track games.

Tel-Ad-Vision Pic Machines Popular

NEW YORK, June 18.—Tel-Ad-Vision automatic drop picture machine was recently installed in R. H. Macy & Co., local department store, where it has proved successful in boosting sales. Machine has 14 frames that automatically change, synchronized with voice recording and music recording that explain the pictures.
Julius Strauss & Co., Inc., manufacturers, have placed a number of the machines on locations in addition to the Macy installation and are looking forward to the machines being operated on a large scale thruout the country.
Profits are made thru the sale of space to concerns interested in pushing products in a particular locality or on a rental fee paid by the location interested in pushing its own merchandise.

WE PAY THE TAX!



We Will Pay the 10% Tax on All Diamond Bells
4th OF JULY RUSH WILL SOON BE ON—ORDER NOW AND AVOID THE RUSH!

The Diamond Jack Pot is not a dummy to fool the players. They really can win the contents of the Diamond Pot when the 3 proper symbols line up on the reels; just an extra reward for the player to shoot at. In other words he knows he can win the Diamond Jack Pot or one of the regular Jack Pots. 2 Jack Pots the public can really win has long been the dream of the smart operator.
It is equipped with all the good features of our famous Cherry Bell and Rel-A-Top combined.
Built in the following payouts:
3-10-14-18-20 AND THE JACK POT
3-5-10-14-18-20 AND THE JACK POT

Please advise what payout you want when ordering. The Diamond Jack Pot holds approximately \$7.00. Built in 1c-5c-10c-25c and 50c play. Built in the Straight Bell, as herewith shown, and is also built in the Front Vender Model.

EFFECTIVE JULY 2 we will be closed all day on Saturdays during July and August.
Write for circular and prices
MADE ONLY BY
WATLING MANUFACTURING CO.
4640-4660 W. FULTON ST., CHICAGO, ILL.
Est. 1889 — Tel., Columbus 2770
Cable Address, "WATLINGITE," Chicago.

"Sock it out of the Park!"
"All-Star"

The newest sensation in Barrel Board Deals! Made in either 2250-holes or 2520-holes size. Shows \$40.31 profit on 5c board; \$69.18 on 10c. Base hits touch 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.



"Sock it out of the Park!"
"All-Star"

The newest sensation in Barrel Board Deals! Made in either 2250-holes or 2520-holes size. Shows \$40.31 profit on 5c board; \$69.18 on 10c. Base hits touch 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.

IF YOU WANT TO INVEST YOUR MONEY NOT JUST SPEND IT BUY

BALLY RESERVE

\$99.50

FREE PLAY MODEL \$103.50

BALLY BAMBINO \$74.50

INCLUDING REGISTER

ORDER NOW! IMMEDIATE DELIVERY GUARANTEED

JOHN A. FITZGIBBONS

453 WEST 47th ST. NEW YORK CITY

362 MULBERRY ST. NEWARK, N. J.

2178 AMSTERDAM AVE. NEW YORK, N. Y.

Buys Location For Bally Reserve

CHICAGO, June 18.—Archie Berger, field assistant to Jack Fitzgibbons, Eastern distributor for Bally Mfg. Co., reports the following "Ballyve it or not" incident: A certain operator in an Eastern town wanted to place a Bally Reserve in a restaurant but was unable to overcome the "in" of a rival operator who had several old machines on the spot. So what does he do but buy the restaurant! "Of course," Berger added, "this brings up some very fine points as to whether this is a case of a merchant buying his own machine or an operator buying his own location, but any way you look at it it shows what wide-awake operators think of the Bally Reserve machine. Furthermore, I can produce positive proof that this actually happened."

Distribs Line Up For Daval Game

(New Game)

CHICAGO, June 18.—A. S. Douglas, president of Daval Mfg. Co., says that the response of distributors to the new Joker Wild counter game has been a great encouragement to his firm. In so short a time, he says, the firm is assured that distribution will be rapid and complete.

Among the distributors who have joined in the sales campaign on Joker Wild, he said, are Gerber & Olms, of Chicago; George Ponsler Co., of New York; The Vending Machine Co., of Fayetteville, N. C.; Stoking Mfg. Co., of Cincinnati; Banner Specialty Co., of Philadelphia; Avon Novelty Co., of Cleveland; Acme Novelty Co., of Minneapolis; L. A. Games Co. and Irving Bromberg Co., of Los Angeles, and Lou Wolcher Organization, of San Francisco, Portland and Seattle.

"These distribts have wired large advance orders for the new Joker game and have assured us that they believe the game will be one of the best that the firm has ever introduced to the industry," said Douglas.

Douglas stated regarding the game itself: "The play of Joker Wild is based on our first and greatest success, Chicago Club House. It is the real McCoy game of poker with the addition of the Joker Wild feature, which is probably

Baby Production

CHICAGO, June 18.—In the midst of expansion into the music field, the Atlas Novelty Co. here also boosted its baby production department by the addition on June 4 of a new model called Warren Michael Clark, weighing 7 pounds and 8 ounces. The designer of the new model is George Clark, shipping clerk at the Atlas office. He was ably assisted by Mrs. Clark from start to finish, he said.

the greatest come-on that was ever built into any card-playing counter game. The play becomes so interesting with the Joker Wild that even at the factory we many times find ourselves keeping at the game for long periods at a stretch without realizing the flight of time.

"In addition to the playing feature of Joker Wild we have built this game to look like a beautiful little radio on the counter. The cabinet is constructed of highly polished solid walnut trimmed with bird-eye maple. This one great feature is getting the game into spots all over the country where restrictions have held down the play on other types of counter games."

Modern Vending Helps Ops Start

NEW YORK, June 18.—Modern Vending Co. continues to stress the time-payment plan offered on the U-Bowl-It bowling game. The idea in the plan is to make it possible for operators to install a full route and pay for the machines from earnings. The first down payment is so arranged that the operator is assured of quick placement of the machines. The balance is small enough in the amounts arranged to give the operators the money right from the cash box of the machine itself.

Modern officials believe that U-Bowl-It will be one of the greatest games ever introduced to the public. They claim that the game has won the acclaim of every operator who has seen it and that they have been working out a time-payment plan to help operators get started with a route of U-Bowl-It machines. The game has been on display at their offices and will also appear at leading locations already arranged for by the firm.

FREE Set of 10 Exclusive HERCULES PAYOUT PROTECTOR PADS with every order. Rush Your Order Now! They're going fast!

Write for Our New List, Including Latest Used Games — Too New to Be Advertised.

HERCULES MACHINE EXCH. INC., 1175 BROAD STREET, NEWARK, N. J.
Cable Address: "HERMEX."

BASKETBALL . . . \$14.50	TRUCK MEET . . . \$13.50
ELECTRO . . . 25.50	WAR ADMIRAL . . . 24.50
FOOTBALL . . . 11.00	
FORWARD MARCH . . . 14.50	Weekly Special!!
ROSE BOWL . . . 16.00	CHICK BASE-
SLUGGER . . . 22.50	BALL . . . \$27.50

1/3 Deposit. Balance C. O. D., F. O. B. NEWARK.

NOVELTY GAMES — Bally Reserve, \$65.00; Bally Fleet, \$75.00; Snappy, \$37.50; Swing, \$40.00; Easy Shot, Mopac, \$30.00; El Toro, \$27.50; Sluggo, \$25.00; Live Wire, Spring, Stoner Races, Round the World, \$15.00; Long Beach, \$20.00; Gentile 3-Way Gripper, \$12.50; Replay, Wizard, Lights Out, Live Up, Bounce 'Em, Happy Days, Fifty Grand, Cross Lines, \$7.00; Mad Cap, \$5.00; Trap Shot, \$4.00; Neighbors, \$3.00.

SLOT MACHINES — Jennings Dixie Ball, nearly new, \$50.00; Jennings 50c Gonzo, \$100.00; Mills 5c Popcorn, almost new, \$50.00; Collins Doughboy, \$2, \$30.00.

AUTOMATIC PAYOFFS — 600's 1, 2, 3, floor ramps, \$105.00; Mills Flasher, \$62.50; Jennings Fishing Tiro, \$50.00; Pacer Races, 5c, perfect, Serial No. 4469, \$200.00; College Football, \$30.00; Ball Park, \$50.00; Clarito, Caron, Air Derby, \$22.50; Sunshine Baseball, \$12.50; Stampede, Fortuna, \$7.50; Giant, 35c and 5c, \$5.00; \$11 Ni., \$10.00; Racing Fern, \$30.00.

H. G. PAYNE COMPANY, 312 BROADWAY, NASHVILLE, TENN.

Expert Coin Machine Repairman Wanted

Unusual opportunity for right party. Knowledge of mechanical and electrical fundamentals essential. Must have experience on all types Vending, Music, Scale and Amusement Machines reach. Compensation will be entirely dependent upon ability. Answer in detail in own handwriting. Give references.

WESTERN AUTOMATIC MACHINE COMPANY
EDDIE FEY
Distributors of Northwestern Merchandisers.

555 Golden Gate Ave., SAN FRANCISCO, CALIF.

RECONDITIONED - READY TO OPERATE

Mills Blue Fronts . . . \$35.50	Keeney Derby Champ. \$153.50	Bally Reserve . . . \$50.50
Jennings 1c Darts . . . 9.50	Keeney Track Time . . . 105.50	Home-Top Digger . . . 23.00
Jennings Chills . . . 32.00	Red Head Track Time . . . 150.00	Flickers (like new) . . . 15.00
Pace Conest. 35.50	Jennings "Puka-Em" . . . 145.50	Firewood 75.00
Drey Days 25.00	Bally Skill Field . . . 135.00	Fairgrounds 72.50
Miss America 25.00	Pancho Races, 7 coin head . . . 25.00	Daily Races 10.00
Bally Derby 7.00		Red 'Em 15.00

ONE-HALF DEPOSIT — BALANCE C. O. D.

Cleveland Coin Machine Exchange, 2336-38 Prospect Ave., CLEVELAND, O. (Prospect 4023)

OPERATORS--Collect Over \$10.00 Weekly

ON \$9.50 INVESTMENT. Be the first in your territory to cash in on "3KILO," a new 1c Counter Game that is played like Bingo or Eliza. A Penny Skill Game that takes in from 2 to 6 pennies on every play. Beautiful cabinet, trimmed with chrome. Plenty of flash and player appeal. Compact size, with 9 1/2" x 11" depth 6 1/2" height 14 1/2" x. Send \$9.50 cash with order, balance, \$5.00, C. O. D.

BONUS SALES COMPANY, 15 UNION STREET, LAWRENCE, MASS.

PHONOGRAPH OPERATORS... SAVE MONEY!!

Read the TRUTH about Phonograph Needles!

Some months ago when we pioneered the music industry with our first announcement that we could renew old, worn out Phonograph Needles for only \$1.00 per Dozen (lower prices for larger quantities) we created a sensation. Since then certain forces have been at work in an attempt to discredit us. Well, the answer is in the fact that not one single operator of the hundreds who have already availed themselves of this great service has been dissatisfied. In fact, we are busier with recorders today than we have ever been. It's logical for any music operator to want to save from \$4.32 to \$5.40 and yet get 2,000 more plays on each dozen needles. OUR SERVICE IS FULLY GUARANTEED! A TRIAL WILL CONVINCE YOU!

JUST WRAP 12 OLD, USED NEEDLES IN A DOLLAR BILL AND MAIL WITH YOUR NAME AND ADDRESS TO McCORMICK MACHINE CO., Greenville, N. C.

Get acquainted with the "ROYALTY" of RECONDITIONED GAMES!

PAYTABLES

Fairgrounds . . . \$23.50	Alamo \$3.50
Scrabble 74.50	All Star 5.25
Bally Entry 72.50	Credit 5.25
Arlington 42.50	Double Header . . . 3.25
Turf Champ. 34.50	De Luxe 46 8.50
Speed King 31.50	Teddy 8.50
Loteria 29.50	Repeater 7.50
Golden Wheel 26.50	Redwood 7.50
Mutiple 18.50	Double Score 6.50
Red Ball 14.50	Double Up 6.25
Pinch Hitter 12.50	Say High 6.25
Pancho Speedway 11.50	Remain 6.25
Leatherneck 10.50	Golden Harvest . . . 6.25
Sunshine Derby 10.50	Battle Ball 6.25
Peelback 9.50	Flying Turf 6.25
Multistay 9.50	Scortman 4.50
Stop and Go 9.50	Wall Street 4.50
Rainbow 9.50	Kingfish 4.50
	Whirlpool 4.50

COUNTER GAMES

Club Vendor . . . \$17.50	Bally Nocket . . . \$7.50
Red Foot 15.50	Scrab-Pack 7.50
Penny Pack 9.50	Hold 'n' Draw . . . 6.50

NOVELTY GAMES

Great Gun . . . \$15.50	Home Run . . . \$14.00
Batter Up 15.50	Score Board . . . 13.50
Hot Springs 15.50	Fire Ball 12.50

MISCELLANEOUS

Row Imperial . . . \$35.50	Markman . . . \$30.50
Old Machine \$44.50	Jungle Dodge . . . 25.00
Targets 57.00	

1/3 Deposit With All Orders. Balance C. O. D.
Write for Complete Price List.
Foreign Buyers, Cable "Royalty."

ROYAL COIN MACHINE CO.
2212 N. Western Ave., Chicago, Ill.

SPECIAL

30 BRAND NEW SEEBURG HOCKEY GAMES (Original Crates), \$29.75 Each. While They Last.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO, ILL.

PHOTOGRAPH, PIN GAME, DIGGER, SLOT, SKEE BALL, SALESBARD, CIGARETTE and VENDING OPERATORS
Standard and Special

COLLECTION BOOKS

BALTIMORE SALES BOOK CO.
120 WEST 42d ST., NEW YORK CITY.
Attention: Mr. Chas. Fleischmann.

When looking for dependable and good earning used and new equipment, write to

SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Huber Starts on Full Speed Ahead

"To the Editor: It's full speed ahead. That is exactly what the Coin Machine Manufacturers' Association committee told me the other day. Now that the track has been cleared and the red lights turned to green, full speed ahead is the new order of things at CMMMA headquarters.

"Not only is full speed ahead the new slogan for the CMMMA coin machine show, it is also going to be the slogan for the entire coin machine industry as well. The 1939 coin machine exposition and convention of the coin machine industry, as well as the allied industries, will be held as heretofore at the Hotel Sherman, Chicago. The official dates are January 15, 17, 18 and 19. The 1939 coin machine show will be conducted by the Coin Machine Manufacturers' Association of America, Inc., and the show in its entirety will be under direct supervision and control of a committee composed of a group of prominent coin machine manufacturers, as well as representatives of the allied exhibitors. Nothing will be left undone by this committee to give the industry the greatest show we have ever had. Those who wish complete details may write the CMMMA headquarters, Sherman Hotel, Chicago.—Joe Huber, convention manager."

order for the baseball games with the manufacturer in order to supply his trade, and he understood that distributors all over the country are also doing about the same thing.

Rothstein says the makers describe the game as "not being exactly a pin-ball game, because it has no pins, bumpers, plunger nor ball lift as the usual pin game. It is a baseball game that gives the player a chance to pitch and bat 15 balls for his money, and then a real display of the important features of baseball in a mechanical game.

Jar Deal Company Has 22 Men Out

KANSAS CITY, Mo., June 18.—The Universal Mfg. Co. here reports full scale production on its new line of New Reels and Spinning Reels jar games. Joseph Berkowitz, general manager, states: "I knew when we first introduced New Reels to the public that they were going to be popular, but I didn't realize they would take the country by storm. The demand for New Reels has been almost more than we could handle, necessitating a lot of overtime work and fast-moving as well as new machinery in order to give our customary one-day service.

Twenty-two representatives of the Universal Mfg. Co., now cover the United States, according to Mr. Berkowitz, and several more are to be added. The Universal Co. believes in personal contact with all customers in order that it may receive the operators' suggestions and criticisms in helping to make new deals for the operators' benefit.

"Altho New Reels and Spinning Reels are tremendous hits," Berkowitz says, "I've got a new idea up my sleeve that will prove to be even more popular and profitable. It will probably be 60 days before I can begin production on this new idea, but I would like all the operators to keep in touch with me if they want to be in on the ground floor."

Fifteen Balls Player Magnet

PHILADELPHIA, June 18.—It is the 15-ball idea in the Playball game made by Exhibit Supply Co. that gets the players, according to I. H. Rothstein, president of Banner Specialty Co. here. The Banner firm is distributing the games to operators in this area and Rothstein says he is stressing the fact of 15 balls to every operator. He said he had recently placed a large

SKILL DERBY

A GAME OF SKILL

3 Complete New \$788! JAR DEALS for only \$7.13 Each

OPERATORS Turn your old equipment into live money-making merchandise. We will take Counter Machines, Slots, Paytables, Pin Games, Consoles, Music, Sewing Machines or anything of value in the amusement field in exchange for our Jar Deals.



Get a National 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71 Av. Profit, \$43.00.	Banco 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$42.60.	Half A Hundred 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.30 Av. Profit, \$42.70.
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\$21.00 Per Dozen
COMPLETE Deals \$20.40 per dozen. Refills and cards \$21.00 per dozen. If 2,020 tickets are desired, add 20c 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."
3307 ARMITAGE AVE., CHICAGO, ILL.

COUNTER GAMES

A. B. T. Target	\$17.50	Portlan Vending (Cig.)	\$21.00
Bally Lite-Pack	20.50	Red Spot	5.50
Bell Slides	12.50	Triple Win-Pack	6.50
Die Dominos	6.50	Wheen Hovers	12.50
Dixie	5.50	(New) Kaiti	7.50
High Slides	5.50	Miles	5.50
High Mile	5.50	(New) Sweep	3.50
High Stop	4.50	Official Sweep	3.50
High Tension	3.50	Old Age	3.50
Match Horses	5.50		

Thomas J. B. Depoist, Inc., C. O. D.
WE BUY, SELL OR EXCHANGE.
3147 Locust St., St. Louis, Mo. **MY CALL NOVELTY CO.**

LOOK AT THESE VALUES!

MILLS 1-2-3	\$75.00
TRACK TIMES	110.00
MILLS DIALS	22.50
MILLS FLASHER	54.50
RAY'S TRACK	55.00

Write, Wire or Phone
SEIDEN DISTRIBUTING CO.
1240 BROADWAY, ALBANY, N. Y.

GUARANTEED USED MACHINES!

BALLY RESERVE \$60.00

AIRWAYS	\$30.00	CHICO BASEBALL	\$30.00	WRITE FOR PRICES OF JUNGLE AND STONER BASEBALL
ZEPHYRS	\$0.00	STONER'S ELECTRO	\$0.00	
GULL'S EYE	\$0.00	POWER PLAY	11.00	

Write for Complete List of Used Games of Lowest Prices.
ALL NEW MACHINES IN STOCK.
BUDIN'S SPECIALTIES, Inc. 174 S. Portland Ave., BROOKLYN, N. Y. Tel. BR 6125

The Greatest Counter Game in 50 Years!

IS WHAT GEORGE PONSER CALLS *Daval's*

"JOKER"

ONLY \$22.50

7 DAYS' FREE TRIAL GUARANTEE

GEORGE PONSER CO.

33 WEST 60TH ST., NEW YORK, N. Y.
11-15 EAST RUNYON ST., NEWARK, N. J.
1435 BEDFORD AVE., BROOKLYN, N. Y.

SLUG VISIBLE SLOTTED COIN COUNTER

MR. OPERATOR—If you want to waste time, that is your business. If you want to save time, let this be your business. Our method of counting and tubing coins is the answer. Transparent, with slot cause spring absolute accuracy in count, shows up slug, easily emptied into roll.

It Tubes and Counts. Tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.00 a set consisting of penny and nickel counter. The penny counter can also be used for tubing slugs.

Accurate Coin Counter Co., Patton, Penna.

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.

D. D. JENNINGS & COMPANY
4309 W. Lake St. • Chicago, Ill.

DOING A BETTER AND BIGGER JOB FOR OPERATORS

The Most Preferred and Most Successful Base Ball Game

'PLAY BALL'

Not a Pin Game! ... No Pins ... No Bumpers ... No Ball Lift or Plunger ... Not a 1-2-3 You're Out Game—but the World's Greatest Baseball Game at the World's Lowest Price ... Player pitches and bats 15 balls, runners advance on playing field as well as run bases on large back panel ... Absolutely New and Original ... 100% Mechanically Perfect ... Legal Everywhere ... Get Exhibit's Great Baseball Game Now!

The Most Popular Novelty Table 'HANDICAP'

With \$10.00 or More Bank Note as well as 2-4-10-10 (etc.) SKILL POINT AWARDS ... high scoring ... chain scoring ... progressive scoring—5 BALL PLAY ... 5 Ball Beacon Light Bumpers—that add extra thousands to score. Possible to get extra 4000 with single ball ... Combines Bumpers and Holes with new Rebound Action to give you the Hit Game of the Year.



ONLY **99.50** F.O.B.

Order From Your Distributor Today or Write Us Direct

79.50 WITHOUT REGISTER **84.50** WITH BANK NOTE REGISTER

EXHIBIT SUPPLY COMPANY • 4222 West Lake Street • Chicago, Illinois

OPERATORS NOTICE!

Wonderful values in Mills Eagle Front Escalators—Bells. The finest Money Making Machines ever built by Mills. These machines are practically new—used only a short time. Ready for immediate operation. Single and Double Jack-Pots. 20 stops. All latest serial numbers.

- 5c DOUBLE JACK-POT.....\$35.00
- 10c DOUBLE JACK-POT..... 40.00
- 25c DOUBLE JACK-POT..... 45.00
- 5c SINGLE JACK-POT..... 40.00
- 10c SINGLE JACK-POT..... 45.00
- 25c SINGLE JACK-POT..... 50.00

Priced for quantity buyers. These machines are new in appearance and are in perfect mechanical condition—they are ready to operate.

One-third Down — Balance C. O. D.

MIDWEST SALES GAMES COMPANY

1925 Main St., Kansas City, Mo.

Seiden Adds Line Of Premiums, Etc.

ALBANY, N. Y., June 18.—Henry W. Seiden, head of the Seiden Distributing Co., announced the addition of new lines last week that will be of interest to the trade. Stated Mr. Seiden: "When the Seiden Distributing Co. first began its business, it started out to carry a large and complete stock of all types of machines. That reputation has improved thru the years.

"Now we go forward another step," Seiden declared. "We are now able to offer operators another outstanding convenience. They can now buy their coin machine requirements and in addition salesboard and premium requirements all under the Seiden roof.

"Yes, it's true. We recently added a new line of salesboards and premiums to our ever-growing stock. And it's a complete line, for it includes candy, candy dishes, clocks, cameras, flash-lights, top rabbits, toy dogs, toy dummies, electric fans, cigaret lighters and cases, baseballs, baseball gloves, pocket knives, pen and pencil sets, etc., and a wide variety of all types of salesboards.

And altho this line is comparatively new we've already doing a whale of a business with it."

Profitable Spots Only Ones Kept

DETROIT, June 18.—F. J. Foley, a veteran games operator, has a new solution for the problem of business improvement without investment of new capital—a problem confronting many new operators today.

Instead of just going on adding more new locations, Foley looks for better ones constantly. He has an informal mental standard of what each location should bring in, in the way of gross returns, and those that consistently fall very far under this standard are speedily dropped from his list. The machines removed are then free to be placed in a more profitable location, and the average returns of the entire route are improved considerably by this sound policy. Some locations just will not support certain types of machines, while others will, as can be determined by this selective policy, Foley says.

3 Complete Jar Deals \$6.50

Including 3 different sets of Dents, 2280 Tickets, Cards, Jar and Holder—All Cards embossed metallic seals.



LET'S GO FISHING. 2280 Tickets at 5c Each, \$114.00. Average Payout \$72.50. Average Profit \$41.50

DOUBLE DRAW. 2280 Tickets at 5c Each, \$114.00. Average Payout \$77.00. Average Profit \$42.50

PLAY BALL. 2280 Tickets at 5c Each, \$114.00. Average Payout \$71.00. Average Profit \$43.00



If 2020 tickets are desired simply add 75c to above price.

Refills 2280 Tickets and Cards \$31.00 Per Dozen

The Finest Ticket Ever Made—Heavy Stock—Easy to Open—Cheat Proof.

TICKETS ONLY PER DOZEN
2520c --- \$18.00 | 2280c --- \$15.00
1836c --- 13.00 | 1440c --- 10.00
25% Deposit With Order—Balance C.O.D.

STANDARD SALES CO.
3425 Armitage Ave. CHICAGO, ILL.

TO THE HIGHEST BIDDER

Six New Late 1937 Model Webb Scoots. These Scoots must be disposed of immediately. Original Price \$100.00. Ski-Ni's, Hi-Balls (Floor sample), Track Master, Ray's Tracks, cash payout, Serial No. 2870; Stoner's Ball Fans, Ball's Blue Wind; Little Dukes, single jackpot Skis, with payout; Rock-Ola Imperial 20s. Photographs, slightly used; 110-volt Deacote Converter, slightly used.

Will trade all of the above for Cigarette Vending Machines, not to exceed three years in age. 75 Famous Master Vendors No. 77, with Porcelain Base, Chromium Top and Cabinet, \$6.50 each.

MARIETTA SERVICE COMPANY
Marietta, Ohio.



JACK MOORE (right), San Francisco, plays his favorite game during a visit to the Bally Mfg. Co. George Jenkins, Bally sales manager, is on the side line.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



HI-LO

**GENCO'S NEW NOVELTY SENSATION
WITH THE MAGIC MIRROR BACKBOARD
and the PLAY-THEME HIT of the YEAR**

Upon insertion of coin, odds from 2 to 10 light up on backboard. If a ball passes over the skill switch at the top of the playing field, odds automatically change. Also, 10,000 appears in lights at upper left side of mirrored backboard. First ball played subtracts from 10,000 in units of 200 each time a bumper spring is hit. The number remaining lighted after first ball comes to rest is the score to equal or exceed with remaining balls. If first ball crosses a 1000 track, 1000 registers on right side of backboard. Each time a ball contacts a bumper spring, a diving girl is shown in various stages of a dive and 100 is added to progressive score. Ball rolling over switch registers 1000 points.

\$74⁵⁰
F. O. B. CHICAGO

Immediate Delivery

GENCO, INC., 2621 N. Ashland Ave., Chicago, Illinois



With the thermometer going up,
sales come down

Boost your batting 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!

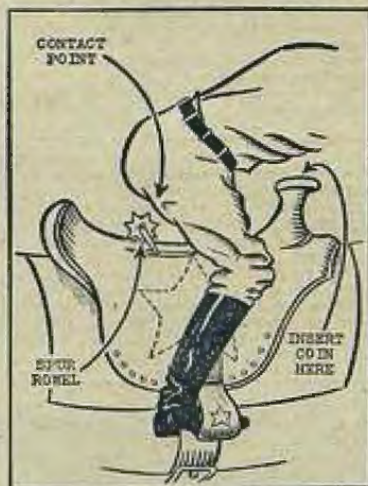
2000 punches with one-third of the punches free. Takes in \$66.30 and pays out \$26.30, leaving \$40.00 profit. Operators' price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

H. G. PAYNE COMPANY

112-314 BROADWAY, NASHVILLE, TENN.

Binks Still Dude Ranching in N. M.

CHICAGO, June 11.—Mel Binks, chief engineer of J. H. Keeney & Co., is riding the herds on Valley Ranch, Pecos, N. M. Reports from the great open spaces tell us Binks has succeeded in putting a coin chute on a saddle, so all the owner of a dude ranch needs to do is to park



MEL BINKS, J. H. Keeney & Co., designs new coin-operated saddle called Bottoms Up.

his "bronks" at a hitching rail and the dude inserts 25 cents in the saddle horn for every hour's ride.

The mechanism, as shown elsewhere in this magazine, employs a sharply pointed rowel of a spur which is geared to both a coin chute and time clock. The spur protrudes upward from the saddle seat until coin is inserted, when it drops down to leather level. The time clock again elevates the spur when

BIG ALLOWANCES ON USED MYSTERIES!

Your idle Mills Mystery machines will bring you a high trade allowance as purchase credit on brand-new Mills merchandise. Send us a list of your machines and serial numbers before June 30, 1938. Let us quote you our liberal allowances without any obligation on your part to either buy or sell.

MILLS NOVELTY CO.

4100 Fullerton Ave., Chicago, Ill.

PACES RACES

Parts and Complete Service
New and Guaranteed Rebuilt Machines
Save money and enjoy operating

PACES RACES

By dealing with the creator of Races.
Liberal Trade-In Allowances on Old Models.

BAKER NOVELTY CO.

643 N. KEDZIE AVE.

CHICAGO, ILL.

HEY! OPS LOOK! FOUR NEW STARS **** JUST BORN



ONLY
\$2.65 each



**4 FOR
\$9.75**



COMPLETE DEALS
2280 —
Dol., \$26.00
2820 —
Dol., \$31.00
2772 —
Dol., \$34.00

REFILLS
2280 —
Dol., \$22.00
2820 —
Dol., \$26.00
2772 —
Dol., \$28.00



PLAY BALL

ARLINGTON

DOUBLE DRAW

BANK NITE

1/3 Deposit With All Orders—Bal. C. O. D.

MONARCH COIN MACHINE CO. 1731 BELMONT AVE., CHICAGO, ILL.

Machine Closeouts

Home Stretch	\$11.50	Batter Up	\$11.50
Running Wild	11.50	Bally Booster	10.50
Bally Bumpers	11.50	Stoner Races	18.50
Pass Comet (50,000 & over)	8.00	Bally Entry (brand new)	60.50
Long Beach	17.50	Tam Mix Gami	80.50

1/3 Deposit With Order.
Ref. Genco Co., Chicago, Ill.
2892 Grand River, Detroit, Mich.

Robinson Sales Co.

METAL SLOTTED COIN COUNTER



SAMPLE 75c
10 or More, 65c Each.
Polished Aluminum stamped 5000 marks. See slots through slot!
Lasts a LIFETIME!
(For Pennies Only.)

3001 Wayne, Kansas City, Mo.

the hour is up, notifying the rider in a rather pointed manner that he (or she) must insert another coin unless they are already so sore in certain areas of the anatomy that the prodding of a spur point won't make any difference.
Binks is now working on a multi-selector feature which will permit the rider to select his choice of falls: (1) head over heels; (2) front, or (3) "fanny."

Chicoin Novelty Games Go Forward

CHICAGO, June 18.—Explaining the success of their work as novelty game specialists, officials of the Chicago Coin Machine Manufacturing Co. said that the recent game, Nags, continued to have a wide demand. Points in this game, they said, would illustrate the novelty appeal.

According to them, "Nags is one of the flashiest five-ball novelty games ever built. It's cleverly different and offers a fresh new approach to a horse-racing game. The idea behind Nags play is to gain laps by contacting the bumper springs on the beautiful new playing field. As a ball contacts five bumper springs the player is credited with one lap of 1,500 points. This lap he gains is registered on the brilliant light-up backrack. There are two 1,000-point tunnels on the playing field, which when rolled thru credit the player with one lap of 1,000 points also. At the top of the playing field is a "long-shot" bumper which doubles awards—first, second or third place—when contacted. And if lights are lit and a ball rolls thru the tunnel at the lower part of the playing field, another lap, or 1,000 points is added to the score. One of the most appealing features of Nags, not only to players but to operators and location owners alike, is the fact that it may be played both as a horse-race game and as a high-score game.

"While Nags dominates the picture these days, orders still continue to arrive for Chicago Coin's three predecessors, hit games every one of them, Snappy, Swing and Fiesta. All three are five-ball novelty games and topping earning records everywhere."

London

LONDON, June 18.—British trade represented at Paris coin machine exposition by Percy Goddard, of Goddard Novelty Co.; Hymie Seener, of Coin Amusement Machine Supply, and Morry Sheffras, of Sheffras Automatas. Show falling just before Whitsun vacation prevented bigger attendance and spoiled possibility of official delegation being sent from BAMOS. Dick Scott, of Scott-Adickes, planned going but changed his mind owing to British blue riband of the turf, the Derby, being held on June 1.

Biggest novelty here in tables is British product Okay for Sound. This is bumper type with 2,000 switches. When certain score is obtained a tune is played, gramophone record and pick-up being housed in bottom of back box. President of British Automatic Machine Operators' Society, W. H. Willmott, along with Fred (Pa) Hardinges, of Hardinges Automatics Ltd., is on 18-day cruise thru Mediterranean Sea. Hardinges made similar trip some three years ago.

Myer Gensburg advises Coin Amusement Machine Supply, Ltd., that he will be spending a week in London during this month.



LOOK ELECTRIC GRILLE

FOR YOUR OLD MODEL PHONOGRAPHS
 LOT OF 5 - \$8.75 EACH
 LOT OF 10 - 8.50 EACH
ACME ELECTRIC SHOOKER
 SAMPLE - \$5.00
 LOT OF 10 - \$5.50 EACH
 LOT OF 25 - 5.00 EACH

Operators of Pace Races, we can fill your orders for parts for Pace Races, such as Paper Balls, Mercury Switches, Brakes, Crank Shafts and other parts at a saving to you.

3 Rock-Ola Windors, floor lamps, never on location... \$242.50
 2 Rock-Ola Rhythm Masters, 10 record, F.B. 165.00
 2 Brand New Rays Tracks, 50 play, check separator 125.00

PIN GAMES

Slightly used Pin Games, guaranteed mechanically perfect and appearance like new, offered subject to prior sale.
 2 Jennings Hunter \$ 7.50
 2 Golden Wheels, perfect 25.00
 2 Classics 15.00
 1 Bomber 7.50
 1 Mills Golf Ball FS. 125.00
 1 Bally Entry, factory rebuilt like new 67.50
 1 Dux, like new 17.50
 1 Genco Recorder, perfect 35.00
 1 Great Guns 7.50
 1 Gottlieb Daily Races, brown cabinet, 12.50
 1 Jennings Grand Stand, 50 play, like new 15.00
 2 Gollecting Dominoes, Regular Model, check separator, perfect 105.00
 1 Mills Big Race, perfect 65.00
 1 Hi Ball, P.S. 85.00
 2 Giant Grip Tappers 10.00
 Will trade brand new Rock-Ola Windors and Rhythm Masters for Wurlitzer P-12 and 412 Phonographs. Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Get our list of new and used machines before you buy elsewhere, as we will save you money.

MOSELEY VEND. MACH. EX. Inc.
 60 Broad St., Richmond, Va.
 Day Phone 3-4511, Night Phone 5-5328.

New Baby Hocket, \$20.50; Mars, \$24.50; Stoner's Hires, \$22.50; Double Track (Genco), \$40.00; Truck Meet, Blue Box, \$17.50; Bobbs, Forward March, Speed (Daval), \$14.50; Sequente, \$6.00; Short Sore, Neck and Neck, Rocky, \$5.00; Nories, \$2.75; Red 21, \$3.50; Red Spot, \$7.50.
 All in Excellent Condition. — 1/3 Cash.

Capital Vending Machine Co.
 100 1/2 Woodland St., Nashville, Tenn.

EVANS'

BANG TAILS

FIRST RACING CONSOLE - AND STILL IN TOP PRODUCTION! THERE'S A REASON!

YOU GET MORE THAN A GAME from EVANS!

You get right treatment! Every sale is backed to the limit with Evans' dependable factory service and full co-operation to help you make money! You get the highest quality merchandise that money can buy—and besides, you get the support of this sound, reliable 46-year-old organization interested in your success!



IMITATED BUT NEVER EQUALLED!

★ TRUTH IN ADVERTISING
 To prevent wrong impressions, we make only conservative statements of facts in our advertising!

BANG TAILS is "tops" in class, performance and earnings! New Legalizing Skill Feature with Gold Award meets skill game requirements. Evans' NEW 7-coin head stops gyp-artists!—no coin jamming—last 3 coins visible. New Steel inner wall prevents tampering with operating mechanism. Silent action precision mechanism, non-drop powerpak, and dozens of other NEW features make it the standout racing game of 1938!

At Your Jobber, or Write, Wire or Phone
 Haymarket 7630.

OTHER EVANS' WINNERS

Gollecting Dominoes
 Rollinto Jr.
 Write for Details.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



TWO HITS

BASEBALL PLAY BALL

1,000 Holes.	600 Holes.
Takes In \$50.00	Takes In \$30.00
Pays Out 24.85	Pays Out 15.25
Featuring 1 \$10, 1 \$5.00	Featuring 2 \$5.00
Now Plus Only \$1.72 10% Tax.	Now Plus Only \$1.14 10% Tax.

NEW LOW PRICES NOW IN EFFECT

Ask for Our New, Low Price List.

GLOBE PRINTING CO.

1023-27 Race St. PHILADELPHIA, PA.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
H. C. Evans & Co.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.		

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

NAVIGATION COIN MACHINE CO.

DON'T BE A CHUMP! WE SELL FOR LESS AND GIVE A WRITTEN MONEY-BACK GUARANTEE. WHAT COULD BE FAIRER?

NEW WINNERS	MILLS CLOAKER \$27.50
BALLY RESERVE \$59.50	MYSTERY DAILY RACES 8.75
BALLY BAMBINO 74.50	GOTTLEB DERRY DAY 17.50
GENCO HIT 75.50	EXHIBIT HI BALL 39.50
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AL THOELKE, Kearney payout table designer, checks volume shipments of the new game, Winning Ticket.

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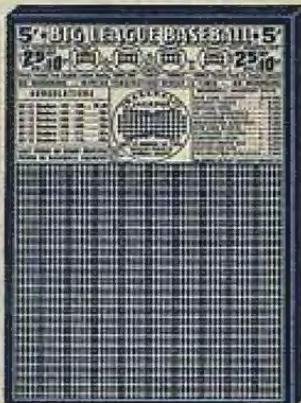
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Sam London Okehs Daily Races Jr.

CHICAGO, June 18.—Back on the job after his severe illness, Sam London, of the Milwaukee Coin Machine Co., is quite enthusiastic over the new Gottlieb ridget counter game. Once more in charge of the Milwaukee office with all his old-time pep and initiative, one of London's first acts was a brief trip to Chicago to arrange delivery of Daily Races Jr., in quantity.

"There's a game that's really timely," he said, greatly enthused. "A small, low-priced machine that produces surprisingly large profits without any over-head headaches for the operator.

"Daily Races Jr. has everything it takes to make money, including big-game features like illumination, mystery selection and odds. In fact, it's the history-making Daily Races payout all over again in a sort of vest-pocket edition, with everything but the automatic payouts, and it promises to repeat the history of that famous game. Another feature important to operators is that it can be had for any coins from pennies to quarters, which enables it to fit in and produce profits in practically every type of location. Despite present business conditions, operators report phenomenal collections with this little marvel, one in particular reporting that his profits amounted to practically the cost of the machine in one day.

"In times like the present," continued London, "low-cost games like this that quickly put the operator in the clear are most needed. That's why I'm quite enthused over Daily Races Jr. and expect to make a record in sales."

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SATISFACTION GUARANTEED

30 GRIPPERS

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The ORIGINAL 3 in 1 GRIP TESTER

WITH SPINNING REELS For That Comeback Appeal

2 Number Reels Spin with Each Grip.
 With Spinning Reels. **\$17.50.**
 Without Spinning Reels. **\$14.50.**
 Tax Paid. Stand **\$2.50.**
 Interchangeable Score Cards furnished. Cigarettes, beer, etc. Can be blanked out for amusement only. Release button holds last score. 3 ways to test grip.



HERCULES GRIP MACHINE CO.
 412 So. Market St. CHICAGO, ILL.

Imperial Tables Still Climbing

BIRMINGHAM, Ala., June 18.—That the Imperial billiard table gains new locations by causing merchants to ask for the games voluntarily is one of the big reasons for the increasing sale of these tables, according to Max and Harry Hurvich, of Birmingham Vending Co.

"We investigated to learn why so many operators were so enthusiastic over the Imperial and we found that wherever the Imperial is placed location owners of other spots will soon want the table," they state. "This has been going on in every territory where operators have been placing the Imperial. We have a report here where one of the largest and best locations in a Southern city phoned an operator to install an Imperial because of the fact that he had seen the game and played it in another location in the same town."

"This type of success which many operators are enjoying who are now using the Imperial is bound to help the entire industry," Hurvich says. "When the public itself demands a product and asks its favorite play spot to get it, then there is no doubt that this product has public acceptance and with such acceptance is bound to get the kind of play that makes for real profits."

Profit-Sharing Plan Announced

BALTIMORE, June 18.—A profit-sharing plan in which customers get "Oriole shares of scrip" is now completed, copyrighted and ready for announcement," says Eddie Ross, president of Oriole Coin Machine Corp. here. The plan has been in the making for about two months, it is said.

"The plan is one that will offer every operator who deals with us a share in our business," continued Ross. "It opens the way to a new understanding between operator and the distributor. An understanding that is sure to breed closer friendship and a keener relationship between ourselves and our customers."

According to Ross, the plan of the firm is to "offer operators from their headquarters here and branch offices in Washington, Pittsburgh and Buffalo an inducement of refined character which gives the operator an actual share of the firm's profits."

The issuance of regular "Shares of Oriole Scrip" will be the feature of the plan, Ross says. "This scrip will be of definite monetary value to the operator. He will be able to receive in return many gifts which the firm is now arranging. The gifts will be shown in a special catalog which is now being completed."

Shocking Machine Brings in Money

CHICAGO, June 18.—"We are literally giving the trade a shock," says Roy Bazelon, of Monarch Coin Machine Co. "It's a shock machine we are offering the coin machine trade that is really making the old profit sign go up every time the collection box is emptied on



DAILY RACES JR. COUNTER GAME

Famous Daily Races in midjet! First counter game with illumination, Mystery Selection and Mystery Odds! Coin brings up one or more horses, finish position and odds, all illuminated! Two dice show winning horse and finish position to win! Odds 2-1 to 50-1. Ball Coin Attachment filled without opening machine. **ANT** slot, last coin visible and illuminated!

100% LEGAL



SIZE: 8 1/2" Wide, 11" High, 5 1/2" Deep or Combination Slot.

\$24.50

116 V. A. C.

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3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 section-cup base; new Buffer Indicator Control for competitive play! Chrome Handles throughout; Anti-Tilt, Tension-Adjustment to suit location; Bell Adjustment to ring at any number; Non-Clog Slot; Separate Cash Box, etc. Metal Stand, \$2.50 Extra.

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RECONDITIONED and GUARANTEED

ROCK-OLA WORLD SERIES \$125.00
 FAIRGROUNDS, E 57 PAK... 75.00
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 15 MILLS ONE-TWO-THREE... 69.50
 2 JENN. LIBERTY BELL CONSOLES with Skill Proc. New. Ea... 65.00
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COLLEGE FOOTBALL With Clock	22.50
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Proving as great a sensation in regular novelty class as Bally Reserve is in "reserve" class! Try at least a sample and let the cash box convince you.



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